



Sadhana Education Society's
L.S. Raheja College of Arts & Commerce

HANDBOOK

Bachelors of Mass Media



1.1. ABOUT THE PROGRAMME

Introduction and Objectives

INTRODUCTION

BMM or Bachelors of Mass Media is an undergraduate course started by the University of Mumbai in the year 2000. It was design to meet the demands of the growing Media Industry in the country.

OBJECTIVES

- The programme aims to give an insight to the various aspects in the field of Media and Communications.
- To provide an adequate theoretical and practical foundation for a career in Mass Media.
- To introduce wide array of career opportunities in the fields like Advertising, Journalism, Social Media, Public Relations, etc.

2.1 ELIGIBILITY CRITERION FOR ADMISSION TO THE PROGRAMME:

A Candidate for being, eligible for admission to the Degree Course in Mass Media shall have passed XII Std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent. Every candidate admitted to the degree course in the constituent /Affiliated College/recognised institution conducting the course, shall have to register himself/herself with the University.

No college shall conduct any entrance test in any form and the admissions are purely based on merit duly following the reservation policy as per the norms of Government of Maharashtra. While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science Stream at 12th Standard level. The stream wise weightage to be given is as under:

Stream	Arts	Commerce	Science
Percentage	50	25	25

The applications are to be accepted and processed by the colleges stream wise separately and the merit list is to be displayed stream wise considering the reservation policy prescribed by Government of Maharashtra.

- a. The merit list is to be prepared and displayed stream wise.
- b. In case if no application is received from any stream, the vacant seats are to be distributed equally between the two streams only.
- c. After the first merit list is displayed, if any seat allotted to one stream remains vacant, the same shall be distributed equally between the remaining two streams.

In case of vacancy in one stream is of single/odd number of seats, the single seat is to be allotted to the Arts Stream.

In case if no application is available from the two streams, then all the vacant seats of such two streams must be transferred to the third stream. Step (c) be repeated for the subsequent merit lists till all the forms are exhausted or the final merit list is displayed, whichever is earlier.

PLEASE NOTE THAT NO ENTRANCE EXAMINATIONS IS PRESCRIBED BY THE UNIVERSITY OF MUMBAI FOR ADMISSION TO THE PROGRAMME. THE ADMISSION TO THE PROGRAMME IS PURELY ON THE BASIS OF THE MARKS OBTAINED AT THE XII STD OR ITS EQUIVALENT EXAMINATION.

3.1 DURATION OF THE PROGRAMME

- a. The course shall be a full-time course. The duration of the course shall be six semesters spread over three years.
- b. Intake capacity – 60 Students
- c. Total number of lectures per paper per semester shall be maximum 60 minutes duration each.
- d. Number of lectures per paper per week shall be 4 in case of theory Courses.
- e. On an average 15 working weeks area available in every semester.

4.1 PROGRAMME CONTENT

Overall the program comprises of 37 courses (papers / subjects) each of 100 marks. Broadly the programmes are on Communication, Advertising, Journalism, Cinema, Public Relations, Society & Culture, Media types, etc.

Detail contents are given in the next section.

5.1 EVALUATION AND ASSESSMENT

For every programme (subject) the evaluation / assessment of the student will comprise of two components: Internal Assessment (25% of total marks 25 marks) which will be continuous evaluation and Semester End Examination which will be a theory paper of 75% of the marks for the programme (subject) i.e. 75 marks. To pass in the programme

(subject/paper) the learner (student) is required to obtain 40% marks individually in each of the two components i.e. Internal Assessment (i.e. 10 marks out of 25 marks) and Semester End Examination (30 marks out of 75 marks) separately and overall 40% of the total marks (40 marks out of 100 marks).

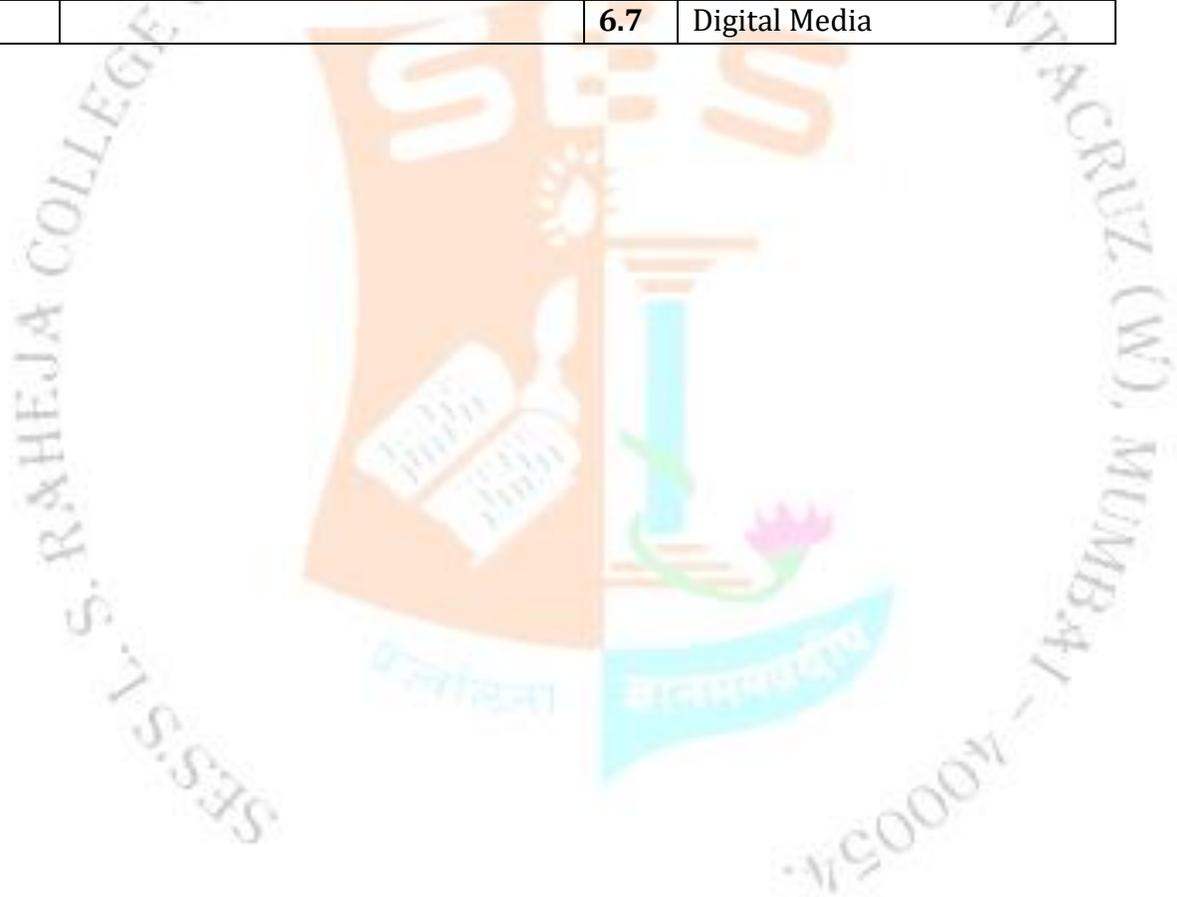
Refer to the Scheme of Examination for details.

6.1 BRIEF CURRICULUM

Bachelor of Mass Media is 3 years full time Programme offered by University of Mumbai. Each year is divided into 2 semesters. The course consists of 37 modules comprising 36 theory papers and one project. The learner is expected to choose their specialization – advertising or journalism – in third year.

First Semester: 6 Courses		Second Semester: 6 Courses	
1.1	Effective Communication Skills I	2.1	Effective Communication Skills 2
1.2	Fundamentals of Mass Communication	2.2	Political Concepts & Indian Political Systems
1.3	Introduction to Computers	2.3	Principles of Marketing
1.4	History of the world, India and Maharashtra	2.4	Introduction to Psychology
1.5	Introduction to Sociology	2.5	Principles of Management
1.6	Economics	2.6	Introduction to Literature in English
Third Semester: 6 Courses		Fourth Semester: 6 Courses	
3.1	Introduction to Creative Writing	4.1	Introduction to Advertising
3.2	Introduction to Culture Studies	4.2	Introduction to Journalism
3.3	Introduction to Public Relations	4.3	Print Production and Photography
3.4	Introduction to Media Studies	4.4	Radio and Television
3.5	Understanding Cinema	4.5	Mass Media Research
3.6	Advanced Computers	4.6	Organisational Behaviour
Fifth Semester: 6 Courses		Sixth Semester: 6 Courses	
5.1	Advertising in Contemporary Society	6.1	Advertising and Marketing Research
5.2	Copywriting	6.2	Legal Environment and Advertising Ethics
5.3	Advertising Design	6.3	Financial Management for Mrkt. & Advt.
5.4	Consumer Behaviour	6.4	Agency Management

5.5	Media Planning and Buying	6.5	The Principles & Practice of Direct Marketing
5.6	Brand Building	6.6	Contemporary Issues
		6.7	Digital Media
OR		OR	
5.1	Reporting	6.1	Press Laws and Ethics
5.2	Editing	6.2	Broadcast Journalism
5.3	Feature and Opinion	6.3	Niche Journalism
5.4	Journalism and Public Opinion	6.4	Internet and issue in Global media
5.5	Indian Regional Journalism	6.5	New Media Management
5.6	Newspaper & Magazine Making	6.6	Contemporary Issues
		6.7	Digital Media



7.1 DETAILED SYLLABUS

SEMESTER - I

1.1 Effective Communication Skills – I

➤ OBJECTIVES

- ❖ To make the students aware of functional and operational use of language in media.
- ❖ To equip or enhance students with structural and analytical reading, writing and thinking skills.
- ❖ To introduce key concepts of communications

1. The concept of communication – process and barriers
2. Reading (English, Marathi or Hindi)
 - i. Types of reading (skimming and scanning)
 - ii. Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi)
 - iii. 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)
 - i. Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing.
 - ii. Introduction to feature and script writing
4. Oral Communication – presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion.
5. Thinking and Listening Skills –
 - i. Types of thinking (rational and logical)
 - ii. Errors in thinking
 - iii. Partialism
 - iv. Time scale
 - v. Egocentricity
 - vi. Prejudices
 - vii. Adversary Thinking
 - viii. Extremes
 - ix. Types of listening, Barriers to listening

6. Introduction of Translation & Views of Translation: Concept and importance of translation, External view of translation – Textual reliability, The Translator’s reliability, Timeliness, Cost, Trade-offs.

Internal view of translation –

- i. Translator as a learner,
 - ii. Translator’s memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.
 - iii. The translator’s Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven.
7. Processing in Translation:
- i. **Input and Processing:** Input – Visual, Auditory and Kinetic ; Processing - Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
 - ii. **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.

Internal Assessments – Group Projects / Individual projects/ Book Review/ Class Test/ Case Study/ Presentation and Reading & Oral components be included.

Reference Books:

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

1.2 Fundamentals of Mass Communication

➤ OBJECTIVES

- ❖ To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- ❖ To study the evolution of Mass Media as an important social institution.
- ❖ To understand the development of Mass Communication models.
- ❖ To develop a critical understanding of Mass Media.

- ❖ To understand the concept of New Media and Media Convergence and its implications.

1. Mass Communication (12)

- i. Meaning and need for Mass Communication
- ii. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.
- iii. Elements and process of communication
- iv. Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model
- v. Functions of Mass Communication
- vi. Barriers of Mass Communication

2. Impact of Mass Media (12)

- i. Introduction to Mass Media.
- ii. Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience.
- iii. Differentiate between Mass Communication & Mass Media.
- iv. Means & Tools of Mass Communication:
 - Traditional & Folk Media: Types, importance of traditional media
 - Print: Books, Newspapers, Magazines
 - Broadcast: Television, Radio
 - Films
 - Internet
 - Advertising, Public Relations
 - Other outdoor media

3. Mass Communicators (06)

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)

- i. Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'.
- ii. Developments in the Economy, Society, and Culture and its impact on current communication media.
- iii. Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity."
- iv. Impact of social media on Mass Communication

5. Impact of Mass Media on Society (08)

- i. Education
- ii. Children
- iii. Women
- iv. Culture
- v. Youth
- vi. Development

Reference Books:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Towards a Sociology of Mass Communication: Denis Mcquail
10. Perspective Human Communication: Aubrey B Fisher.
11. Communication Technology & Development: I P Tiwari
12. The Process of Communication: David K Berlo
13. Cinema & Television: Jacques Hermabon& Kumar Shahan
14. Mass Media Today: Subir Ghosh
15. You & Media: Mass Communication & Society: David Clark
16. Mass Culture, Language & arts in India: Mahadev L Apte
17. The Communication Revolution: Narayana Menon
18. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)
19. Introduction to Communication Studies: John Fiske
20. India's Communication Revolution: ArvindSinghal and Everett Rogers
21. Many Voices One World: Report of the McBride Commission
22. Here's the News: Paul de Maesener
23. The Myth of Mass Culture: Alan Swing wood
24. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai)
25. Communication-concepts & Process: Joseph A Devito
26. Lectures on Mass Communication: S Ganesh.

Introduction to Computers

➤ OBJECTIVES

- ❖ To equip the students with a general understanding of computer basics for everyday use.
- ❖ To train them to use this understanding to supplement their presentation skills.

- ❖ To equip the student with basic knowledge of use of technology in Media Industry.

1. Computer Basics

- i. Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.
- ii. 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?
- iii. Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts
- iv. File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.
- v. Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.

2. Networking Basics

- i. Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.
- ii. Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans.

3. Introduction to Internet

- i. Domain names, webservers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals).
- ii. 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
- iii. Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations.

4. Text and Documents Editing and Presentation Microsoft Word

- i. Creating, Saving documents, Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
- ii. Language Tools (spelling, grammar thesaurus)
- iii. Inserting images, cut, copy, paste
- iv. Creating Tables
- v. Mail merge, Use of keyboard shortcuts

5. Microsoft Excel

- i. Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet
- ii. Entering data, Formulae, functions, Editing sheets, Formatting.

- iii. Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.

6. Power Point

- i. Introduction to presentations, create, save
- ii. Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc.
- iii. Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds, Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.

7. Introduction to Designing

- i. Types of communication, what is design, Types of design
- ii. Colour theory, Hierarchy in a design, Typography (fonts & typefaces, type of fonts), Observation & visualization, Perspective
- iii. Unicode, installing and using Unicode

8. Page Layout (Page Maker In Design and Quarkxpress)

- i. Introduction to different pagemaking software, Tools, menus, Tools, Making pages in Quark Express / Pagemaker
- ii. Inserting a photograph / graphics for print, creating blurbs, Using drop caps, etc., Differences between Quark Express and Pagemaker.
- iii. 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. Photoshop

- i. Introduction to graphics, difference between vector and bitmap images, CMYK and RGB
- ii. Image size, canvas size, Resolution and DPI. Learning tools (all tools of the toolbox), colour separation.
- iii. Different graphic formats (PSD, JPG, GIF, etc.) Scanning and colour correction, Touching up photographs, importance of highlights, mids and shadows, Cloning, duplicating and adjustment.
- iv. Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films

10. Adobe Illustrator

- i. Introduction to illustrator, tools and panels.
- ii. Creating a new document, drawing and painting, working with points - paths-layers-colours.
- iii. Working with graphics, manipulation and effects.

- iv. Exporting the file, proof reading and optimization for printing. Creating for artwork design for web and devices

11. Introduction to Corel Draw

- i. CorelDraw Terminology and Concepts
- ii. Drawing Ellipses, Circles, Arcs, and Pie Shapes
- iii. Drawing Lines in CorelDraw
- iv. Drawing Rectangles, Squares, Polygons and Stars
- v. Cloning objects, applying colour and tone effects

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

A free user manual can be downloaded from the following link

http://www.google.co.in/url?sa=t&source=web&cd=1&ved=0CC0QFjAA&url=http%3A%2F%2Fmanual.finaldraft.com%2Ffd8manual.pdf&ei=8yYCU-muOoOQrQfC44HYAg&usg=AFQjCNF_sFY6BWRnmDTX2cby5zILEEPr6A

SCRATCH PROGRAMMING

1. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Scratch 1.4) Version 1.0 (<http://stwww.weizmann.ac.il/g-cs/scratch/scratch-14-textbook-1-0-two-side.pdf>)
2. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Supplement for Scratch 2.0) Version 1.0 (Free download from: <http://stwww.weizmann.ac.il/g-cs/scratch/scratch-20-supplement-1-0-two-side.pdf>)

1.4 Introduction to Economics

SECTION I - MICROECONOMICS:

1. **Nature and Scope of Micro Economics:** Meaning-nature-scope-significance & limitations, positive and normative economics. Basic Concepts, wealth-welfare and scarcity.
2. **Consumer Behaviour and Demand Analysis:** Marshallian Approach –Equimarginal utility- Law of demand –Determinants of demand- Elasticity of demand and its measurement-Price, Income, Cross and Promotional Elasticity of Demand.
3. **Production Function:** Short run and long run production function – Economies and Diseconomies of scale, scope – international economies.
4. **Costs of Production:** Concepts of cost – measures of costs – Total, Fixed, Variable, Marginal Average Costs, opportunity costs, social and private costs, implicit, explicit costs. Total Revenue – Breakeven Analysis.

5. **Market Structure:** Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly

SECTION II - MACROECONOMICS:

1. **Introduction:** Meaning and scope of macroeconomics- Concepts of National Income – GNP, GDP,NNP,NDP, Per Capita Income – Circular flow of income – Trade Cycles – Features and Phases.
2. **Money and Inflation:** Meaning and function of money-Constituents and Determinants of money supply – Velocity of circulation of money – RBI's approach to money supply – Demand for money – Inflation – meaning- causes – effects – measures to control inflation – Monetary policy - Functions of Commercial Banks and Central Bank.
3. **Brief Understanding of Government:** Fiscal Policy-Sources of Public Revenue- Areas of Public Expenditure – Union Budget -Social Expenditure – Millennium Development Goals.
4. **Overview of Indian Economy:** Structure and macroeconomic scenario – salient features-challenges and economic issues – poverty- unemployment – infrastructure – population - India's position in world economy – share in world GDP , Trade and Capital flows.
5. **Introduction to External Sector:** Balance of Payments –Exchange Rate -Trade Policy – Free Trade and Protectionism – FDI - FII. World Institutions – IMF, World Bank and WTO – India in a globalized world.

