HSNC University Mumbai

(2020-2021)

Ordinances and Regulations

For

Choice Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

The Faculty of Humanities

For the subject

Bachelor of Arts in Multimedia and Mass Communication

(B.A.M.M.C)

With effect from the Academic year

2020-2021

Board of Studies in Faculties of Humanities

Board of Studies of Mass Media

Sr. no.	Names of members	Name of Department	Name of Institution	Address	Contact no	Email id
1,	Ms. Manjula Sriniva Chairperson	Mass Media	Associate Professor and Head Dept of Mass Media K.C.College	124, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9324536999	manjulashrinivas @gmail.com
2.	Ms. Nidhi Thanawala Co- Chairperson	Mass Media	Coordinator' Dept of Mass Media H.R. College	Dinshaw Wachha Rd. Churchgate, Mumbai 400020	981931651	contactfaculty@gma il.com
3.	Ms. Nandini Sardesai	Senior Visiting faculty -Sociologist and former member of Central Board of Film Certification	Former Head, Department of Sociology, St. Xavier's College, Mumbai	D/1 Corinthian, opposite Fariyas hotel, Colaba, Mumbai-400005	9324636906	ninasardesai@hotma il.com
.4	Ms. Sudha Ravishankar	Mass Media	In house faculty, K.C.College	124, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9869001943	sudha.ravishankar@ gmail.com
5.	Ms. Surya Gune	Mass Media	In house faculty, K.C.College	124, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9970524523	surya.gune@gmail.c om
6.	Dr. Sanjay Ranade	Communication & Journalism	Associate Professor and Head, Dept of Communication & Journalism Mumbai University	Chatrapati Shivaji Maharaj Terminus Rd, , Vidya Nagari, Kalina, Santacruz East, Mumbai, Maharashtra 400098	9029096636	sanjayvranade@gma il.com
7.	Dr.Mangesh Karandikar	Director	Director, Post graduate diploma in Mass media Mumbai Education Trust	Bhujbal Knowledge City, Reclamation, Bandra West, W, Maharashtra 400050	9869281084	mangesh.karandikar @gmail.com
8.	Dr. Mira Desai	Communication Technology	Professor in Communication Technology Department of Extension Education SNDT University	Juhu Rd, Daulat Nagar, Santacruz West, Mumbai, Maharashtra 400049	9819529129	drmiradesai@gmail. com
9.	Ms. Smita Deshmukh	Visiting faculty	Independent Media Professional Former journalist with the Times group	G-2, A wing, Neptune building Dosti Estates Shaikh Mistree road Wadala East Mumbai - 400037	9321212120	smita.meenu@gmail .com

10.	Ms Shobha Venkatesh	Advertising Faculty	Former Corporate Communication Head, Standard Chartered Bank,	EMP 44,Flat no 102, Above Satyam steel Thakur village Kandivili E Mumbai 400101	9167765222	shobha2258@gmail.com
11.	Mr. Srinivasrao Challapalli	Mass Media	In House faculty K.C.College	124, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9820357598	srinivasrao.challapalli72@gmail.com
12.	Ms. Tunali Mukherjee	Visiting faculty - Mass Media	Independent Filmmaker and Photojournalist	27 Moti Mahal J Tata road Churchgate Mumbai 400020	9820584214	looneytuna@gmail.com
13.	Mr. Ranjith Phatak	Visiting faculty- Mass Media	National Programming Head, Red FM	Golden heights, Anant Patil Marg, Shivaji Park,Dadar (W)Mumbai-400028	9819600090	rnjtphatak@gmail.com

Student members on the Board of studies				
Sr No	Name of student member	Class	Mobile number	Email id
1	Ms. Soma Das	MACJ II	9833719498	soma.work3112@gmail.com
2	Ms. Rhutuja Koli	MAEMA II	7506288076	rhutjakoli@gmail.com
3	Mr. Harsh Khurana	TYBMM	9529047838	khurana.harsh1234@gmail.com
4	Mr. Siddhesh Pilankar	TYBAFTNMP	8291390992	shraddhapilankar1957@gmail.com

R. **** : The Definitions Of The Key Terms Used In The Choice Based Credit System And Grading System Introduced From The Academic Year 2020-2021 Are As Under:

Outline of the Choice Based Credit System as outlined by the University Grants Commission:
1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

    2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of **interdisciplinary** nature (to be offered by main discipline/subject of study).

    2.2 **Dissertation/Project**: An elective course designed to acquire
    Special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project. A Project / Dissertation work would be of 6 credits. A Project / Dissertation work may be given in place of a discipline-specific elective paper.

    2.3 Generic **Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, to seek exposure is called a Generic Elective.
P.S.: A core course offered in a discipline/subject may be treated as an elective by another discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE)
    Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement;
    SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. Choice Based Credit System (CBCS)
CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students.

5. Honours Program

To enhance employability and entrepreneurship abilities among the learners, through aligning Inter-Disciplinary / Intra Disciplinary courses with Degree Program. Honours Program will have 40 additional credits to be undertaken by the learner across three years essentially in Inter / Intra Disciplinary course.

A learner who joins Regular Undergraduate Program will have to opt for the Honours Program in the first year of the Program. However, the credits for honours, though divided across three years can be completed within three years to become eligible for award of honours Degree.

6. Program:

A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of the study.

7. Course:

A 'course' 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 course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. Several linked courses considered together are in practice, a 'program'.

8. Bridge Course:

Bridge course is visualized as Pre semester preparation by the learner before the commencement of regular lectures. For each semester the topics, whose knowledge is considered as essential for effective and seamless learning of topics of the Semester, will be specified. The Bridge Course can be conducted in online mode. Online content can be created for the Bridge Course Topics.

9. Module and Unit:

A course which is generally an independent entity having its own separate identity is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Unit.

10. Self-Learning:

20% of the topics will be marked for Self-Learning. Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, fieldwork, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated in real-time during evaluative

sessions. The purpose of evaluative sessions is to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question and Answer sessions and open discussion. The marking scheme for Self Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

11. 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/counselling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many hours it would take for a learner to complete a single course successfully.

12. 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 concerning a single course. Learner 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 courses. Thus the learner 'accumulates' course wise credits.

