



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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Moushumi Datta

Prof. (Dr.) Moushumi Datta
 I/c. Principal

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Journalism)

Semester VI

Broadcast Journalism

Course Code: 1869UMMBJ

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

PRINCIPAL

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

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course
Broadcast Journalism**

Objectives:

- Providing the learners with an overview of the evolution of Radio and Television.
- Acquainting them with the format and skills required for broadcast writings.
- Impart an understanding on the impact of media boom and media convergence.

Course Outcomes:

- CO1: Explain the evolution of the Broadcast industry. (Understanding)
 CO2: Interpret ethical guidelines and media laws in script writing (Apply)
 CO3: Examine the broadcast industry in India (Analyze)
 CO4: Critically analyze the presentation of broadcast news (Analyze)
 CO5: Would evaluate the use /misuse of this technology from a historical perspective (Evaluate)
 CO6: Create a radio/podcast script (Create)

Sr.No	Modules/Units	No. of Lectures
1	History & Development of Broadcast Journalism <ul style="list-style-type: none"> • Traditional Journalism • Global Journalism • Brief History of the development of Radio Journalism • Brief history of the development of TV journalism • Brief history of the development of online/web journalism. <u>PN : Case study</u> <ul style="list-style-type: none"> • BBC & CNN: Organizational Structure, Functions of Different Divisions and Departments/Units, News Service Division, Objectives of Broadcast- Information, Education and Entertainment. • AIR & FM: All India Radio-Organizational Structure, Functions of Different Divisions and Departments/ Units; News Service Division Of AIR; Objectives of Broadcast- Information, Education & Entertainment; Commercial Broadcasting Service; External Service Broadcast, National Service. Vividh Bharti And FM Services Of AIR: AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio Channels- Development of Educational & Community Radio. • Doordarshan & Satellite Channels: Organizational Structure, Functions of Different Divisions and Departments/Units & Doordarshan News; Commercialization of TV; Satellite Television Broadcast- Breaking of Monopoly Of DD- Television Channels for Niche Audiences- Entertainment, News, Sports, Science, Health & Lifestyle. Proliferation of DTH Services, Growth of Private International, National and Regional TV Networks & Fierce Competition for Ratings. 	12
2	Regional Journalism	6

	<ul style="list-style-type: none"> News Channels: Star Majha; IBN Lokmat; Zee 24 Taas; Sahara Samay Mumbai; Big News Marathi; Upcoming Channel From BIGTV; Big News Mumbai; Upcoming Channel from BIGTV; TML Voice of India Amachi Mumbai; Upcoming Channel from Triveni Media Group-With Regard to Multiplicity of Language & Culture Entertainment Channel: Zee Marathi; Star Pravah; ETV Marathi; Mi Marathi; Doordarshan Sahayadri, Saam Marathi, BIG Gaurav; Upcoming Channel From RADAG; Sahara Marathi- Upcoming Channel from Sahara- Upcoming Channel From 9X Radio Channels: Akashvani (Sw/Am); Akashvani Mumbai GOLD (100.7); Akashvani Mumbai Rainbow (107.1 FM); Worldspace Surabhi (Satellite Radio) Movie Channels: Zee Talkies; BIG Cinema (Marathi); BIG Chitrapat Upcoming Channel From R-ADAG Music Channels: Sangeet Marathi- Upcoming Channel from Media Worldwide. 	
3	Broadcast formats	12
	Radio/TV <ul style="list-style-type: none"> News Bulletins/Appeals/Reels News Magazines/Talk Shows/Reviews. Main Characteristics of News as Against News in Other Media Simple Announcements Talks/Commentaries/Comments Interviews Discussions Features Documentaries Docudramas Play Running Commentaries Ads/Commercials Phone Ins/Bridges Music 	
4	Writing in broadcast style (Skill Development, Employability)	6
	<ul style="list-style-type: none"> Broadcast News Vocabulary (The Ethics) Genres: Sports; Current Affairs; Lifestyle Etc Scripting for Fiction/Non-Fiction Writing for The Radio & TV News Script Format for Radio & TV News Stories Types (Breaking News Through Kickers) Preparations of Audio and Video Brief Idea Generation-Fiction and Non-Fiction Developing an Idea into Story Script and Story Board Shooting Scripts Interview Scripts-Simulated and Actuality Research and Scripting of Radio/TV Documentary/Feature/Drama Photo Featuring Writing 	

	<ul style="list-style-type: none"> • Writing for Web 	
5	Presentation Production and Editing [Each topic below can be introduced and discussed with suitable examples] (Skill Development, Employability)	12
	Field Reporting	
	<ul style="list-style-type: none"> • Shooting usable video footage • Conducting the on-camera interview • Shooting telling B-roll • Composing interesting shots • Telling stories in unconventional ways 	
	Capturing Sounds	
	<ul style="list-style-type: none"> • Microphones • Capturing Natural Sounds • Capturing Primary Audio Track Sound • Analog Vs. Digital 	
	Radio	
	<ul style="list-style-type: none"> • Elements of radio productions • Acoustics • Perspective • Sound effects • Music • Distort/Filter • Recording • Editing 	
	Television	
	<ul style="list-style-type: none"> • Stages of Production <ul style="list-style-type: none"> • Pre-production • Production • Post-Production • The Production personnel, Single camera and multi camera production • Use of graphics and special effects • Developing a video brief • Nonlinear editing, cut-to-cut, assemble and insert, on line, offline editing of stories • Using desktop publishing aspects to tell a visual story. • Mixing and Editing to tell a story. 	
	Production	
	<ul style="list-style-type: none"> • Production schedule • Budget • Floor plan • Lighting plan • Production of a programme • Post production • Production of radio/ TV discussions • Production of social messages (max 30 seconds) 	

	<ul style="list-style-type: none"> • Production of radio/ TV documentary/feature 	
6	<p>(PN: Topics listed below should be discussed with the help of case studies)</p> <ul style="list-style-type: none"> • 24/7 Dumping down of News and its drawbacks • Ethics in regulation • Censorship • Protecting copyright • Power and Society • Convergence - Need, nature and future of convergence • Convergence and Multimedia - Print, radio, TV, internet and mobile • Emerging Trends: Mobile Technology, Social Media and Web 2.0 • Digital storytelling: Tools of multimedia Journalists • Feature writing for online media: Story idea, development and news updates. • Podcast and Webcast • Open source journalism: Citizen Journalists • New Media on Journalism: Use of blogs, tweets, etc 	6
7	<p>(PN: This module should be included for External Assessment 75 Marks)</p> <ul style="list-style-type: none"> • Career opportunities in Broadcast Journalism/Electronic Media • Career options in public broadcast agencies like Doordarshan, All India Radio or In-private broadcasters • Researchers, Broadcast reporters, Presenters, Web journalist, Field reporter, Writer, Editor correspondent, In-studio anchor, News analysts, Direction, Production, Graphics editing, Sound, Programme Research, Script writing, Photojournalism, Social media, Copy Editors, Input editors, Output editors, News producers, Cameramen, Video editors, Backroom researchers, Reference library, Archives people, Graphic artists, Etc. Moreover one can open TV or RM Radio channel. <p>•Student Production: Class Test Projects // Assignments: [Internal Assessment - 25Marks as per University guidelines.]</p> <ul style="list-style-type: none"> • For eg: Prepare a News package which included elements such as narrations, b-roll, stand-ups, Interviews/SOTs, writing in broadcast style, natural sound, graphics, and other aspects that help audio/video tell story of the news for Radio/ TV /Short Film /Documentary etc OR writing Exercises from Module 3, 4 & 5. 	6

References

Broadcast Journalism

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- Parthasany. Ramaswamy: Here is the news: (1994) Sterling
- Herbert. John: Journalism in the Digital Age: 21)00. Focal Press
- Hillard: Writing for TV, Radio and New Media: 7th Edition: Wadsworth
- Television Production by Phillip Harris
- CNN Student Bureau
- Broadcast Journalism by David Keith Cobler (Prentice Hall)
- Introduction to Mass Communication by Stanley Baran (McGraw Hill)

BMM (2019-20)

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- Journalism Matters by Schafter, McCutcheon, and Stofcr (National Textbook Company)
- Journalism Today by Ferguson, Patien, and Wilson (National Textbook Company)
- Scholastic Journalism by English, Hach, and Rolnicki
- Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart (Amphoto)
- Bias: A CBS Insider Exposes How the Media Distort the News by Bernard Goldberg (Perennial)
- It Bleeds. It Leads: An Anatomy of Television News by Matthew Kerbel (Westview)
- Writing to Deadline: The Journalist at Work by Donald M. Murray (Heinemann)
- Ronald Dewolk Introduction to Online Journalism Allyn&Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn&Bacon ISBN 020527093X
- Michael M. Mirabito. New Communication Technologies: Application. Barbara. Mogrenstom. Policy & Impact Focal Press. 4th edition ISBN 0240804295.
- De Macsencer, Paul. Heirs The News: A Radio News Manual. Asiatic Books.
- Cignel. Hugh. Key Concepts in Radio studies. Sage.
- Hyde. Stuart. Television and Radio Announcing. Kanishka.
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- Awasthi. G. C. Broadcasting in India. Allied Publications.
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.
- Nath. Shyam. Assessing the State of Web Journalism. Authors Pirss. New Delhi. 2002
- Chakravarthy. Jagdish. Net. Media and the Mass Communication. Authors press. New Delhi. 2004
- Bhargava. Gopal. Mass Media and Information Revolution. Isha Books. New Delhi. 2004
- Menon. Narayana. The Communication Revolution. National Book Trust.
- Pavlik J.V. Media in the Digital Age. Columbia University Press.
- Newspaper and magazine articles about New Media
- Paul Chantler&Pcter Stewart Basic Radio Journalism. Focal Press
- Urna Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
- R.Parthasarathy Journalism in India . Sterling Publishers
- H.R.Luthra Indian Broadcasting
- J Natrajan History of Indian Journalism. Publications Divisions. Ministry of Information of Broadcasting Government of India
- S C Bhatt Indian Press since 1955. Publication Division. Ministry of Information of Broadcasting Government of India, New Delhi
- P.K Ravindran . Indian Regional Journalism. Author Press. New Delhi
- ParthasarthyRangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi
- Robert McLiesh Radio Production. Focal Press
- James R. Alburger The Art of Voice Acting. Focal Press Jan R. Hakmulder. Broadcast Journalism. Anmol Publications,
- Ray AC de Jonge. PP Singh New Delhi
- Janet Trewin Presenting on TV and Radio. Focal Press. New Delhi
- Stuan W. Hyde TV & Radio Announcing. Kanishka Publishers
- Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press. India.
- Ralph Donald and Thomas Spanii Fundamentals of Television Production Surjcet Publications. New Delhi.
- Herbert Zetti Handbook of Television Production. Publisher: Wadsworth
- Lynn S Gross, Larry W. Ward Electronic Movie making Wadsworth Publishing
- Neill Hicks Screen Writing. Michael Wiese Productions

- Thomas D Burrows. Lynne S Gross Video Production. McGraw Hill [till Ronald Dewolke Introduction to Online Journalism Allyn & Bacon. ISBN 02052X695
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- Michael M. Mirabito. New Communication Technologies: Application. Barbara Mogrenstorn.
- Policy & Impact Focal Press. 4th edition ISBN 0240804295.
- Media Culture: An Introduction to Mass Communication. Fifth ed.
- By Richard Campbell. Christopher Martin. Bettina Fabos
- Video Basics by Herbert Zittel (Wadsworth Publishing Company)
- Media Ethics: Issues and Causes by Philip Patterson and Lee Wilkins (McGraw Hill)
- Video Field Production and Editing by Campesi and Sherriffs
- Mass Communication in India, Keval. J. Kumar. Jaico Publishing House. Mumbai.
- Mass Communication theory. Denis Mcquail. Sage Publication. New Delhi.
- Understanding of Media: The Extension of Man. Marshall McLuhan.
- Journals and Web Sources
- *Broadcast and Cable Sa:*
- *IMPACT*
- *PITCH*
- www.allindiaradio.org
- [www.aigr.cr\)?n](http://www.aigr.cr)?n)
- i'xclurge4,nt'dia.coni
- entib.gov.in

**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Third Year (Journalism)

Semester VI

Digital Media

Course Code: 1862UMMDIM

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course
Digital Media**

Objectives:

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

Learning Outcomes:

- CO1: Identify various terminologies of Digital Marketing. (Understanding)
- CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)
- CO3: Recognize Social Media Trends (Understanding)
- CO4: Demonstrate the skill of Website Designing. (Apply)
- CO5: Demonstrate skill of content writing (Apply)
- CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

Sr.No.	Modules / Units <i>(This entire course caters to employability)</i>	No. of Lectures
1	Introduction to Digital Media	10
	<ul style="list-style-type: none"> • Understanding Digital Media • Principles • Key Concepts • Evolution of the Internet • Traditional v Digital 	
2	Search Engine Optimization (SEO)	10
	<p>What are Search Engines:</p> <ul style="list-style-type: none"> • Types of Search Engines • How Search Engines work and how they rank websites based upon a search term? <p>Introduction to SEO and what it involves:</p> <ul style="list-style-type: none"> • What is the importance of search for websites? • What are the areas of operation for Search Engine Optimization Professionals? • How do you search for the right keywords that will help bring in the most traffic? <p>What is On-Page Optimization?</p> <ul style="list-style-type: none"> • Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags <p>What is OFF-Page Optimization?</p>	