Reference Books:

1. Paul Samuelson – Economics
2. David Begg, Stanley Fischer, Rudiger Dornbusch– Economics
3. Stonier & Hague – A Textbook of Economic Theory
4. Lipsey & Steiner – Economics
5. D.M. Mithani – Business Economics
6. R.R. Sahuraja – Economic Theory
7. A. Koutsoyiannis – Modern Microeconomics
8. Misra & Puri– Indian Economy
9. Economic Survey - GOI

1.5 Introduction to Sociology

➤ Objectives:

- ❖ To acquaint the students with the basic foundations of Sociology
- ❖ To establish the relationship between Sociology and Mass Media
- ❖ To discuss Mass Media from a sociological perspective
- ❖ To highlight the need and relevance of Sociology in Mass Media

1. Introduction to sociology:

- i. Definition and features
- ii. Sociological imagination

iii. Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feminist perspective.

2. Society and Social Interaction

- i. Definition of society, features, Types of Society- Rural and Urban, civil society
- ii. Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration

3. Social Institution

- i. Definition
- ii. Need for social institutions
- iii. Types: Family, Marriage, education, religion, economy, polity, and media

4. Media with reference to sociology of news

- i. Definition of news
- ii. Types of news
- iii. News values
- iv. Sociological significance of news

5. Culture and Media

- i. Culture: meaning, elements, types, features
- ii. Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag)
- iii. Discussion of Core Indian values
- iv. Establish the link between culture and media

6. Social stratification

- i. Definition
- ii. Segments: caste, class, gender, and age.

7. Socialization

- i. Meaning
- ii. Need
- iii. Agencies of socialization with particular reference to Media

8. Social group

- i. Meaning, need and importance
- ii. Types (primary, secondary, formal, informal, in-group and out-group, Reference group)

9. Social control

- i. Meaning,

- ii. Functions
- iii. Formal and informal means of control over media.

10. Social change and social movements:

- i. Social Change - meaning, factors of social change, impact of social change with special reference to media and communication.
- ii. Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples.

Reference Books:

Title	Author	Publisher
Principles of Sociology	R.N.Sharma	Media Promoters & Publishers Pvt.Ltd
Sociology	Anthony Giddens	Wiley India Edition
Culture Change in India: Identity and Globalisation	Yogesh Sharma	Rawat Publications
Family, Kinship and marriage in India	Edited by Patricia Oberoi	Oxford India Papers
Caste in Modern India and other Essays	M.N.Srinivas	Media Promoters & Publishers Pvt.Ltd
Modernisation of Indian Tradition	Yogendra Singh	Rawat Publications
Indian Social System	Ram Ahuja	Rawat Publications
Sociology	John.J. Macionis	Pearson Education
Contemporary Sociological theory	Ruth. A. Wallace	Pearson Education
Society In India	Ram Ahuja	Rawat publications
Sociology	Shankar Rao	S. Chand

1.6 Introduction to the History of the World, India and Maharashtra

The aim of the following revised history paper for sem 1 is to acquaint the student with global happenings which have made historical milestones, changing power equations. The idea is to Help the student understand the role of media in these events. The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India. Care has been taken not to overlap some topics which are scheduled in other papers like Politics and Introduction to Journalism.

1. World Wars, Aftermath, changing boundaries: rise of dictatorships
 - i. Negative propaganda by war perpetrators,
 - ii. Positive media by president Wilson
 - iii. Case studies: Holocaust; War crimes
2. Cold War:
 - i. Ideological clash: Media espionage
 - ii. Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances
3. UNO Formation:
 - i. Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem)
 - ii. Formation of Israel, Middle East conflict
4. Red star over China-reign of Mao-tse-tung
 - i. Pol Pot- Cambodia Killing fields-human rights violation. UDHR document, role of UN in peace keeping in Sudan, Liberia
 - ii. Case studies: Iran Iraq war; End of Saddam Hussein regime
5. Nelson Mandela's contribution to removal of Apartheid.
 - i. Peace time media intervention:
 - Star Radio
 - Talking Drum Studio-Liberia
 - Voice of Hope in Sudan
6. Collapse of Communism:
 - i. USSR, East European nations, Glasnost & Perestroika
 - ii. American hegemony-its role in Afghan War
 - iii. People's Movement in China-Tianaman Square
 - iv. Case studies: Collapse of Berlin War, Formation of CIS
7. Role of Social Media: Arab Spring, Tahrir Square, Egypt & Jasmine Revolution
8. India
 - i. Partition of India: Refugee problem; Sino Indian War 1962, Indo-Pak Wars 1965, 1971-formation of Bangladesh
 - ii. India & SAARC, India's Role in Non-Aligned Movement
 - iii. Cross Border terrorism, Kargil.

9. Maharashtra” Formation of State 1960.

- i. Game changers in the State: Vinoba Bhave- Bhudan Movement, Maharshi D. K. Karve-Wome’s Univ, Baba Amte, Anna Hazare’s fight for good governance.

2.1 Effective Communication Skills – II

➤ OBJECTIVES

- ❖ To advance the communication and translation skills acquired in the first semester

1. Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.
2. Summarization: (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: 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: (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: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)
6. Report writing: (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: 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:

1. Business Communication - Rhoda A.Doctor and Aspi H.Doctor
2. Communication Skills in English – Aspi Doctor

3. Teaching Thinking - Edward De Bono
4. De Bono's Thinking Course – Edward De Bono
5. Serious Creativity – Edward De Bono
6. The Mind Map Book – Buzan Tony
7. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
8. A Textbook of Translation - by Peter Newmark, Newmark

2.2 Introduction to Media Psychology

➤ OBJECTIVES

- ❖ To impart knowledge of the basic concepts and modern trends in psychology.
- ❖ To provide an interdisciplinary study of concepts in the field of media, communication and psychology.
- ❖ To expose students to a multicultural understanding, use, influence and impact of media.
- ❖ To prepare students for a future filled with opportunities in the field of media and communication.

1. Evolution of Psychology

i. Definition of psychology.

- Branches of psychology- Overview of the fields.
- Media psychology- Definition, scope & objectives.
- Psychology and media- An uneasy relationship.

ii. Research methods in media psychology.

2. Role of Psychology in Media

i. Memory- Definition- Information processing model, LOP. Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception.

ii. Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising).

3. Psychological effects and influence of media.

i. Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media. Social influence. (Definition, Conformity, Compliance, Obedience& Indoctrination)

ii. Effects of media violence. Effects of pro-social media.

4. Developmental Psychological Issues with Respect to Media

i. Learning- Theories- Classical conditioning and Operant conditioning.

- Cognitive Learning.
- Observation learning.
- Social cognition- Script and schema.
- Motivation- Definition- Types- Need hierarchy theory.

ii. Young children and media- socialization through media. Media use and influence during adolescence.

5. Social Psychology of the Media

- i. Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.
 - Persuasion.
 - Prejudice.
- ii. Gender representation in media. (internal assessment)
 - Representation of minority groups.
 - Media representation of disability.
 - Media representation of mental health.
 - Audience participation and reality T.V.

Books for study:

1. Ciccarelli, S.K. & Meyer, G.E.(2006). Psychology. Pearson Education inc. and Dorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008.
2. David, G. (2003). Media Psychology . Lawrence Erlbaum Associates Inc. New Jersey.

Books for Reference:

1. Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. (2008). Social Psychology. (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009.
2. Feldman, R.S. (2008). Understanding Psychology. (8thed.).McGraw- Hill Publication, New York.
3. Lahey , B.B. (2007). Psychology: An Introduction. (9th ed.). McGraw- Hill Publications, New York.
4. Karen, E.D. (2012). Oxford Handbook of media Psychology. (1st ed.). Oxford Library of Psychology.

TOPICS FOR INTERNAL ASSIGNMENTS.

1. Media violence.
2. Love and relationships.
3. Body image and eating behavior.
4. Reality T.V.
5. News and current affairs.
6. Computer and video games.
7. Advertising and it effects.
8. Portray of crime in media.
9. Celebrity and Para social relationships.
10. Gender stereotyping on TV and media.
11. Racial and ethnic stereotyping.
12. Health communication.
13. Daily soaps.
14. Media and politics.

15. Internet and interaction.

The above topics for assignments or any others could be given to students individually or as a group project. Assignments could be written / typed report of any of the following types of work or others.

1. Review of a Film with a psychosocial perspective.
2. Small survey using questionnaire regarding issues in mass media.
EX- Reality shows real/ reel.

Use of sexual appeal in advertising.

3. Photo essay on any psychosocial topic.
4. Comic strip / Cartoon drawing from a socio- psychological perspective.
5. Review of a news report/ article and presentation with the help of posters, photos & charts.
6. One minute video/ advertisement on any psychosocial theme.
7. Debate / Group discussion in class on issues related to mass media.
8. Audio- visual presentation on any specific topic from the syllabus.

2.3 Political Concepts and the Indian Political System

➤ Objectives

- ❖ To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
- ❖ To orient the students to the Indian Constitution and the functioning of the Indian political system.
- ❖ To provide the students with a strong base in the 'Indian Political System' and to expose them to its dynamics and complexities.
- ❖ To establish a link between Politics and Media

1. Concepts

- i. Interaction between State and Society
- ii. Definition and Elements of State and factors building a Nation
- iii. Democracy: Principles, Institutions and Challenges
- iv. Non-Democratic forms of government: Characteristics

2. Indian Constitution

- i. Features of the Constitution
- ii. Preamble and Philosophy of the Constitution
- iii. Fundamental Rights
- iv. Fundamental Duties
- v. Directive Principles of State Policy
- vi. Federal structure

3. Political Dynamics (India)

- i. Indian Party System: Evolution
- ii. Major National and Regional Parties
- iii. Caste and Reservation
- iv. Role of Religion in Indian Politics
- v. Local Self Government
- vi. Electoral System and Reforms
- vii. Coalition governments

4. Political Dynamics (Maharashtra)

- i. Party system in Maharashtra: Evolution
- ii. Regional Imbalance
- iii. Dominant Caste
- iv. The Dalit movement in Maharashtra and its present status.
- v. The Naxal movement in Maharashtra
- vi. Mumbai's political history

5. Politics and Media

- i. Role of Media in democracy
- ii. Media and formation of Public opinion
- iii. Political Campaigning and advertising in new media

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation {Power point/Audio – Visual presentation/Oral Presentation}

Reference Books:

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
2. Politics, 2nd Edition, Andrew Heywood, Ane Books.
3. Dictionary of Politics, D. Robertson, Penguin Books India.
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
7. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola
– Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
8. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
9. Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.
10. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
11. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.

12. Our Constitution KashyapSubhash, National Book Trust.
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
14. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
15. Introduction to Media and Politics, Sarah Oates, Sage publishers.
16. Principles of Modern Political Science, J.C. Johari, Sterling publishers.
17. Democracy in India, Jayal Niraja Gopal, Oxford University Press

2.4 Principles of Management

1. Management -Concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg).
2. Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management.
3. Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.
4. Decision Making - concept, importance and steps in decision making.
5. Leadership qualities. The need for different types of leaders for different work force. Different types of Leaders.
6. Group Dynamics and Team Management: Theories of Group Formation – Formal and Informal Groups and their interaction, Importance of teams - Formation of teams - Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management.
7. Recent Trends in Management: Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management.

Reference Books:

1. Essentials of Management Koontz H & W McGraw Hill, New York
2. Principles of Management Ramaswamy Himayala, Mumbai
3. Management Concept and Practice Hannagain T. McMillan, Delhi
4. Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
5. Management - Text & Cases VSP Rao Excel Books, Delhi
6. Essentials of Management Massie Joseph Prentice Hall of India
7. Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
8. Management Concepts and OB P.S. Rao & N.V. Shah Ajab Pustakalaya

9. Management Concepts and Strategies J S Chandran Vikas Publishing House
10. Principles of Management Tripathi P.C. Tata McGraw Hill
11. Principles of Management: Theory and Practice Sarangi S K V M P Publishers & Distributors
12. Principles of Management Terry G R AITBS

2.5 Principles of Marketing

1. Marketing – scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.
2. Developing the concept of marketing mix, 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.
3. New product strategies – Innovation, Market entry, Product line extension
4. Pricing of products: Pricing considerations and approaches, strategies and methods.
5. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.
6. Integrated Marketing Communications: 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 – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies.
8. Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing - feature & importance suggestion for improvement of Rural Marketing.
9. Concept & components of a Marketing Information System.

Suggested Readings:

1. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.
2. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
3. Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.
4. Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.

2.6 Introduction to Literature

➤ Objectives

- ❖ To give exposure to media students to various forms of Literature
- ❖ To make them understand how literature reflects contemporary period
- ❖ To identify relation between Literature and Media

1. Introduction to Literature

- i. Concept of Literature
- ii. Forms of literature-
 - Poetry & it's types
 - Prose- Fiction-Types of Fiction
 - Drama- Elements of drama
 - a) Plot
 - b) Characters- Types of characters
 - c) Setting
 - d) Script

2. Short Stories- Kiran Desai/Ruskin Bond/Shashi Deshpande/Anton Chekhov (any collection of short stories)

3. Novel- R.K.Narayan, Raja Rao, Amitav Ghosh, Jhumpa Lahiri, Shashi Tharoor, Upamanu Chatterjee, Ernest Hemmingway, Mark Twain

4. Poetry - William Wordsworth, John Keats, Emily Dickenson, Lord Alfred Tennyson, William Shakespeare

5. Drama - The Merchant of Venice – William Shakespeare, Joseph Andrews – Henry Feilding, The Rising of the moon – Lady Gregory

Reference Books:

1. The Law and Literature: Shakuntala Bharvani
2. Introduction to literature: Gilbert Muller, John Williams

3.1 Media Studies

1. Unit One

- i. Relevance of Media Studies in Contemporary Times.
- ii. Historical perspectives to media studies

2. The Mid 20th Century Media Evolution Theory

- i. Agenda Setting

- ii. Uses and Gratification
- iii. Two Step How
- iv. Mc. Luhan – Medhini is the message
- v. Foucault – Power & Authority
- vi. Propaganda Model

3. Media and Globalisation

- i. Division and contradiction in the Global Information Infrastructure
- ii. Racist Ideologies and the Media (Stuart Ha)
- iii. Media and Diaspora
- iv. New Media Theory
- v. Cognitive Theory

4. Media and its commercial Impact.

- i. Advertising Magazine Culture and the new man
- ii. Trends in Media
- iii. Feminist Strategies of Detection
- iv. Media Power and Political Culture

5. Constituents of Media

- i. Language
- ii. Religion
- iii. Discourse
- iv. Technology

6. Challenges to contemporary Media

- i. Media and Consumerism
- ii. Intellectual Property and New Media
- iii. Young people as consumers of Advertising Art

Bibliography

1. Media Studies – Eoin Devereux
 - a. Media & Diaspora Pg. 363 and 369.
 - b. Media Power and Political Culture – Four factors of change pg. 216
2. Paul F. Lazarfeld, 'Remarks on Administrative and Critical Communications Research'
 - a. Studies in Philosophy and Social Change P 2-16
3. Marshall McLuhan – Understanding Media: the extension of man p8 11 & 15-21, 31-3, 68-9.
4. Norman Faciclough – Media Discourse pg.53-74
5. M.E. Brown (ed) Television and Women's Culture P.117 – 33.
6. R.C. Aven (ed.) Channels of Discourse Reanimbled P.327-51.
7. Joke – Cultural Studies (1993) P.493-506.

8. S. Nixon, Hard books – Masculinities, Spectatorship and Contemporary consumption P.103, 116-22, 131-37, 143-44.
9. Television and Post Modernism, Jim Collins, media studies – A Reader (ed) Paul Marris & Sui Thomham (Edinburgh University Press).
10. New Technologies and Domestic Consumption – Eric Hersch (same as no.9)
11. M. Nava, changing cultures: Feminism, Youth and Consumerism P. 171-82.

3.2 Introduction to Advanced Computers

➤ Objectives:

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

1. Basics of Online Marketing (5 Classroom Lectures)

- i. Building an online marketing foundation.
- ii. Planning and Building the Website.
- iii. Content Marketing.
- iv. Blogging.
- v. Social Media Marketing.
- vi. Web Analytics. (Google Analytics).
- vii. Search Engine optimization / How Google Works.
- viii. Online Advertising / Search Engine Marketing. (Google Adwords).
- ix. Email Marketing / Webinar.
- x. Online Public Relation.
- xi. Managing Multitasking Web Marketing.

2. Basics of Animation

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

3. HTML 5 with CSS

- i. Introduction to the Web.
- ii. Introduction to HTML5.
- iii. Formatting Text Using Tags.
- iv. Creating Hyperlinks and Anchors.

- v. Introduction to CSS3.
- vi. Formatting Using Style Sheets.
- vii. Displaying Graphics and CSS3 Animation.
- viii. Creating Navigational Aids and Division Based Layout.
- ix. Creating Tables.
- x. HTML Forms.
- xi. HTMLS Audio and Video.

4. Web Designing

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

5. Basics Of Audio / Video Editing

- i. Introduction to Adobe Audition.
- ii. Working with Audio Editing.
- iii. Working with Multi-track Editor and Recording Audio.
- iv. Working with Audio Effect.
- v. Introduction to Digital Video Editing.
- vi. Starting with Adobe Premiere Pro CS6.
- vii. Capturing Clips and Using Tools.
- viii. Video Editing.
- ix. Animating, Effects, Transitions and Exporting Video.
- x. Working with Audio.
- xi. Creating Titles and Superimposing.
- xii. Previewing & Rendering Output.

6. Basics Of 3D Animation

- i. Overview.
- ii. Working with Objects.
- iii. Transforming and Grouping.
- iv. Shapes and Modifiers.
- v. Compound Objects.
- vi. Low Poly Modeling.
- vii. High Poly Modeling.
- viii. Creating Models with Nurbs.
- ix. Patch Modeling and Surface Tool.
- x. Modifying Objects.
- xi. Integration of Various Modeling Techniques.
- xii. Creation of Morph Targets.