13. Credit Bank:
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 course/s for which Credit has been given, the course-level, nature, etc. Also, all the information regarding the number of Credits transferred to different programs or credit exemptions given may be stored with the individual's history.

14. Credit Transfer:

(Performance transfer) When a learner completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

15. Course Exemption:

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

Note: The Ordinances and Regulations given below apply to Under Graduate Programmes of the University.

O***
The minimum duration of the Under Graduate Programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who completes 120 credits of the programme in a period of 3 to 6 years from the year of enrolment to semester VI.

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 an 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 subject. The admission to the program will be governed by the existing rules

O*** The fees for the transfer of credits or performance will be based on the number of credits that a learner has to complete for the award of the degree.**

R **** Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

R** The Scheme of Teaching and Examination**:
The Scheme of Teaching and Examination shall be divided into **TWO** components, **internal assessment and External assessment** (semester-end examination) for each course of the program.

The performance of the learners shall be evaluated in two components: Internal Assessment with 40% marks by way of continuous evaluation and by Semester End Examination with 60% marks by conducting the theory examination.

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

A). Internal Assessment – 40%   **40 marks**

1. For Theory Courses

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

2. For Practical Courses

Sr. No.	Particulars		Marks
1	Semester End Practical Examination		15 Marks
	Journal	05 Marks	
	Viva	05 Marks	
	Laboratory Work	05 Marks	
2.	One assignment/project with the class presentation to be assessed by teacher concerned		10 Marks
	Presentation	05 Marks	
	Written Document	05 Marks	
3	Self-Learning Evaluation		10 Marks
4	Active participation in routine class / Laboratory instructional deliveries		05 Marks

➢ **Project and Assignment:**

- Project or Assignment, which can in the following forms
    - Case Studies
    - Videos
    - Blogs
    - Research paper (Presented in Seminar/Conference)
    - Field Visit Report
    - Presentations related to the subject (Moot Court, Youth Parliament, etc.)
    - Internships (Exposition of theory into practice)
    - Open Book Test
    - Any other innovative methods

➢ Self-Learning Evaluation

- 20% of the topics of the curriculum are learned by the student through self-learning using online/offline academic resource specified in the curriculum. Hence 20% of the lectures shall be allocated for evaluation of students on self-learning topics.

- The identified topics in the syllabus shall be learnt independently by the students in a time-bound manner preferably from online resources. Evaluative sessions shall be conducted by the teachers and will carry 10 Marks.

- club the self-learning topics into 3-4 groups of topics only for evaluation.

- Prescribe time duration (in days) for completion of each group of the topic and earmark self-learning evaluation lectures in the timetable. Hence each group of the topic can be assigned 3 regular lectures for this evaluation for the entire class.

    3 Sub Topics
    Each evaluative session shall carry 3 Marks (3 x 3 Units = 9 Marks). Students who participate in all evaluative sessions shall be awarded 1 additional Mark.

    4 Sub Topics
    Each evaluative session shall carry 2.5 Marks (2.5 x 4 Units = 10 Marks).

- Evaluation of self-learning topics can commence in regular lectures assigned for self-learning evaluation in the timetable

- All students will actively participate in the presentation of each of the sub-topics.

- SUGGESTIVE Methods for Evaluation of Self-learning topics IN LECTURES:
    - Seminars/presentation (PPT or poster), followed by Q&A

- Objective questions /Quiz / Framing of MCQ questions.
- Debates
- Group discussion
- You-Tube videos (Marks shall be based on the quality and viewership)
- Improvisation of videos
- Role Play followed by question-answers
- Viva Voce
- Any other innovative method

Student can be evaluated based on the quality of presentation, quality of q & a, the framing of the quiz, conduct of quiz, performance in debate etc

- Teachers can frame other methods of evaluation also provided that the method, duly approved by the college examination committee, is notified to the students at least 7 days before the commencement of the evaluation session and is forwarded for information and necessary action at least 3 days before the commencement of the evaluation session.

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

B. Semester End Examination- 60 % _60 Marks_

1) Duration – These examinations shall be of 2 hours duration.
2) Question Paper Pattern: -
   i. There shall be four questions each of 15 marks.
   ii. All questions shall be compulsory with internal choice within the questions.
   iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the University.

Bachelor of Arts in Multimedia and Mass Communication

Part 1 - Preamble

The Bachelor of Arts in Multimedia and Mass communication program is started with an aim to make the students employable and impart industry-oriented training.

1. **Course Objective:** The main objectives of the course are:
   ▪ To think analytically, creatively and critically in developing robust, extensible and highly maintainable technological solutions to simple and complex problems related to human, technology and environmental factors.
   ▪ To work effectively as a part of a team to achieve a common stated goal.
   ▪ To adhere to the highest standards of ethics, including relevant industry and organizational codes of conduct.
   ▪ To develop an aptitude to engage in continuing educational and professional development.

   The syllabus spanning three years covers the industry endorsed relevant courses. The students will be ready for the jobs available in different fields of media.

2. **Process adopted for curriculum designing:**

   The process involved both Academia & Industry professionals & the methods adopted were:

   ▪ Brainstorming
   ▪ Deliberations
   ▪ Personal Interactions
   ▪ Studied syllabi of other Universities & colleges in India and custom-made the same to our programs.

3. **Salient features, how it has been made more relevant:**

   The mass media course of Bombay university started in the year 2000. It is now two decades since the course came into force and the media course today needs to be made more relevant to suit the current times. The Media landscape has changed a lot in the last two decades. The programs are relevant in today's academic sphere as:
   ▪ Traditional media has changed - in presentation & content
   ▪ Internet has become more accessible and has penetrated far and wide making academia accessible.
   ▪ Media convergence has grown paving way for collaborations across geographical boundaries
   ▪ Increased viewership of Films & TV content across platforms
   ▪ Boom of radio and digital audio platforms
   ▪ Growth of Transmedia

4. **Learning Objectives:**

   The syllabi for the two undergraduate programs is for three years:

   FYBAMMC and FYBAFTNMP

   The learning outcomes involve both understanding the theoretical perspectives and practical applications. The programs enable students to learn:
   ▪ Global awareness of political, social, environmental, and corporate issues.
   ▪ To deal with issues- sensitively, cognitively & compassionately.