	<ul style="list-style-type: none"> • What are Backlinks? • How to Get Backlinks? • What is Google Page Rank? How to Increase 10 19 Page Rank? <p>Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, why a Search Engine penalizes a Website, Google Panda Update</p>	
3	Social Media	10
	<ul style="list-style-type: none"> • Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs • Using Facebook: • What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar • Using Twitter: • Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex • Using LinkedIn: • Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups • Using Blogs: • How Blogging can be used as a tool 	
4	Tools & Trends	10
	<ul style="list-style-type: none"> • Key terms and concepts • Web analytics • Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	
5	Features of a Website & Content Writing	10
	<ul style="list-style-type: none"> • Homepage • Links • Navigation • Multimedia • Blog • Twitter • Mobile 	
6	New Challenges & Cyber Laws	10

	<ul style="list-style-type: none"> • Cyber Crime and Challenges of the new media 	
	<ul style="list-style-type: none"> • Information Technology Act, 2000, Amended 2008. • Indian Copyright Act with Amendments • Digital Data Ethics • Digital Security 	

References	
Digital Media	
<ul style="list-style-type: none"> • Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview • Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman • Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000 • Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 • Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 • Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990 	

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Journalism)

Semester VI

Cross Media Writing and Editing-II

Course Code: 19613UMMCME

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020


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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 VI

**Discipline Specific Compulsory Course
Cross Media Writing and Editing-II**

	<p>Objectives:</p> <ul style="list-style-type: none"> • To enhance writing and editing skills of the learners. • To help them identify fresh story angles for features and other forms of writing. • To help them understand the process and structure of long form writings <p>Course Outcomes:</p> <ul style="list-style-type: none"> • On successful completion of the course the learners would have the skill of developing story ideas into features. • They would learn how to inject a flow in the language and structure of a story. • On successful completion of the course the learners explore exciting opportunities as editors & freelance writers exchange. 	
Sr. no.	<p style="text-align: center;">Units/ Modules <i>(This entire course caters to employability and skill development)</i></p>	No of Lectures
1	Writing news features	10
	<ul style="list-style-type: none"> • What is a news feature • Process and size • Follow-up stories • Side Stories • Human interest stories 	
2	Writing an interview	12
	<ul style="list-style-type: none"> • Selecting a subject for interviewing • Framing the questionnaire • Framing questions for television/web interviews • Writing question -answer interviews • Writing descriptive interviews 	
3	Writing a profile/ for a web profile	8


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	<ul style="list-style-type: none"> Selecting a subject for profiling Collecting inputs Knitting the collated information Creating a flow and impact Writing headlines, captions and intros for profiles 	
4	Columns/ opinion pieces/blogs	10
	<ul style="list-style-type: none"> How columns / opinion pieces are different from other forms of writing Types of columns/blogs Formats Ethical issues involved How to write a column/ blog 	
5	Reading /viewing long features	8
	<ul style="list-style-type: none"> Deconstructing a long feature Investigative/research-based features, lifestyle features Online research/ field research: Importance of observation and listening skills Writing the feature 	
6	Writing for the web	12
	<ul style="list-style-type: none"> Background research / script Importance of the headlines Opening para/ types of leads The voice-over Bytes 	

References

Cross Media Writing and Editing 2

- The Editor's Toolbox by Buck Ryan and Michael O Donnell
- Writing for the Web by Crawford Kelian
- On Writing Well*(30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)


Semester VI

Agency Management

Course Code: 1865UMMAM

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020


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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 VI

**Discipline Specific Compulsory Course
Agency Management**

	<p>Objectives:</p> <ul style="list-style-type: none"> To Understand the structure of the Full Fledged Agency & also different types of Agency Also Understanding the different Functions of the various departments in the Agency <p>Learning Outcomes:</p> <ul style="list-style-type: none"> CO1: Explain various functions/Departments of Advertising Agencies. (Understanding) CO2: Explain the importance of all the functions of Advertising agencies and the skill sets required to do for each role. (Understanding) CO3: Explain the role agencies play in the Advertising Industry.(Understanding) CO4: Interpret the set-up of a New Advertising Agency. (Apply) CO5: Develop an objective driven marketing plan. (Create) 	
Sr.No.	Modules / Units (This entire course caters to entrepreneurship)	No. of Lectures
1	Advertising Agencies	3
	<ul style="list-style-type: none"> Their role, Functions, Organization and Importance Different types of ad agencies 	
2	Client Servicing	10
	<ul style="list-style-type: none"> The Client - Agency Relationship 3P's of Service: Physical evidence, Process and People The Gaps Model of service quality Stages in the client-agency relationship How Agencies Gain Clients Why Agencies Lose Clients Evaluation Criteria in Choosing an Ad Agency The roles of advertising Account 	
3	Account Planning	5
	<ul style="list-style-type: none"> Role of account planning in advertising Role of Account Planner Account Planning Process 	
4	Advertising Campaign Management	5


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	<ul style="list-style-type: none"> Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation Digital Advertising Strategy / Campaigns 	
5	Ad Film making	6
	<ul style="list-style-type: none"> Converting story board to TVC Editing and post production 	
6	Marketing plan of the client	7
	<ul style="list-style-type: none"> The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan 	
7	The Response Process	5
	<ul style="list-style-type: none"> Traditional Response Hierarchy Models: AIDA Sales-Oriented Objectives Communications Objectives DAGMAR: An Approach to Setting Objectives 	
8	Setting up an Agency	4
	<ul style="list-style-type: none"> Business plan introduction Various Stages in setting up a new Agency 	
9	Agency Compensation	2
	<ul style="list-style-type: none"> Various methods of Agency Remunerations 	
10	Growing the Agency	3
	<ul style="list-style-type: none"> The Pitch: request for proposal, speculative pitches, Pitch Process References, Image and reputation PR 	
11	Sales Promotion Management	10
	<p>The Scope and Role of Sales Promotion</p> <ul style="list-style-type: none"> Reasons for the Increase in Sales Promotion The psychological theories behind sales promotion Consumer Franchise-Building versus Nonfranchise-Building Promotions Designing Loyalty, continuous and frequency programs Objectives of Trade-Oriented Sales Promotion Techniques of Trade-Oriented Sales Promotion Objectives of Consumer-Oriented Sales Promotion Techniques of Consumer-Oriented Sales Promotion 	



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References
Agency Management
<ul style="list-style-type: none">• Advertising and Promotion by G. Belch and M. Belch• Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester VI

Advertising and Marketing Research

Course Code: 1866UMMAMR

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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ARTS & MANAGEMENT STUDIES AND SHANTABEN
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Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course
Advertising and Marketing Research**

	<p>Objectives:</p> <ul style="list-style-type: none"> To understand the relevance and scope of Advertising and mktg research To understand qualitative and quantitative research methodologies <p>Learning Outcomes:</p> <ul style="list-style-type: none"> CO1: Explain the basic terms used in Advertising and Marketing Research (Understanding) CO2: Explain qualitative and quantitative Research (Understanding) CO3: Recognize the Process of conducting Research (Understanding) CO4: Demonstrate various techniques in advertising research, this will help the learners to develop their creative and research skills which should enable them to create better ads. (Apply) CO5: Demonstrate the problem-solving approach and acquire the skill to become excellent market researchers in the future. (Apply) CO6: Critically evaluating the cause-and-effect relationship between two variables. (Evaluate) 	
Sr.No.	Modules / Units	No. of Lectures
1	<p>Fundamentals of Research</p> <ul style="list-style-type: none"> Meaning and objectives of Research Concepts in Research: Variables, Qualitative and Quantitative Literature review Stages in Research process 	6
2	<p>Hypothesis</p> <ul style="list-style-type: none"> Meaning, Nature, Significance, Types of Hypothesis 	8
3	<p>Research design</p> <ul style="list-style-type: none"> Meaning, Definition, Need and Importance, Scope of Research Design Types- Descriptive, Exploratory and Causal 	6
4	<p>Sampling</p>	6


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	<ul style="list-style-type: none"> • Meaning of Sample and Sampling • Process of Sampling • 3. Methods of Sampling: • Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. • Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage 	
5	Data collection	10
	<ul style="list-style-type: none"> • Types of data and sources- Primary and Secondary data sources • Methods of collection of primary data: <ul style="list-style-type: none"> ➤ Observation ➤ Experimental ➤ Interview • Method: <ul style="list-style-type: none"> ➤ Personal Interview ➤ focused group ➤ In-depth interviews Survey ➤ Survey instrument ➤ Questionnaire designing ➤ Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 6 10 Staple scale, iv) Constant sum scale • Projective Techniques <ul style="list-style-type: none"> ➤ Association ➤ Completion ➤ Construction ➤ Expressive 	
6	Report Writing	6
	<ul style="list-style-type: none"> • Essential of a good report, • Content of report • Steps in writing a report • Footnotes and Bibliography 	
7	Advertising Research (Employability)	12
	<ul style="list-style-type: none"> • Introduction to Advertising Research • Copy Research: <ul style="list-style-type: none"> ➤ Concept testing ➤ Name testing ➤ Slogan testing ➤ Copy testing measures and methods: ➤ Free association, Direct questioning, Direct mail tests, ➤ Statement comparison tests ➤ Qualitative interviews ➤ Focus groups • Pretesting <ul style="list-style-type: none"> ➤ Print Pretesting ➤ Consumer Jury Test 	



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	<ul style="list-style-type: none"> ➤ Portfolio test ➤ Paired comparison test ➤ Order-of-merit test ➤ Mock magazine test ➤ Direct mail test. • Broad casting Pretesting ➤ Trailer tests ➤ Theatre tests ➤ Live telecast tests ➤ Clutter tests • Challenges to pre-testing <ul style="list-style-type: none"> ➤ Example: The Halo effect • Post testing: <ul style="list-style-type: none"> ➤ Recall tests ➤ Recognition test ➤ Triple association test ➤ Sales effect tests ➤ Sales results tests, Enquires test • Neuroscience in Advertising Research <ul style="list-style-type: none"> ➤ Neuroscience: A New Perspective ➤ When to Use Neuroscience ➤ Physiological rating scales ➤ Pupil metric devices ➤ Eye-movement camera ➤ Galvanometer ➤ Voice pitch analysis ➤ Brain pattern analysis 	
8	Marketing Research (Employability)	6
	<ul style="list-style-type: none"> • Introduction to Marketing Research • New product research • Branding Research • Pricing research 	

References

Advertising and Marketing Research

- Research for Marketing Decisions Paul E. Green, Donald S. Tull
- Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
- http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf



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**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester VI

Digital Media

Course Code: 1862UMMDIM

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course
Digital Media**

Objectives:

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

Learning Outcomes:

- CO1: Identify various terminologies of Digital Marketing. (Understanding)
- CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)
- CO3: Recognize Social Media Trends (Understanding)
- CO4: Demonstrate the skill of Website Designing. (Apply)
- CO5: Demonstrate skill of content writing (Apply)
- CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Introduction to Digital Media	10
	<ul style="list-style-type: none"> • Understanding Digital Media • Principles • Key Concepts • Evolution of the Internet • Traditional v Digital 	
2	Search Engine Optimization (SEO)	10
	<p>What are Search Engines:</p> <ul style="list-style-type: none"> • Types of Search Engines • How Search Engines work and how they rank websites based upon a search term? <p>Introduction to SEO and what it involves:</p> <ul style="list-style-type: none"> • What is the importance of search for websites? • What are the areas of operation for Search Engine Optimization Professionals? • How do you search for the right keywords that will help bring in the most traffic? <p>What is On-Page Optimization?</p> <ul style="list-style-type: none"> • Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags <p>What is OFF-Page Optimization?</p>	

	<ul style="list-style-type: none"> • What are Backlinks? • How to Get Backlinks? • What is Google Page Rank? How to Increase 10 19 Page Rank? <p>Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, why a Search Engine penalizes a Website, Google Panda Update</p>	
3	Social Media	10
	<ul style="list-style-type: none"> • Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs • Using Facebook: • What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar • Using Twitter: • Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex • Using LinkedIn: • Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups • Using Blogs: • How Blogging can be used as a tool 	
4	Tools & Trends	10
	<ul style="list-style-type: none"> • Key terms and concepts • Web analytics • Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	
5	Features of a Website & Content Writing	10
	<ul style="list-style-type: none"> • Homepage • Links • Navigation • Multimedia • Blog • Twitter • Mobile 	
6	New Challenges & Cyber Laws	


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	<ul style="list-style-type: none"> • Cyber Crime and Challenges of the new media 	
	<ul style="list-style-type: none"> • Information Technology Act,2000, Amended 2008. • Indian Copyright Act with Amendments • Digital Data Ethics • Digital Security 	

References
Digital Media <ul style="list-style-type: none"> • Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview • Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman • Alan Tapp,Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000 • Drayton Bird,Commonsense Direct Marketing - Kogan Page 1996 • Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 • Robin Fairlie,Database Marketing and Direct Mail - Exley Publications 1990


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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester VI

Principles of Direct Marketing

Course Code: 1864UMMDM

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course
Principles of Direct Marketing**

Objectives:

- To study various methods of direct marketing and as to how to apply them.
- To study the difference between Direct marketing and Traditional marketing.