Reference Books:

1. Basics of Online Marketing:
 - i. The 36-Hour Course – Online Marketing by Lorrie Thomas From Mcgraw Hill
 - ii. Web Marketing that Works – Adam Franklin and Toby Jenkins by Wiley.
 - iii. 13 Pillars of Internet Marketing E book By David Bain.
 - iv. Understanding Digital Marketing By Damian Rayan & Calvin Jones.
 - v. Social Media Marketing – All in one for Dummies.
 - vi. Advanced Web Metrics with Google Analytics.
 - vii. Advanced Google Adwords – by Brad Geddes.
 - viii. Brad Callens - Google Adwords Secrets
2. Basics Of Flash CS6 With Animation:
 - i. The Missing Manual by Chris Grover.
 - ii. Adobe Flash Professional CS6 Classroom in a Book - Adobe Creative Team
3. Basics Of Audio / Video Editing :
 - i. Adobe Premier CS 6: Classroom In A Book
 - ii. Adobe After Effects Digital Classroom
 - iii. Adobe Audition CS6 Classroom In A Book
4. Dreamweaver: Adobe Dreamweaver CS6 Bible.
 - i. HTML 5 with CSS 3:
 - ii. HTML 5 For Web Designers by Jeffrey Zeldman
 - iii. HTML 5 Animation by Billy Lambert & Keith Peters
5. Basics Of 3D Animation:
 - i. Autodesk 3Ds Max Essentials by Randi L. Derakhshani & Dariush Derakhshani Sybex
 - ii. Autodesk 3Ds Max 2014 by Randi L. Derakhshani & Dariush Derakhshani Sybex

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

3.3 Understanding Cinema

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

SUGGESTED GUIDELINES AND OBJECTIVES OF THE PAPER:

1. This paper should aim to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.
 - i. From A Personal Point Of View
 - ii. From A Social Point Of View
 - iii. From A Business Point Of View (in context of Box Office Success)
2. The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)
3. The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.
4. Movies cannot be studied apart from the technology used to produce them. Hence, the students should necessarily be given some practical exercises in the paper for internal marks.
5. The students should study cinema by watching through an open-ended list of movies. (Screening of films should depend to a great extent on the FORTE of the teacher and the type of students in the class)
6. The teacher must briefly address diverse films in the course of their lecture (Although there are some specific subjects that can deal with films of different types a special session must touch upon Cinema in all its possible forms - to encompass from the ordinary Factual Documentary format to the most effective Bumper Breaks/ Advertisements. From the special effects total Sci-fi and Fiction films to the harsh Reality bite films. Even from Promotional Corporate films and travelogues to the most stereotype telecast of Newsreels)

➤ SYLLABUS

1. Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.
2. Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.
3. In the Indian Context: Contribution and Impact of Regional Cinema.
4. In the Indian Context: Contribution and Impact of Regional Cinema.
5. Module five:
 - i. Basic Introduction to the TECHNOLOGY used in Cinema.

- ii. Introduction to few important TECHNIQUES employed by different film makers.
- iii. Introduction to the BUSINESS with prevailing practices in the production and marketing of films.

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

6. Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newreels, Public Service Ads and others.

SYSTEM OF MARKING:

1. This syllabus is suggested keeping in mind the credit based system of Mumbai University.
2. The examination pattern should be strictly as per the guidelines of Mumbai University
under the new credit based system sparing sufficient weightage for Internal Marks examination through assignment of practical exercises.
3. As per the view of this Sub Committee, It would be only appropriate to administer this paper by 60:40 ratio where 60 marks should be for theory and 40 marks for practical session.

PLEASE NOTE: The Sub Committee strongly suggests that the 40 marks for internals (or 25 marks as in the present system) should be entirely retained for practicals. This is quintessential for this paper and therefore the faculty for this paper (Visiting faculty from Industry as well as Academicians) should be very judicious in assigning the projects for the same.

4. Atleast one question from each module should be included for the term end Question paper giving equal weightage to all modules.

Suggested Bibliography:

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

- Vinay Lal and Ashis Nandy (Ed.)

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

3.4 Cultural Studies

➤ Objectives:

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

1. Introduction to cultural studies:

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

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

(b) Theories and its relevance in media

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

2. Chapter two

(a) Construction of culture

- Social
- Economic
- Political
- Religion
- Technology

(b) Re- representation and media culture

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

3. Globalisation and cultural studies

(a) Popular culture- trends, transformation and its impact on society

(b) Commodification of culture and its impact on lifestyle

(c) Changing values, ideologies and its relevance in the contemporary society

- (d) Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power
- (e) Digital media culture

4. Cultural expressions and media

- (a) Oral traditions- folklore
- (b) Fashions and fad
- (c) Cuisine
- (d) Festivals
- (e) Sports
- (f) Art and Architecture.

References:

1. Meenakshi Gigi Durham and Douglas M.Kellner , Media and cultural studies, Blackwell publishing house, 2012
2. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
3. Chris Baker, "Theory and Cultural Studies", Sage Publication,2003
4. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
5. Keesing Roger and Strathern Andrew: Cultural Anthropology-A Contemporary Perspective, Harcourt Brace,1998
6. Ed.During, Simon: The Cultural Studies Reader
7. Scupin Raymond: Cultural Anthropology, Wadsworth, 2002
8. Nanda and Warms: Cultural Anthropology, Wadsworth, 2002.
9. S.L. Joshi and P.C.Jain: Social Anthropology, Rawat Publications,2001
10. Richard Schaefer: Sociology-A Brief Introduction, Tata Mc-Graw Hill Publishing Company Ltd., 2006.
11. Johan Hartley and Terence Hawkes: Popular Culture and High Culture- History & Theory.

3.5 Introduction to Creative Writing

➤ Objectives:

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

A Brief Introduction to Creative Writing

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

1. Formal structure of the short story:

- i. Theme
- ii. Plot
- iii. Character

iv. Point of view

v. Setting

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

2. Formal aspects of Poetry

i. Theme

ii. Diction

iii. Tone

iv. Imagery

v. Symbolism

vi. 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

i. Theme

ii. Plot

iii. Character

iv. Dialogue

Analyse on play preferably contemporary on the basis of each of these formal aspects

4. Publication Aspects

i. Understanding the intended readership

ii. Revising editing and proof-reading.

iii. Exploring the market for a suitable publisher

iv. Preparing the manuscript as hard and soft copy

v. Intellectual property rights.

vi. The financial aspects of publication

SECTION 2:

5. Scripting, Screenplay, and dialogue writing focusing on

i. Radio

ii. Television

iii. Short film / documentary / ad film

These are to be discussed with special reference to:

a. The storyboard

b. The two-column script

c. Interactive scripts

d. Narration scripts in the screenplay format

6. Writing for the internet, with special reference to

i. Alerts

ii. Blogs

iii. News on the net

Reference Books:

1. Arco, Peterson, S. How to write short stories. Peterson's, 2002.

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

Books on Script Writing

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

Publication details available on website

1. [The Complete Book of Scriptwriting by J. Michael Straczynski](#)
2. [Successful Scriptwriting by Jurgen Wolff](#)
3. [Successful Scriptwriting by Kerry Cox](#)
4. [Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon](#)
5. [Film Scriptwriting, Second Edition: A Practical Manual by Dwight V Swain](#)
6. [Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules by Ken Dancyger](#)
7. [Trip to Quiapo: Scriptwriting Manual Ni Ricky Lee by Ricky Lee](#)
8. [Alternative Scriptwriting: Writing Beyond the Rules by Ken Dancyger](#)
9. [Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition by John Morley](#)
10. [Global Scriptwriting by Ken Dancyger](#)
11. [Alternative Scriptwriting by John Greyson](#)

12. Radio Scriptwriting by Sam Boardman-Jacobs
13. Basics Animation: Scriptwriting (Basics Animation) by Paul Wells
14. The Scriptwriting Pack by Ross Smith
15. How to Make Money Scriptwriting by Julian Friedmann
16. Scriptwriting for Effective Telemarketing by Judy Mckee
17. Alternative Scriptwriting 2nd Edition by Ken Dancyger
18. Scriptwriting for Animation (Media Manuals) by Stan Hayward
19. Scriptwriting for the Screen by Charlie Moritz
20. Scriptwriting Updated by Linda Aronson
21. Screen Adaptation : A Scriptwriting Handbook, 2nd Edition by Kenneth Portnoy
22. Scriptwriting for the Screen (Media Skills) by Charlie Moritz
23. Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules by Ken Dancyger
24. The Complete Book of Scriptwriting by J. Michael Straczynski
25. Complete Book of Scriptwriting Rev Edition by J. Michael Straczynski
26. Humbridge: an Everyday Story of Scriptwriting Folk by Anthony Parkin
27. Writers on Comics Scriptwriting Volume 2 by Tom Root
28. Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage by Ronald Wolfe
29. Gardner’s Guide to Animation Scriptwriting : The Writer’s Road Map (Gardner’s Guide series) by Marilyn Webber
30. Video Scriptwriting : How to Write for the \$4 Billion Commercial Video Market by Barry Hampe
31. Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition by John Morley.
32. Aristotle in Hollywood: Visual Stories That Work (Studies in Scriptwriting) by Ari Hiltunen
33. An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres by Robert B. Musburger, PhD
34. The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows by Donna Matrazzo.
35. 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

1. Screenplay: The Foundations of Screenwriting by Syd Field
2. Writing the Character-Centered Screenplay by Andrew Horton
3. Writing Your Screenplay by Lisa Dethridge
4. 500 Ways to Beat the Hollywood Script Reader : Writing the Screenplay the Reader Will Recommend by Jennifer Lerch
5. How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay by Christopher Keane
6. Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson
7. Screenplay: Writing the Picture by Robin U. Russin

8. The Writer's Guide to Writing Your Screenplay: How to write Great Screenplays for movies and
 - a. Television by Cynthia Whitcomb
9. Writing the romantic comedy : how to craft a screenplay that will sell by Billy Mernit
10. Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton
11. Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton
12. The Perfect Screenplay: Writing It and Selling It by Katherine Herbert
13. Writing the Screenplay: TV and Film, 2/E by Alan A. Armer
14. The Everything Creative Writing Book : All You Need to Know to Write a Novel Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley
15. The 3rd Act : Writing a Great Ending to Your Screenplay by Drew Yanno
16. Writing a Screenplay by John Costello
17. The Technique of Screenplay Writing by Eugene Vale
18. Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes

3.6 Introduction to Public Relations

➤ Objectives:

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

1. Unit one:

- i. Definition of Public Relations
 - A. Nature
 - B. Scope
 - C. Stakeholders
- ii. Evolution of PR. With special focus on India.

2. PR, Propaganda, Public Opinion & Publicity

3. PR and Marketing PR & Advertising, PR and Branding

4. Objectives, Functions of PR, Skills needed to be a PR Professional.

5. Module Five:

- i. In-house PR and PR Consultancy: Advantages & Disadvantages
- ii. Internal and External PR : With focus on Corporate Communications

6. Corporate Image Management

7. PR Tools

- i. Media Tools
 - A. Press Release
 - B. Press Conference
 - C. Others
- ii. Non Media
 - A. Seminars
 - B. Exhibitions / Trade Fair
 - C. Sponsorships
 - D. Others
- iii. Content Development in PR
 - A. Development of profile: Company / Individual
 - B. Drafting a Pitch note/ Proposal
 - C. Writing for Social Media

8. New age PR: Digital PR (To be taught with contemporary cases)

9. PR process with emphasis on developing a

10. PR campaign Crisis communication (With case studies)

- A. Preparing a crisis plan
- B. Handling crisis

11. Social responsibility & PR (With case studies)

12. Ethics in PR: Code of conduct(With case studies)

References:

1. 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.
2. Crisis Communications: A Casebook Approach
- Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
3. Strategic Planning for Public Relations
- Ronald D. Apr Smith; Lawrence Erlbaum Associates
4. Corporate Public Relations: A New Historical Perspective
- Marvin N. Olasky; Lawrence Erlbaum Associates.
5. Public Relations Writing: Principles in Practice
- Donald Treadwell, Jill B. Treadwell; Sage Publications.
6. Media Writing: Print, Broadcast, and Public Relations

- W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates
- 7. New media and public relations
 - Sandra C. Duhé; Peter Lang.
- 8. Online Public Relations
 - David Phillips, Philip Young; Kogan Page.
- 9. Effective Public Relations
 - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.
- 10. PR and Media Relations
 - Dr. G.C. Banik; Jaico Publishing House.
- 11. Public Relations techniques that work
 - Jim Dunn; Crest Publishing House.
- 12. Principles of Public Relations
 - C.S. Rayudu and K.R. Balan; Himalaya Publishers.
- 13. Public Relations for your business
 - Frank Jefkins; Jaico Publishing House.
- 14. The fall of advertising and the rise of PR
 - Al Ries, Laura Ries; Harper Collins.
- 15. Public Relations : The profession and the practice
 - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.
- 16. A Handbook of Public Relations and Communication
 - Lesly Philip; McGraw Hill Education.
- 17. This is PR – The realities of Public Relations
 - Newsom, Turk, Kruckeberg; Thomas Asia.

4.1 Mass Media Research

➤ Objectives:

- ❖ To introduce students to debates in Research approaches and equip them with tools to carry on research
 - ❖ To understand the scope and techniques of media research, their utility and limitations
1. Relevance, Scope of Mass Media Research and Role of research in the media
 2. Steps involved in the Research Process
 3. Qualitative and Quantitative Research
 4. Discovery of research problem, identifying dependent and independent variables, developing hypothesis.
 5. Concept, types and uses of Research Designs:
 - i. Exploratory
 - ii. Descriptive
 - iii. Causal
 6. Data – Collection Methodology:

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

Reference Books:

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

4.2 Introduction to Journalism

➤ Objectives:

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

1. Changing face of journalism from Guttenberg to new media
2. Journalism in India:
 - i. Earliest publications
 - ii. The rise of nationalist press
 - iii. Post 1947
 - iv. The emergency 1975
 - v. Post Emergency
 - vi. Post liberalization of the economy boom in magazines niche journalism
 - vii. How technology advancement has helped media?
3. New media with special reference to rise the Citizen Journalism
4. Definition of News; Hard News / Soft News and blend of the two.
5. The news process from the event to the reader
6. Criteria for news worthiness
7. News Reports; Features; Editorials
8. Components of a news story
 - i. Finding a new angle
 - ii. Writing a lead
 - iii. Types of Lead
 - iv. Inverted Pyramid format
9. Role of Journalism with special emphasis on its role to educate
 - i. Interpretation
 - ii. Transmission of values
 - iii. Development
 - iv. Entertainment
10. Principles of Journalism
 - i. Objectivity
 - ii. Accuracy
 - iii. Without fear or favour
 - iv. Balance
11. Basic difference in writing for the print, television and online journalism
12. Jobs in journalism
13. Latest trends and issues in journalism
14. Short notes on

- i. Press council of media students
- ii. Audit bureau of circulation

Suggested readings:

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

4.3 Print Production & Photography

➤ Objectives:

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

PHOTOGRAPHY:

1. Basic Photography:

- i. History of Photography
- ii. Loading the film and shooting
- iii. Operation of a film camera
- iv. Care and maintenance of camera

2. Equipment Basic Principles:

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

3. Unit 3:

- i. Mechanism of aperture, shutter, ISO.
- ii. Correct exposure.

4. Concepts of composition

5. Digital Capture

6. Various types of Digital Capture and Image.

PRINT PRODUCTION:

1. Major landmarks in history and development of 'print technology'
2. Basic print: processes, contact, projection, composition, inprinter, special effect printer. Print machines and image carriers
3. Letterpress, offset, silkscreen, digital print
4. DTP
5. Future trends in print technology
6. Awareness of Photo-editing softwares (Possibilities and Limitations)
7. Softwares: Adobe Photoshop, Adobe Lightroom, Colour Correction, Processing, High Dynamic Range, Illustrator.

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

Reference Books:

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

4.4. Organizational Behaviour

➤ Objectives

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

1. Nature of Organisational behavior
 - i. Definition of Organisation & Types.
 - ii. Concept of OB & its scope.
 - iii. Models of Organisational Behaviour.
2. Organisational structure & its Environment
 - i. Organisation and its environment.
 - ii. Formal Organisation: Design & Structure.

iii. Divisions of work and task interdependence.

3. Organisation Culture

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

4. Motivation

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

5. Group Dynamics in Organisation

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

6. Decision Making

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

7. Leadership

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

8. Dynamics of Stress

- i. Concept.
- ii. Causes & effect.
- iii. Coping Strategies.

Reference Books:

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

4.5 Radio & Television

➤ Objectives

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

1. Introduction
 - i. A Short History of Radio & TV in India
 - ii. All India Radio
 - iii. Doordarshan
 - iv. Prasar Bharti main points
 - v. Convergence trends

2. Introduction to Sound for both TV & Radio
 - i. Types of Sound: Natural, Ambient, Recorded
 - ii. The Studio Setup
 - iii. The Sound Equipment: Mixer, Control Panel
 - iv. Tape Recording
 - v. Digital Recording
 - vi. Outdoor Recording
 - vii. Types of Microphones
 - viii. The Editing suite

3. Introduction to Visuals
 - i. The Power & Influence of Visuals
 - ii. The Video-camera: types of shots, camera positions, shot sequences, shot length
 - iii. Lighting: The importance of lighting
 - iv. Television setup: The TV studio, difference between Studio & on-location shoots

4. Introduction to Radio Formats: Broad guidelines -classifications
 - i. News
 - ii. Documentary
 - iii. Feature
 - iv. Talk Show
 - v. Music Shows
 - vi. Radio Drama
 - vii. Sports Broadcasting

5. Introduction to Television Programming: Broad guidelines -classifications
 - i. News
 - ii. Documentary
 - iii. Feature
 - iv. Talk Show
 - v. TV Serials & Soaps
 - vi. Sports
 - vii. Reality
 - viii. Animation

6. Different Roles
 - i. Community Radio-role and importance
 - ii. Contribution of All India Radio
 - iii. The Satellite and Direct to Home challenge

7. Other Requirements
 - i. Story board

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

8. Broadcast Production
 - i. Pre- Production
 - ii. Production
 - iii. Post - Production

Suggested case studies: BBC Radio

Suggested assignments: Short documentary films

4.6 Introduction to Advertising

➤ Objectives:

- ❖ To introduce Students to the basic steps in advertising
- ❖ To help students understand the creations of an ad campaign
- ❖ To understand the structure of an Ad Agency

1. Introduction to Advertising Proposed Changes
 - i. A brief history of Advertising and the current status of Advertising
 - ii. The basic characteristics of Advertising
 - iii. The limitations of advertising
 - iv. Effects of Advertising on the Economy, on Society
 - v. The Ethical Issues in Advertising
 - vi. The criticism of advertising
2. The Advertising Agency
 - i. Structure of an Ad Agency
 - ii. The role of an Ad Agency
 - iii. The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept.
 - iv. The functions of each department (in brief)
3. The role of Advertising in the Marketing Mix
 - i. The communication Process
 - ii. The steps involved in creating an Advertising Strategy
 - iii. (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief)
 - iv. Post Campaign Research
4. Concepts IMC – Dagmar – USP – AIDA
5. The need for Research: Copy research, pretesting, post testing, concept testing
Product research, Media research
6. The Advertising Budget: how the Agency earns its income
7. The relationship between the Client – Agency-Media-Consumers

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

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

ADVERTISING SPECIALIZATION

5.1 Media Planning & Buying

Module 1: Introduction to Media Planning and Selection

- i. An Overview of Media Planning
- ii. Basic Terms and Concepts
- iii. The function of Media planning in advertising
- iv. Role of Media planner
- v. Challenges in Media planning
- vi. Media Brief
- vii. Media Audit
- viii. NCCS Grid

Module 2: Sources of Media research

- i. Nielson Clear Decision (NCD for Print)
- ii. Broadcast Audience Research Council
- iii. Audit Bureau of Circulation
- iv. RAM
- v. Comscore – Digital

Module 3: Media Planning Process

- i. Situation analysis and Marketing strategy plan
- ii. Setting Media objectives
- iii. Determining Media strategy
- iv. Selecting broad Media classes
- v. Selecting Media within classes
- vi. Budget and Media Buying
- vii. Evaluation

Module 4: Criterion for selecting media vehicles

- i. Reach
- ii. Frequency
- iii. GRPS/GVT Ratings
- iv. TVT Ratings
- v. Cost efficiency
- vi. Cost per thousand
- vii. Cost per rating
- viii. Waste Circulation
- ix. Pass-along rate (print)

Module 5: Selecting suitable Media options and Media Buying

- i. Newspaper
- ii. Magazine
- iii. Television (National, Regional and Local)
- iv. Radio
- v. Outdoor and out of home
- vi. Cinema Advertising
- vii. Digital Advertising

Module 6: Communication Mix

- i. Events
- ii. Sponsorship
- iii. Merchandising
- iv. Point of purchase
- v. In film advertising
- vi. Mobile advertising
- vii. Word of mouth
- viii. Ambient advertising

Module 7: Negotiation Skills in Media

- i. Negotiation Strategies
- ii. Laws of Persuasion

Module 8: Digital Media Planning

- i. Various Digital channels
 - 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
 - Mobile advertising (WAP & APP)
- ii. Various types of digital
 - 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)

Module 9: Digital Media Buying

- i. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).
- ii. Direct buys from the websites
- iii. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]
- iv. Cost per action (CPA), or pay per action (PPA)
- v. Cost per conversion or Revenue sharing or cost per sale,
- vi. Advertising via Premium Publishers
- vii. Advertising via Networks and Exchanges
- viii. Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com)
- ix. The Local Publishing Market

Guidelines for Internals:

- Every student must submit a media plan for local television along with the rates, and detailed media scheduling, product, budget and city to be given by the faculty.