- The foundation, process, and practices of writing & be proficient in the same indifferent media.
- The foundation, process and nuances of filmmaking across platforms & be proficient in the same.
- To conceptualize, design, and produce content aesthetically.
- To acquire the knowledge, skills, and values that prepare them for future careers.

5. Learning Outcomes:

- Be future ready for a variety of careers in the media industry including - Print, Broadcast, Films, New Media, Media Research.
- Appreciate the interdisciplinary nature of the programs & on graduation, apply it in their jobs effectively.
- Ensure that they have a global awareness of political, social, and environmental issues to incorporate the same in their field of work.
- To understand the nuances of the economics of the media industry, regulatory constraints, Ethical concern, and the role of Intellectual property Rights in India & around the world.
- To be groomed through various practices to be responsible media professionals.

Part 2 - The Scheme of Teaching and Examination

Semester – I

Sr. No.	Choice Based Credit System			Subject Code	Remarks
1	Core Course			UHFMM103 UHFMM104 UHFMM106	
2	Elective Course	Discipline Specific Elective (DSE) Course			
		2.1	Interdisciplinary Specific Elective (IDSE) Course		
		2.2	Dissertation/Project		
		2.3	Generic Elective (GE) Course	UHFMM101 UHFMM105	
3	Ability Enhancement Compulsory Courses (AECC)			UHFMM102	
	Skill Enhancement Courses (SEC)				
UHFMM – Undergraduate Humanities Faculty of Mass Media					

First year Semester -I Internal and External Assessment Details

SrNo	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks
			Units	S L	L	P	CR	SLE	TA	CT	SEE	PE	
1	UHFMM101	Effective Communication-1	4	20%*	4	-	4	10	20	10	60	-	100
2	UHFMM102	Foundation Course for-I	4	20%*	4	-	4	10	20	10	60	-	100
3	UHHMM103	Computers Multimedia-1	4	20%*	4	4	4	10	20	10	60	-	100
4	UHMM104	Fundamentals of Mass Communication	4	20%*	4	-	4	10	20	10	60	-	100
5	UHFMM105	History	4	20%*	4	-	4	10	20	10	60	-	100
6	UHFMM106	Introduction to Economics for Media	4	20%*	4	-	4	10	20	10	60	-	100
	Total Lectures/ Credit		(24+4) per week / 20				20			Total Marks			600

*One to two lectures to be taken for CONTINUOUS self -learning evaluation

Sr No	Subject Code & Title		Subject Unit Title	Lectures (50 min)	Total Lectures	Credit	Total Marks
1	UHFMM101 Effective Communication-I	1	Introduction to Communication	16	48	2	100 (60+40)
		2	Reading-English, Hindi Or Marathi	14			
		3	Thinking and Presentation Skills	06			
		4	Translation Skills	12			
2	UHFMM102 Foundation Course-I	1	Introduction to Sociology	06	48	2	100 (60+40)
		2	Society and Social Interaction Social Institution	12			
		3	Social Stratification	10			
		4	Media with Reference to Sociology of News Culture and Media	10			
		5	Socialization, Social group & Social control	10			
3	UHFMM 103 Computers Multimedia-I	1	Photoshop: Pixel based Image editing Software	08	48 + 48 (Practical Sessions)	2	100 (60+40)
		2	CorelDraw: Vector based Drawing software	08			
		3	Quark Xpress/ InDesign: Layout Software	10			
		4	Premiere Pro: Audio-visual: Video editing software	10			
		5	Sound Forge/Sound Booth: Sound Editing Software	12			
4	UHFMM104 Fundamentals of Mass Communication	1	Introduction and overview of Mass Communication	10	48	2	100 (60+40)
		2	History of Mass communication	10			
		3	Major forms of mass media	10			
		4	Impact of Mass Media on Society	10			
		5	The New Media and media convergence	08			
5	UHFMM105 History: Media Perspective	1	Europe, US & The World Wars	12	48	2	50
		2	Cold War The Rise and Fall of Communism China and Far East	10			
		3	UNO Formation	10			
		4	Indian History Formation of the State of Maharashtra Africa	10			
		5	Role of Social Media History of Media	06			

6		1	Nature and Scope of Microeconomics	06			
		2	Demand and Supply Analysis	06			
		3	Production Function Costs of Production	10			
	UHFMM106 Introduction to Economics for Media	4	Macro Economics-I Introduction to Macroeconomics Market Structure Banking and Monetary Policy	12	48		
		5	Macro Economics -II Overview of Indian Economy India in the World Economy	10			
			TOTAL			20	600

▪ **Lecture Duration – 50 Minutes (48 sessions)**

Part 3: Detail Scheme Theory

I Year Semester – I Units – Topics – Teaching Lectures
Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective unit.

UHFMM-101 Effective Communication   **(Total Lectures: 48)**

Unit-1: Introduction to Communication [16 Lectures]
1.1   **The Concept of Communication:** Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.

1.2   **Types of Communication:** Types of Communication - Verbal Communication: Importance of verbal communication, Advantages of verbal communication, Advantages of written communication, Significance of Non-verbal Communication.

1.3   **Oral communication and media:** Storytelling, Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, debates and group discussion

1.4   **Listening Skills:** Listening Process, Classification of Listening, Purpose of Listening, Common Barriers to the Listening Process, Measures to Improve Listening, Listening as an Important Skill in Work Place.