Learning Outcomes:

CO1: Explain Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning (Understanding)

CO2: Explain various direct marketing techniques (traditional and modern) and build up customer loyalty and database management (Understanding)


CO3: Interpret the structure and functioning of an advertising agency and also client agency relationship (Apply)

CO4: Interpret Direct Marketing activities on various platforms (Apply)

CO5: Interpret a range of options to exploit market opportunities and solve marketing problems using direct marketing. (Apply)

CO6: Create quality advertisements and Customer database. (Create)

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Introduction to Direct Marketing <ul style="list-style-type: none"> • Meaning and Introduction to Marketing • Traditional Versus Direct Marketing Techniques • Importance of Direct Marketing • Growth of Direct marketing • Future of Direct marketing 	5
2	Basics of Direct and Interactive Marketing <ul style="list-style-type: none"> • Meaning, Definition, Importance of Direct Marketing • Advantages and Disadvantages of Direct Marketing • Approaches of Direct Marketing • Reasons for the growth of Direct Marketing • Economics of Direct Marketing • 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development & 	10


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	Retention	
3	Customer Relationship Management	10
	<ul style="list-style-type: none"> • What is Customer Relationship Management (CRM) • Importance of CRM • Planning and Developing CRM • Customizing Products to different needs • Studying the customers mix and Managing the Key customers • Relationship Marketing - Customer Loyalty 	
4	Database Management - Research/Analysis and Testing	15
	<p>A) Database management</p> <ul style="list-style-type: none"> ➤ Meaning, Importance, Functions of Database ➤ Sources and uses of E-database ➤ Techniques of Managing Database - Internal/External ➤ Steps in developing a database ➤ Advantages and Disadvantages of Database Management <p>B) Direct Marketing strategies</p> <ul style="list-style-type: none"> ➤ Meaning of Marketing Strategies - Why it is needed ➤ Internal and External Analysis ➤ Objectives of Strategies ➤ Creating a Direct Marketing Budget <p>C) Direct marketing research & testing</p> <ul style="list-style-type: none"> ➤ What is customer Life time Value (LTV) ➤ Factors affecting Life time Value ➤ How we use LTV ➤ LTV - Sums (3 methods - Present/Historical and Discounted) ➤ Using LTV analysis to compare the effectiveness of various marketing strategies <p>Direct Marketing Analysis</p> <ul style="list-style-type: none"> ➤ List Selection, Prospecting ➤ Market Segmentation ➤ Product Customization ➤ Response Modeling and Experimentation ➤ Mail order, Lead generation, Circulation, Relationship/loyalty programmes, Store traffic/Site traffic generation ➤ Fund raising, Pre-selling, selling (Cross selling, Up selling) and Post-Selling 	
5	Direct Marketing as an Integral Part of Integrated Marketing Communication	10
	<ul style="list-style-type: none"> • Meaning, Introduction of IMC • Role of IMC in the Marketing Process • Relationship of IMC with Direct Marketing • Importance of IMC 	


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	<ul style="list-style-type: none"> • Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc. • Person to person, Group Selling, Direct Mail • Direct response Television (DR-TV), • Direct Response Print Advertising • Catalogues, Inserts, Videos, E-mail, Trade shows 	
6	Direct Marketing Case Study	10
	<ul style="list-style-type: none"> • Product offering • Lead generation • Database management • Methodology 	
	Concepts in Direct Marketing <ul style="list-style-type: none"> • Various concepts such as cross selling, Trade fair DRTV etc 	

References

The Principles and Practices of Direct Marketing

- Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
- Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
- Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
- Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
- Successful Direct Marketing Methods Hardcover – 16 Dec 2008 by [Bob Stone](#) (Author), [Ron Jacobs](#) (Author)
- Direct Marketing: Strategy, Planning, Execution by Edward L Nash
- The New Direct Marketing: How to Implement a Profit-driven Database ...by Rajeev Batra
- Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Journalism)

Semester V

Reporting

Course Code: 1857UMMRP

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE**

Warananagar, Mumbai - 400 064

Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course
Reporting**

Objectives:

- To acquire an understanding of the principles of reporting and value the ethical standards applied in the business of journalism.
- To demonstrate an appreciation for techniques used by investigative journalists in uncovering scams and develop an understanding of the difference between investigative reporting and yellow journalism.
- To comprehend the impact of investigative journalism in being a vehicle of social, economic and cultural change.

Course Outcomes

Learners

- CO1: Understand the principles of reporting and importance of beat reporting (Understand)
- CO2: Identify news values and important sources for news gathering (Understand)
- CO3: Appreciate Press Council guidelines for covering disasters, both manmade and natural. (Understand)
- CO4: Demonstrate the capacity to become the voice of the voiceless through citizen journalism and identify fake news from the real. (Apply)
- CO5: Analyse the difference between investigative reporting and yellow journalism (Analyse)
- CO6: Critically analyse the obstacles to investigative journalism and tools to surmount these hurdles through a case study approach (Analyse)
- CO7: Think and write creatively and ethically on current issues using the reporting tools of Accuracy, Balance, Clarity and Attribution (Create)

Sr.No.	Modules / Units	No. of Lectures
1	What is News? Definition of News	4
	<ul style="list-style-type: none"> • News values • Elements of news/news sense • What makes news as news 	
2	Basic Principles of Reporting (Skill Development)	5


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	<ul style="list-style-type: none"> • ABC of Reporting Accuracy • Balance/Brevity and Clarity Objectivity as the basic principle. • Is it possible to adhere to the principle? • Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other? 	
3	News Gathering	5
	<ul style="list-style-type: none"> • How do reporters gather news? <ul style="list-style-type: none"> ➤ Press Conference ➤ Public Meetings ➤ Press Release ➤ Interviews ➤ Rallies ➤ Official Programmes ➤ Incident/On the spot coverage • Sources Primary & Secondary Official & Unofficial or Hidden or Confidential. <ul style="list-style-type: none"> ➤ Off the record sources/ Self Developed sources. ➤ Role of anonymous sources. ➤ New-age technological sources. ➤ How to develop sources. ➤ Reliability and confidentiality of sources. 	
4	News-writing (Skill Development)	6
	<ul style="list-style-type: none"> • How to write a news story Construct the news. <ul style="list-style-type: none"> ➤ Intro, Dateline Credit-line, Body-text. Inverted Pyramid style as the basic requirement. ➤ Use of news parlance. ➤ Use of verbs, adjectives, comment. 	
5	Follow-up Story	4
6	Beats System in Reporting	5



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	<ul style="list-style-type: none"> • What is beat system, why it is necessary, how does it help. • What are requirements of various beats. • The basic beats such as. Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), • Infrastructure, Education, Health, Entertainment, Defence. • New upcoming beats: Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer. 	
7	Citizen Journalism	5
	<ul style="list-style-type: none"> • Participation of citizens in breaking news-stories. A new branch 	
8	Importance of New Tools in the hands of Reporters	5
	<ul style="list-style-type: none"> • RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. • The use/misuse of these tools, Authenticity and credibility of these tools. • Significance of pictorial/graphic element and support to your news story or any such extra audio-visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact. 	
9	Coverage of Disasters	5
	<ul style="list-style-type: none"> • Do's and Don'ts. Role of Reporters. • Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. • Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack. • The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied. 	
10	Investigative Journalism	6
	<ul style="list-style-type: none"> • History of Investigative Journalism in the world and India. • How to cover an investigative story, Do's and don'ts. • The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system. • Limitations/Obstacles in covering an investigative story. • Role of Whistle Blowers and also news tools. • Sting Operations. 	


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11	Ethical Issues in reporting/ Credibility of Reporters.	6
	<ul style="list-style-type: none"> • Yellow Journalism and its comparison with other forms. • Privileges/Extra powers to Reporters. • Myth or Reality? • Imminent Dangers or threats in Reporting. 	
12	Case Studies	4
	<ul style="list-style-type: none"> • Watergate Scandal • Tehelka - West End Deal Sting • Bofors Gun scandal • NiraRadia Case • 2G Scam • Anna Hazare Movements Coverage • Maharashtra Irrigation Scam 	

References

Reporting

- Essentials of Practical Journalism. Vir Balla Aggarwal, Concept Publishing Company, 2006
- Practical Journalism .P.K.Menon .Aavishkar Publisher Distributors, 2005
- Writing and Reporting News by Carole Rich; Thomson Wadsworth
- Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
- Recommended reading Nalin Mehta on Indian TV
- MV Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
- Introduction to Journalism :Essential Technique Richard Rudin
- Introduction to Journalism :Carole Fleming
- Introduction to Journalism :James Glen Stowall



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**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Third Year (Journalism)

Semester V

Cross Media Writing and Editing -I

Course Code: 19513UMMCME

Under Choice Based Credit, Grading and Semester System


Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course
Cross Media Writing and Editing- I**

	<p>Objectives:</p> <ul style="list-style-type: none"> • To equip the learners with a physical and digital portfolio displaying their skills and interests • To enhance their writing and editing skills across platforms with a “learn as you do” approach • Focus on short form, precise writing skills and vocabulary building <p>Course Outcomes:</p> <p>CO1: Recognize what is a good picture from journalism perspective (Understand) CO2: Explain the application of grammar and punctuation (Apply) CO3: Demonstrate how to eliminate redundant words and sentences (Apply) CO4: Evaluate Books and films (Evaluate) CO5: Write good headlines (Create) CO6: Write crisp captions (Create)</p>	
<p>Sr.no.</p>	<p align="center">Units/Modules (This entire course caters to employability)</p>	<p>No of Lectures</p>
<p>1</p>	<p>Editing Sentences</p>	<p>9</p>
	<ul style="list-style-type: none"> • Punctuations • Eliminating redundant words • Grammar • Clarity • Target audience and raison d' etre of the publication <p><i>Drawn from current affairs and news</i></p>	
<p>2</p>	<p>Writing picture captions and Slugs</p>	<p>11</p>
	<ul style="list-style-type: none"> • What is a good picture • Selecting pictures • Picture stories • Photo features 	<p align="right">  PRINCIPAL NAGINDAS KHANDWALA COLLEGE OF COMMERCE ARTS & MANAGEMENT STUDIES AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE (AUTONOMOUS) MALAD (W), MUMBAI-400 064 </p>

	<ul style="list-style-type: none"> Effective captions <i>Drawn from current affairs and news</i> 	
3	Vox Pop	10
	<ul style="list-style-type: none"> Selecting a theme or question Collecting public opinion Page layouts : Packaging the story <i>Drawn from current affairs and news</i> 	
4	Tickers , Flash, Headlines and Brief News	10
	<ul style="list-style-type: none"> Writing and editing for brevity and accuracy Covering breaking news Rules of headline writing Types of headlines Difference between headlines for Hard News and Soft News 	
5	Writing Snippets, Book Reviews and Film Reviews	10
	<ul style="list-style-type: none"> Writing snippets for tabloid Synopsis for the web Objective of reviews Does and don't of book and film reviewing Formats and templates 	
6	Interviews	10
	<ul style="list-style-type: none"> Types of subjects Preparing for interviews Preparing questionnaire Techniques of interviewing Interview formats 	

References

Cross Media Writing

- The Editor's Toolbox by Buck Ryan and Michael O Donnell
- Writing for the Web by Crawford Kelian

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

BMM (2019-20)

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Total	25
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Internal Question Paper Pattern

Q.No.1	Answer in one sentence 5x1	5 Marks
Q.No.2	State True or False with reasons	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:

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

**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Third Year (Journalism)

Semester V

Newspaper and Magazine Making

Course Code: 18512UMMNM

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

BMM (2019-20)

Nagindas Khandwala College (Autonomous)


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Syllabus of Course of BMM Program at Semester V

**Skill Enhancement Compulsory Course
Newspaper and Magazine Making**

Objectives:

Since the learner is entering the field of journalism, he is ought to know the process of news gathering, reformatting, editing & laying out for optimum impact. Though the content is King the presentation is Queen & Queen is the ultimate eye catcher.

The objectives of the paper are:

- To take the learner through the process of planning & production from the stage of transforming verbal material into logical visual & help them learn the importance of presentation.
- To induce a sense of aesthetics into the minds so that the learner is capable of giving justice to his efforts in the industry.

Course Outcomes:

- The learner shall understand the efforts & discipline that industry needs & be industry ready as the journalism it a team work.
- The learner shall be able to make his career into independent visualiser in a leading publication & be a part of design strategy.
- A formal knowledge of design shall take the learner to the position of Art Director in magazine design & layout

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Layout & Design	15
	Basic design & Layout <ul style="list-style-type: none"> • Discipline & Organizing elements 	
	Visual basics <ul style="list-style-type: none"> • Aesthetic appeal & appreciation 	
	Graphic principles <ul style="list-style-type: none"> • Proportion • Contrast • Harmony • Balance 	

	Visual syntax <ul style="list-style-type: none"> • Unity of words & visuals 	
	Layout <ul style="list-style-type: none"> • Grid structure • Columns • Unity & separation • Rules & Boxes 	
	Types of Layout <ul style="list-style-type: none"> • Modular • Brace • Contrast & Balance 	
2	Typography	8
	Typefaces as design element <ul style="list-style-type: none"> • Typeface & Font • Size, Weight, Posture • Leading Kerning, Tracking 	
	Expressive word & calligraphy <ul style="list-style-type: none"> • Modifying glyphs • Picture in Text 	
	Classification & Combination <ul style="list-style-type: none"> • Creating ➤ Emphasis ➤ Harmony ➤ Grace 	
3	Terminology	7
	Publication terms <ul style="list-style-type: none"> • Everyday terms • Errors ➤ Orphan ➤ Widow ➤ Dog leg ➤ Tomb stone 	
	Printer's Measurements <ul style="list-style-type: none"> • Units ➤ Point ➤ Pica ➤ Agate 	
1	Parts of Newspaper <ul style="list-style-type: none"> • Headline, Deck, Body, Caption, Side bar, Rules, Boxes, Tables, Pictures, Space 	
4	Software Tool	10

	Quark Express / Adobe InDesign <ul style="list-style-type: none"> • Runaround/Wrap text 	
References		
Newspaper & Magazine Making		
	<ul style="list-style-type: none"> • Insert picture • Body wrap • Effects/shadows • Style sheets • Bullets & numbering • Colour palate 	
	Page setup <ul style="list-style-type: none"> • Page size & orientation • Grid, Column, Gutter, • Margins, Guide lines & markings 	
5	Planning & Production	20
	Parts of Magazine <ul style="list-style-type: none"> • Front book • Mid book (well) • Back book • Sections • Cover pages • Editorial content • Advertising • Paid & In house 	
	Types of Layout <ul style="list-style-type: none"> • Split, Picture window • Mondrian, Rebus • Big Type, All Text • Alphabet inspired 	
	Page setup <ul style="list-style-type: none"> • Size, Sections, Issue date, Page numbering 	
	Pagination <ul style="list-style-type: none"> • Page reordering for printing • Collating, Gathering 	
	Printing Paper <ul style="list-style-type: none"> • Standard Size • Thickness GSM • Surface 	