Mandatories:

- Six hours workshop on Media scheduling software conducted by industry practitioner
- Two case studies on actual Media plans

Reference Books:

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

5.2 Brand Building

➤ Objective:

- ❖ To study the concept of Brands
- ❖ To study the process of building brands
- ❖ To study its importance to the consumer and advertisers

Module 1: Brand

- i. Definition
- ii. Importance of branding
- iii. Difference between Brand and Product
- iv. Process of branding

Module 2: Brand Identity

- i. Core Identity
- ii. Extended Identity
- iii. Brand Identity Traps

Module 3: Brand Positioning

- i. Definition
- ii. Importance of Brand Positioning
- iii. Perceptual Mapping

Module 4: Brand Personality

- i. Definition
- ii. The importance of creating Brand Personality
- iii. Attributes that affect Brand Personality
- iv. Factors that affect Brand Personality
- v. Brand Personality Models
 - Relationship Model
 - Self-Expressive Model
 - Functional Benefit Model
- vi. The Big Five
- vii. User Imagery

Module 5: Brand Leverage

- i. Line Extension
- ii. Brand Extension
- iii. Moving Brand up / down
- iv. Co-branding

Module 6: Branding Strategies

- i. The three perspective of Brand Strategic customer analysis
- ii. Completion self analys
- iii. Multi Product Branding
- iv. Multi Branding
- v. Mix Branding
- vi. Brand Licensing
- vii. Brand Product Matrix
- viii. Brand Hierarchy
- ix. Brand Building Blocks

Module 7: Brand Positioning

- i. Meaning
- ii. Occasion of use
- iii. Falling sales
- iv. Making the brand contemporary
- v. New customers
- vi. Changed market conditioning
- vii. Differentiating brands from competitors
- viii. Case studies such as Vicks Vapour, Milkmaid etc.

Module 8: Brand Equity

- i. Definition
- ii. Step in creating Brand Equity
- iii. Awareness
- iv. Perceived Quality
- v. Brand Association
- vi. Brand Loyalty
- vii. Other Brand Asset

Module 9: Brand Equity Management Models

- i. Brand Equity Ten
- ii. Y & R (BAV)
- iii. Equi Trend
- iv. Interbrand

Module 10: Brand Building Imperative

- i. Co-ordination across organisation
- ii. Co-ordination across media
- iii. Co-ordinating strategy & tactics across markets.

Guidelines for Internals:

- Every student must submit a brand augmentation for a well-known brand with detailed such as core identity, extended identity, brand positioning, personality, user imagery to be given by the faculty.
- Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines, color etc. and submit to the faculty.

Reference Books:

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

5.3 Advertising in Contemporary Society

➤ Objectives

- ❖ To understand the environment in Contemporary Society
- ❖ To understand Liberalisation and its impact on the economy
- ❖ To study contemporary advertising and society

Module 1: Change in Environment

- i. Policy post-independence
- ii. Policy 1990 onwards

Module 2: Study of Environment Post independence and post 1991 Liberation Policy

- i. Effects of Liberalisation on -
 - Economy
 - Business
 - Employment
 - Advertising
 - Life Style

Module 3: International & Global Advertising & Marketing

- i. The environmental analysis of all foreign countries
- ii. The use of this analysis in marketing and Advertising.

Module 4: Social Marketing

- i. Definition
- ii. Need for Social Marketing
- iii. The difficulties of Social Marketing
- iv. The various subjects for Social Marketing
- v. Effects of social marketing

Module 5: Advertising

- i. The effect of Advertising on Society
- ii. Criticism of Advertising

- iii. Advertising and Women
- iv. Advertising and Children
- v. Advertising and old people
- vi. Controversial Advertising
- vii. Gender Bias
- viii. Advertising and popular culture
- ix. Social implication of advertising
- x. The role of advertising on the economy

Module 6: Types of Advertising

- i. Political advertising
- ii. B to B
- iii. Consumer advertising
- iv. Retail advertising
- v. Industrial advertising
- vi. Financial advertising

Module 7: Internet

- i. Digital Marketing

Reference Books:

1. Advertising Amita Shankar
2. Advertising London & Britta
3. Advertising Ramaswamy & Namakeeman

5.4 Consumer Behaviour

➤ Objectives

- ❖ To understand role of marketing in influencing consumer behaviour.
- ❖ To analyze the role of marketer & the consumer in advertising.
- ❖ To sensitize the students to the changing trends in consumer behaviour.

Module – I

- i. Introduction to Consumer Behaviour
 - Concepts
 - Need to study Consumer Behaviour
 - Factors influencing Consumer Behaviour
 - Changing Trends in Consumer Behaviour
- ii. Consumer Behaviour & Marketing.
 - Marketing Segmentation. – VALS
 - Components, Process of Marketing Communication
 - Message
 - Persuasion. -Need & Importance
 - a. ELM.
 - b. Appeal.

Module – II Relevance of Perception & Learning in Consumer Behaviour

- i. Concepts, Elements in Perception, Subliminal Perception
- ii. Learning

- Elements of Consumer Learning.
- Cognitive Theory. – Social Learning.
- Behavioural Learning. – Classical, Instrumental Theory

Module – III Psychological Determinants & Consumer Behaviour

- i. Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour
- ii. Personality & Attitude. – Theories of Personalities & its application
 - Freudian, Trait, Jungian, Self-concept.
- iii. Formation of Attitude. – Theories & its relevance in Consumer Behaviour.
 - Cognitive Dissonance
 - Tricomponent
 - Changing attitude in Consumer Behaviour

Module – IV Social & Cultural aspects of Marketing & its impact on Consumer Behaviour

- i. Family
- ii. Social Stratification – Class, Age, Gender
- iii. Group – Reference Group
- iv. Culture – Sub-Culture
- v. Changing Indian Core Values

Module - V

- i. Consumer Decision Making.
 - Process.
 - Models.
 - Levels.
 - Opinion Leaders & Consumer Decision Making
- ii. Adoption & Diffusion Process.

Reference Books:

1. Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
2. David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.
3. Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
4. S.Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009.
5. Satish.K.Batra, Consumer Behaviour. Test & Cares, Excel Books India. Jan 2009.

5.5 Copywriting

➤ Objectives:

- ❖ To familiarize the students with the concept of copywriting as selling through writing
- ❖ To learn the process of creating original, strategic, compelling copy for various media
- ❖ To train students to generate, develop and express ideas effectively
- ❖ To learn the rudimentary techniques of advertising - headline and body copywriting

Module 1: Introduction to Copywriting

- i. Basics of copy writing
- ii. Responsibility of Copy writer

Module 2: Creative Thinking

- i. How to inculcate a 'creative thinking attitude'.
- ii. Left brain thinking; Right Brain thinking
- iii. Conscious mind; unconscious mind
- iv. Role of Heuristics and assumptions in creative thinking
- v. Five steps of Creative process

Module 3: Idea Generation Techniques

- i. Theories of ideation
- ii. Idea generation techniques: eg.
 - Brainstorming,
 - Triggered brainwalking,
 - Questioning assumptions,
 - Picture prompts,
 - Scamper,
 - Observation,
 - Referencing,
 - Interaction,
 - Imagination,
 - Dreams, and
 - Creative Aerobics.

Module 4: Transcreativity

- i. Introduction
- ii. Purpose

Module 5: Briefs

- i. Marketing Brief
- ii. Creative Brief

Module 6: Writing Persuasive Copy

- i. The CAN Elements (connectedness, appropriateness, and novelty)
- ii. Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling

Module 7: Writing Copy for various media

- i. Print: Headlines, sub headlines, captions, body copy, and slogans
- ii. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVS's
- iii. Outdoor posters
- iv. Radio
- v. Digital: email, web pages

Module 8: Writing copy for various audiences

- i. Children

- ii. Youth
- iii. Women
- iv. Senior citizen and
- v. Executives

Module 9: How to write copy for:

- i. Direct mailer
- ii. Classified
- iii. Press release
- iv. B2B
- v. Advertorial
- vi. Informercial

Module 10: Various types of Advertising appeals and execution styles

- i. Rational appeals
- ii. Emotional appeals: Humour, Fear, Sex appeal
- iii. Various advertising execution techniques

Module 11: The techniques Evaluation of an Ad Campaign

- i. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;
- ii. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.

Guidelines for Internals:

Producing the following:

- 30secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.
- A poster on any one social issue.
- Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

Suggested reading: Copywriting by J. Jonathan Gabay FRSA

5.6 Ad Design

➤ Objective:

- ❖ To make students understand the process of planning & production of advertisement
- ❖ To highlight the importance of visual communication
- ❖ To provide practical training in the field of advertising

1. Introduction to Agency Departments & Role of each department

Basic depts.:

- i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.
- ii. Media Dept: Media research/ Media planning/ Media booking, buying.
- iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree
- iv. Production Dept: In house or outsource. Production
 - Print: Hoardings/ Brochures/ Packaging etc

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce

- Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing
 - Photography: In-house or location/ Model/ Costume/ Shoot/ Editing
2. Understanding Design: Design as a language of emotions/ Communication.
 - i. Introducing to students to: Elements of design (as vocabulary).
 - Point/ Line/ Shape/ Tone/ Colour/ Texture
 - ii. Introducing to students to: Principles of Design: (grammar of design Language)
 - Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
 - iii. Introducing students to the Rules: Gestalt principles
 - Proximity/ Closure/ Similarity/ Continuation/ Figure & ground
 3. Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.
 4. Introduction to Optical illusions:
 - i. Influence of surrounding shapes on shape & size
 - ii. Influence of surrounding colour/tone on object colour & tone
 - iii. Appearance of space & depth/ form
 5. Introduction to Word expression: (Expressive words)
 - i. How word meaning is expressed through the appearance of word/ visual impact.
 - ii. Calligraphy & graceful typography.
 6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class
 - i. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression
 - ii. Tagline: typeface/ alignment/ placement etc.
 7. Introduction to Layout: Choosing right format/ right canvas/ Optical center/ Equilibrium
 - i. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window
 - ii. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive
 8. Use of picture (visual) as means to select Target audience
 - i. Choosing a picture
 - 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
 - ii. Headline size/ break/ highlight/ two tone head
 - iii. Subhead size/ style
 - iv. Body copy type: Descriptive/ pointer/ bulleted
 9. Introduction to Typography & Text treatment:
 - i. Classification of typefaces & combinations.
 - ii. Size/Weight/posture etc.

10. 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.
11. Introduction to Art direction for diff media: Role of an Art Director
 - i. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc
 - ii. Outdoor & indoor ad: Time available for reading/ spotting frequency etc
 - iii. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc
 - iv. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV
 - v. Web ad: Advantage of pop up/ Key word SEO etc
 - vi. Direct mailers: Advantage of prior knowledge/ prior relation etc
12. Campaign planning: Rest of the lectures in guiding the students through developing the campaign
 - i. Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)
 - ii. Understanding Brand (Brand building)
 - iii. Understanding TA's favorite place, shows, reading (Media research/ planning)
 - iv. Understanding buying motives/ habits/ influences (Consumer behaviour)
 - v. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief e. Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above. f. Layout stages & final design
13. Corporate stationary & Brand manual (Logo design philosophy)
14. Ad Campaign (system work) Prints & presentation

Internals:

1. Scrap book: Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)
2. Sketch book: Explanation with examples & practical assignment based on the topic in sketch book. a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.
3. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

Elements of External Campaign:

1. Logo Design with design philosophy (manual)
2. Stationary: Letterhead, Envelope, Visiting card with common theme
3. Newspaper ads: Set of 3 ads with layout similarity (common theme)
4. Magazine ads: Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading)
5. Outdoor Ad: Poster/ Hoarding
6. Innovative/ Ambient/ Transit (Any one)
7. Point of Sale ad: Dangers/ Standees/ Show-cards etc
8. Merchandise: Branding/ recall instrument (cap/ keychain etc)
9. TVC: Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash
10. Website: Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)

Reference books:

1. Advertising Art & Ideas G. M. Rege
2. Art & Production N. N. Sarkar
3. Brand Positioning Subroto Sengupta
4. Ogilvy on Advertising David Ogilvy
5. The Advertising Handbook Dell Denison
6. Advertising by Design Robin Landa

6.1 Financial Management for Marketing and Advertising

➤ Objectives

- ❖ To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
- ❖ To enable the understanding of the need for financial planning through Budgets and their benefits.
- ❖ To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

Module 1: Introduction to Financial Management

- i. Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short-term finance – Sources of Long term & short-term finance.

Module 2: Financial Planning & Budgets

- i. Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets.
- ii. Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only)
- iii. Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media.

Module 3: Working Capital Estimation

- i. Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application).

Module 4: Financial statements & Ratio analysis

- i. Vertical Financial Statements – Financial Decision Making using financial statements analysis
- ii. Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.

Module 5: Introduction of costing

- i. Costing -Types of cost- their relevance in marketing decision making.
- ii. Classification of costs- Traceability, Functionality and level of activity.

- iii. Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break-even point, Margin of safety, Sales required in units and rupees (Theory and application)

Reference books

1. Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications
2. Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication
3. Accounting and financial Analysis – J.C. Varshney, wisdom publications
4. Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house
5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
6. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication
7. Adverttising and Promotion an Integrated Marketing Communication perspective-George E. belch & Michael A. Bela, Tata Mcgrawhill publication
8. Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication
9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd. 10.Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala
10. Fundamentals of financial Mangement- James C. Van Home& John M. Wachowiz Jr.
11. Fundamentals of Financial management Eugene F. Brigham & Joel F. Houston Meenakshi Venkatesh, Ranjeet Kaur Patel and Girish Kavyachandani

6.2 The Principles and Practice of Direct Marketing

➤ Objective:

- ❖ To understand the concept and importance of Direct Marketing
- ❖ To understand the various techniques of direct marketing and its advantages

Unit 1: Introduction to Direct Marketing

- i. Meaning and Introduction to Marketing
- ii. Traditional Versus Direct Marketing Techniques

Unit 2: Basics of Direct and Interactive Marketing

- i. Meaning, Definition, Importance of Direct Marketing
- ii. Advantages and Disadvantages of Direct Marketing
- iii. Approaches of Direct Marketing
- iv. Reasons for the growth of Direct Marketing
- v. Economics of Direct Marketing
- vi. 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention

Unit 3: Customer Relationship Management

- i. What is Customer Relationship Management (CRM)
- ii. Importance of CRM

- iii. Planning and Developing CRM
- iv. Customizing Products to different needs
- v. Studying the customers mix and Managing the Key customers
- vi. Relationship Marketing - Customer Loyalty

Unit 4: Database Management - Research/Analysis and Testing

- i. Database Management
 - 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
- ii. Direct Marketing Strategies
 - Meaning of Marketing Strategies - Why it is needed
 - Internal and External Analysis
 - Objectives of Strategies
 - Creating a Direct Marketing Budget
- iii. Direct Marketing Research and Testing
 - 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
- iv. Direct Marketing Analysis
 - 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

Unit 5: Direct Marketing as An Integral Part Of Integrated Marketing Communication

- i. Meaning, Introduction of IMC
- ii. Role of IMC in the Marketing Process
- iii. Relationship of IMC with Direct Marketing
- iv. Importance of IMC
- v. Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc.
- vi. Person to person, Group Selling, Direct Mail
- vii. Direct response Television (DR-TV),
- viii. Direct Response Print Advertising
- ix. Catalogues, Inserts, Videos, E-mail, Trade shows

Unit 6: Future of Direct Marketing Senario

- i. Growth of Direct Marketing in future
- ii. Indian and Global Perspective in Direct Marketing

Unit 7: Direct Marketing Case Study

- i. Product offering, re-generation, database management and Methodology

Guidelines for Internals:

As per the discretion of the faculty internals can either be taken as case study along with the sums or introducing completely a new product & try to use various direct marketing tools & channels to promote the product by creating a portal.

Reference Books:

1. Alan Tapp, Principles of Direct and Database Marketing – Financial Times - Prentice Hall 2000
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 Jim
3. Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

6.3 Agency Management

➤ Objectives:

- ❖ To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- ❖ To familiarize students with the different aspects of running an ad agency
- ❖ To inculcate competencies to undertake professional work in the field of advertising

Module 1: Advertising Agencies

- i. their role, Functions, Organization and Importance
- ii. different types of ad agencies

Module 2: Client Servicing

- i. The Client - Agency Relationship
- ii. 3P's of Service: Physical evidence, Process and People
- iii. The Gaps Model of service quality
- iv. Stages in the client-agency relationship
- v. How Agencies Gain Clients
- vi. Why Agencies Lose Clients
- vii. Evaluation Criteria in Choosing an Ad Agency
- viii. The roles of advertising Account executives

Module 3: Account Planning

- i. Role of account planning in advertising
- ii. Role of Account Planner
- iii. Account Planning Process

Module 4: Advertising Campaign Management

- i. Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation
- ii. Digital Advertising Strategy / Campaigns

Module 5: Ad Film Making

- i. Converting Story board to TVC
- ii. Editing and Post production

Module 6: Marketing plan of the client

- i. The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunity Review, STP, Executing the plan, Evaluating the plan.