Unit -2: Reading -English, Hindi OR Marathi [14 Lectures]
2.1   **Types of reading:** Skimming and scanning Reading - examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi, Recognizing aspects of language particularly in media. Importance of spelling

2.2   **Various aspects of Language:** Recognizing various aspects of language particularly related to media, Vocabulary100 media words

2.3   **Grammar & Usage:** Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms, Phrases, proper usage of homophones, homonyms etc. (Kindly provide practice session- Test, Quiz etc)

Unit -3: Thinking and Presentation [06 Lectures]
3.1   **Thinking:** Types of thinking (rational, logical, critical, lateral etc.), Errors in thinking, Partialism, Time scale, Egocentricity Prejudices, Adversary Thinking

3.2   **Presentation:** Presentation, its importance, Steps in Making a Presentation, Delivering a Presentation

Unit-4: Translation Studies [12 Lectures]

4.1   **Introduction to Translation:** Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation, Interpretation: Meaning, Difference between interpretation and translation

4.2   Interpretation: Interpretation: Meaning, Difference between interpretation and translation

4.3   Role of Translator: Translator and his role in media, Qualities, Importance of Translator, Challenges faced by translator

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Effective Communication (I):** Communication Technology: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/704

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Year
1	Norman Lewis, (1975), Word Power Made Easy, Pocket Books	
2	Edward de Bono (1999), Six Thinking Hats, Little, Brown & Company.	
3	Wren, P.C.; Martin, H.; Prasada Rao, N.D.V. (1973–2010). High School English Grammar & Composition. New Delhi: S. Chand.	
4	Sanjay Kumar, Pushp Lata, (1st January 2015), Communication Skills, Oxford Printing Press	

Unit -1: [06 Lectures]
1.1   **Introduction to Sociology:** Definition, concept of social interaction and social relationships, scope and application/uses of sociology for media students-the Sociological Imagination as the main methodology/tool for media to understand the subject as a science
1.2   **Society and Social Interaction:** Types-Rural, Urban, Tribal and Civil Society

Unit -2: [12 Lectures]
2.1   **Social Institution:**   Social Structure: Institutions- Family, Marriage, education, religion, economy (just definitions), social stratification
2.2   **Social stratification:** gender, class, age and <u>caste (focus should be on this).</u>

Unit -3: [12 Lectures]
3.1   **Culture and Media:** Aspects of culture- the elements of culture: Language, Norms and Values; Innovation, Diffusion and Lag; Variations and attitudes towards variation in culture- changes in values in India and the role of media
3.2   **Socialization:** Importance-Anticipatory and Sex role socialization, Resocialization; Agencies with special reference to media and its impact
3.3   **Sociology of news: Types, current trends -Digital and social media,**

Unit -4: [10 Lectures]
4.1   **Social control:** Types- Informal and formal: the concepts of piracy, copyright, censorship, laws.
4.2   **Groups:** Types: primary, secondary; reference groups**.**

Unit -5: [08 Lectures]
5.1   **Collective behavior:** crowd, disaster, panic, rumour, fashion
5.2   **Social change and social movements:** Concepts; the role of the media

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Foundation Course (I)-** Principles of Sociology: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/4

Reference Books		
Sr. No.	**Title Author/s Publisher**	**Edition Year**
	Giddens Anthony, 2009, Sociology, 6th Edition, Polity Press	

Unit -1: Photoshop: Pixel based Image editing Software [08 Lectures]
1.1   **Introduction to Photoshop:** Image editing theory, Bitmaps vs Vectors, when to use Photoshop and when to use drawing tools

1.2   **Photoshop Workspace:** The tools, Toolbox controls Property bar, Options bar, Floating palettes

1.3   **Working with images**: Image mode, Image size, canvas size, Image resolution, size and resampling What is a perfect resolution? Cropping to size and resolution Resizing v/s resampling

1.4   **Image Editing:** Levels, Curves, Contrast adjustment, Colour adjustment Photo filters

1.5   **Working with text:** Text layer, Character palate, Paragraph palate, Text resizing, Text color, Text attributes Working on simple project/one-page design

Unit -2: CorelDraw: Vector based Drawing software [08 Lectures]
2.1   **Introduction to CorelDraw:** CorelDraw Interface, Tool Box, Importing files in CorelDraw, Different file formats

2.2   **Using text:** Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects TextC2C:

2.3   **Exploring tools**: Basic shapes: Cut, Erase, Combine, shaping tool: Nodes, Handles, Corners, Convert to Curves: Reshaping, Creating figures, Logos

2.4   **Applying effects:** Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips

2.5   **Exporting in CorelDraw:** Exporting, Types of export, Exporting for other software

Unit -3: Quark Xpress/ InDesign: Layout Software [10 Lectures]
3.1   **Introduction to QuarkXpress:** List the menus, List the tools, Benefits of using Quark, Application of Quark

3.2   **Text edits in Quark:** Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment, with embedded images

3.3   **Using Palette**: Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark

3.4   **Colour correction in quark:** Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,

3.5   **Exporting files:** Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.

Unit -4: Premiere Pro: Audio-visual: Video editing software [10 Lectures]
4.1   **Introduction to Editing:** Editing importance, Great editing examples, Editing for different formats(film/ad/news/etc.)
4.2   **Introduction to Premier Pro:** How premiere helps in editing, Understanding the toolbar, importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)
4.3   **Understanding file formats**: Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, performing video checks while editing
4.4   **Using colour grading:** What is color grading, Examples of color grading Using filters and pre-sets in color mixing, Applying pre-sets on layers for editing
4.5   **Exporting and rendering:** Exporting in different formats, choosing right formats for exposing, managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques

Unit -5: Sound Forge/Sound Booth: Sound Editing Software [12 Lectures]
5.1   **Introduction to Digital Audio:** Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate

5.2   **Concept of Dolby Digital:** Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three-way sound speaker

5.3   **Sound Recording**: Recording Equipment, Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3

5.4   **Working with Sound:** Workspace, Play bar, timeline, Transport tool bar, Working with audio file Basic editing, cut/copy/paste, paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter

5.5   **Advanced Sound Processing:** Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, changing pitch and Time duration Sound track output Create your audio CD and mark chapters

Self-Learning topics (Unit wise)	
Unit	Topics
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Computers and Multimedia (I):** Computer Applications for Mass Media: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/121

	Reference Books	
Sr. No.	**Title Author/s Publisher**	**Edition Year**
1	Lisa DaNae Dayley, Brad Dayley, (November 2013), Photoshop CC Bible, Photoshop Bible Mc Leland Willey Publication	
2	Prof. Satish Jain, M. Geetha, (2019), Corel Draw Training Guide, BPB Publication	
3	Quark Express-9: Prepress Know-How Noble Desktop Teachers	
4	Desktop Publishing with Quark 10 Kindle version	
5	Debasis Sen, (2004), Understanding Digital Music and Sound Forge BPB Publications	

UHFMM-104 Fundamentals of Mass Communication   (Lectures: 48)

Unit-1: [10 Lectures]
1.1   **Introduction and overview:** Meaning and importance of Mass Communication
Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. Functions & Barriers to Communication
Models of Communication: Lasswell's Model, Gerbner's Model, Sociological Model, Gatekeeping Model, De fleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran model.