- Newspaper Layout & Design- Daryl & Moen (Sujit publication)
- Visual Journalism- Rajesh Pandey (Adhyayan Publication)
- Editorial Art & Design- Randy Stano, Miyami Herald
- The Magazine Handbook- NcKay J Routledge
- Newspaper & Magazine making- Arvind Parulekar (Vipul)

BMM (2019-20)

Nagindas Khandwala College (Autonomous)



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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

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester V

Media Planning and Buying

Course Code: 1851UMMMP

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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NAGINDAS KHANDWALA COLLEGE OF SCIENCE
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MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course
Media Planning and Buying**

	<p>Objectives:</p> <ul style="list-style-type: none"> To Equip the students with All the available Mediums To Coach them with different sources secondary Media Research How does the Media Plan work with an example of Print Media Plan <p>Course Outcomes:</p> <ul style="list-style-type: none"> Students will be having a complete understanding on how are the secondary sources used to plan media. They would have understood all the key media terminologies which can help them to do an interaction with the industry people. They will also know how to read and make a basic media Plan by themselves. They are introduced to the new career opportunities as Media Planners, Media buyers and Media Sellers. 	
Sr. No.	Modules / Units (This entire course caters to skill development and employability)	No. of Lectures
1	<p>Introduction to Media Planning and Selection</p> <ul style="list-style-type: none"> An Overview of Media Planning Basic Terms and Concepts The function of Media planning in advertising Role of Media planner Challenges in Media planning Media Brief Media Audit NCCS Grid 	8
2	<p>Sources of Media Research</p> <ul style="list-style-type: none"> Nielson Clear Decision (NCD for Print) Broadcast Audience Research Council Audit Bureau of Circulation RAM Comscore - Digital 	4
3	<p>Media Planning Process</p> <ul style="list-style-type: none"> Situation analysis and Marketing strategy plan Setting Media objectives Determining Media strategy Selecting broad Media classes Selecting Media within classes Budget and Media Buying 	8


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	<ul style="list-style-type: none"> • Evaluation 	
4	Criterion for selecting media vehicles	4
	<ul style="list-style-type: none"> • Reach • Frequency • GRPS/GVT Ratings • TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print) 	
5	Selecting suitable Media options and Media Buying	8
	<ul style="list-style-type: none"> • Newspaper • Magazine • Television (National, Regional and Local) • Radio • Outdoor and out of home • Cinema Advertising • Digital Advertising 	
6	Communication Mix	8
	<ul style="list-style-type: none"> • Events • Sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • Word of mouth • Ambient advertising 	
7	Negotiation skills in Media Buying	4
	<ul style="list-style-type: none"> • Negotiation Strategies • Laws of Persuasion 	
8	Digital Media Planning	8
	<ul style="list-style-type: none"> • Various Digital channels <ul style="list-style-type: none"> ➤ Search Engine Optimisation ➤ Search Engine Marketing ➤ Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) ➤ Targeting/Remarketing 	

	<ul style="list-style-type: none"> ➤ Mobile advertising (WAP & APP) • Various types of digital <ul style="list-style-type: none"> ➤ Display Advertising ads and its various Ad formats ➤ Video Advertising and its various Ad formats ➤ Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc) 	
9	Digital Media Buying	8
	<ul style="list-style-type: none"> • Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). • Direct buys from the websites • Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] • (a) Cost per action (CPA), or pay per action (PPA) • (b) Cost per conversion or Revenue sharing or cost per sale, • Advertising via Premium Publishers • Advertising via Networks and Exchanges • Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com) • The Local Publishing Market • Data management platform 	

References

Media Planning & Buying

- Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
- Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition



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Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester V

Brand Building

Course Code: 1852UMMBB

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester V

**Core Course
Brand Building**

Objectives:

- To study the concepts of brand.
- To understand various types of brand, importance and to build
- To study its importance to consumers and advertisers.

Course Outcomes:

- CO1: Understand the concept of brand, brand values and brand development. (Understand)
 CO2: Explain the Branding strategies (Understand)
 CO3: Apply the various models of brand development and building to existing and new brands. (Apply)
 CO4: Compare the national and international brand perspectives. (Evaluate)
 CO5: Develop new brand images and identities for existing and new brands. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Brand	10
	<ul style="list-style-type: none"> • Definition • Process of branding • Importance of branding • Advantages & Limitation of branding • Brand vs. Product • Corporate branding vs. Product branding • 10 Guidelines to build a brand • Brand building blocks • Brand elements – Meaning Types & Criteria of choosing 	
2	Branding strategies	10
	<ul style="list-style-type: none"> • Manufacturer branding (national brand) • Distributor branding (private/store brand) • Multi product branding strategy • Multi branding strategy • Mix branding • Brand licensing • Co-branding(Composite co-branding, Ingredient co-branding) • 8 Brand product matrix 	
3	Naming, Introducing New brands & Brand positioning (Skill Development, Employability)	10

	<ul style="list-style-type: none"> • Brand identity –Core & extended Identity , Traps • Brand personality – Creating ,Models, Brand personality scale , User imagery vs Brand personality • Brand positing _ Product class, Consumer segmentation, Perceptual mapping, Cornerstone positioning strategy 	
4	Brand Equity	10
	<ul style="list-style-type: none"> • Concept of Brand equity • Consumer segmentation • Brand Loyalty • Brand Awareness • Brand associations • Other Brand Assets • Benefits of Brand Equity • Choosing Brand elements to build Equity • Managing Brand Equity • Brand Equity Ten • Y& R model- Brand Asset Valuator • Y &R Model- Graveyard 	
5	Brand leveraging& managing brands overtime	10
	<ul style="list-style-type: none"> • Line extension • Brand Extension • Creating Range Brands • Ad Hoc Brand Extension • Moving the Brand down • Moving the Brand up • Reinforcing Brands • Revitalizing Brands • Repositioning • Re- Branding • Consistency • Entering New markets 	
6	Building a brand on the internet & Imperative (Skill Development)	10
	<ul style="list-style-type: none"> • Comparing brand building in cyber space and in brick and mortar world • Internet user segments • Website objectives • Co-ordination across organisation • Co-ordination across media • Co-ordinating strategy & tactics across markets 	


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References

Brand Building

- David, A Aker, Building strong brands, the free press, 1996
- Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- Brand management – the Indian context – Y L R Moorthi
- Strategic Brand Management by Kevin Keller, M.G Parameshwaran, Issac Jacob
- Brand positioning – Strategies for competitive advantage – Subroto Sengupta
- Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
- What great brands do Building Principles that Separate the ...Denise Lee Yohn
- John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
- Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople(Author)


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Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester V

Copywriting

Course Code: 1855UMMCW

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020


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Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course
Copywriting**

Objectives:

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To understand the concepts of copywriting to produce high quality content in advertising.
- To follow the creative brief and understand how to write copy for various mediums and audiences.
- To understand the power of effective copies via ad campaigns around the world.
- To explore the creative use of language that motivates readers to take action.

Learning Outcomes:

- CO1: Discuss the importance target audience-oriented marketing, how marketing can change the perception of consumer. (Understanding)
- CO2: They will learn the terminologies, formats of advertisings, which will help them to get employed in the industry(Understanding)
- CO3: Demonstrate the technique of creating creative brief as per the client's requirement. (Apply)
- CO4: Demonstrate his/her idea in a more creative and cohesive manner that suits the target audience. (Apply)
- CO5: Create campaign according the media, product and its target audience. (Create)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Introduction to Copywriting	3
	<ul style="list-style-type: none"> • Basics of copy writing. • Responsibility of Copy writer. 	
2	Creative Thinking	10
	<ul style="list-style-type: none"> • How to inculcate a 'creative thinking attitude'. • Left brain thinking; Right Brain thinking. • Conscious mind; unconscious mind. • Role of Heuristics and assumptions in creative thinking. • Five steps of Creative process. 	
3	Idea Generation Techniques	5

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	<ul style="list-style-type: none"> • Techniques-Theories of ideation. • Idea generation techniques: eg. <ul style="list-style-type: none"> ➤ Brainstorming ➤ Triggered brainwalking ➤ Questioning assumptions ➤ Picture prompts ➤ Scamper ➤ Observation ➤ Referencing ➤ Interaction ➤ Imagination ➤ Dreams ➤ Creative Aerobics 	
4	Transcreativity	2
	<ul style="list-style-type: none"> • Introduction • Purpose 	
5	Briefs	5
	<ul style="list-style-type: none"> • Marketing Brief • Creative Brief 	
6	Writing persuasive copy	5
	<ul style="list-style-type: none"> • The CAN Elements (connectedness, appropriateness, and novelty). • Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling. 	
7	Writing copy for various Media	5
	<ul style="list-style-type: none"> • Print: Headlines, sub headlines, captions, body copy, and slogans. • Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's • Outdoor posters. • Radio • Digital: email, web pages 	
8	Writing copy for various audiences	5
	<ul style="list-style-type: none"> • Children • Youth • Women • Senior citizen • Executives 	
9	How to write copy for:	5


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	<ul style="list-style-type: none"> • Direct mailer • Classified • Press release • B2B • Advertorial • Informercial 	
10	Various types of Advertising appeals and execution styles	5
	<ul style="list-style-type: none"> • Rational appeals • Emotional appeals: Humour, Fear, Sex appeal • Various advertising execution techniques 	
11	The Techniques of Evaluation of an Ad Campaign	10
	<ul style="list-style-type: none"> • Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives • Learn to appreciate the aesthetic aspects of the ad- how the ad looks, its layout, colour scheme, topography, balance etc 	

References
Copywriting
<ul style="list-style-type: none"> • Copywriting by J.JonathanGabay FRSA



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Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester V

Consumer Behaviour

Course Code: 1854UMMCB

Under Choice Based Credit, Grading and Semester System


Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester V

**Core Course
Consumer Behaviour**

	<p>Objectives:</p> <ul style="list-style-type: none"> To develop an understanding of the role of marketing in influencing consumer behaviour. To acquire the capacity to analyse the changing trends in consumer behaviour and consumer insights. <p>Course Outcomes:</p> <ul style="list-style-type: none"> CO1. Discuss the rationale for studying consumer behaviour. (Understanding) CO2. Identify and explain factors which influence consumer behaviour inclusive of society and culture. (Understanding) CO3. Demonstrate how knowledge of consumer behaviour can be applied to marketing. (Apply) <p>CO4. Employ the knowledge of Consumer behaviour decision process and factors affecting – External factors / Internal factors in marketing of products. (Apply).</p>	
Sr.No	Modules/Units	No. of Lectures
1	Introduction to Consumer Behaviour	10
	<ul style="list-style-type: none"> Concepts Need to study Consumer Behaviour Factors influencing Consumer Behaviour Changing Trends in Consumer Behaviour 	
2	Consumer Behaviour & Marketing (Skill Development)	10
	<ul style="list-style-type: none"> Marketing Segmentation. – VALS Components Process of Marketing Communication Message Persuasion -Need & Importance ELM Appeal 	 PRINCIPAL NAGINDAS KHANDWALA COLLEGE OF COMMERCE ARTS & MANAGEMENT STUDIES AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064

3	Relevance of Perception & Learning in Consumer Behaviour	10
	<ul style="list-style-type: none"> • Concepts, Elements in Perception, Subliminal Perception • Ethics in Consumer perception • Learning <ul style="list-style-type: none"> ➤ Elements of Consumer Learning ➤ Cognitive Theory- Social Learning ➤ Behavioural Learning-Classical, Instrumental Theory 	
4	Psychological Determinants & Consumer Behaviour	10
	<ul style="list-style-type: none"> • Motivation <ul style="list-style-type: none"> ➤ Needs, Types, Theories ➤ Role of Motivation in Consumer Behaviour ➤ Ethics and consumer motivation • Personality & Attitude <ul style="list-style-type: none"> ➤ Theories of Personalities & its application ➤ Freudian, Trait, Jungian, Self-concept • Formation of Attitude <ul style="list-style-type: none"> ➤ Theories & its relevance in Consumer Behaviour ➤ Cognitive Dissonance ➤ Tricomponent ➤ Changing attitude in Consumer Behaviour 	
5	Social & Cultural aspects of Marketing	10
	<ul style="list-style-type: none"> • Family • Social Stratification- Class, Age, Gender • Group: Reference Group • Culture <ul style="list-style-type: none"> ➤ Impact of Social& Cultural aspects of Marketing on Consumer Behaviour ➤ Cross cultural Consumer analysis and Psychographic segmentation ➤ Culture: Sub-Culture ➤ Changing Indian Core Values 	
6	Consumer Decision Making	10

	<ul style="list-style-type: none"> • Consumer Decision Making <ul style="list-style-type: none"> ➤ Process ➤ Models ➤ Levels ➤ Opinion Leaders & Consumer Decision Making • Adoption & Diffusion Process • Online buying Vs Offline buying <ul style="list-style-type: none"> ➤ Factors affecting online buying 	
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Consumer Behaviour

- Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
- David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.
- Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
- S.Ramesh Kumar, Consumer Behaviour& Branding .Pearson Education India. 2009.
- Satish.K.Batra, Consumer Behaviour. Test &Cares, Excel Books India. Jan 2009.
- Matin Khan, Consumer Behaviour , New Age International Ltd, publishers, 2006
- Dr. Arundhati Ninawe, Consumer Behaviour, Sai Jyoti Publication, 2011
- J.Paul Peter, Jerry C. Olson , Consumer Behaviour and marketing strategy- 7th Edition , McGraw-Hill Irwin , 2002
- Arindam Mukherjee(Editor), Online Consumer Behaviour, ICFAI University Press , January 2009

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Programme Code: UMM

Bachelor of Mass Media

Third Year (Advertising)

Semester V

Advertising Design

Course Code: 1856UMMAD

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester V

**Skill Enhancement Compulsory Course
Advertising Design**

Objectives:

- (1) To take the learners through the world of visuals & help him explore how shapes, colours & forms can be used to influence viewer into persuasion.
- (2) To develop the visual literacy of the learner leading him to be visually intelligent
- (3) To take the learner through basic assignments in design & help them transform literal ideas into visual piece or communication art.