Module 7: The Response process

- i. Traditional Response Hierarchy Models: AIDA
- ii. Sales-Oriented Objectives
- iii. Communications Objectives
- iv. DAGMAR: An Approach to Setting Objectives

Module 8: Setting up an Agency

- i. Business plan introduction, Various Stages in setting up a new Agency

Module 9: Agency Compensation

- i. Various methods of Agency Remunerations

Module 10: Growing the Agency

- i. The Pitch: request for proposal, speculative pitches, Pitch Process
- ii. References, Image and reputation, PR,

Module 11: Sales Promotion Management

- i. The Scope and Role of Sales Promotion
- ii. Reasons for the Increase in Sales Promotion
- iii. The psychological theories behind sales promotion
- iv. Consumer Franchise-Building versus Non franchise-Building Promotions
- v. Designing Loyalty, continuous and frequency programs
- vi. Objectives of Trade-Oriented Sales Promotion
- vii. Techniques of Trade-Oriented Sales Promotion
- viii. Objectives of Consumer-Oriented Sales Promotion
- ix. Techniques of Consumer-Oriented Sales Promotion

Guidelines for Internals

1. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.
2. Designing the loyalty / frequency / continuity program for any one of the real life client

Suggested Reading:

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

6.4 Advertising and Marketing Research

➤ Objectives:

- ❖ To inculcate the analytical abilities and research skills among the students.
- ❖ To understand research methodologies – Qualitative vs Quantitative
- ❖ To discuss the foundations of Research and audience analysis that is imperative to successful advertising.

- ❖ To understand the scope and techniques of Advertising and Marketing research, and their utility.

Module 1: Fundamentals of Research

- i. Meaning and objectives of Research
- ii. Concepts in Research: Variables, Qualitative and Quantitative
- iii. Literature review
- iv. Stages in Research process.

Module 2: Hypothesis

- i. Meaning, Nature, Significance, Types of Hypothesis,

Module 3: Research Design

- i. Meaning, Definition, Need and Importance, Scope of Research Design
- ii. Types- Descriptive, Exploratory and Causal.

Module 4: Sampling

- i. Meaning of Sample and Sampling,
- ii. Process of Sampling
- iii. Methods of Sampling:
 - Non Probability Sampling – Convenient, Judgment, Quota, Snow ball.
 - Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.

Module 5:

Data Collection

- i. Types of data and sources- Primary and Secondary data sources
- ii. Methods of collection of primary data:
 - Observation
 - Experimental
 - Interview Method:
 - a. Personal Interview
 - b. focused group,
 - c. indepth interviews
 - Survey
 - Survey instrument
 - a. Questionnaire designing.
 - Scaling techniques
 - a. Likert scale,
 - b. Semantic Differential scale,
 - c. Staple scale
 - d. Constant sum scale

Projective Techniques

- i. Association
- ii. Completion

- iii. Construction
- iv. Expressive

Module 6: Report Writing

- i. Essential of a good report,
- ii. Content of report ,
- iii. Steps in writing a report,
- iv. Footnotes and Bibliography

Module 7: Advertising Research

- i. Introduction to Advertising Research
- ii. Copy Research:
 - Concept testing
 - Name testing
 - Slogan testing
- iii. Copy testing measures and methods:
 - Free association
 - Direct questioning
 - Direct mail tests
 - Statement comparison tests
 - Qualitative interviews
 - Focus groups
- iv. Pretesting:
 - Print Pretesting:
 - a. Consumer Jury Test
 - b. Portfolio test
 - c. Paired comparison test
 - d. Order-of-merit test
 - e. Mock magazine test
 - f. Direct mail test.
 - Broad casting Pretesting:
 - a. Trailer tests
 - b. Theatre tests
 - c. Live telecast tests
 - d. Clutter tests
 - Challenges to pre-testing. Example: The Halo effect
- v. Post testing:
 - Recall tests
 - Recognition test
 - Triple association test
 - Sales effect tests
 - Sales results tests
 - Enquires test

Neuroscience in Advertising Research

- i. Neuroscience: A New Perspective
- ii. When to Use Neuroscience

Physiological rating scales

- i. Pupil metric devices
- ii. Eye-movement camera
- iii. Galvanometer
- iv. Voice pitch analysis
- v. Brain pattern analysis

Module 8: Marketing Research

- i. Introduction to Advertising Research
- ii. New product research,
- iii. Branding Research,
- iv. Pricing research
- v. Packaging Research
- vi. Product testing

Guidelines for Internals:

1. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125

Producing the following:

1. Complete Research report of the survey conducted

Reference Books:

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

6.5 Legal Environment and Advertising Ethics

➤ Objectives:

- ❖ To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- ❖ To emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- ❖ To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- ❖ Advertising as a profession today & how to protect it the future of advertising
 - a. The socio – economic criticisms
 - b. Why Advertising needs to be socially responsible?
 - c. The need for Critiques in Advertising
- ❖ The syllabus has been redesigned to include advertising in both traditional & New Media.

Module I: Legal Environment:

- i. The importance & the relationship between Self –Regulation, Ethics & the Law
- ii. The laws of the land:
 - Constitutional Laws – Fundamental Rights
 - Personal laws- Criminal & Civil laws
 - Corporate laws
 - Consumer laws
 - Laws pertaining to Media
- iii. Laws of Defamation & Contempt of Court with respect to cases specific to Media

Module II: Government Policies & Cyber Laws

- i. Government Policies governing advertisements
- ii. The role of Prasar Bharati for advertisements in Public Broadcast Services
- iii. Cyber laws including Section 66; Laws pertaining to advertising in cyber space.
- iv. The Question of Net Neutrality & its relevance in Media
- v. Right to Information Act

Module III: Laws pertaining to Media:

- i. Standard Contract between Advertiser & Agency
- ii. Laws:
 - Drugs & Cosmetics Act
 - Drugs & Magic Remedies (Objectionable Advertisements) Act
 - Drugs Price Control Act
 - Emblems & Names (Prevention of Improper Use) Act
 - Indecent Representation of Women's Act
 - Intellectual Property Rights--Copyright Act
 - Trademarks Act
 - Patents Act

Module IV: A. Ethics in Advertising

- i. What is Ethics? Why do we need Ethics?
- ii. The philosophy of Ethics- Absolutist & Situational
- iii. Ethics in Advertising & Stereotyping:
 - Religious minorities
 - Racial minorities
 - Ethnic groups
 - Cultural Minorities
 - Senior Citizens
 - Children
 - Women
 - LGBT
- iv. Advertising of Controversial products
- v. Surrogate & Subliminal Advertising
- vi. Political Advertising
- vii. Manipulation of Advertising Research

Module IV: B. Bodies helping to maintain a Code of Ethical conduct in Media:

- i. ASCI
- ii. AAAI
- iii. BCCC
- iv. IBF
- v. CENSOR BOARD FOR FILMS
- vi. Press Council

Module V: Unfair Trade Practices & the Competition Act 2002

- i. Unfair Trade Practices & Restrictive Trade Practices to Consumers:
 - False Promises
 - Incomplete Description
 - False & Misleading Comparisons
 - Bait & Switch offers
 - Visual Distortions
 - False Testimonials
 - Partial Disclosures
 - Small print Clarifications
- ii. Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry
- iii. The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives

- i. Consumerism – The rising need for consumer guidance & awareness
- ii. Government Initiatives:
 - Standardization- Meaning, Relevance in today's Globalized World in Total
 - Quality Management
 - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO
 - International Bodies- ISO, FDA, CMMI, Six Sigma & CE
 - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)
- iii. Laws:
 - Essential Commodities Act 1955
 - Consumer protection Act 1986
 - Standards of Weights & Measures Act
 - Standards of Weights & Measures (Packaged Commodities) Act
 - Prevention of Food Adulteration Act
- iv. Other Initiatives:
 - PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)
 - Consumer Co-operatives
- v. Non- Government initiatives:
 - CGSI

- CFBP
- CERC
- Grahak Panchayat
- Customer care centres

Module VII: Advertising & Society

- i. Socio- Economic Criticisms of advertising - Increasing prevalence of Materialism
 - Creating Artificial Needs
 - Idealizing the “Good Life”
 - Stressing Conformity with Others
 - Encouraging instant gratification & a throwaway society
 - Promoting the good of the individual over the good of society - Creating Unrealistic Ideal characterizations
 - Using appeals that prey on feelings of inadequacy - Manipulation by advertising
- ii. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values

Module VIII: Critique of Advertising

- i. A study of Vance Packard- The Hidden Persuaders (1957)
- ii. A study of Jean Kilbourne – Can’t buy My love
- iii. A study of Naomi Klein – No Logo
- iv. A study of Naomi Woolf- The Beauty Myth
- v. A study of Noam Chomsky- Understanding Power

Bibliography:

1. P. B. Sawant & P.K. Bandhopadhyaya- Advertising Laws & Ethics – Universal Law Publishing Co.
2. Vidisha Barua, Press & Media: Law Manual- Universal law Publishing Co.
3. Cyber Law Simplified – Vivek Sood Tata McGraw Hill

6.6 Contemporary Issues

- Objectives:
- ❖ To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
 - ❖ To highlight the importance of human rights and its implementation in India
 - ❖ To understand the present day problems and challenges and its implication on development

Module 1: Ecology and its related concerns

- i. Climate change and global warming causes, consequences and remedial measures
- ii. Deforestation: causes, consequences and remedial measures
- iii. Coastal Regulatory Zone: need and importance, CRZ Act
- iv. Sustainable development: concept, need and significance
- v. Movement related to environmental protection

Module 2:

- i. Human Right
 - UDHR and its significance
 - CRC and CEDAW
 - DRD
- ii. Legislative measures with reference to India.
 - Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
 - Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
 - Education : Right to Education Act 2009
 - Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module 3: Political concerns and challenges

- i. Crime and Politics
- ii. Corruption: Causes and Remedial measures, RTI Act, Lok Pal Bill
- iii. Whistle Blowers: Whistle Blowers protection act 2011.
- iv. Anti - State violence- Naxalism and its Impact.
- v. Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- vi. Terroism: causes, consequences and remedial measures

Module 4: Economic development and challenges:

- i. The role of MIDC in economic development of Maharashtra
- ii. Special Economic Zone: Its role and significance in Maharashtra
- iii. Food Security Act 2013
- iv. Agrarian issues: rural indebtedness, farmers' suicide and its implications

Module 5: Social development and challenges

- i. Tribal Issues: marginalization of the Tribals, Forest Rights Act, Land Acquisition Act.
- ii. Police Reforms: Problems faced by police and the need for reforms
- iii. Illegal immigration from Bangladesh: Challenges and impact
- iv. Development issues: displacement and rehabilitation

6.7 Digital Media

➤ Objectives:

- ❖ Understand digital marketing platform
- ❖ Understand the key goals and stages of digital campaigns
- ❖ Understand the of use key digital marketing tools
- ❖ Learn to develop digital marketing plans

Module 1: Introduction to Digital Media

- i. Understanding Digital Media
- ii. Principles
- iii. Key Concepts
- iv. Evolution of the Internet
- v. Traditional vs Digital

Module 2: Search Engine Optimization (SEO):

- i. What are Search Engines:
 - Types of Search Engines,
 - How Search Engines work and how they rank websites based upon a search term?
- ii. Introduction to SEO and what it involves:
 - 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?
- iii. What is On-Page Optimization?
 - Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,
- iv. What is OFF-Page Optimization?
 - What are Backlinks?, How to Get Backlinks?
 - What is Google Page Rank? How to Increase Page Rank?
- v. 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,

Module 3: Social Media

- i. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs
- ii. 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
- iii. 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
- iv. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- v. Using Blogs: How Blogging can be used as a tool.

Module 4: Tools and Trends

- i. Key terms and concepts
- ii. Web analytics
- iii. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,

Module 5: Features of a website:

- i. Homepage
- ii. Links
- iii. Navigation
- iv. Multimedia

Module 6: Content Writing

- i. Blog
- ii. Twitter
- iii. Mobile

Module 7: New Challenges

- i. Cyber crime and challenges of the media

Module 8: Cyber Laws

- i. Information Technology Act
- ii. Copyright
- iii. Ethics
- iv. Digital Security

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

JOURNALISM SPECIALIZATION

5.1 Editing

➤ Objectives

- ❖ As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.
- ❖ It aims at orienting students to gain more practical knowledge in the print media scenario.

*- Compiled by Ms. Kavita Makhija, BMM Coordinator
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- ❖ The syllabus encompasses the current trends of digital media as well as writing for e editions of papers.
 - ❖ The syllabus tackles editing from various beats points of view.
 - ❖ Editing of editorials, columns, etc is included to acquaint the students about responsible journalism.
 - ❖ With global media and changing advertising concepts lay-outs in modern times can be imparted.
1. Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.
 2. Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.
 3. Justification of news placements. Beat speciality in writing news.
 4. Art of writing headlines. Types of headlines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.
 5. Layout- and design. Different types of layouts.
 6. Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.
 7. Copy editing techniques for digital media and e editions, multi-editional papers.
 8. Judging newsworthiness and knowing wire services.
 9. Organisation and hierarchy chart for editorial department and functions at each level.
 10. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.
 11. Photo and visual selection, writing captions, ethics for visuals.
 12. Case Studies:
 - i. Tabloid- Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapter
 - ii. Broadsheet- Times of India, Asian Age
 - iii. Broadsheet: Regional Lokmat
 - iv. International tabloid- The Sun
 - v. International Broadsheet: The Washington Post

Recommended references:

1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard

5.2 Reporting

➤ Objectives

- ❖ To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism. To make them understand basic ethos of the news and news-gathering.
- ❖ To prepare them to write or present the copy in the format of news.
- ❖ To develop nose for news.
- ❖ To train them to acquire the skills of news-gathering with traditional as well as modern tools.
- ❖ To inculcate the skills for investigative journalism.
- ❖ To make them understand the basic structure/ essential knowledge for various beats.
- ❖ To make them responsible reporters and the face of media.

1. What is News? Definition of News.
 - i. News values. Elements of news/news sense. What makes news as news.
2. Basic Principles of Reporting
 - i. ABC of Reporting Accuracy, Balance/Brevity and Clarity.
 - ii. 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
 - i. How do reporters gather news.
 - Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes.
 - Incident/On the spot coverage.
 - ii. Sources
 - Primary & Secondary
 - Official & Unofficial or Hidden or Confidential.
 - 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
 - i. How to write a news story
 - ii. Construct the news. - Intro, Dateline, Credit-line, Bod-ytext.
 - iii. Inverted Pyramid style as the basic requirement.
 - iv. Use of news parlance. Use of verbs, adjectives, comment.
5. Follow-up Story
6. Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats.

- i. 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.
 - ii. New upcoming beats :
 - Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.
7. Citizen Journalism
- i. Participation of citizens in breaking news-stories. A new branch.
8. Importance of New Tools in the hands of Reporters.
- i. RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.
 - ii. The use/misuse of these tools, Authenticity and credibility of these tools.
 - iii. 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
- i. Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.
 - ii. Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.
 - iii. The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.
10. Investigative Journalism
- i. History of Investigative Journalism in the world and India.
 - ii. How to cover an investigative story, Do's and don'ts.
 - iii. The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system.
 - iv. Limitations/Obstacles in covering an investigative story.
 - v. Role of Whistle Blowers and also news tools.
 - vi. Sting Operations.
11. Ethical Issues in reporting/ Credibility of Reporters. 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
- i. Watergate Scandal
 - ii. Tehelka - West End Deal Sting
 - iii. Bofors Gun scandal
 - iv. Nira Radia Case
 - v. 2 G Scam
 - vi. Anna Hazare Movements Coverage
 - vii. Maharashtra Irrigation Scam

The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.

For internal assessment:

Suggestions: There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.

5.3 Features and Opinion

➤ Objectives:

- ❖ Understanding the differences between reporting and feature writing
- ❖ Understanding the other types of soft stories
- ❖ Learning the skills for writing features/ opinion/soft stories and of interviewing

1. Difference between 'hard' news, 'soft' news and how the demarcation is blurring

2.