Unit-2: [10 Lectures]
2.1   **History of Mass communication:** From oral to communication (Kirtan, Davandi, Powada, Nagara), From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape

Unit-3: [10 Lectures]
3.1   **Major forms of mass media:** Traditional & Folk Media: Print: Books, Newspapers, Magazines Broadcast: Television, Radio Films, Internet

Unit-4: [10 Lectures]
4.1   **Impact of Mass Media on Society:** Social Impact (With social reformers who have successfully used mass communication), Political Impact (With political leaders who have successfully used mass communication), Economic Impact (With how economic changes were brought about by mass communication), Developmental Impact (With how the government has successfully used mass communication), Impact of mass media on – Education, Children, Women, Culture, Youth, Development.

Unit-5: [08 Lectures]
5.1   **The New Media and media convergence:** Elements and features, of new media, Technologies used in new media, Major challenges to new media Acquisition - personal, social and national, Future prospects.

| Self-Learning topics (Unit wise) ||
Unit	Topics
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Fundamentals of Mass Communication**- Introduction to Mass Communication: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/125

Reference Books		
Sr. No.	Title Author/s Publisher	Edition Year

1	Denis McQuail, Mark Deuze, (2020), McQuail's Media and Mass Communication Theory 7th Edition, Sage Publications Ltd.	
2	Rowland Lorimer, Mike Gasher, David Skinner, (2007), Mass Communication, 6th Edition , Oxford University Press.	
3	Jean Folkerts and Stephen Lacy, The Media in Your Life: An Introduction to Mass Communication, (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	Perspective Human Communication: Aubrey B Fisher.	
10	Communication Technology & Development: I P Tiwari	
11	The Process of Communication: David K Berlo	
12	Cinema & Television: Jacques Hermabon & Kumar Shahan.	
13	Mass Media Today: Subir Ghosh	
14	Mass Culture, Language & arts in India: Mahadev L Apte	
15	Communication Facts & Ideas in Business: L. Brown (Prentice Hall).	
16	India's Communication Revolution: Arvind Singhal and Everett Rogers.	
17	The Myth of Mass Culture: Alan Swing wood	
18	Communication: C. S. Rayadu, (Himalaya Publishing House, Mumbai).	
19	Communication – concepts & Process: Joseph A Devito	
20	Lectures on Mass Communication: S Ganesh.	

Unit -1: [12 Lectures]
1.1   **Europe, US & The World War:** Aftermath, changing boundaries: rise of dictatorships Negative propaganda by war perpetrators, Positive media by president Wilson Case studies: Holocaust; War crimes

Unit -2: [10 Lectures]
2.1   **Cold War:** Ideological clash: Media espionage, Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances
2.2   **The Rise and Fall of Communism:** USSR, East European nations, Glasnost & Perestroika, American hegemony-its role in Afghan War, People's Movement in China-Tiananmen Square Case studies: Collapse of Berlin War, Formation of CIS
2.3   **China and Far east:** Red star over China- reign of Mao-Tse-Tung Pol Pot- Cambodia Killing fields-human rights violation.

Unit -3: [10 Lectures]
3.1   **UNO Formation:** Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem), Formation of Israel, Middle East conflict Case studies: Iran Iraq war; End of Saddam Hussein regime UDHR document, role of UN in peace keeping in Sudan, Liberia

Unit -4: [10 Lectures]
4.1   **India:** Partition of India: Refugee problem; Sino Indian War 1962, Indo-Pak Wars 1965, 1971- formation of Bangladesh India & SAARC, India's Role in Non-Aligned Movement Cross Border terrorism, Kargil.
4.2   **Maharashtra Formation of State 1960:** Game changers in the State: Vinoba Bhave- Bhoodan Movement, Maharshi D. K. Karve- Women's University, Baba Amte, Anna Hazare's Fight for good governance
4.3   **Africa:** Nelson Mandela's contribution to removal of Apartheid. Peace time media intervention: 1. Star Radio, Talking Drum Studio- Liberia Voice of Hope in Sudan

Unit -5: [06 Lectures]
5.1   **Role of Social Media:** Arab Spring, Tahrir Square, Egypt & Jasmine Revolution
5.2   **History of Media:** The evolution and development & Current Affairs of Media–Print, Radio, Television and Internet, Media coverage in the time of Covid, and other Global pandemics.

Self-Learning topics (Unit wise)	
Unit	Topics
1	

	Online Resources
1	**Indian & World Historical Perspectives and Media:** Aspects of European History: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/56

Reference Books		
Sr. No.	Title Author/s Publisher	Edition Year
1	Malayala Manorama, Manorama Yearbook 2020, December 2019	
2	Competition Review, Competition Success Review	
3	Competition Master	
4	Livemint, 2017, 70 years in Indian politics and policy, https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htrmarket/#7e8eddbd55b6	

Unit -1: [06 Lectures]

1.1   **Nature and Scope of Micro Economics:** Meaning-nature- scope-significance & limitations, positive and normative economics. Basic Concepts, wealth- welfare and scarcity.

Unit -2: [10 Lectures]

2.1   **Demand & Supply 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

Unit -3: [10 Lectures]

3.1   **Production Function:** Short run and long run, Production function- Economies and Diseconomies of scale, scope – international economies

3.2   **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

Unit -4: Macro Economics -I [12Lectures]

4.1   **Introduction to Macro Economics:** 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

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

4.3   **Banking & Monetary Policy:** Meaning and function of money-Constituents and Determinants of money supply - Velocity of circulation of money - RBIs approach to money supply - Demand for money - Inflation - meaning- causes - effects - measures to control inflation - Monetary policy - Functions of Commercial Banks and Central Bank, Fiscal Policy- Sources of Public Revenue- Areas of Public Expenditure - Union Budget – Social Expenditure -Millennium Development Goals

Unit -5: Macro Economics -II [10 Lectures]

5.1   **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.