Course Outcomes:


- The learner shall come out as visually enlightened individual who is capable of presenting the ideas effectively through illustrations & able of handling effective communication designs.
- Learner shall find career in industry as peripheral adviser in communication or can be a part of strategic team in an advertising agency
- Learner shall be develop the skill further & be an entrepreneur or a self employed designer.

Sr.No.	Modules / Units (This entire course caters to employability and entrepreneurship)	No. of Lectures
1	Introduction to Agency Departments & Role of each department	8
	<ul style="list-style-type: none"> • Basic depts: • Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief • Media Dept: Media research/ Media planning/ Media booking, buying • Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphicdesigner/ Storyboarding/ Web tree • Production Dept: In house or outsource. Production • Print: Hoardings/ Brochures/ Packaging etc • Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing • Photography: In-house or location/ Model/ Costume/ Shoot/ Editing • Introduction to Art direction for diff media: Role of an Art Director <ul style="list-style-type: none"> ➤ Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ readinghabitsetc) ➤ Outdoor & indoor ad: Time available for reading/ spotting frequency etc ➤ Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc ➤ TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV ➤ Web ad: Advantage of pop up/ Key word SEO etc ➤ Direct mailers: Advantage of prior knowledge/ prior relation etc 	
2	Understanding Design: Design as a language of emotions/ Communication	6

	<ul style="list-style-type: none"> Introducing to students to: Elements of design (as vocabulary) <ul style="list-style-type: none"> Point/ Line/ Shape/ Tone/ Colour/ Texture Introducing to students to: Principles of Design: (grammar of design Language) <ul style="list-style-type: none"> Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity Introducing students to the Rules: Gestalt principles <ul style="list-style-type: none"> Proximity/ Closure/ Similarity/ Continuation/ Figure & ground 	
3	Introduction to Negative space & its use	2
	<ul style="list-style-type: none"> Creative use/ Finding shape within/ Adding a meaning 	
4	Introduction to Optical illusions	4
	<ul style="list-style-type: none"> Influence of surrounding shapes on shape & size Influence of surrounding colour/tone on object colour& tone Appearance of space & depth/ form 	
5	Introduction to Word expression	4
	<ul style="list-style-type: none"> Expressive words How word meaning is expressed through the appearance of word/ visual impact. Calligraphy & graceful typography. 	
6	Logo unit	4
	<ul style="list-style-type: none"> Understanding Logo as a company face/ Brand identity/ Character/ Class Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfil the impression. Tagline: typeface/ alignment/ placement etc. 	
7	Introduction to Layout	4
	<ul style="list-style-type: none"> Choosing right format/ right canvas/ Optical center/ Equilibrium <ul style="list-style-type: none"> Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand 	
8	Use of picture (visual) as means to select Target audience	4
	<ul style="list-style-type: none"> Choosing a picture <ul style="list-style-type: none"> Expression of Problem (Hair-fall, toothache etc) Expression of benefit (Glowing face, fitness etc) Irresistible presentation of product (Watch/Car etc) class Dramatization (Cold drinks/ Mentos etc) Association of ideas Headline size/ break/ highlight/ two tone head 	


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	<ul style="list-style-type: none"> • Subhead size/ style • Body copy type: Descriptive/ pointer/ bulleted 	
9	Introduction to Typography & Text treatment	4
	<ul style="list-style-type: none"> • Classification of typefaces & combinations • Size/Weight/posture etc 	
10	Introduction to Negative space & its use	2
	<ul style="list-style-type: none"> • Creative use/ Finding shape within/ Adding a meaning 	
11	Introduction to Optical illusions	4
	<ul style="list-style-type: none"> • Influence of surrounding shapes on shape & size • Influence of surrounding colour/tone on object colour& tone • Appearance of space & depth/ form 	
12	Introduction to Word expression	4
	<ul style="list-style-type: none"> • Expressive words • How word meaning is expressed through the appearance of word/ visual impact • Calligraphy & graceful typography 	
13	Campaign planning	4
	<ul style="list-style-type: none"> • Introduction to the process of Idea generation (Brainstorming/ Mind-mapping) <ul style="list-style-type: none"> ➤ Understanding Brand (Brand building) ➤ Understanding TA's favourite place, shows, reading (Media research/ planning) ➤ Understanding buying motives/ habits/ influences (Consumer behaviour) ➤ Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief ➤ Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above. ➤ Layout stages & final design 	
14	Ad Campaign Portfolio prints and presentation	6
	<ul style="list-style-type: none"> • Logo and logo manual • Business Stationary (letter head, Business envelope, visiting card) • Newspaper ads • Magazine ads • Outdoor ads • Merchandise / Branding • TVC (15 – 20 frame story board) • Radio jingle 	


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<ul style="list-style-type: none"> • Web ad • Ambient Ad 	
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References

Advertising Design

- Advertising Art & Ideas G. M. Rege
- Art & Production N. N. Sarkar
- Brand Positioning Subroto Sengupta
- Ogilvy on Advertising David Ogilvy
- The Advertising Handbook Dell Denison
- Advertising by Design Robin Landa



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester IV

Mass Media Research

Course Code: 1745UMMMR

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester IV


**Discipline Specific Compulsory Course
Mass Media Research**

Objectives: <ul style="list-style-type: none"> To understand and identify the relevance of research in Mass Media. To help learners to acquire knowledge and verify facts. 		
Course Outcomes: <ul style="list-style-type: none"> CO1: Explain the importance of research in mass media. (Understanding) CO2: Recognize the difference between sources of information and verify facts to be used as content in their news or any other program. (Understanding) CO3: Recognize the importance of pilot study to understand consumer, usage of connotation and denotation. (Understanding) CO4: Demonstrate the technique of conducting research for solving a problem or pre and post launch of product. (Apply) CO5: Illustrate the use of Semiology and Content Analysis. (Apply) CO6: Develop a Research Proposal in Mass Media Field. (Create) 		
Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Relevance, Scope of Mass Media Research and Role of research in themedia:	5
2	Steps involved in the Research Process	5
3	Qualitative and Quantitative Research	5
4	Discovery of research problem, identifying dependent and Independent variables, developing hypothesis.	5
5	Concept, types and uses of Research Designs	5
	<ul style="list-style-type: none"> Exploratory Descriptive Causal 	
6	Data – Collection Methodology	5
	<ul style="list-style-type: none"> Primary Data– Collection Methods <ol style="list-style-type: none"> Depth interviews Focus group Surveys Observations Experimentations Secondary Data Collection Methods: 	


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	i. Internal ii. External	
7	Designing Questionnaire and measurement techniques	5
	<ul style="list-style-type: none"> • Types and basics of questionnaire • Projective techniques • Attitude measurement scales 	
8	Sampling process, Methods	5
9	Data Tabulation and Research report format	5
10	Application of research in mass media	5
11	Introduction to Semiology	5
	<ul style="list-style-type: none"> • The semiotic approach to the construction of meaning • Barthes Primary level and secondary level signification. • Semiotic analysis 	
12	Content Analysis	5
	<ul style="list-style-type: none"> • Definition and uses • Quantitative and Qualitative approach • Steps in content analysis • Devising means of a quantification system • Limitations of content analysis 	

Reference Books	
Mass Media Research	
<ul style="list-style-type: none"> • Kothari; <i>Research Methodology</i>; Wiley Eastern Ltd. • Dixon, Bouma, Atkinson; <i>A Handbook of Social Science Research</i>; OUP • Reffe, Daniel; Lacy, Stephen and Fico, Frederick; <i>Analyzing Media Message</i>; (1998); Lawrence Erlbaum Associates • Gunter, Brrie; <i>Media Research Methods</i>; (2000); Sage • Wimmer and Dominick; <i>Mass Media Research</i> • De Fleur; <i>Milesrones in Mass Communication Reserach</i> 	


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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester IV

Introduction to Advertising

Course Code: 1742UMMIA

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester IV

Core Course
Introduction to Advertising

Objectives:


- To introduce to the various concepts and aspects of advertising.
- To familiarize the learner with the creative side of the advertising industry.
- To appreciate the need to apply ethical practices in the advertising industry.

Course Objectives

Learner

- CO1 Understand the history and role of Ad gurus and institutions in shaping the advertising industry (Understand)
- CO2 Recognise the different types and tools of advertising, traditional, digital and emerging advertising new media platforms and the appeals employed (Understand)
- CO3 Recognise the skills required to be an advertising professional in a technology driven field and identify an interesting career in the advertising sector (Understand)
- CO4 Analyse the rules and regulations governing the ethics of advertising using relevant case studies (Analyse)
- CO5 Label the different elements of an advertisement and appreciate its importance (Apply)
- CO6 Design an original advertisement both for traditional and new media employing elements and ethics of advertising (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Advertising	15
	<ul style="list-style-type: none"> • Meaning and concept of advertising • Brief History of advertising • Advertising in global scenario • Globalization and advertising in India • The stalwarts of advertising (Alyque Padamsee, Prason Joshi, PrahladKakkar, David Ogilvy, Mather and others) • Advertising and society 	
2	Role Of Advertising	15
	<ul style="list-style-type: none"> • Types of advertising • Advertising as a career and business • Objectives of advertising • Advertising budgets • Advertising regulations and issues 	
3	Advertising And Media	15


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	<p>The entire unit needs to be taught with relevant and recent case studies</p> <ul style="list-style-type: none"> • Print media • Electronic media (radio and television) • Digital Media • Other media (transit, outdoor, direct and any other support media) • Audio Beconing 	
4	<p>Advertising Message (Employability)</p> <ul style="list-style-type: none"> • Advertising communication and persuasion tool • Creativity in advertising • Designing the advertising message • Advertising appeals • Art of creating various advertisements • Advertising effectiveness • Print media • Electronic media (radio and television) • Other media (transit, outdoor, direct and any other support media) • New age media vehicles (internet, web, mobile and other contemporary forms) 	15

Reference Books
<p>Introduction to Advertising</p> <ul style="list-style-type: none"> • <i>Foundation of Advertising Theories and Practices; S. A. Chunawalla & K C Sethia; Himalaya Publishing House; Seventh Edition</i> • <i>Advertising Management; Rajeev Batra, John Myers & David Aaker; Pearson Publication; Fifth Edition</i> • <i>Advertising and Sales Promotion; S.H.H. Kazmi & Satish Batra; Excel Books; Second Edition</i> • <i>Advertising Management; Jaishri Jethwaney & Shruti Jain; Oxford University Press</i> • <i>Advertising; Frank Jefkins & David Yadin; Pentice Hall; Fourth Edition</i> • <i>Principles of advertising, A global perspective; Monle Lee & Carla Johnson; Viva Books Pvt. Ltd.; Second Edition</i>



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**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester IV

Introduction to Journalism

Course Code: 1741UMMIJ

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester IV

Core Course
Introduction to Journalism

Objectives:

- To acquire an introductory knowledge of journalism-its foundation and development in the 21st Century.
- To comprehend the role of new trends in journalism such as photo journalism and citizen journalism.
- To understand the implications of fake news and the need to apply ethical practices in the business of journalism.
- To appreciate the importance of accuracy, balance and clarity in report writing.

Course Outcomes

Learner

- CO1: Comprehend the role of new trends in journalism such as photo journalism and citizen journalism. (Understand)
- CO2: Understand the difference in writing for print and new media (Understand)
- CO3: Recognise the functions of journalism, skills required to be a journalist and identify an interesting career in the news media sector (Understand)
- CO4: Analyse the implications of fake news, manipulation of photographs and plagiarism (Analyse)
- CO5: Analyse the role of Accuracy, Balance, Clarity in report writing (Analyse)
- CO6: Write short features and reports in the inverted pyramid format independently and ethically using the tools of journalism (Apply)

Sr.No.	Modules / Units	No. of Lectures
1	Changing face of journalism from Guttenberg to new media	3
2	Journalism in India-A brief history	4
	<ul style="list-style-type: none"> • Raja Ram Mohan Roy-The Father of Indian Journalism –case study. • The role of the nationalist press in covering major events- 1865-1947 • Birth of the Indian National Congress, Impact of the Vernacular Press Act,1878,Partition of Bengal, JallianwalaBagh massacre, Non-cooperation Movement-Quit India Movement. • Indian Press –its role in covering the events of Independence and partition. • Post-independence-The emergency- 1975 	
3	Photo journalism	

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	<ul style="list-style-type: none"> • Its origin. • The golden era • The contributions and controversies of manipulation and morphing 	
4	Citizen Journalism	5
	<ul style="list-style-type: none"> • Advantages and disadvantages. 	
5	Definition of News	3
	<ul style="list-style-type: none"> • Hard News / Soft News and blend of the two-To be taught with case studies 	
6	Criteria for news worthiness	3
7	News Reports ; Features ; Editorials	5
8	Components of a news story	5
	<ul style="list-style-type: none"> • Finding a new angle • Types of Lead and their application in covering news. • Inverted pyramid format –origin and application 	
9	Functions of Journalism with special emphasis on its role to educate	4
	<ul style="list-style-type: none"> • Interpretation • Transmission of values • Development • Entertainment • Latest issues and trends to be used as case studies 	
10	Principles of Journalism-(ABC of Journalism)	5
	<ul style="list-style-type: none"> • Accuracy • Balance and Brevity • Clarity • The need for objectivity. • To be taught with relevant case studies...current in nature 	
11	Plagiarism in journalistic writings. Impact on credibility	6
12	Basic difference in writing for the print ,television and online journalism (Employability)	5
13	Career opportunities in journalism	

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14	Press council of India	3
	<ul style="list-style-type: none"> • Powers and function. Its role in maintaining journalistic ethics and press freedom • Audit bureau of circulation- Functions • Suggested application components <p>1-Photo journalism 2-Features and Editorials 3-Leads & Inverted pyramid format 4-Report writing with hard and soft news. 5-Citizen Journalism.</p>	

Reference Books

Introduction to Journalism

- *Essentials of Practical Journalism*. Vir Balla Aggarwal, Concept Publishing Company, 2006
- *Practical Journalism*. P.K. Menon. Aavishkar Publisher Distributors, 2005
- *Writing and Reporting News* by Carole Rich; Thomson Wadsworth
- *Journalism: Principles and Practice* by Tony Harcup, Sage Publication, 2011 edition
- *Recommended reading Nalin Mehta on Indian TV*
- *MV Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.*
- *Introduction to Journalism : Essential Technique* Richard Rudin
- *Introduction to Journalism : Carole Fleming*
- *Introduction to Journalism : James Glen Stowall*



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**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester IV

Photography and Print Production

Course Code: 1743UMMPPP

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BMM Program at Semester IV

**Skill Enhancement Compulsory Course
Photography and Print Production**

Objectives:

The world is more of visuals in shorter attention span visuals convey far faster than words. As it said a picture speaks thousand words the objective of the subject is

- To help learner to understand how to make picture speak for itself.
- To encourage learner to see the world in a composition thereby to increase visual literacy leading to visual intelligence.