- i. what is a feature
- ii. difference between news reports and features
- iii. difference between features for newspapers and magazines

3. Writing a feature

- i. formulating a story idea and writing a pitch

4. Other aspects of feature writing

- i. collecting facts and opinions/anecdotes/quotes
- ii. types of leads
- iii. adding colour and imagery

5. Outline of

- i. seasonal stories
- ii. nostalgic stories
- iii. human interest stories
- iv. trend stories

6. Art of interviewing

- i. preparing for face-to - face interview
- ii. structuring the questions
- iii. attitude during interview
- iv. transcribing: notes or recording
- v. writing the interview: question-answer format and descriptive format

7. Outline and special techniques needed for the following interviews(2)

- i. phone
 - ii. email
 - iii. television
8. Writing reviews : Format ,ethics involved and qualities/ skilled required (4)
- i. books
 - ii. films
 - iii. eatries
9. Obituary
- i. what is an obituary
 - ii. how to write an obituary
 - iii. can obituaries be critical
10. Columns
- i. what is a column
 - ii. types: analytical, advisory, interactive and agony aunt columns
 - iii. ethics involved
11. Editorial page
- i. what is an editorial
 - ii. importance of editorial page
 - iii. layout of editorial page
 - iv. transformation of the page: fading of op-ed, middle,
 - v. erosion of editorial independence with growing commercialization
12. Travel writing
- i. how to write a travel story
 - ii. tips and tools
 - iii. understanding cultural, political and social nuances
13. Profile
- i. what is a profile
 - ii. how to write a profile
 - iii. profile of: S Sadanand, Kumar Ketkar, ShyamLal , Vinod Mehta, P Sainath
14. Snippets
- i. what are snippets
 - ii. writing snippets with catchy headlines

References:

1. The Art of Feature Writing by HunadContractor, Icon Publications
2. Writing Opinion: Editorials by William L.Rivers, Bryce McIntyre, Alison Work, Iowa State University Press
3. Writing Features for Newspapers by Daniel R. Williamson, Hastings House Publishers New York
4. The Art of Interview: A Guide to Insightful Interviewing by Martin Perlich, Silman James Press

5.4 Journalism and Public Opinion

➤ **Objectives:**

- ❖ To assess the importance of the media vis a vis the public
 - ❖ To project a fair idea of the role of the media in creating and influencing Public Opinion
 - ❖ To analyze the impact of the media an public opinion on socio political issues
1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media.
 2. Media theories and their understanding of Public Opinion
 - i. Walter Lippman - Modern Media and Technocracy
 - ii. Paul Lazarsfeld – Research, Two Step Flow of Information
 - iii. Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model
 - iv. Agenda Setting Vs Uses and Gratifications
 3. Media and Political Opinion: Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns; Democrats in U.S.A.; BJP in India
 4. Media shaping opinion with respect to government’s policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy
 5. Role of Media in shaping public opinion during conflicts - Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014
 6. How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya; Egypt; Syria- role of social media
 7. War on international terrorism – media coverage Islamic State (IS); Al-Qaeda; Taliban
 8. Internal Conflicts and Media coverage: Post Kargil insurgency, National media vis-à-vis regional media in India’s North East – Manipur, Nagaland Bodo conflict
 9. Portrayal of Women’s issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases.
 10. Media Coverage of Marginalised sections of Society : Perspective from Above’ [ignoring the marginalised] Dalits; Tribals; reservation; displacement, Forest Rights Act

5.5 Indian Regional Journalism

- Objective:
 - ❖ Study of the history and role of Indian press other than in English.
 - ❖ Understand the contribution and role of certain publications and stalwarts
 - ❖ Study of the regional press and television of today
1. Regional press during the British Raj: an overview
 2. Hindi Press
 - i. Birth and earliest publications
 - ii. Role during the freedom movement
 - iii. Role in social reforms
 - iv. Evolution post-1947
 - v. Hindi media today (overview)
 3. Marathi Press
 - i. Role during the freedom movement
 - ii. Role in social reforms and shaping cultural identity
 - iii. Contribution of Kesari
 - iv. Evolution post 1947
 - v. Role in the Samyukta Maharashtra Movement
 - vi. Marathi media today (overview)
 - vii. Sakal, Samna and Lokmat
 4. Bengali Press
 - i. Earliest publications
 - ii. Role in social reforms and renaissance
 - iii. Role during the freedom movement
 - iv. Amrit Bazar Patrika, Anand Bazar Patrika
 - v. Bengali Media today (overview)
 5. Urdu
 - i. Birth and growth pre 1947
 - ii. Contribution of Al Hilal
 - iii. Role in freedom movement Press
 - iv. Role in social reforms and establishing cultural identity
 - v. Urdu press today
 6. Malayalam Press
 - i. Birth and earliest publications
 - ii. Role during freedom struggle and social awakening
 - iii. Malayalam Manorama and Mathrubhumi
 - iv. Malayam media today(overview)
 7. Telugu
 - i. Evolution & Development
 - ii. Eenadu
 8. Tamil
 - i. Evolution & Development

- ii. Tamil media today (overview)
9. Profile of the following legends
 - i. Raja Rammohan Roy
 - ii. Bal Gangadhar Tilak
 - iii. KP Kesava Menon
 - iv. K.C Mammam Mapallai
 - v. Maulana Abdul Kalam Azad
 - vi. Govind Talwalkar
 - vii. S. Sadanand
 10. Comparison of English and regionalism journalism. Difference in -
 - i. Impact
 - ii. Reporting
 - iii. Editorial policy
 - iv. Reach
 11. Regional television channels
 - i. Growth
 - ii. Content
 - iii. Ownership
 - iv. Political patronage
 12. Increasing ownership and dominance of families with political connections over regional newspapers.

Reference

1. Jeffery Robin: India's Newspaper Revolution, Oxford union publication, 2000
2. Rangaswami Parthasarathy: Journalism in India, Sterling Publication
3. P.K Ravindrath : Indian Regional Journalism, Authorpress

5.6 Newspaper and Magazine Making

➤ Objective:

- ❖ To study the design, elements of the newspaper and magazine
- ❖ To study space distribution
- ❖ To get exposure to design software such as Quark Express
- ❖ To study the process of planning and production of newspaper and magazine

1. Why & How we read. The need of updates & favorite topics
2. Analyzing the newspaper from layout point of view
 - i. Understanding parts of newspaper; Style Book
 - ii. Total Page Concept (TPC)
 - iii. Terminology, Regulars, Weekly columns, Supplements,
 - iv. Headline, Deck, Kicker –Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part

- v. Errors: Orphan, Widow, Dog legging etc.
3. Grid structure: Introduction about space distribution in the newspaper by way of column & grid pattern. These are latitude & longitude of the paper
4. Comparison between various newspaper layouts/ distinguishing factors.
5. Types of Newspapers: Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference.
6. Introduction to Typography:
 - i. Typefaces, Fonts; Measures, leading, kerning, tracking, units etc.
 - ii. Classification of typefaces: Serif/Sans Serif/ Decorative etc
 - iii. Combination of Typefaces/ To achieve contrast & harmony/ Alignment
7. Introduction to Quark Express:
 - i. Runaround, Inset, Box colour & Tone, Frame, Linking
 - ii. Shortcuts & keys,
 - iii. Style Sheets, Colour palate, Measurement bar
8. Introduction to Graphic Principles:
 - i. Introducing how Contrast, Balance, Harmony work in overall organized look of a paper.
 - ii. Visual path in a picture & Visual syntax
9. Introduction to the Types of Layout:
 - i. Modular/ Brace/ Contrast & Balance
 - ii. Adaption of one layout over other for a purpose
10. Final project: (Rest of the lectures in guidance on the project to completion)
 - i. Discussing ideas to improve visual appeal as well as organized layout
 - ii. Introduction to Content plan (Magazine)
 - iii. Introduction to Flat plan (Magazine)
 - iv. Working of Rough Layout on paper (Sketch)
11. Introduction to print production: Taking the project towards finishing
 - i. Pagination & page set up, Guiding on print ready copy/ cut marks etc
 - ii. Types of paper/ Surface nature/ Weight/ Std sizes
 - iii. Collating/Gathering/ staple binding & Saddle stitch
12. Preparation for Viva Voce
 - i. Mock Viva/ Rectifying mistaken ideas

The above paper is based on extensive practical & project to be done on Quark Express as prime software & Photoshop as supportive only.

1. Introduction to In Design
 - i. Industry is fast shifting towards Adobe In Design. The students passing out ought to know both the soft-wares. Since next year onwards we will have to focus more on In Design.
 - ii. Suggestion:
Broadsheet & Tabloid on Quark Express
Magazine on In Design

Internal: (25 marks)

- i. Content Plan (Magazine): Working of page distribution
- ii. Flat Plan (Magazine): Working on page-wise space distribution
- iii. Rough Layout (Magazine): Dummy magazine on paper (pencil work on layout)

External Project: (75 marks)

- i. Broadsheet (35cmX55cm) Number of pages 6
- ii. Tabloid (28cmX35cm) Number of pages 6
- iii. Magazine (A-4) Number of pages 32 (or more in multiple of 4)

Reference Books:

Newspaper Layout & Design: Daryl & Moen Surjeet publication
 Visual Journalism: Rajesh Pandey Adhyayan publication
 Editorial Art & Design Randy Stano Miyami
 Herald the Magazine Handbook: NcKay J. Routledge

6.1 Press Laws and Ethics

➤ Objectives:

- ❖ To study media laws
- ❖ To understand media

1. Introduction to law-

- i. A brief introduction to Indian Constitution-(Salient features, Fundamental Rights)
- ii. India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.
- iii. Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code)

2. Press Council of India –

- i. Its organisational structure, functions, history and rationale behind its establishment.
- ii. Powers – the debate over punitive powers
- iii. PCI's intervention in cases of communal rioting and protection of Press freedom.
- iv. Code of conduct for journalists
- v. Comparison with the News Broadcasting Standards Authority (NBSA)

3. Laws regulating the media

- i. Laws related to freedom of the Press — Article 19 clause (1)subclause (a) of Indian Constitution and how it guarantees freedom of the press.
 - ii. Clause 2 of article 19 and reasonable restrictions.
 - iii. Defamation –sections 499,500
 - iv. Contempt of Courts Act 1971
 - v. Public Order – sections 153 A&B,295A,505
 - vi. Sedition (124A)
 - vii. Obscenity (292,293)
4. Introduction to laws connected with internet
 - i. Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.
 5. Article 21 of the constitution and Right to Privacy
 - i. Right to Privacy versus Right to Know
 - ii. Right to Information Act 2005
 - iii. Official Secrets Act and conflict with RTI
 - iv. Whistle Blowers Protection Act 2011-Implications and challenges.
 6. Indian Evidence Act –
 - i. Primary, Secondary, Direct and Indirect evidence
 - ii. Confession and its evidentiary value
 7. Copyright Act 1957-
 - i. A Discussion on Intellectual Property Rights in the context of changing Global environment.
 8. Contempt of Parliament –
 - i. Breach of Privilege rules.
 - ii. Clash between Judiciary and Legislature
 - iii. Is it a threat to media freedom?
 9. Working Journalists Act-Its effectiveness in current scenario
 10. Press and Registration of Books Act
 11. Introduction to Ethics
 - i. Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.
 - ii. Conflict of Interest
 - iii. Paid News
 - iv. Trial by Media
 - v. Ethical Issues related to Television debates
 - vi. Confidentiality of sources
 - vii. Ethics of Sting Operations

- viii. Fakery and Fabrication of news
- ix. Using Shock value in language and visuals

Recommended Books and websites:

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by RangaswamiParthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K.Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

6.2 Broadcast Journalism

Module 1: History & Development of Broadcast Journalism

- i. Traditional Journalism
- ii. Global Journalism
- iii. Brief history of development of Radio Journalism
- iv. Brief history of development of TV Journalism
- v. Brief history of development of online/ web Journalism

Case Study:

- i. BBC and CNN: Organizational structure, functions of different divisions and Departments/units; News Service Division; Objectives of broadcast—Information, Education & Entertainment.
- ii. 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 Bharati and FM service of AIR; three tiers of Radio Broadcast— Local, Regional and National & Public Service Broadcast; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio channels - Development of Educational & Community Radio.
- iii. Doordarshan & Satellite channel: 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 & life style. Proliferation of DTH services; Growth of Private International, National & Regional TV Networks & fierce competition for ratings.

Module 2 – Regional Journalism

Introduction & Importance of Regional channels in India

Conduct some comparative case study on any two channels

- i. News Channel: Star Majha *IBN Lokmat *Zee 52 Taas *Sahara Samay Mumbai * Big News Marathi - Upcoming Channel from BIG TV *Big News Mumbai - Upcoming Channel from BIG TV *TML Voice of India Aamchi Mumbai - Upcoming channel from Triveni Media Group with regard to multiplicity of language & culture
- ii. Entertainment Channels: Zee Marathi *Star Pravah * ETV Marathi *Mi Marathi * Doordarshan Sahayadri *Saam Marathi *BIG Gaurav - Upcoming channel from R-ADAG *Sahara Marathi - Upcoming channel from Sahara *9x Marathi - Upcoming channel from 9x]
- iii. Radio Channels: Akashvani Marathi (SW/AM) *Akashvani Mumbai GOLD (111.7 FM) *Akashvani Mumbai Rainbow (117.1 FM) *Worldspace Surabhi (Satellite Radio)
- iv. Move Channels: Zee Talkies *BIG Cinema (Marathi) *BIG Chitrapat Upcoming channel from R-ADAG
- v. Music Channels: Sangeet Marathi - Upcoming Channel from Media worldwide

Module 3:

1. Broadcast Formats

To be discussed and practiced with reference to news channels preferably

2. Radio / TV

- i. News Bulletins / appeals / reels
- ii. News Magazines / talk shows / reviews
- iii. Main characteristics of news as against news in other media
- iv. Simple announcements
- v. Talk / commentaries / comments
- vi. Interviews
- vii. Discussions
- viii. Features
- ix. Documentaries
- x. Docudrama
- xi. Play
- xii. Running commentaries
- xiii. Ads / Commercials
- xiv. Phone ins and bridges
- xv. Music

Module 4: Writing in Broadcast style

- i. Broadcast News vocabulary (the ethics)
- ii. Genres: Sports, current affairs, lifestyle, etc.
- iii. Scripting for fiction / non-fiction
- iv. Writing for Radio & TV
- v. News script format for Radio & TV
- vi. News stories types (breaking new through kickers)
- vii. Preparation of audio and video brief

- viii. Idea generation – fiction and non-fiction
- ix. Developing an idea into a story
- x. Script and storyboard
- xi. Shooting scripts
- xii. Interview scripts – simulated actuality
- xiii. Research and scripting of radio / TV documentary / feature / drama
- xiv. Photo feature writing
- xv. Writing for web

Module 5: Presentation, production and editing

1. Field-Reporting
 - i. shooting usable video footage
 - ii. conducting the on-camera interview
 - iii. shooting telling B-roll
 - iv. composing interesting shots
 - v. telling stories in unconventional ways
2. Capturing Sound
 - i. Microphones
 - ii. Capturing Natural Sound
 - iii. Capturing Primary Audio Track Sound
 - iv. Analog vs. Digital
3. Radio
 - i. Elements of radio productions
 - ii. Acoustics
 - iii. Perspective
 - iv. Sound effects
 - v. Music
 - vi. Distort/Filter
 - vii. Recording
 - viii. Editing
4. Television
 - i. Stages of production- pre-production, production and post-production
 - ii. The production personnel – Single camera and Multi camera production
 - iii. Use of graphics and special effects
 - iv. Developing a video brief
 - v. Nonlinear editing, Cut to cut, assemble & insert, on line, offline editing of stories
 - vi. Telling a cohesive story (connecting SOTs)
 - vii. Using desktop publishing aspects to tell a visual story
 - viii. Mixing and Editing to tell a story
5. Production
 - i. Production schedule

- ii. Budget
- iii. Floor plan
- iv. Lighting plan
- v. Production of a programme
- vi. Post production
- vii. Production of radio /TV discussions
- viii. Production of social messages (max 30 seconds)
- ix. Production of radio/TV documentary/feature

Module 6:

- i. Ethics in Regulation
- ii. Censorship
- iii. Protecting copyright
- iv. Power & Society
- v. Convergence: Need, nature, and future of convergence
- vi. Convergence and Multi-media: Print, radio, TV, internet and mobile.
- vii. Emerging Trends: Mobile Technology, Social Media & Web 5.1
- viii. Digital storytelling: Tools of multimedia journalists.
- ix. Feature writing for online media: Story idea, development and news updates.
- x. Podcast and Webcast
- xi. Open source journalism: Citizen Journalists.
- xii. New media on Journalism: use of blogs, tweets, etc

Module 7:

- i. Career opportunities in broadcast journalism / electronic media
- ii. Career opportunities in public broadcasting agencies like Doordarshan and 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 or archives people, graphic artists etc; Moreover one can open his own TV/RM Radio channel.

6.3 Business and Magazine Journalism

- Objectives:
 - ❖ To understand the tools of business journalism and an overview of the economy
 - ❖ To study the magazine sector and its specialisation

Section 1: Business Journalism

- 1. Introduction to Business Journalism
- 2. A general overview of the financial systems in India
 - i. Planning Commission & NITI Aayog, Reserve Bank of India

- Role, Functions. A general understanding about, RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.
- ii. Securities and Exchange Board of India (SEBI) – Role, function and objectives.
 - iii. The Banking Sector in India – a brief analytical study.
 - Functions of commercial banks
 - Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.
3. Union Budget (The Finance Bill) – Salient features of the latest Union Budget.
 4. The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.
 5. “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.
 6. Scams in Indian financial system
 - i. The Satyam saga
 - ii. The Sahara Scam
 - iii. Saradha chit fund embezzlement
 7. Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario, The World Bank, The Asian Development Bank, BRICS Development Bank – functions.
 8. Business journalism - a brief study of leading business magazines, leading financial dailies in India.

Section 2: Magazine Journalism (Niche Journalism)

1. Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines.
2. Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media.

A general analytical study of magazines of different genre:

- i. Women's magazines
- ii. Travel Magazines
- iii. General Interest Magazines
- iv. Health Magazines
- v. Technology Magazine
- vi. Automobile magazine

3. A detailed study of women's magazines covering specific female related issues and other routine issues.
4. Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.
5. Environmental Journalism and its importance.
A very brief study of global warming, ozone depletion, issues related to deforestation. Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)
6. Civic issues and their coverage in various modern-day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.

References

1. Indian Economy, Dutt and Sundaram. S Chand Publication.
2. The Economic Survey – A Government of India Publication (Ministry of Finance)
3. www.indiabudget.nic.in for updates related to budget.
4. Western Ghats ecology expert panel report (available on Web).
5. Websites of magazines, newspapers.

7.

6.4 Issues in Global Media

➤ Objective

- ❖ Study the role of media in the 21st Century and the challenges facing traditional media Familiarise students about regional versus global media
 - ❖ Highlight social media's relevance in information dissemination
1. Relevance of McBride report in contemporary times
 2. Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage
 3. Global Monopolies' regional presence.[redefining local news]
 4. Al Jazeera's arrival as an alternate voice [from Gulf War II to Arab Spring and beyond]
 5. Advocacy and Journalism
 6. Independent Media's space
 7. Traditional media's foray into social media & Micro blogging

8. Parachute Journalism
9. Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents]
10. coverage of natural disaster by global media and regional media
11. Cultural Bias in global media coverage
12. BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives]
13. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists,
14. Global audiences' changing needs
15. Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions.
16. Overview of media in China, Japan, U.S., India.
17. Profiles of BBC, CNN, Reuters, AFP & AP

Bibliography:

1. Why NWICO never had a chance by Joseph Mehan, Columbia University
2. Global Media Journal Spring 2013
3. New War Journalism, Trends and Challenges, Stig.A.Nohrstedt
4. Dynamics of Social Media, David C.Coulson
5. Al Jazeera Advocacy and Media Values., Mamoud M.Galander
6. Media Imperialism, Oliver Boyd –Barrett

6.5 News Media Management

➤ Objectives:

- ❖ To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation
- ❖ Students will be able to analyze individual media businesses and understand the economic drivers of the media economy. .
- ❖ Students will have developed hands-on experience as content marketers using journalistic and digital techniques.
- ❖ Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

1. Making News: Truth, Ideology and News work
2. News, Audiences and Everyday Life
 - i. Ideal Management Structure
 - ii. Role of Management in ensuring editorial freedom
3. Legacy Media- Broadcast Media Overview and Print Publishing Overview
4. Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media
5. Specialised training for skilled workers, HRD
6. Integrated Marketing Communications
 - i. Overview of marketing theory
 - ii. Applying marketing strategy to consumer media
 - direct to consumer: for readers/consumers circulation / distribution / channels
 - business to business (B2B): for advertisers/partners
7. Disruptive Technology and Media Business Models:
 - i. The role of advertising
 - ii. From Web 1.0 to 2.0
 - iii. Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest
8. Becoming a digital Media Brand
9. Financial Management
 - i. Break up of expenditure for the year
 - ii. Raw Material Costs
 - iii. Fixed and Variable Costs
 - iv. Unforeseen Factors
10. Challenges of Globalisation and Liberalisation
 - i. Foreign Direct Investment
 - ii. Cross Media Ownership
 - iii. Commercialization of Media
11. Understanding Company Law
12. Case studies
 - i. Case studies – Eenadu and Network 18
 - ii. Expansion of Sky Network [Star Network in India]
 - iii. Relevance of TAM Ratings in News Channels along with IRS Studies

References:

1. Ben Badgikian: Media Monopoly
2. India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3. Advertising and Integrated Marketing Communications, (Kruti Shah)
4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
5. Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
6. Understanding Company Law, (Alstair Hudson)
7. Newspaper organization and Management (Rucket and Williams)
8. The paper tigers by Nicholas Coleridge
9. News Media Management: Mr P.K Ravindranath
10. Print Media Communication and Management by Aruna Zachariah
11. News Culture by Stuart Allan

6.6 Contemporary Issues

➤ Objectives:

- ❖ To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
- ❖ To highlight the importance of human rights and its implementation in India
- ❖ To understand the present day problems and challenges and its implication on development

Module 1: Ecology and its related concerns

- vi. Climate change and global warming causes, consequences and remedial measures
- vii. Deforestation: causes, consequences and remedial measures
- viii. Coastal Regulatory Zone: need and importance, CRZ Act
- ix. Sustainable development: concept, need and significance
- x. Movement related to environmental protection

Module 2:

iii. Human Right

- UDHR and its significance
- CRC and CEDAW
- DRD

iv. Legislative measures with reference to India.

- Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- Education : Right to Education Act 2009

- Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module 3: Political concerns and challenges

- vii. Crime and Politics
- viii. Corruption: Causes and Remedial measures, RTI Act, Lok Pal Bill
- ix. Whistle Blowers: Whistle Blowers protection act 2011.
- x. Anti - State violence- Naxalism and its Impact.
- xi. Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- xii. Terroism: causes, consequences and remedial measures

Module 4: Economic development and challenges:

- v. The role of MIDC in economic development of Maharashtra
- vi. Special Economic Zone: Its role and significance in Maharashtra
- vii. Food Security Act 2013
- viii. Agrarian issues: rural indebtedness, farmers' suicide and its implications

Module 5: Social development and challenges

- v. Tribal Issues: marginalization of the Tribals, Forest Rights Act, Land Acquisition Act.
- vi. Police Reforms: Problems faced by police and the need for reforms
- vii. Illegal immigration from Bangladesh: Challenges and impact
- viii. Development issues: displacement and rehabilitation

6.7 Digital Media

➤ Objectives:

- ❖ Understand digital marketing platform
- ❖ Understand the key goals and stages of digital campaigns
- ❖ Understand the use of key digital marketing tools
- ❖ Learn to develop digital marketing plans

Module 1: Introduction to Digital Media

- vi. Understanding Digital Media
- vii. Principles
- viii. Key Concepts
- ix. Evolution of the Internet
- x. Traditional vs Digital

Module 2: Search Engine Optimization (SEO):

- vi. What are Search Engines:
 - Types of Search Engines,
 - How Search Engines work and how they rank websites based upon a search term?
- vii. Introduction to SEO and what it involves:

- 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?
- viii. What is On-Page Optimization?
- Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,
- ix. What is OFF-Page Optimization?
- What are Backlinks?, How to Get Backlinks?
 - What is Google Page Rank? How to Increase Page Rank?
- x. 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,

Module 3: Social Media

- vi. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs
- vii. 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
- viii. 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
- ix. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- x. Using Blogs: How Blogging can be used as a tool.

Module 4: Tools and Trends

- iv. Key terms and concepts
- v. Web analytics
- vi. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,

Module 5: Features of a website:

- v. Homepage
- vi. Links
- vii. Navigation
- viii. Multimedia

Module 6: Content Writing

- iv. Blog
- v. Twitter

vi. Mobile

Module 7: New Challenges

ii. Cyber crime and challenges of the media

Module 8: Cyber Laws

v. Information Technology Act

vi. Copyright

vii. Ethics

viii. Digital Security

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

8.1 FEE STRUCTURE FOR THE B.M.M. DEGREE COURSE*

Document Verification Fees: Additional fees of Rs. 400/- to be paid by the students those who have not passed the HSC examinations from Maharashtra State Board of Secondary and Higher Secondary Education.

PARTICULARS	FYBMM				SYBMM				TYBMM			
	Open	Reserve			Open	Reserve			Open	Reserve		
		OBC	SBC & VJNT	SC & ST		OBC	SBC & VJNT	SC & ST		OBC	SBC & VJNT	SC & ST
TUTION FEE	10000	5000			10000	5000			10000	5000		
LIBRARY FEE	300	150			300	150			300	150		
GYMKHANA FEE	400	200			400	200			400	200		
OTHER FEE	250	125			250	125			250	125		
EXAM FEES	1965	1965	1965	1965	1965	1965	1965	1965	0	0		
ENROLMENT FEE	220	110			0				0			
DIASTER RELIEF FUND	10	10	10	10	10	10	10	10	10	10	10	10
ADML.PROCESSING	200	200	200	200	200	200	200	200	200	200	200	200
UTILITY FEE	250	125			250	125			250	125		
MAGAZINE FEES	100	50			100	50			100	50		
ID CARD & LIBRARY FEE	50	50	50	50	50	50	50	50	50	50	50	50
GROUP INSURANCE	40	40	40	40	40	40	40	40	40	40	40	40

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce

STUDENT WELFARE FUND	50	50	50	50	50	50	50	50	50	50	50	50
DEVELOPMENT FEE	500	500	500		500	500	500		500	500	500	
VICE-CHANCELLOR'S FUND	20	20	20	20	20	20	20	20	20	20	20	20
UNI. SPORTS & CULTURAL ACTIVITY	30	15			30	15			30	15		
E-SUVIDHA	50	25			50	25			50	25		
E- CHARGE	20	10			20	10			20	10		
COMPUTER PRACTICAL FEES	1000	500	0	0	1000	500	0	0	0	500	0	0
COMPUTER LAB FEES	1000	500	0	0	1000	500			0	500		
CAUTION MONEY	150	150	150	150								
LIBRARY DEPOSIT	250	250	250	250								
LABORATORY DEPOSIT	400	400	0	0	400	400	400	400	0		0	0
PROJECT FEES	0		0	0	0				500	250		
AMUMNI ASSOCIATION FEES	25	25	25	25	25	25	25	25	25	25	25	25
UNIVERSITY EXAM FEES	0		0	0	0		0	0	1965	1965	1965	1965
CONVOCATION FEES	0		0	0	0		0	0	250	250	250	250
ADMISSION FORM	0		0	0	100	100	100	100	100	100	100	100
NSS FEE	10	10	10	10	10	10	10	10	10	10	10	10
TOTAL	17290	10480	3270	2770	16770	10070	3370	2870	15120	10170	3195	2720

***Revised Fee Structure for the Academic Year 2008 - 2009 onwards as per the University Circular No CONCOL/FEE/292 of 2008 dtd. 07.07.2008 and Krida Samiti/18 of August 6, 2014.**

**** Rs. 40/- on Rs. 1, 00,000/- Policy towards YUVA RAKSHA GROUP INSURANCE SCHEME BY ORIENTAL INSURANCE COMPANY.**

The Policy will cover the following:

- Road / Railway Accident
- Injury during sports
- Natural Calamity such as riots / earthquakes etc.
- Any other accident

The student will be eligible the following as compensation as per the rules and on satisfactory submission of the documents:

- In case of permanent disability: up to Rs. 1,00,000/-
- Hospitalization - as per bills subject to maximum of Rs. 1,00,000/-
- In case of the unfortunate death of the student, parents will get compensation up to Rs. 1,00,000/-
- In other cases, as per rules.

- Parents and students are requested to note that the application to the Insurance Company for claiming the compensation will have to be forwarded through the Principal of the college with complete documents and within the time frame prescribed.
- **Document Verification Fees:** Additional fees of ` 400/- to be paid by the students those who have not passed the HSC examinations from Maharashtra State Board of Secondary and Higher Secondary Education.

9.1 0.2859: REFUND OF TUITION, DEVELOPMENT AND ALL OTHER FEES AFTER CANCELLATION OF ADMISSIONS:

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted by affiliated colleges, and recognized Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before the 30th day after the date of cancellation and thereafter. The percentage of fees for the course shall be refunded to the candidate after deducting charges as follows:

Refund of fees can be claimed as per Mumbai University's Circular No. UG / 412 of 2008

Table – 1: Fees Deduction on cancellation of admission

Period and Percentage of Deduction charges

	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Prior to Commencement of academic term and instruction of the course	Up to 20 days after commencement of the academic term of the course	From 21st day up to 50 days After Commencement of the academic term of the Course	From 51st day up to 80 days after the commencement of academic term of the course or August 31st whichever is earlier	From September 1st to September 30th	After September 30 th
Deduction	`500/- Lump Sum	20% of the total amount of fees.	30% of the total amount of fees.	50% of the total amount of fees.	60% of the total amount of fees.	100% of the total amount of fees.

Note: The total amount considered for the refund of fees from the commencement of academic term of the courses including the following:

- ii) The fee charged towards group insurance and all fee components to be paid as University share (including Vice-Chancellor fund, University fee for sports and cultural activities, E-charge, disaster management fund, exam. Fee and Enrollment fee) are non-refundable if payment is made by the college prior to the date of

cancellation.

- iii) Fee collected for identity card and Library card, admission form and prospectus, enrollment and any other course specific fee are not refundable after the commencement of the academic term.
- iv) All refundable deposits (Laboratory, Caution Money and Library etc.) shall be fully returned at the time of cancellation.

Provided that wherever admissions are made through centralized admission process for professional and / or for any other courses by other competent Authorities, the Refund Rules are applicable if specified by such authorities (as per the rules of relevant agencies) for the 1st year admission. In case of admission to subsequent years of the course, 0.2859 is applicable for cancellation of admission.

Provided further that this refund rule is concurrent with the rules and guidelines of other professional statutory bodies appointed for admission for relevant courses.

Further that 0.2859-A & 0.2859-B have been repealed and the amended 0.2859 relating to the refund of Tuition Fees, Development and all other fees after cancellation of admission for the Under Graduate Courses has been brought into force with effect from the academic year 2008-2009.

10.1 R:8433: THE DEFINITIONS OF THE KEY TERMS USED IN THE CHOICE BASED CREDIT SYSTEM INTRODUCED FROM THE ACADEMIC YEAR 2011-12 ARE AS UNDER:

Programme:

A **Program** is a set of programmes that are linked together in an academically meaningful way and generally ends with the award of a Certificate or Diploma or Degree depending on the level of knowledge attained and the total duration of study. (for ex **B.A., B.Sc. and B.Com. are Programmes.**)

Programme Course:

A '**programme**' corresponds to the word 'course' used in many universities. A programme is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a programme must necessarily have academic coherence, that is, there must be a common thread linking the various components of a programme. A number of linked programmes considered together are in practice, a 'program'.

Credit Point:

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures / counseling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single programme

always pay attention to how many hours it would take for a learner to complete a single programme successfully. A single programme should have, by and large a programme may be assigned anywhere between 2 to 8 credit points wherein 1 credit is construed as corresponding to approximately 30 to 40 learning hours.

Credit completion and Credit accumulation:

Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria with respect to a single programme. Thus, a learner who successfully completes a 4 CP (Credit Point) programme may be considered to have collected or acquired 4 credits. His level of performance above the minimum prescribed level (viz. grades / marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more programmes. Thus the learner 'accumulates' programme wise credits.

Credit Bank:

The process of accumulating Credits over a period of time, leads to the idea of a 'Credit Bank'. Conceptually, a Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the programme/s for which Credit has been given, the programme-level, nature, etc. In addition, all the information regarding the number of Credits transferred to different programs or credit exemptions given may also be stored with the individual's history. In short, this would involve maintaining all the Credit-related transactions of an individual. Credit Banking, when practiced would go a long way in facilitating credit transfers and learner mobility.

O. 5974

Duration of the B.A., B.Com. and B.Sc. programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI. Bachelor of Commerce (Accounting & Finance) will be a THREE (03) year Program comprising SIX (06) Semesters i.e. each year will be divided into 2 semesters.

The degree will be awarded to a learner who successfully completes 120 credits of the programme in period of 3 to 6 years from the year of enrollment to Semester I.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I, he/she may at his/her option transfer his/her performance in the existing/new program after establishing equivalence between old and new syllabus. Such a performance transfer will be decided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned course. The admission to the program will be governed by the existing rules.

11.1 SCHEME OF EXAMINATION

The University of Mumbai has introduced the **Choice Based Semester and Grading System** from the academic year 2011-2012 for all the programs offered by the Faculty of Commerce, Faculty of Arts and Faculty of Science for all their Undergraduate Programs including the unaided or self-financing programs. The **Scheme of Examination** is as explained in brief and further details can be obtained from the Chairperson Examination Department or the Vice Principals. You may also refer to the University Circular no. UG/144 of 2011 dated June 14, 2011 and subsequent circulars for getting more information about the scheme of examination as applicable.

SCHEME OF EXAMINATION: As Applicable Today to All the Undergraduate Courses Under Faculty of Commerce.

Students / Learners of the BAF program are required to offer 40 courses each of 3 credits over the six semesters. Each course will be evaluated for 100 marks. The performance of the learner shall be evaluated in two components: Internal Assessment of 25 marks by way of continuous evaluation and Semester End Examination of 75 marks by conducting the theory examination.

INTERNAL ASSESSMENT: - Internal Assessment is defined as the assessment of the learners on the basis of continuous evaluation as envisaged in the credit based system by way of participation of learners in various academic and its correlated activities in the given semester of the programme.

A) Internal Assessment – 25 marks

25 Marks

Sr. No.	Particulars	Marks
1	ONE class test / Project /Assignment	20 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.	05 Marks

SEMESTER END EXAMINATION: It is defined as the examination of the learners on the basis of performance in the semester end theory / written examinations.

B) Semester End Examinations – 75%

75 Marks

- I. **Duration** – These examinations shall be of 2½ **Hours** duration.
- II. Question Programme Pattern: -
 - 1) There shall be five questions each of 15 marks.
 - 2) All questions shall be compulsory with internal choice within the questions.
 - 3) Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

The Pattern of the Question Paper may change as per the instructions from the approved bodies of the University.

12.1 ASSESSMENT OF SEMESTER I TO SEMESTER IV

The assessment of **Part 'A' i.e. Internal Assessment and Part 'B' i.e. Semester End Examination** for Semesters I to IV shall be processed by the Colleges / Institutions of their learner on behalf of the University of Mumbai. The Institution / College will set the question papers, conduct the examinations, assess the answer books and declare the result of the learner. The College / Institution will issue the grade cards to the learner after the conversion of marks into grade as per the procedure mentioned in the manual. The format of the grade card will be as prescribed by the University so as to maintain the uniformity across the all colleges for the examinations conducted by the colleges on behalf of the University.

13.1 ASSESSMENT OF SEMESTER V and SEMESTER VI

The assessment of **Part 'A' i.e. Internal Assessment** for **Semesters V & VI shall be processed/conducted by the Colleges / Institutions** of their learners admitted to the programme while the University of Mumbai shall conduct the assessment of **Part 'B' i.e. Semester End Examination** for Semesters V & VI. The Internal Assessment marks of learners appearing for Semesters V & VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters V & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades. The overall performance of the learner will be taken into account before declaring the result of the learner by the University i.e. overall result / performance of the learner will be based on the performance of the learner at Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI Examinations.

THE MARKS OF THE INTERNAL ASSESSMENT SHOULD NOT BE DISCLOSED TO THE STUDENTS TILL THE RESULTS OF THE CORRESPONDING SEMESTER IS DECLARED.

14.1 R.8436 PASSING STANDARD AND PERFORMANCE GRADING: PASSING STANDARD

The learners to pass a programme shall have to obtain a minimum of 40% marks in aggregate for each programme where the programme consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the programme and minimum of Grade E in the project component, wherever applicable to pass a particular semester. A learner will be said to have passed the programme if the learner passes the Internal Assessment & Semester End Examination together.

15.1 PERFORMANCE GRADING

The PERFORMANCE GRADING of the learners shall be on the TEN point ranking system as under:

Marks	Grade Points	Grade	Performance
80 & Above	10	O	Outstanding
70 - 79.99	9	A+	Excellent
60 - 69.99	8	A	Very Good
55 - 59.99	7	B+	Good
50 - 54.99	6	B	Above Average
45 - 49.99	5	C	Average
40 - 44.99	4	D	Pass
Less Than 40	0	F	Fail

Note :- The subject weight will remain as earlier.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

R: 8437 CARRY FORWARDS OF MARKS IN CASE OF A LEARNER WHO FAILS IN THE INTERNAL ASSESSMENT AND/OR SEMESTER END ASSESSMENT IN ONE OR MORE COURSES:

- 1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the programme shall reappear for the Semester End Examination of that programme. However, his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- 2) A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the programme shall reappear for the Internal Examination of that programme. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

16.1 EXAMINATION PATTERN OF THE SEMESTER END ADDITIONAL EXAMINATION & ATKT EXAMINATION

In case of a learner who is reappearing for the Internal Examination, the examination will consist of one project of 25 marks which will be divided into 15 marks for the documentation of the project, 05 marks for the presentation and 05 marks for the viva and the interaction.

17.1 R.8438 ALLOWED TO KEEP TERMS (ATKT): (AS PER CIRCULAR NO. /02 OF 2012-2013 DATED APRIL 3, 2012, UG/52 OF 2013-2014 DATED AUGUST 26, 2013)

- a. A learner shall be allowed to keep term for Semester II irrespective of number of programmes of failure in the Semester I.
- b. A learner shall be allowed to keep term for Semester III if he/she passes each of Semester I and Semester II

OR

A learner fails in not more than FOUR programmes of Semester I and Semester II taken together with not more than TWO programmes at each Semester I & Semester II.

- c. A learner shall be allowed to keep term for Semester IV irrespective of number of programmes of failure in Semester III.
- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non-aided) in Faculties of Arts and Commerce is amended as follows,
 - i. Shall have passed Semester I, II, III and IV in full

OR

- ii. Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Programmes in each of Semester III and Semester IV

OR

- iii. Shall have Secured ATKT in First Year by failing in not more than Two Programmes in each of Semester I and Semester II and have passed Semester III and Semester IV in full
- e. A learner shall be allowed to keep terms for Semester VI irrespective of grades obtained in each programme of Semester V. The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V in full.