5.2   **India in the World Economy:** 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

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Introduction to Economics & Media:** Principles of Macroeconomics: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/107

Reference Books		
Sr. No.	**Title Author/s Publisher**	**Edition Year**

1	Paul Samuelson, William Nordhaus, (2009) Economics 19th Edition, McGraw-Hill Education	
2	David K.H. & Stanley Fischer & Rudiger Dornbusch Begg, (2002) Economics 7 Rev Ed Edition McGraw-Hill Publishing Co.	
3	Alfred William Stonier, D C Hague, (1972), A Textbook of Economic Theory, Longman	
4	Richard G. Lipsey, Peter O. Steiner, Douglas D. Purvis, Paul N. Courant, (January 1990), Economics, 9th Edition, Longman Higher Education;	
5	Mithani D M, (2014), Business Economics, Sheth Publishers Pvt. Ltd.	
6	Sahuraja RR, Economic Theory	
7	Koutsoyiannis A, (1975), Modern Microeconomics, Macmillan	
8	Misra SK, Puri VK, (2019) Indian Economy, 37th Updated Edition, Himalaya Publishing House	
9	Economic Survey – GOI	

I Year Semester – II
Summary

Sr. No.				Sr. No. in Detail Course Scheme	Remarks
1	Core Course			UH-FMM-203 UH-FMM-205 UH-FMM-206	
2	Elective Course	Discipline Specific Elective (DSE) Course			
		2.1	Interdisciplinary Specific Elective (IDSE) Course		
		2.2	Dissertation/Project		
		2.3	Generic Elective (GE) Course	UHFMM201 UHFMM204	
3	Ability Enhancement Compulsory Courses (AECC)			UHFMM202	
	Skill Enhancement Courses (SEC)				
UHFMM-Undergraduate Humanities Faculty of Mass Media					

First year Semester -II Internal and External Assessment

Detail Scheme

SN.	Subject Code	Subject Title	Lectures Per Week (Lecture of 50 min)				Credit	Seasonal Evaluation Scheme					Total Marks
			Units	SL	L	P		SLE	CT	TA	SEE	PE	
1	UHFMM201	Effective communication – II-Content Writing	4	20%*	4	-	4	10	10	20	60	-	100
2	UHFMM202	Foundation course –II	4	20%*	4	-	4	10	10	20	60	-	100
3	UHFMM203	Introduction to Media Psychology	4	20%*	4	-	4	10	10	20	60	-	100
4	UHFMM204	Introduction to English Literature	4	20%*	4	-	4	10	10	20	60	-	100
5	UHFMM205	Principles of Marketing & Management	4	20%*	4	-	4	10	10	20	60	-	100
6	UHFMM206	Computer & Multimedia - II	4	20%*	4	4	4	10	10	20	60	-	100
*One to two lectures to be taken for CONTINUOUS self - learning evaluation													
Lecture Duration – 50 Minutes (48 sessions)													

Sr No	Subject Code & Title		Subject Unit Title	Lectures (50 min)	Total Lectures	Credit	Total Marks
1	UHFMM201 Content Writing	1	Foundation	08	48	2	100 (60+40)
		2	Editing Skills	10			
		3	Writing Tips and Techniques	10			
		4	Presentation Tools and Techniques	10			
		5	Writing for the Web	10			
2	UHFMM202 Foundation Course-II	1	Introduction to the Political Scenario	08	48	2	100 (60+40)
		2	The Indian Constitution	10			
		3	Political Dynamics	10			
		4	Political Dynamics in Maharashtra	10			
		5	Role of Politics in Media	10			
3	UHFMM 203 Introduction to Media Psychology	1	Evolution of Psychology	08		2	100 (60+40)
		2	Role of Psychology in Media	10			
		3	Psychological Effect and Influence of Media	10			
		4	Developmental psychological issues with respect to media	10			
		5	Social Psychology of the Media	10			
4	UHFMM204 Introduction to English Literature	1	Introduction to English Literature	08	48	2	100 (60+40)
		2	Short Stories	10			
		3	Novels	10			
		4	Poetry	10			
		5	Drama	10			
5	UHFMM205 Principles of Marketing and Management	1	Marketing Scope & Concepts	12	48	2	100 (60+40)
		2	Marketing Mix and Product	10			
		3	Pricing Strategies	10			
		4	Managing Marketing Channels	10			
		5	Integrated Marketing Communication and Market Segmentation	06			
		6	Management – Definition Nature and Concept	06			
		7	Approaches to Management	04			
		8	Group Dynamics and Decision Making	06			
		9	Recent Trends in Management	04			
6	UHFMM206 Computers Multimedia II	1	Photoshop – Advanced Image Editing	10	48 + 48 (Practical Sessions)	2	100 (60+40)
		2	Adobe Illustrator – Vector Based Drawing	10			
		3	In Design Layout Software	08			
		4	Premier Pro – Advanced Application	12			
		5	Adobe Dreamweaver – Web Designing Software	08			
	▪ **Lecture Duration – 50 Minutes (48 sessions)**						

Part 6: Detail Scheme Theory

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective UNIT

UHFMM201 Content Writing   **(Total Lectures: 48)**

Unit-1: Foundation [08 Lectures]
    1.1   **Grammar refresher:** With special emphasis on use of punctuations, prepositions, capital letters and lower case

    1.2   **Vocabulary building:** Meaning, usage of words, acronyms

    1.3   **Common errors:** Homophones and common errors in English usage.

    1.4   **Essentials of good writing:** With emphasis on writing with clarity, logic and structure

    1.5   **Phrases and idioms:** Creative usage of phrases and idioms.

Unit-2: Editing Skills [10 Lectures]
    2.1   **Redundant Words:** Identifying redundant words and phrases and eliminating these.

    2.2   **Editing Sentences:** Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

    2.3   **Editing Captions:** Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error.

    2.4   **Editing Headlines:** Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

    2.5   **Editing Copy:** Structuring a story, creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

Unit-3: Writing Tips and Techniques [10 Lectures]
    3.1   **Writing tickers/scrolls:** For television news

    3.2   **Writing social media post:** Twitter and for other social networks

    3.3   **Writing briefs/snip pets:** News briefs, Lifestyle and entertainment snippets

    3.4   **Caption writing:** Picture stories etc.