Course Outcomes:


- The learner shall acquire the art of seeing through the formal training in language of camera & shall be employable in industry as photojournalist.
- The learner shall make his career in cinematography or can find fortune in commercial photography required for advertising & packaging.
- A good visualisation help to see fine details that lead to developing narrative skills in content writing.

Sr. No.	Modules / Units <i>(This entire course caters to employability and entrepreneurship)</i>	No. of Lectures
1	Lens	4
	<ul style="list-style-type: none"> • Properties of lens, Image formation, Focal length, Image size, Image distance, Coverage angle, Perspective, Various film formats in context of focal length 	
2	Light	7
	<ul style="list-style-type: none"> • Parameters of Light <ol style="list-style-type: none"> a) Intensity b) Direction c) Quality Colour d) Temperature 	
3	Composition	7
	<ul style="list-style-type: none"> • Third's Ratio • Leading lines • Frame within frame • Abstraction Accent • Colour 	
4	Exposure and Aperture	7

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	<ul style="list-style-type: none"> • The concept of exposure. The whole Exposure system depends on control of light with the help of Aperture & Shutter for a given sensitivity (ISO) • Control of Amount of Light. <ul style="list-style-type: none"> i. Concept of, 'Depth of Field.' Aperture & 'Depth of Field.' ii. Other factors affecting DoF, like Object distance & Focal length. iii. Shallow DoF, Deep DoF, iv. Differential focus, v. Hyper-focal distance 	
5	Shutter	7
	<ul style="list-style-type: none"> • Shutter & movement. Idea of Motion freeze • Motion blur, Object blur, • Light painting • Time exposure & exploring all possible opportunities that offered by shutter duration. • Camera movement • Panning technique • Motion blur & Advertising 	
6	ISO	7
	<ul style="list-style-type: none"> • Optimum ISO for quality & speed. • ISO & noise. Low light photography limitations • Exposure triangle. Combined effort of Aperture, Shutter & Sensitivity 	
7	Use of Flash	7
	<ul style="list-style-type: none"> • Difference n Ambient light & Strobe • Concept of Synchronization. • Shutter & Flash triggering coordination. Sync speed • Use of flash at slow shutter speeds. Using available light • Creative Blur: Concept of mixed lighting • Concept of Front curtain sync & Rear curtain sync • Background balancing: Balancing intensity on object & background • Night portraits: Opening the background darkness • Fill flash during Sunlit situations • Flash & Red eye reduction 	
8	Perspective	7
	<ul style="list-style-type: none"> • Understanding viewpoint: How camera sees differently than human eye. • One eyed camera & parallax • Lens & image magnification • Feeling of distance • Compressed, Enhanced, Normal, Aligned & Forced perspective • Aligned perspective & Back projection/ Chroma 	
9	Lighting Techniques	7


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	<ul style="list-style-type: none"> • Concept of Lighting: Comparison to shading • Light & tonal values <ul style="list-style-type: none"> a. Highlight b. Texture c. Tint d. Colour • Light & Molding/sculpting • Lighting ratio/ contrast level • Ambient light • Mood light • Dramatic lighting • Concept/Need of 'Three Point Lighting' <ul style="list-style-type: none"> a. Key light: Sculpting b. Fill light: Lighting ratio • Types of Key light: <ul style="list-style-type: none"> a. Rembrandt b. Loop c. Split d. Broad • Types of Dramatic light: <ul style="list-style-type: none"> a. Low key lighting b. High key lighting c. Silhouette 	<ul style="list-style-type: none"> e. Shade f. Shadow g. Drop shadow h. Colour cast <ul style="list-style-type: none"> c. Kicker light: Separation <ul style="list-style-type: none"> e. Short f. Butterfly g. Flat <ul style="list-style-type: none"> d. Rim lighting e. Ghost lighting Body-scaping Top f. light
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Reference Books

Photography and Print Production

1. *Collins Books series: Pentax Inc.*
 - a. *Taking successful pictures,*
 - b. *Making most of colour,*
 - c. *Expanding SLR system,*
 - d. *Lighting techniques;*
2. *Minolta Photographer's handbook;*
 - a. *Indoor Photography,*
 - b. *Outdoor photography;*
3. *Life Book series:*
 - a. *Colour,*
 - b. *Camera,*
 - c. *Light*
 - d. *Portrait*
4. *Photography course:*
 - a. *Volume 1: Understanding Camera*
 - b. *Volume 2: Secrets behind successful pictures*
 - c. *Volume 3: Practicing Photography*
 - d. *Volume 4: Handling Professional assignments*
5. *Me & My Camera*
 - a. *Portrait photography*
 - b. *Glamour photography*
 - c. *Do it in Dark (Darkroom Techniques)*
6. *Pro-technique (Pro-photo)*
 - a. *Night Photography*
 - b. *Beauty & Glamour*
 - c. *Product Photography*
 - d. *In Camera Special effects*
7. *Print Production Handbook: David Bann*
Printing Technologies In & Out



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**Nagindas Khandwala College
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Programme Code: UMM

Bachelor of Mass Media

Second Year


Semester IV

TV and Radio

Course Code: 1744UMMRTV

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020


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Syllabus of Course of BMM Program at Semester IV

**Core Course
TV and Radio**


Objectives:

- To understand current trends in Radio and TV.
- To understand uses of Radio and TV for journalism and Advertising.
- To understand what is broadcasting.
- Demonstrate an understanding of the history of radio, television.
- Apply media writing and production techniques to create original projects.
- Demonstrate an understanding of Radio, TV by critically analyzing.

Course Outcomes:

- CO 1: Understand how to communicate effectively by using various media (Understanding)
- CO2: Acquire a theoretical, historical, conceptual and critical understanding of radio, television. (Understanding)
- CO3: Recognize camera shots, production process, lightning in studio (Understanding)
- CO4: Demonstrate their creative voices for Radio and TV (Knowledge)
- CO5: Create quality audio, video work using current and evolving technologies. (Create)
- CO 6: Students will able to create TV and radio Advertisement (Create).

Sr. No	Modules /Units	No. of Lectures
	Radio	
1	The History of Radio	2
	<ul style="list-style-type: none"> • The Fathers: James Maxwell, Hershel Hertz, Gullelmo Marconi • Primary Experiment: Two way communication only • Broadcast: One Transmitter & Multiple Receivers • Prime uses: Military & Marine • Public use: Radio developed by Marconi (patent) n Transmitter 	
2	Growth & Development of Radio abroad	2
	<ul style="list-style-type: none"> • First Transmission: Eiffel tower (1921) • Programs • Frequency Modulation by Edwin Armstrong: 1933 • BBC 	
3	Growth & development in India-Pre Independence	2
	<ul style="list-style-type: none"> • First transmission: Times of India building (1923) • First radio club Calcutta (1923) 	


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	<p>Bombay Radio Club (1924) (Both small power transmitters by Marconi)</p> <ul style="list-style-type: none"> • Madras Presidency Radio Club (1924)>>>till 1927 liquidation • Bombay Radio Station (1927) Viceroy Lord Irwin • Calcutta stn inauguration (Bengal Governor Stanley Jackson • Programs: Music, Ladies hour, Music lesson, Cultural orientation • IBC Liquidation>>>ISBS (1930) Lionel Fielden (BBC) Controller • Delhi stn (1934) • School Broadcast by Jawaharlal Nehru (1934) • Mysore stn Akashwani (1935) • ISBS>>>All India Radio (AIR) 1936 First News Bulletin • Radio Licensing: Control on Air waves • Networking: Relay from Delhi to Bombay stn • World War & Radio: Regular updates of war, (27 news bulletin) multi-lingual • Dept. of Information & Broadcasting (1941) • AIR under Dept Info n Broadcasting (1943) • Radio Licensing: Control on Air waves • Networking: Relay from Delhi to Bombay stn • World War & Radio: Regular updates of war, (27 news bulletin) multi-lingual • Dept. of Information & Broadcasting (1941) • AIR under Dept Info n Broadcasting (1943) 	
4	Radio & Freedom movement: HAM Radio, Usha Mehta - Post Independence	2
	<ul style="list-style-type: none"> • Stations in India: Delhi, Calcutta, Bombay, Madras, Lucknow, Tirucherrapalli • Stations went in Pakistan: Lahore, Peshawar, Karachi • First Public address to Refugee: by Mahatma Gandhi & Valabhbhai Patel 12 Nov 47 • Expansion of Radio: News service & External service separation (1948) • Akashwani: AIR adapted name Akashwani (1956) 11 Languages & 116 hrs/week • Competing with Radio Ceylon <ul style="list-style-type: none"> a) Hindi film music popularity b) BinacaGeetmala c) Amin Sayani Style of presentation 	
5	Five Year plan & Radio	2
	<ul style="list-style-type: none"> • First FYP(1951~55) 5 crs (Community Radio allotted) • Second FYP (1956~61: 5.6 cr (VividhBharati /Radio Ceylon) Amin Sayani: Countdown shows inspired from Ameraca's Top 40 by DJ Casey Kasem • Third FYP (1961~6) : 7.6cr (Rural Prog) • Forth FYP (1969~74) : 27cr (Community Radio sets discontinue) • Fifth FYP (1974~79) : Television separated from Akashwani (FM intro) • Sixth FYP (1979~85) : ENG-DD expansion of TV • Seventh FYP (1985~90) : Radio & Television Hardware 	

6	Radio as a Medium	2
	<ul style="list-style-type: none"> • Characteristics: <ul style="list-style-type: none"> a) Audio only b) Instantaneous c) Cheap d) Reach e) Instantaneous f) Production g) Live • Uses: <ul style="list-style-type: none"> a) Education b) Entertainment c) Information d) Advertisement e) Revenue f) Awareness / Alert Interaction / Phone 	
7	Types of Transmission	2
	<ul style="list-style-type: none"> • Modulation: Terrestrial <ul style="list-style-type: none"> a) Amplitude Modulation (MW, SW) Reach & Quality b) Frequency Modulation (Band, Pvt & Govt) Reach & Quality (Edwin Armstrong) c) Digital Transmission (Lossless) Under development in phased manner 	
8	Types of Radio broadcasting	2
	<ul style="list-style-type: none"> • Terrestrial: Local zone, Direct access • Community Radio: Purpose & Norms • Satellite Radio: Satellite access (STB) SITE, Development, Subscribe based, Quality, Reach, Sp sets & Sirius XM, World space) • Internet Radio: Net access • Internet presence of traditional Radio station • Non-traditional only Operational on Internet without Real presence • Govt (AIR Live), Private Gaana, Pandora, Sadabahar Music Radio 	
9	Types of Radio Programs	2
	<ul style="list-style-type: none"> • Talk Shows • Interviews • Musical • Infotainment • News Bulletin • Commentary • Regional 	

	<ul style="list-style-type: none"> • Documentaries • Group specific phone in • Programs 	
10	Special audience	2
	<ul style="list-style-type: none"> • Fauji Bhai • Agro sector • Women & family raise up • Students training • Carrier guidance • Stock market: Investment & financial tips n analysis • Audience poll 	
11	Radio personalities	2
	<ul style="list-style-type: none"> • Announcers & Compeers • Radio Jockey a) Duties & Responsibilities b) Vocal & Lingual Qualities GK etc 	
12	Writing For Radio (Employability)	2
	<ul style="list-style-type: none"> • Transforming to spoken word • Numbers & Figures • Dates n time • Order of 5W 1H • Direct/Indirect & voices, Quotations 	
13	Radio & Business	2
	<ul style="list-style-type: none"> • Air time selling • Assessment of popularity • RRP, audience metering • Ownership of private stations • Advertisements time slot & revenue 	
14	Current trends in Radio*	1
	<ul style="list-style-type: none"> • Radio on Mobile phones • Mobile Radio apps • Growth on Internet Radio • Competition of private channels 	



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BMM (2019-20)

Nagindas Khandwala College (Autonomous)