18.1 ADDITIONAL EXAMINATION FOR SEMESTER I, II, III and IV. (vide circular no UG/61 Of 2015 dated 20/8/2015)

The additional examination for semester I, II, III & IV be conducted only for those who have remained absent on the ground in consistence with R 8917. A learner can who fails in some or all the courses can appear for A.T.K.T. Examination which will be conducted only in the month of October & April of every year for all semester i.e. Semester I, II, III & IV.

19.1 R. 8917 ELIGIBILITY NORMS TO APPEAR FOR THE ADDITIONAL SEMESTER END EXAMINATIONS

A learner who does not appear in some or all the courses on medical grounds or for representing the College/University in Sports, Cultural Activities. Activities of NSS/NCC or Sports Training Camps conducted by recognized bodies/competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the institution is eligible to appear for Additional Examination.

It is not the right of the learner, who has failed or has remained absent, to appear for the additional examination without fulfilling the norms prescribed by the Head of the Institution / Department / Principal of the College and same has been brought into force with effect from the academic year 2015-16.

20.1 EXAMINATION PATTERN OF THE SEMESTER END ADDITIONAL EXAMINATION & ATKT EXAMINATION

The Additional Semester End Examination shall be of two and half hours duration and of 75 marks per course. The learner shall appear for the semester END examination of the course for which he/she was absent for the reason as stated above. Learner who is punished under 0.5059 shall not be eligible to appear for this Additional Examination.

21.1 R.8441: PROGRAMME WISE, SEMESTER WISE CREDIT ALLOCATION:

Faculty	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Arts for BA Program only.	15	15	22	22	22	24	120
Science (for all programmes)	20	20	20	20	20	20	120
Bachelor of Commerce (B.Com.)	20	20	17	17	23	23	120
Bachelor of Management Studies (BMS)	21	21	18	18	21	21	120
Bachelor of Commerce (Accounting & Finance) (BAF)	21	21	21	21	18	18	120
Bachelor of Commerce (Banking & Insurance) (BBI)	18	18	21	21	21	21	120
Bachelor of Commerce (Financial Markets) (BFM)	18	18	21	21	21	21	120

22.1 R. 8447 Verification and Revaluation: Norms, Rules, Regulations and procedure for Verification and Revaluation shall be as per the existing ordinances and regulation & VCD of the University. (vide Circular No. Exam. /Photo & Rev./Univ./VCD/4637 of 2010)

PHOTOCOPY, VERIFICATION & REVALUATION OF THE ASSESSED ANSWER BOOK/S:

The University of Mumbai by the directives by Hon. Vice Chancellor vide the VCD no. **Exam/Photo & Rev./College/VCD/4636 of 2010 dated April 5 2010** has provided the facility of Verification, Revaluation and for obtaining the Xerox copy of the assessed answer books. Please note that Applying for Photocopy of the answer book/s and Applying for Revaluation will be two independent processes and separate application will have to be made by the candidate for obtaining the Photocopy of the answer book/s and for revaluation of the answer book/s. However, applying for photocopy of the answer book /s or having photocopy of the answer book/s shall not be a pre-requisite for applying for revaluation of the answer book on the said course. The student can apply independently for revaluation or photocopy or both simultaneously.

Procedure for obtaining the Photocopy of the Assessed Answer book/s.

1. This facility, thus provided, shall be for **THEORY PAPERS ONLY** of all the examinations conducted by the college / institution on behalf of the University in the current session.
2. Under these rules applying for the Photocopy/ies of answer-books shall not be permitted in respect of the scripts of practical examination / term-work / sessional work / project work / dissertation / internal assessment / term work (including theory part) and in Viva voce /oral / practical examinations.
3. The Photocopy/ies shall be sought by submitting an application in the prescribed form (**available with college**) along with the non-refundable fee of Rs.100/- per answer book by the examinee **within seven (7) working days** from the date of the **declaration of result of the examination or issue of the statement of marks by the college / institution, whichever is later**. The examinee/s belonging to reserved categories shall be granted 50% concession in fee.
4. Incomplete application form shall be rejected without assigning any reason whatsoever and the fees paid along with the application form shall neither be refunded nor will any representation be entertained.
5. No application after the due date will be entertained on any ground whatsoever.
6. The College/Institution/Department shall endeavor to supply Photocopy/ies of answer books as far as possible within fifteen (15) working days from the date of receipt of application for photocopy/ies of the answer book/s.
7. The Photocopy/ies shall be handed over to the applicant examinee in person only and under no circumstances to any other person.
8. On receipt of Photocopy/ies the applicant examinee shall be the sole custodian of it and under any circumstances the examinee shall not part with the custody/possession of the same and also shall not use the same for any other purpose/s.
9. If the examinee is found guilty of indulging in any unfair act/attempt he/she shall be liable to be tried before the Unfair Means Inquiry Committee of the college and the decision taken by the authorities based on the recommendation of the said committee shall be final.

23.1 PROCEDURE FOR VERIFICATION AND/OR REVALUATION OF THE ASSESSED ANSWER BOOK/S IN CASE OF DISCREPANCY IN THE ASSESSED ANSWER BOOK

On receipt of the photocopy if the discrepancy of following nature (listed below) is noticed by the examinee, he/ she should apply to the Principal in the prescribed form along with the said **photocopy and copy of the question paper within three (03) working days from the date of publication of the notice by the Principal** of the respective college as per the provisions hereinabove.

- i) Mistake in totaling
- ii) Non assessment of a question / sub-question

if required after due verification, the Principal of respective college shall make necessary rectification in the marks allotted to the said course and consequently in the result of the candidate without charging any further fee for necessary rectification.

On rectification of the result as per the provisions above, the candidate can apply for revaluation within seven (7) working days from the date of receipt of the rectified result, if he/she was not eligible to apply for revaluation of the said answer book under Rule 29 herein below mentioned and only by such rectification becomes eligible for revaluation in the said course, course to other limitations contained herein.

The examinee is free to apply for Photocopy/ies of answer books of as many courses as he / she so desires.

REVALUATION OF THE ANSWER BOOK/S: RULES AND PROCEDURE:

- This revaluation facility shall be for theory papers only of all the examinations conducted by the college on behalf of the University for the respective current session.
- A candidate can apply for the revaluation of the answer book of the course only if he/she has secured at least 20% of the total marks in that course or 40% of the marks required for passing in the said course, whichever is less or the grade equivalent to the above criteria where grades are assigned to the theory papers.
- The non-refundable prescribed a fee of ` 500/- per course per answer book for the purpose of revaluation shall be paid by the examinee within seven (07) working days from the date of the declaration of the result of the respective examination or from the date on which the college issued the statement of marks, whichever is later. The examinees from the reserved categories shall be given fifty per cent (50%) concession, provided a certified copy of the caste certificate is enclosed.
- The revised marks obtained by a candidate after revaluation, as accepted by the Principal of the respective college shall be taken into account for the purpose of amendment of his results only and the said result shall be communicated to the student/s by the Principal of the respective college.
- The whole process of revaluation shall be completed as far as possible within a period of thirty (30) days from the date of receipt of the application for revaluation by the college / institution.

THE PHOTO COPY/COPIES OF THE REVALUATED ANSWER-BOOK/S SHALL NOT BE PROVIDED TO THE EXAMINEES

CAN THE STUDENT BE ADMITTED TO THE NEXT HIGHER CLASS PENDING THE RESULT OF VERIFICATION / REVALUATION?

1. Pending the process of revaluation, and course to the availability of the seats in the college, the student may be admitted to the next higher class to which he could have been admitted if he/she had passed in the said examination or had been granted A.T.K.T. for admission to the next class in the original examination as per the rules applicable for the stream and faculty of his education, as per the following norms:
 2. The student may be admitted to the next higher class to which he could have been admitted if he/she had passed in the said examination or had been granted A.T.K.T. for admission to the next class in the original examination as per the rules applicable for the stream and faculty if he/she had originally obtained required passing marks in the papers in which he/she had applied for revaluation,
 3. The college shall be entitled to charge a fee of ` 500/- at the time of granting admission to such students to the next class before declaration of the result of the revaluation,
 4. Such admission shall be provisional; and automatically stands cancelled on receipt of the result of revaluation process, if the student is not declared passed in the requisite number of the courses on revaluation which would entitle him/her to take admission in the next higher class, and in such case the fees originally collected by the college or any part of the same shall not be refunded,
 5. In case if the student is declared to have passed in the requisite number of the courses on revaluation which would entitle him/her to take admission in the next higher class as per the Ordinances / regulations, the provisional admission will be regularized.
 6. In case of the reserved category students or other students who are entitled to get fee concession, on appropriating the amount equal to the amount of fees which the college can collect from the student and the balance amount shall be refunded to the student at the time of confirmation and continuation of his/her admission.
 7. In case of other students, the said amount shall be deducted from the total fees which the college or the institution is entitled to collect from the student as per the rules applicable.
 8. Pending the declaration of the result of the revaluation, the students who have taken admission to next higher class, as mentioned above, shall be allowed to appear at the examination to the next class and their results of the next examinations shall be declared only on their passing in the requisite number of the courses on revaluation which would entitle them to take admission in the next class; and in case the students does not succeed in passing in such requisite number of courses, their admission to the examinations of the next class, their performance and results of the same shall be treated as null and void.
- The details of the procedure can be obtained from the examination department of the college.**

24.1

ISSUANCE OF DUPLICATE MARKSHEET

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce

In the event if any student loses or misplaces his / her mark-sheet can apply for a duplicate mark-sheet in the prescribed form along with the prescribed fees (as applicable) to the college office.

25.1

IMPROVEMENT OF GRADE AND CGPA

(University circular KA/UG/2015-16 dated 19th December, 2015.)

In order to improve Grade in CBSGS, a learner may reappear in ANY OF THE TWO SEMESTERS of Undergraduate and Post graduate programme concern.

26.1 RESORTING TO USE OF UNFAIR MEANS BY THE STUDENTS DURING THE EXAMINATION

UNFAIR MEANS INQUIRY COMMITTEE

Students resorting to the use of unfair means during the examinations conducted by the College or conducted by the college on behalf of the University or by the University itself are requested to note that the course of action and the procedure to be followed by the college / university i.e. the examination conducting authority will be governed by circular no. UG / 139 OF 2001 DATED 23RD APRIL 2001 of University of Mumbai. The minimum punishment recommended by the University (vide circular no. UG / 139 OF 2001 DATED 23RD APRIL 2001) is "Annulment of the performance of the Student at the University / College / Institution Examination in full."

The above recommended punishment is for the learner / student / candidate found in possession of the copying material. If it is established that he/she has actually copied from the material, the recommendation is "Exclusion of the student from the University or College or Institution Examination for one additional examination".

Given below is the extract from the University circular no. UG / 139 OF 2001 DATED 23RD APRIL 2001) specifying the broad Categories of Unfair Resorted to by Students at the University/ College/ Institution Examinations and the Quantum of Punishment for each Category thereof.

Sr. No.	Quantum of Punishment
(1) Possession of copying material	Annulment of the performance of the student at the University/ College/ Institution examination in full. (Note: - This quantum of punishment shall apply also to the following categories of malpractices at Sr. No. (2) to Sr. No. (12) in addition to the punishment prescribed thereat.
(2) Actual copying from the copying material	Exclusion of the student from University or College or Institution examination for one additional examination.

(3) Possession of another student's answer book	Exclusion of the student from University or College or Institution examination for one additional examination. (BOTH THE STUDENTS)
(4) Possession of another student's answer book + Actual evidence of copying there from.	Exclusion of the student from University or College or Institution examination for two additional examinations. (BOTH THE STUDENTS)
(5) Mutual / Mass copying	Exclusion of the student from University or College or Institution examination for two additional examinations.
(6) i. Smuggling-out or smuggling-in of answer book as copying material. ii. Smuggling-in of written answer-book based on the question paper set at the examination. iii. Smuggling-in of written answer book and forging signature of the Jr. Supervisor thereon.	i. Exclusion of the student from University or College or Institution examination for two additional examinations. ii. Exclusion of the student from University or College or Institution examination for two additional examinations. iii. Exclusion of the student from University or College or Institution examination for two additional examinations.
(7) Attempt to forge the signature of the Jr. Supervisor on the answer book or supplement.	Exclusion of the student from University or College or Institution examination for two additional examinations.
(8) Interfering with or counterfeiting of University / College / Institution seal, or answer books or office stationary used in the examinations.	Exclusion of the student from University or College or Institution examination for two additional examinations.
(9) Answer book, main or supplement written outside the examination hall or any other insertion in answer book.	Exclusion of the student from University or College or Institution examination for two additional examinations.
(10) Insertion of currency notes/to bribe or attempting to bribe any of the person/s connected with the conduct of examinations.	Exclusion of the student from University or College or Institution examination for two additional examinations.
(11) Using obscene language / violence threat at the examination center by a student at the University / College / Institution examination to Jr. /Sr.	

Supervisors / Chief Conductor or Examiners.	Exclusion of the student from University or College or Institution examination for two additional examinations.
(12) (a) Impersonation at the University/ College/ Institution examination. (b) Impersonation at the University/ College/ Institute student at S.S.C./H.S.C. any other examinations.	Exclusion of the student from University or College or Institution examination for two additional examinations. Exclusion of the impersonator from University or College or Institution examination for five additional examinations.
(13) Revealing Identity in any form in the answer book by the student at the University or College or Institution examination.	Annulment of the performance of the Student at the University or College or Institution examination in full.
(14) Found having written on palms or on the body, or on the clothes while in the examination.	Annulment of the performance of the student at the University or College or Institution examination in full.
(15) All other malpractices not covered in the aforesaid categories.	Annulment of the performance of the student at the University or College or Institution examination in full, and severe punishment depending upon the gravity of the offence.
(16) If on previous occasion a disciplinary action was taken against a student for malpractice used at examination and he/she is caught again for malpractices used at the examinations, in this event he/she shall be dealt with severely. Enhanced punishment can be imposed on such students. This enhanced punishment may extend to double the punishment provided for the offence, when committed at the second or subsequent examination.	
(17) Practical /Dissertation/Project report Examination. Student involved in malpractices at Practical / Dissertation/ Project report examinations shall be dealt with as per the punishment provided for the theory examination.	
(18) The Competent Authority, in addition to the above mentioned punishments may impose a fine on the student declared guilty. (Note: The term "Annulment of Performance in full" includes performance of the student at the theory as well as Annual Practical examination, but does not include performance at term work, project work with its term work, oral or practical and dissertation examinations unless malpractice used threat).	

Note: Exact details of the above can be obtained from the University website.

27.1 RULES & REGULATIONS RELATED TO ATTENDANCE AS PER ORDINANCE 6086 OF UNIVERSITY OF MUMBAI:

Given below in brief are the rules, regulations about the requirement of attendance and the procedure to be followed by the college and/or the student who is detained. Detail circular available on University website.

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce

Ordinance 6086 relating to the attendance for learners

- 1) There shall be the Attendance Committee, for smooth conduct of this ordinance, in every college/institute/Department of the University comprising of at least three members (to be nominated from other departments in case of the University Department having less than 3 teachers), the Vice-Principal/ Senior Teacher (Convener) and at least two more teachers ensuring representation of the concerned faculties, nominated by the Principal/Director/Head.
- 2) Every bonafide learner shall ordinarily be allowed to keep terms for the given semester in a program of his/her enrolment, only if he/she fulfils at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures practical's, tutorials together etc. wherein short and/or long excursions/field visits/study tours organized by the college and supervised by the teachers as envisaged in the syllabus shall be credited to his attendance for the total no of periods which are otherwise delivered on the material day/s Further it mandatory for every learner to have min 50% attendance for each course & overall attendance has to be 75%.
- 3) The same ratio shall be applied for computing the attendance of the learners by crediting the number of periods which are missed while participating in an extracurricular/co-curricular activity/competition/camp/workshop/convention/symposium/seminar etc. where the said learner is officially representing the college/ University/ District/ State/ Country with the permission of the Principal/ Director/ Head of the College/ Institute/ University Department or by the direction of the University Officer as the case may be wherein for the purpose of computing the average attendance the periods missed for what is envisaged here-in above, at Sr. No 2, shall be deemed to have been attended by the said learner.
- 4) Without prejudice to what is stated here-in-above, the Principal/Director/Head of the concerned College/Institute/Department of the University shall be the competent authority to condone the absence of any learner further up to additional 25%, if deemed fit and on recommendation of the attendance committee of the said college/ Institute/Department of the University, wherein it is mandatory on the said committee to do natural justice by giving personal hearing to every learner falling short of minimum attendance for keeping terms and recommending case by case to the competent authority having verified the genuineness and gravity of the problem that justifies the learner to remain absent, which generally shall be limited to his own sickness, sickness of his parent, death of his parent etc. supported by valid evidence, documentary or otherwise.
- 5) The attendance committee will ensure that the attendance records are maintained in order and that the warning letters are issued to the defaulting learners at least twice in every semester & that in the first week of every month for the previous month defaulters list it displayed on college notice board. If the students are falling short of attendance while also displaying the list of defaulters declaring their

respective attendance for the month. The defaulting learners should also be called (along with parent/guardian wherever necessary) to meet the Convener, attendance committee in the middle of the semester with a view to make the consequences adequately clear while understanding the difficulties if any and encouraging the learner to comply with the requirement of the attendance. Needless to say that the learners should be made aware of the provision of the ordinances for attendance at the time of admission and an undertaking may be obtained from them (countersigned by the parent/guardian wherever necessary) assuring regular attendance while understanding the consequences of defaulting.

- 6) At the end of the semester on recommendation of the attendance committee the Principal/Director/Head of the college/Institute/ University Department shall display list of the learners who are not allowed to keep terms, allowing them to appeal to the Principal/Director/Head of the College/Institute/Department of the University within 3 days from the date of display of the notice. After disposing the appeals, the Principal/Director/Head shall intimate the same to the In-charge of Examinations/the Controller of examinations to withdraw the examination forms of such defaulting learner under intimation to those learners ensuring that this communication reaches the concerned at least 10 working days before the commencement of the respective examinations.
- 7) The learners whose terms are not granted by the college/institute/department of the University can appeal to the controller of examinations, if desired, in a prescribed form and by paying fee prescribed by the Management Council within 3 days from the receipt of the intimation and that the controller of examinations shall arrange a hearing of the learners along with their concerned Principals/Director/Heads of the Department, represented in person or through a teacher nominated by them before the committee (one each for every faculty) nominated by the Management Council comprising of 3 members including the convener. The respective committees shall convey their decisions to the controller of examinations which shall be final and binding on the learners once accepted and communicated by the controller of examinations.

(The existing Ordinances 0.119, 0.120 & 0.125 are repealed)