    3.5   **Writing headlines:** News headlines and feature headlines

Unit-4: Presentation Tools and Techniques [10 Lectures]
4.1   **Power Point Presentation:** Use of Power Point tools Power Point to Pdf Power Point to self-animated presentation Auto timing of Power Point presentation

4.2   **Info graphic:** Colour selection, Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact

4.2   **Three-minute presentation:** Content for single slide Uses of phrases Effective word selection Effective presentation

4.3   **Google Advance search:** How to select relevant information Locating authentic information How to gather information for domestic and international websites

4.4   **Plagiarism:** How to do a plagiarism check Paraphrasing Citation and referencing style

Unit-5: Writing for the Web [10 Lectures]
5.1   **Content is King:** Importance of content

5.2   **Less is more:** Writing for print media/ social media like Twitter, etc.

5.3   **Copy writing:** Ad campaigns (creative, witty and attractive)

5.4   **Realtime content:** Difference in writing for print vs digital

5.5   **Keywords:** Designing keywords for Search Engine Optimization

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources
1	

Reference Books		
Sr. No.	**Title Author/s Publisher**	**Edition Year**
1	Buck Ryan, Michael O' Donnell, (2001),The Editor's Toolbox, Wiley-Blackwell	
2	James Glen Stovall, (2014), Writing for the Mass Media, 9th Edition, Pearson	
3	Robert Harris A, (2002), Writing With Clarity and Style: A Guide to Rhetorical Devices for Contemporary Writers, 1st Edition, Routledge	

Unit-1: [08 Lectures]
1.1   Introduction to the Political Scenario: Concepts, Interaction between State and Society, Definition and Elements of State and factors building a Nation, Democracy: Principles, Institutions and Challenges, Non-Democratic forms of government: Characteristics

Unit-2: [10 Lectures]
2.1   The Indian Constitution: Features of the Constitution, Preamble and Philosophy of the Constitution, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, Federal structure

Unit-3: [10 Lectures]
3.1   The Political Dynamics: Indian Party System: Evolution, Major National and Regional Parties, Caste and Reservation, Role of Religion in Indian Politics, Local Self Government, Electoral System and Reforms, Coalition governments

Unit-4: [10 Lectures]
4.1   Political Dynamics in Maharashtra: The Political System In Maharashtra: Evolution, Maharashtra state formation, Major Regional Parties, Caste and Reservation, Role of Religion in Maharashtra, Local Self Government in Maharashtra, Coalition governments

Unit-5: [10 Lectures]
5.1   Role of Politics in Media: Role of Media in democracy, Media and formation of Public opinion, Political Campaigning and advertising in new media

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Foundation Course (II)-** Indian Government and Politics: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/63

Reference Books		
Sr. No.	**Title Author/s Publisher**	**Edition Year**
1	Iain Mclean, Alistair McMillan, (2008) Oxford Concise Dictionary of Politics, 4ᵗʰ edition, Oxford University Press	
2	Andrew Heywood, (2002), Politics, 2nd Edition, Palgrave Macmillan	
3	Robertson D, Dictionary of Politics, D. Robertson, 2ⁿᵈ Edition, 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 MV, Vikas Publishing House.	
11	Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.	
12	Our Constitution Kashyap Subhash, 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.	

Unit-1: [08 Lectures]
1.1   **Evolution of Psychology:** Definition of Psychology, Branches of psychology- Overview of the fields. Media psychology- Definition, scope &objectives. Psychology and media- An uneasy relationship, Research methods in media psychology

Unit-2: [10 Lectures]
2.1   **Role of Psychology in Media:** Memory- Definition, Information processing model, LOP Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception, Cognitive and behavioral effects of media. (Focus on print, interactive medium and web advertising), Effects of pro- social media

Unit-3: [10 Lectures]
3.1   **Psychological effects and influence of media:** Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media, Social influence (Definition, Conformity, Compliance, Obedience & Indoctrination), Effects of media violence.

Unit-4: [10 Lectures]
4.1   **Developmental psychological issues with respect to media:** Learning- Theories- Classical conditioning and Operant conditioning, Cognitive Learning, Observation learning, Social cognition- Script and schema, Motivation- Definition- Types- Need hierarchy theory, Young Children and media-socialization through media, Media use and influence during adolescence.

Unit-5: [10 Lectures]
5.1   **Social psychology of the media:** Attitude formation- Theories, cognitive dissonance, role of media in attitude formation, Persuasion, Prejudice, 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.

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Introduction to Media Psychology:** Fundamentals of Rural Sociology and Educational Psychology: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/52

	Reference Books	
Sr. No.	**Title Author/s Publisher**	**Edition Year**
1	Baron, R.A., Branscombe, N.R., & Byrne, D. Bhardwaj, G. (2008). Social Psychology. (12th).NewDelhi: 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. (9thed.). McGraw-Hill Publications, New York.	
4	Karen, E.D. (2012). Oxford Handbook of media Psychology.(1sted.).Oxford Library of Psychology.	

UHFMM204 Introduction to English Literature   **(Total Lectures: 48)**

Unit-1: [08 Lectures]
1.1   **Introduction to Literature:** Concept of Literature, Forms of literature-Poetry & it's types, Prose-Fiction-Types of Fiction, Drama-Elements of drama, Plot, Characters-Types of characters, Setting, Script

Unit-2: [10 Lectures]
2.1   **Short Stories:** Kiran Desai/Ruskin Bond/Shashi Deshpande/Anton Chekhov (any collection of short stories)

Unit-3: [10 Lectures]
3.1   **Novels:** R.K. Narayan, Raja Rao, Amitav Ghosh, Jhumpa Lahiri, Shashi Tharoor, Upamanyu Chatterjee, Ernest Hemmingway, Mark Twain

Unit-4: [10 Lectures]
4.1   **Poetry:** William Wordsworth, John Keats, Emily Dickenson, Lord Alfred Tennyson, William Shakespeare Children And media-socialization through media. Media use and influence during adolescence.