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

15	Impact of Radio on society	2
	<ul style="list-style-type: none"> • Information update • Social & Cultural 	
16	Future of Radio*	2
	<ul style="list-style-type: none"> • News on Phone service • Social Media cell • Digital Radio Mondale (DRM) 	
17	Impact of LPG module	2
	<ul style="list-style-type: none"> • Vergese committee, Supreme Court verdict on air waves • PrasarBharati, autonomy, free of political interference • Automobile Satellite Radio 	
	TELEVISION	
1	Brief History of Television:	1
	<ul style="list-style-type: none"> • Inventers & Developers • Father of Television: John Baird 	
2	Growth of Television abroad	1
	<ul style="list-style-type: none"> • First public demonstration by John Baird • First British broadcast over BBC transmitter (1929) • Publicly working Television programs 5 days/week (1936) UK • First regular scheduled program in US (1939) • Primitive television (Hot blaze lights) Black n white • Radio with pictures • Colour television (1953) USA Columbia Broadcasting Service (CBS) 	
3	Growth of Television in India (1959)	1
	<ul style="list-style-type: none"> • Under AIR Experimental television • Industrial expo & display of CCTV by Philips • First use: Means of security vigil in industrializing India • Public telecast from Delhi (Twice a week one hr program) • Community TV sets for education programs in schools etc 	
4	Countrywide expansion	1
	<ul style="list-style-type: none"> • Other parts of country (1970 on) Mumbai 1972 • Doordarshan (1976) 	


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5	SITE (Satellite Instructional Television Experiment)	1
	<ul style="list-style-type: none"> • One year (1975~76) experimental Satellite TV with NASA • Limited to Agricultural, Education, Health & Family planning 	
6	Asian Games Coverage (Milestone) 1982	1
	<ul style="list-style-type: none"> • National coverage INSAT 1A • Rise in sports coverage 	
7	Expansion	1
	<ul style="list-style-type: none"> • 1983~1988- 75% coverage (transmitters) • DD Gyandarshan, DD National, DD Sports, DD News, DD Bharati, DD Urdu 	
8	Doordarshan&PrasarBharati (1997)	1
	<ul style="list-style-type: none"> • Public Service Broadcaster • Greater autonomy & Freedom of DD & AIR 	
9	LPG & Television	1
	<ul style="list-style-type: none"> • Terrestrial VHF, UHF • Satellite Television, Geostatic • Cable TV, Master antenna & distribution • CAS (Conditional Access System) • DTH • Internet TV 	
10	CNN	1
	<ul style="list-style-type: none"> • Gulf war coverage & new face of TV (1990) • STAR TV (Satellite Television Asia Network) (1991) Tie up with BBC • ZEE TV (1992) 	
11	DD & Satellite Channels	1
	<ul style="list-style-type: none"> • New face of TV & Indian audience • DD took measures for survival (Competition) • Metro with new look & style 	
12	Organization & Role of each department	1
	<ul style="list-style-type: none"> • Departments & responsibility • Program: production & approval • Engineering: Maintenance, Up-gradation, • Marketing: Sponsorship, Advertising slot selling, TRP review • Administration: Governance, Schedule, Budget • News: Planning, Gathering, Editing, Follow up 	




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13	Production (Employability)	2
	<ul style="list-style-type: none"> • Studio operations • Content Writing* • Script, Storyboard* • Shoot on floor • Post production 	
14	AV a Seventh Art	2
	<ul style="list-style-type: none"> • Literature: Story, dialogue • Sculpture: Make up Costume, Character building, Casting • Music: Ambient sound, Voice modulation, Pauses, Singing • Architecture: Set, Location, Era erection • Dance: Body language, Posture study, Choreography, Dance • Photography: Lighting, Composition, Camera movements • Seventh is Direction: Visual communication, Story building & Telling, Weaving 	
15	Outdoor	2
	<ul style="list-style-type: none"> • ENG- Electronic News Gathering* • EFP- Electronic Field Production* • Bites & Live mixing: Types of Mikes- Condenser, Dynamic, Ribbon 	
16	Control Room (Employability)	1
	<ul style="list-style-type: none"> • Monitoring • Mixing, Stock shots, • Editing: Single source, Multiple source, Linear & Non-linear editing • Approval • Transmitting 	
17	Effects (Employability)	2
	<ul style="list-style-type: none"> • Sound effects: SFX • Video effects: VFX <ul style="list-style-type: none"> a) Mechanical: On site physical b) CG: Computer generated Electronic effects c) Library Effects: From the stock pictures & Footage 	
18	Television as a Medium	1
	<ul style="list-style-type: none"> • Advantages as Audio-visual • Disadvantages 	
19	Types of Programs	2


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	<ul style="list-style-type: none"> • Documentary: Types- Personal, Realistic, Propaganda, Biographical, Instructional • Docudrama: Dramatized documentary, Crime, Artist, History, Demonstrative • Interviews: Personality, Content, Group, Discussion, Expert from the field • Talk shows • Sports • News bulletin • Entertainment <ul style="list-style-type: none"> a) Comedy b) Music c) Cinema d) Serials • Educational <ul style="list-style-type: none"> a) School syllabus b) Career guidance c) Food & Recipe d) Geography e) Science f) Economy • Cultural & Social 	
20	Impact of Television	1
	<ul style="list-style-type: none"> • Life style: Adapting to Western, Luxury • General knowledge • Cultural & Social (Cross) • International exposure • Values & Ethics 	
21	Television & Business	1
	<ul style="list-style-type: none"> • Ownership • Television rating • Advertisement revenue • Audience feedback & Time selling • Marketing • Audience research 	
22	Future of Television	1
	<ul style="list-style-type: none"> • Palm TV • Mobile Television • Internet Television 	

Reference Books	 PRINCIPAL NAGINDAS KHANDWALA COLLEGE OF COMMERCE ARTS & MANAGEMENT STUDIES AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064
Radio & Television	

- *Radio Production: Rick Kaempfer*
- *Essential Radio Skills: Peter Stewart*
- *Visual Journalism: Rajesh Pandey*
- *Television Production Handbook: Herbert Zetti*
- *Hedgecoe on Video : John Hedgecoe*



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(AUTONOMOUS)
MALAD (W), MUMBAI - 400 064

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester III

Understanding Cinema

Course Code: 1732UMMUC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

PRINCIPAL

**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 III

**Core Course
Understanding Cinema**

Objectives:

- To sensitise the students towards Cinema as a medium of Mass Communication.
- To introduce students with basic concepts in understanding cinema.
- To help students to appreciate the similarities and differences between various movie cultures.
- To acquaint students with the understanding of the basics of story-telling and film-making
- To understand the structure of film industry in order to further their careers in their respective fields.

Course Outcomes:

- CO 1: Understand the Process of film making. (Understanding)
- CO2: Encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels. (Understanding)
- CO3: Critically analyze the movies of today. (Analyze)
- CO4: Employ knowledge to be better mass communicators utilizing cinema as medium. (Apply)
- CO5: Evaluate present scenario added for field knowledge (Evaluate)
- CO6: Apply the knowledge gained and make meaningful cinema. (Create).

Sr. No.	Modules / Units	No. of Lectures
1	History of Cinema with emphasis on Indian cinema from Black & White to Digital. Hollywood to present Bollywood.	8
2	Different Genres in cinema	8
3	Discussion on Award winning Indian regional films and film maker.	8
4	Different film-makers and their films	8
5	Film formats – Documentary, Corporate film, Ad-film, Show-reel, Short film, Trailers, etc. (Employability)	8
6	Contribution of Hindi Cinema to Indian cinema – trends to technology.	8
7	Understanding the Business of Cinema from Financing, Production, Distribution, Exhibition, Branding, Promotion, Corporatization and Marketing of Films. (Employability)	8

8	Trade bodies & their importance – IFTDA, SWA, FMJC, WICA etc.	4
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Reference Books
<p>Understanding Cinema</p>
<p>Recommended films for the Library:</p>
<ul style="list-style-type: none"> • <i>Citizen Kane (1941) by Orson Welles</i> • <i>I am 100 Years Young by Films Division</i> • <i>Bicycle Thieves (1948) by Vittorio De Sica</i> • <i>Do BeeghaZameen (1953)</i> • <i>Lajwanti (1958)</i> • <i>ApurSansar (1959)</i> • <i>Mughal-e-Azam (1960)</i> • <i>EkKeBaadEk (1960)</i> • <i>Sharabi (1964)</i> • <i>Maqbool (2003)</i> • <i>Amu (2005)</i> • <i>1984 – A Sikh story (2010)</i>
<p>Reference Books</p>
<ul style="list-style-type: none"> • <i>Complete Filmography of All Films by Rajendra Ojha</i> • <i>The Magic of Bollywood Screenplay Writing by Govind Sharma</i> • <i>National Award Winners by Screen World Publication</i> • <i>Golden Sojourn in Bollywood Wonderland</i> • <i>The Memoirs of a Movie Maverick</i> • <i>Madhusudan's Basic Technique of Making Movies</i> • <i>Teach yourself film Making – Bookpoint Ltd.</i>



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MALAD (W), MUMBAI - 400 064

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester III

Advanced Computers

Course Code: 1736UMMAC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020


PRINCIPAL

**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 III

**Discipline Specific Compulsory Course
Advanced Computers**

	<p>Objectives:</p> <ul style="list-style-type: none"> To make students understand the basic working and creation of website. To make students work on Audio and Video editing. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> CO1: Understand Web Designing concepts (Understanding) CO2: Understands the basics of application areas such as Web Designing, Video editing, Audio editing, and computer graphics. (Understanding) CO3: Employ coding and software tools to analyze present data in a professional manner that could be translated to web-based or app-based media (Apply) CO4: Employ the awareness and appreciation of the myriad ways that people access the web and create standards-based websites that are accessible and usable by a full spectrum of users. (Create) CO5: Formulate, solve problems and evaluate solutions implemented as computer programs. (Create) CO6: Create, edit and embed video and audio content into a webpage, and add captions/subtitles to video. (Create) 	
Sr.No.	<p>Modules / Units (This entire course caters to employability)</p>	<p>No. of Lecture s</p>
1	<p>Basics Of Animation</p>	<p>15</p>
	<ul style="list-style-type: none"> Understanding Animation (Adobe Flash CS6 to 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. 	
2	<p>HTML 5, Dreamweaver with CSS</p>	<p>15</p>



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	<ul style="list-style-type: none"> • Introduction to the Web. • Introduction to HTML5. • Formatting Text Using Tags. • Creating Hyperlinks and Anchors. • Introduction to CSS3. • Formatting Using Style Sheets. • Displaying Graphics. • HTML5 Audio and Video. • Getting Started with Web Designing (Dreamweaver CS 6 to be used). • Working with Lists, Tables, Links and Frames. Forms, CSS. • Working with Multimedia Objects. 	
3	Basics Of Audio / Video Editing	15
	<ul style="list-style-type: none"> • In Introduction to Audio Editing. • Starting with Sound Forge. • Audio Editing. • Saving and Exporting • Introduction to Digital Video Editing. • Starting with Adobe Premiere Pro CS6. • Video Editing. • Animating, Effects, Transitions and Exporting Video. • Working with Audio. • Creating Titles and Superimposing. • Previewing & Rendering Output. 	
4	Basics Of 3D Animation	15
	<ul style="list-style-type: none"> • 3D Overview. • Working with Objects. • Transforming and Grouping. • Shapes and Modifiers. • Compound Objects. 	


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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester III

Creative Writing

Course Code: 1733UMMCW

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

PRINCIPAL

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

Syllabus of Course of BMM Program at Semester III

**Discipline Specific Compulsory Course
Creative Writing**

Objectives:

- To develop professional writing skills to engaging your reader and write for a target audience.
- To develop editorial skills, storytelling, effective use of imagery, and skills in writing across a range of platforms of media.
- To develop skills to expand and enhance the personal intellectual, emotional, psychological, and artistic lives.

Course Outcomes:

- CO1: Understand the professional short story, poem and drama writing technique
 CO2: Students will learn to use their writing to communicate with others effectively and to create meaningful interaction with their community
 CO3: Students will understand the value of developing creative writing skills and taking responsibility for their own learning in order to function most effectively as students and workers.
 CO4: Students will acquire the skills of effective imagery usage and implementing imagery to words.
 CO5: Students will develop confidence with basic mechanics of writing so that they can use them as tools to enhance communication skills.
 CO6: Students acquire the skill that will make them employable in the media industry as content writers, script writers etc.