Unit-5: [10 Lectures]
5.1   **Drama:** The Merchant of Venice – William Shakespeare Joseph Andrews – Henry Fielding the Rising of the moon – Lady Gregory

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Introduction to English Literature :**Indian Writing in English: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/94

Reference Books		
Sr. No.	**Title Author/s Publisher**	**Edition Year**
1	The Law and Literature: Shakuntala Bharvani	
2	Introduction to literature: Gilbert Muller, John Williams	

UHFMM205 Principles of Marketing and Management   **(Total Lectures: 48)**

Unit-1: [06 Lectures]
1.1   **Marketing Scope & Concepts:** Marketing – scope, nature, definition, core marketing concepts, Marketing

environment and recent trends in Marketing in India.

Unit-2: [08 Lectures]
2.1 **Marketing Mix & Product:** 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, New Product Strategies

Unit-3: [04 Lectures]
3.1 **Pricing Strategies:** New product strategies – Innovation, Market entry, Product line extension

Unit-4: [04 Lectures]
4.1 **Managing Marketing Channels:** Managing marketing, channels, channel design, decisions, channel, dynamics, managing, retailing, wholesaling and market logistics.

Unit-5: [06 Lectures]
5.1 **Integrated Marketing Communication & Market Segmentation:** Factors contributing to the growth of IMC The Marketing communication Process, The IMC planning Process, Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning Strategies

Unit-6: [06 Lectures]
6.1 **Management-Definition, Nature and Concept:** Management-Concept, nature, process overview of functional areas of managerial roles (Mintzberg)

Unit-7: [04 Lectures]
7.1 **Approaches to Management:** Contributions of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard& Peter Drucker to the management thought, Behavioral Science approach and Contingency approach to management.

Unit-8: [06 Lectures]
8.1 **Group Dynamics & Decision Making:** 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, Decision Making- concept, importance and steps in decision making

Unit-9: [04 Lectures]
9.1 **Recent trends in Management:** Recent Trends in Management: Social Responsibility of Management– environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management

Self-Learning topics (Unit wise)	
Unit	**Topics**
1	**To be discussed by the respective professor in the beginning of the semester**

Online Resources	
1	**Principles of Marketing & Management:** Principles of Marketing: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221

Reference Books		
Sr. No.	**Title Author/s Publisher**	**Edition Year**
	Marketing:	
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	Contemporary concepts and Practices–Schoell, W.F. Allwyn and Baycon Inc., NewYork.	
	Management:	
4	Essentials of Management Koontz H & W McGraw Hill, New York	
5	Principles of Management Ramaswamy, Himalaya, Mumbai	
6	Management Concept and Practice Hannagain T. McMillan, Delhi	
7	Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India	

Unit-1: Photoshop: Advanced Image Editing [10 Lectures]
1.1   **Working with images:** Mixing, Selection marquee, Lasso, Magnetic lasso, feather
          Slice tool, Erase tool, Pen tool and image tracing Clone tool, Stamp tool

1.2   **Image Effects:** Editing, Burning, Dodging Smudge, Sharpen, Blur, Eyedropper, Choosing color Swatches, Color
          pick, Filters

1.3   **Working with Layers:** Layer basics, changing background, Gradient Moving linking aligning layers Applying
          Transformations Masking layers, Masks and extractions, Layer effects, Adjustment layers

1.4   **Wonders of Blend modes:** Blend modes, Advanced blending options Layer blends

1.5   **Fully editable text:** Text as art, Glyphs, Creative text Type mask tool, Image in text, Text to path and Direct
          selection Path selection (black arrow)

Unit-2: Adobe Illustrator: Vector based Drawing software   [10 Lectures]
2.1   **Introduction to Adobe Illustrator:** Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator,
          Different file formats

2.2   **Using text:** Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around
          Object, Linking Text to Objects

2.3   **Creating Simple designs:** Text based logo replication, Shape based logo replica, Creating new symbols, Fill
          colour, Outline colour, Weight and opacity

2.4   **Applying effects:** Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency,
          Creating Depth Effects and Power Clips

1.5   **Exporting in Illustrator:** Exporting, Types of export, Exporting for other softwares

Unit-3: InDesign Layout Software [08 Lectures]
3.1   **Introduction to Adobe In Design:** List the menus, List the tools, Palettes Benefits of using In Design,
          Application of In Design

3.2   **Text Edits in InDesign:** Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in
          different design formats, Text alignment with embedded images

3.3   **Using palettes:** Using palettes for different types of publications made in InDesign, Magazine in InDesign,
          Paragraph styles Newspaper in InDesign, Paragraphs type pallete, Text wrap pallet

3.4   **Colour correction in InDesign:** Embedding images in proper formats, Colour correction on the images,
          Adjusting according to the color tone of the publication

3.5   **Exporting Files:** Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.
Unit-4: Premiere Pro: Audio-visual: Advanced application [12 Lectures]
4.1   **Introduction to editing:** Editing importance, Great editing examples, Editing for different formats
          (film/ad/news/etc.)

4.2   Exploring Premiere Pro: How premiere helps in editing, Understanding the toolbar, importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)

4.3   Right application of various file formats: Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, performing video checks while editing Using inbuilt transitions

4.4   Using colour grading: What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying pre-sets on layers for editing

4.5   Exporting and rendering: Exporting in different formats, choosing right formats for exposing, managing quality while exporting, Rendering and maintain file format, improving quality and time to render techniques

Unit-5: Adobe Dreamweaver: Web designing software [08 Lectures]
5.1   Introduction to Dreamweaver: Workspace overview, Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector, Defining website in Dreamweaver

5.2   Working with Dreamweaver: Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW
5.3   Linking pages: Using DW to accomplish basic web page development, Page properties
Title, Background image, BG color, Text color, Links
5.4   Using tables: Cell padding, cell spacing, Border, Table basics: Colour BG in cell, Invisible tables, changing span,
5.5   Typo in DW: Changing Font typefaces, size, style, colours Text to hyperlink

Self-Learning topics (Unit wise)	
Unit	Topics
1	

Online Resources	
1	**Computers and Multimedia (II):** Computer Applications for Mass Media: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/121

	Reference Books	
Sr. No.	Title Author/s Publisher	Edition Year
1	Photoshop Bible Mc Leland Willey Publication	
2	Corel Draw Practical Learning: BPB Publication	
3	Quark Express-9: Prepress Know-How Noble Desktop Teachers	
4	Desktop Publishing with Quark 10 Kindle version	
5	Digital Music and Sound Forge Debasis Sen BPB Publications	