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	A Brief Introduction to Creative Writing	15
	<ul style="list-style-type: none"> • Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews • Introduction to famous short story writers and their work: Ruskin Bond, JhumpaLahiri, R K Narayan • Explain formal structure of the short story: (06 sessions) <ol style="list-style-type: none"> a. Theme b. Plot c. Character d. Point of view e. Setting • Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects. 	
2	Formal aspects of Poetry	15

	<ul style="list-style-type: none"> • 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: Examples of Shakespeare's works	15
	<ul style="list-style-type: none"> • Theme • Plot • Character • Dialogue • These are to be discussed with special reference to <ol style="list-style-type: none"> a. The storyboard b. The two-column script c. Interactive scripts d. Narration scripts in the screenplay format 	
4	Writing for the internet, with special reference to	15
	<ul style="list-style-type: none"> • Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone • Blogs- Importance of having personal space online, since space is not a constraint on internet, unlike other forms of communication • News on the net- Quick, vast reserve, easily accessible, no constraint of space, being some of the reasons why news on internet has slowly started taking over other forms of media 	

Reference Books (Suggested Readings)

Creative Writing

- Arco, Peterson, S. *How to write short stories. Peterson's*, 2002.
- Axelrod, R.B. et al. *The St. Martin's Guide to Writing: Instructor's Resource Manual. New York: St. Martin's Press, 1994.*
- Bell, Julia. Editor. *The Creative Writing Course book: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001.*
- Brooks, Cleanth & Robert Penn Warren. Eds *Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston. 1976.*
- Ciardi, J. and M. Williams. *How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975.*
- DevAnjana, Anuradha Marwah and Swati Paul (eds), *Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008*
- Gardner, John. *The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991.*
- Grenville, Kate. *The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999.*

- Kanar, Carol. *The confident Writer: Instructor's Edition*. Boston: Houghton Mifflin Co., 1998.
- Kness, Nancy. *Beginnings, Middles and Ends (The Elements of Fiction Writing)*.
- McCrimmon, James M. *Writing with a Purpose*. Boston: Houghton Mifflin Co., 1980.
- Muller, Gilbert H. & John A Williams. *The McGraw-Hill Introduction to Literature. Second Edition*, McGraw-Hill, Inc. 1995.
- Ritter, Robert, M. Editor. *The Oxford Dictionary for Writers and Editors*. OUP, 2000.
- Roberts, Edgar, V. *Writing Themes about Literature*. New Jersey: Prentice Hall Inc. 1982.
- Singleton, John and M. Luckhurst. Eds. *The Creative Writing Handbook*. Plagrave, Macmillan, 1999.
- 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 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



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- *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 *General Writing*
- *Writer's Digest*
- *NoviceWriters.net*
- *Writing Fix*
- *Writer's FM*
- *Writing Prompts*
- *The Story Starter*
- *CreativeWritingPromts.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



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

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

Second Year

Semester III

Introduction to Public Relations

Course Code: 1734UMMPR

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

BMM (2019-20)

Nagindas Khandwala College (Autonomous)

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
(AUTONOMOUS)
MALAD (W), MUMBAI - 400 054

Syllabus of Course of BMM Program at Semester III

**Skill Enhancement Compulsory Course
Introduction to Public Relations**

Objectives:

- To acquire the knowledge and understanding of crisis communication, image management and PR promotions using both traditional and non-traditional tools.
- To equip learners with the skills to translate their classroom learning into application by organising, leading and participating in PR initiatives for the department, college and in internships.

Course Outcomes

CO1: Understand the meaning and scope of Public Relations and the relationship between PR and Propaganda (Understanding)

CO2: Recognize the importance of addressing the needs of all stakeholders in Public Relations strategies (Understanding)


CO3: Appreciate the similarity and difference between Advertising, Marketing and Public Relations (Analyze)

CO4: Identify an interesting and rewarding career opportunity on graduating (Analyze)

CO5: Is industry prepared for designing PR campaigns both during normal times and during crisis (Apply)

CO6: Execute socially relevant PR drives in the city and on new media to promote civic consciousness and ethical human values (Apply)

Sr.No.	Modules / Units	No. of Lectures
1	Definition of Public Relations	6
	<ul style="list-style-type: none"> • Nature • Scope • Stakeholders –Objectives and functions of PR. • Skills needed to be a PR professional. 	
2	PR – Propaganda	5
	<ul style="list-style-type: none"> • Distinction between the two. • Public opinion and Publicity. 	
3	PR & Marketing	6


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	<ul style="list-style-type: none"> PR & Advertising-The differences between the two.To be taught with relevant case studies. Using advertising for PR communications R & Branding. PR as a tool to build brands. 	
4	Internal and external PR	5
	<ul style="list-style-type: none"> Focus on Corporate communication 	
5	Corporate Image management	6
	<ul style="list-style-type: none"> PR of Retailers, Non profit organizations. PR and movie promotions. Case studies of Hollywood and Bollywood movie promotions may be used. Role of PR in politics. PR for political candidates. 	
6	PR Tools-Building effective media relations	6
	<ul style="list-style-type: none"> Media Tools-Press release, Press conference etc. Publicity in TV and radio. How to be effective in tv interview. Non Media-Seminars, exhibitions ,tradefairs, sponsorships etc 	
7	PR process with emphasis on developing a PR Campaign. (Skill Development, Employability)	6
	<ul style="list-style-type: none"> The RPCE model. Content development in PR Development of profile: Company/individual Drafting a pitch note/proposal/Writing for social media 	
8	New age PR:Digital PR	5
	<ul style="list-style-type: none"> To be taught with contemporary case studies. 	
9	Crisis communication (With case studies) (Skill Development, Employability)	6
	<ul style="list-style-type: none"> Preparing a crisis plan Handling a crisis Guidelines for sensitive interviews 	
10	Social responsibility and PR(With case studies)	4
11	Ethics in PR.Code of conduct.(With case studies)	6


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Reference Books

Introduction to Public Relations

- *PR Management in media and journalism*, Jagdish Vachani, Kanishka Publishers.
 - *Effective PR and Media Strategy*, Narasimha Reddy, CV.PHLLearningPVT Ltd
 - *Principles of Public Opinion*, Rayudu CS, Balan, KR. Himalayan Publishing House
 - *Handbook of PR & Communication*, Edited-Philip Lesley, Jaico publishing House
 - *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 Relation 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 Relation* - Newsom, Turk
- Website**
- <https://political-public-relations.com>



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMMC

Bachelor of Multi Media and Mass Communication

First Year

Semester II

Effective Communication Skills-II

Course Code: 1621UMMCEC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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(AUTONOMOUS)
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Syllabus of Course of BAMMC Program at Semester II

**Ability Enhancement Compulsory Course
Effective Communication Skills-II**

	<p>Objectives:</p> <ul style="list-style-type: none"> To develop communication and translation skills acquired in the first semester. <p>Course Outcomes</p> <p>CO 1 Understand fundamental approaches to interpersonal, public, and organizational communication. (Understand)</p> <p>CO 2 Recognize opportunities in the field of media like Editing, Copywriting, Reporting and Translation (Understand)</p> <p>CO 3 Write business letters using the right format to suit requirements (Apply)</p> <p>CO 4 Identify key elements and summarise information logically and with clarity (Apply)</p> <p>CO 5 Interpret statistical data for conversion into report (Analyse)</p> <p>CO 6 Translate newspaper articles and create original jingles and taglines (Create)</p>	
Sr.No.	Modules / Units	No. of Lectures
	(This entire course caters to skill development and employability)	
1	Editing	10
	<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, newspaper editing and magazine editing. 	
2	Summarization	5
	<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	Interpretation of technical data	10
	<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	5
	<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, Press Release, Letter to the Editor. 	

5	Copywriting	10
	<ul style="list-style-type: none"> (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box) 	
6	Report writing	10
	<ul style="list-style-type: none"> (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:	10
	<ul style="list-style-type: none"> 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 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*



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**Nagindas Khandwala College
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Programme Code: UMMC

Bachelor of Multi Media and Mass Communication

First Year

Semester II

Principles of Marketing

Course Code: 1624UMMCPMK

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BAMMC Program at Semester II

Core Course
Principles of Marketing

	<p>Objectives:</p> <ul style="list-style-type: none"> To expose learners to the exciting world of marketing. To acquaint learners with the relationship between Media and Marketing. <p>Course Outcomes:</p> <p>CO1: Understanding the concepts of marketing. (Understanding)</p> <p>CO2 Identify the impact of marketing on brands. (Understanding)</p> <p>CO3: Apply the various theoretical concepts through case studies. (Apply)</p> <p>CO4: Demonstrate Consumer Buying Behaviour (Apply)</p> <p>CO5: Develop marketing plan for products through assignments. (Create)</p> <p>CO6: Evaluate marketing decisions and initiatives. (Evaluate)</p>	
Sr. No.	Modules / Units (The entire course caters to employability and entrepreneurship)	No. of Lectures
1	Marketing – An Overview:	10
	<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	10
	<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	10
	<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	5
	<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	10
	<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	5
	<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	5
	<ul style="list-style-type: none"> Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing 	

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


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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMMC

Bachelor of Multi Media and Mass Communication

First Year

Semester II

Principles of Management

Course Code: 1626UMMCPMG

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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Syllabus of Course of BAMMC Program at Semester II

Core Course
Principles of Management

Objectives:

- To expose learners to the concept of Management, Group Dynamics and different styles of Leadership.

Course Outcomes:

CO1: Describe the theory of management and recognize managerial functions, manager's role in an organization (Understanding)
 CO2: Describe the types of organizational structures managers can design and explain why they choose one structure over another (Understanding)
 CO3: Appreciate the contributions of management gurus (Understanding)
 CO4: Identify the traits, dimensions, and styles of effective leaders. (Understanding)
 CO5: Demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems. (Apply)
 CO6: Demonstrate capability of making their own decisions in dynamic business landscape. (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Management	10
	<ul style="list-style-type: none"> Concept, Nature, Process & Significance. An overview of functional areas of management & managerial roles 	
2	Contribution of Management Thinkers:	10
	<ul style="list-style-type: none"> F.W. Taylor Henri Fayol Elton Mayo Peter Drucker 	
3	Functions of Management (Employability)	5
	<ul style="list-style-type: none"> Planning, Organizing, Staffing, Directing, Controlling, Reporting Budgeting 	
4	Time Management	5
	<ul style="list-style-type: none"> Three P's of Time Management, 80/20 rule, Setting S.M.A.R.T goals, 'Eat that Frog' theory, When to delegate? 	
5	Leadership	10
	<ul style="list-style-type: none"> Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid, Need for different types of leaders for different workforce 	
6	Group Dynamics & Team Management	10

	<ul style="list-style-type: none"> Theories of Group formation –Formal & 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 & Stress Management 	
7	Decision-making	5
	<ul style="list-style-type: none"> Concept, Nature, Importance, and Process. Types of decisions; Problems in decision-making. 	
8	Recent Trend in Management	5
	<ul style="list-style-type: none"> Social Responsibility of Management, Management of Change, Management of Crisis, Total Quality Management, International Management 	

Reference Books

Principles of Management

- *Essentials of Management Koontz H & W McGraw Hill, New York*
- *Principles of Management RamaswamyHimayala, Mubai*
- *Management Concept and Practice Hannagain 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 AjabPustakalaya*
- *Management Concepts and Strategies J S ChandranVikas 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*



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMMC

Bachelor of Multi Media and Mass Communication

First Year

Semester I

Introduction to Computers

Course Code: 1616UMMCIC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020



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Syllabus of Course of BAMMC Program at Semester I

**Discipline Specific Compulsory Course
Introduction to Computers**

Objectives:

- To equip with a general understanding of computer basics for everyday use.
- To train learners with basic knowledge of the usage of technology in Media Industry.

Course Outcomes

- 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)
 CO6: Able to design logos (Apply)

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Computer Basics <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. 	7
2	Networking Basics <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. 	6
3	Introduction to Internet	6

	<ul style="list-style-type: none"> • 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	6
	<ul style="list-style-type: none"> • Creating, Typing, Saving documents • Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, 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	6
	<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	6
	<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 amp; custom) • Setting up slide show, timings on clicks, hyperlinks, etc. • Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts 	
7	Photoshop	9
	<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 	

	<p>tools in the toolbox).</p> <ul style="list-style-type: none"> • 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)	6
	<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	8
	<ul style="list-style-type: none"> • CorelDraw 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 	


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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMMC

Bachelor of Multi Media and Mass Communication

First Year

Semester I

Effective Communication Skills- I

Course Code: 1612UMMCEC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020


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Syllabus of Course of BAMMC Program at Semester I

**Ability Enhancement Compulsory Course
Effective Communication Skills-I**


	<p>Objectives:</p> <ul style="list-style-type: none"> • To understand the fundamental approaches to interpersonal, public, and organizational communication. • To analyze communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context. • To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches. <p>Course Outcomes:</p> <p>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: Write messages to suit Target Audience (Apply) CO 5: Apply Translation skills (Apply)</p>
Sr. No.	Modules / Units
1	The concept of communication
	Process and Barriers
2	Reading (English, Marathi or Hindi)
	<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, Employability)
	<ul style="list-style-type: none"> • Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing • Introduction to feature and script writing
4	Oral Communication (Skill Development, Employability)



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	Presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion
5	Thinking and Listening Skills
	Types of thinking (rational and logical) <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 (Employability)
	<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.
7	Processing in Translation
	<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:
	<ul style="list-style-type: none"> • 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 & Oral components be included.

Reference Books	
Effective Communication Skills 1	
<ul style="list-style-type: none"> • <i>Business Communication - Rhoda A. Doctor and Aspi H. Doctor</i> • <i>Communication Skills in English – Aspi Doctor</i> • <i>Teaching Thinking - Edward De Bono</i> • <i>De Bono’s Thinking Course – Edward De Bono</i> • <i>Serious Creativity – Edward De Bono</i> 	 PRINCIPAL NAGINDAS KHANDWALA COLLEGE OF COMMERCE ARTS & MANAGEMENT STUDIES AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064

- *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: UMMC

Bachelor of Multi Media and Mass Communication

First Year

Semester I

Mass Communication

Course Code: 1611UMMCMC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2019-2020

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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 BAMMC Program at Semester I

**Core Course
Mass Communication**

	<p>Objectives:</p> <ul style="list-style-type: none"> To introduce learners to mass media communication tools <p>Course Outcomes</p> <p>CO1: After completion of the Mass Communication course, students will have the knowledge of using mass media for communication and recognize new mass media technologies. (Understanding) (Employability)</p> <p>CO2: Identify effects of technology on existing messages. (Understanding)</p> <p>CO3: Identify economic and cultural influences affecting mass media messages. (Understanding)</p> <p>CO4: Appreciate Multi-Culturalism and Diversity. (Understanding)</p> <p>CO5: Analyze and discuss media message content with reference to Global Culture and needs of Women and Children. (Analyse)</p>	
Sr. No.	Modules / Units	No. of Lectures
1	Mass Communication	15
	<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 Functions of Mass Communication Barriers of Mass Communication 	
2	Impact of Mass Media	15
	<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: 	


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	<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	10
	Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)	
4	The New Mass Media	10
	<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	10
	<ol style="list-style-type: none"> 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>


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- *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.*



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