



HSNC University Mumbai

(2021-2022)

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

2021-2022

Semester III & Semester IV

Section A

Outline of Choice Based Credit System as outlined by University Grants Commission:

R. 10001: The Definitions of The Key Terms used in the Choice Based Credit System introduced from The Academic Year 2020-2021 are as under:

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:** 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 an 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 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** in 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 a project work, and a candidate studies such a course on her/his own with an 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 lieu of a discipline specific elective paper.

2.3 **Generic Elective (GE) Course:** An elective course chosen from an unrelated discipline/subject, with an intention 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 other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement 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.

Choice Base Credit System

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 provides more flexibility for the students.

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 study.

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. A number of linked courses considered together are in practice, a 'program'.

Bridge Course:

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

Module and Module:

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 Module. Each course should have exactly 5 Modules.

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, field work, 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 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.

Credit Point:

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning Lectures deemed for a certain segment of learning. These learning Lectures 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 course always pay attention to how many Lectures it would take for a learner to complete a single course successfully. A single course should have, by and large a course may be assigned anywhere between 2 to 8 credit points wherein 1 credit is construed as corresponding to approximately 30 to 40 learning Lectures.

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 course. Thus, a learner who successfully completes a 4 CP (Credit Point) course may be considered to have collected or acquired 4 credits. 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.

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. 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.

Credit Transfer:

(Performance transfer) When a learner successfully 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.

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 are applicable to Program of Humanities under faculty of Mass Media, unless and otherwise specified.

O. 1

Minimum duration of the BAMMC 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 successfully completes 120 credits of the programme in period of 3 to 6 years from the year of enrollment 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 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 transfer of credits or performance will be based on number of credits that a learner has to complete for award of the degree.**

R10002Credits 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.

R10003 The Scheme of Teaching and Examination:

The Scheme of Teaching and Examination shall be divided into THREE components, SELF LEARNING, Internal assessment and External assessment (semester end examination) for each course of the program.

1) **SELF LEARNING** Assessment. Some methodology has been described in Definition of Self Learning. However Subject Teacher is authorized to devise newer methods of evaluation, which must essentially be documented and circulated through mail or written circular to the learners at least 7 days prior to its implementation. 10% of the marks shall be allocated for Self-Learning assessment.

2) **Internal Assessment** includes Assignments, Seminars, Core Practical, Practical, Commutative Test, Practical Record, Module Tests etc. Subject Teacher is authorized to devise newer methods of evaluation, which must essentially be documented and circulated through mail or written circular to the learners at least 7 days prior to its implementation. For each course, there is a passing minimum for internal Assessment as 40% (12 out of 30 marks).

3) **Semester End Examination** 60% (24 out of 60 will be passing marks) overall 40% (40 out of 100 will be passing marks).

Section B

R. 20001 Passing Standard and Performance Grading:

PASSING STANDARD:

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 30% marks (i.e. 12 out of 30) in the Internal Assessment and 70% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

PERFORMANCE GRADING:

The Performance Grading of the learners shall be on the TEN-point ranking system as under:

Grade	Marks Grade	Points
O+	90 & above	10
O	80 to 89.99	9
A+	70 to 79.99	8
A	65 to 69.99	7
B+	60 to 64.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F	(Fail) 39.99 & below	1

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

R.20002 Carry Forwards of Marks: In Case of A Learner Who Fails In The Internal Assessment And /Or Semester End Assessment In One Or More Subjects:

1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall re-appear for the Semester End Examination of that course. 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 course shall re-appear for the Internal Examination of that course. 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.

R. 20003 ALLOWED TO KEEP TERMS (ATKT):

a. A learner shall be allowed to keep term for Semester II irrespective of number of heads 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 who fails in not more than two courses of Semester I and Semester II taken together.

c. A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III. However, the learner shall pass each course of Semester I and Semester II in order to appear for Semester IV.

d. A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV

OR

Learner shall pass Semester I and Semester II and fails in not more than two courses of Semester III and Semester IV taken together.

e. A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V. However, the learner shall pass each course of Semester III and Semester IV in order to appear for Semester VI.

f. The result of Semester VI of a learner, in regular program, shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

g. The result of Semester VI of a learner, in Honours program, shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V and additional.

R.20004 ADDITIONAL EXAMINATION:

INTERNAL ASSESSMENT:

Eligibility norms to appear for the additional class test or assignment or project for learners who remained absent:

a. The learner must apply to the Head of the Institution / School / Department giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.

b. If the learner is absent, on sanctioned leave from head of Institution / School / Department, for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized university or state or national or international bodies, NSS / NCC Events / Camps / cultural activities / sports activities / research festival or any other activities authenticated by the head of the institution, the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

c. The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

Class test or assignment for Internal Assessment:

- a. A learner who is absent for the class test and for all the assignment/s will be declared fail in the Internal Assessment Scheme.
- b. A learner who is absent for the class test and has appeared for all the assignment/s will be allowed to appear for the additional class test
- c. A learner who has appeared for the class test but remains absent for all the assignment/s will be allowed to appear for only one additional assignment.

d. A learner who is absent for the class test or one assignment as the case may be the learner will be allowed to appear for the additional class test/assignment.

The Additional Class Test (or viva examination) or Assignment must be conducted 15 days prior to the commencement of the Semester End Examination after following the necessary procedure and completing the formalities.

SEMESTER END EXAMINATIONS

Eligibility to Appear for Additional Semester End Examination:

a. A learner who does not appear i.e. remains absent 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 Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.

The additional Semester End Examination shall be of two and half Lectures duration and of 70 marks. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed.

MODE OF CONDUCT OF SEMESTER END ADDITIONAL EXAMINATION:

a) There will be one additional examination for semester I, II, III and IV for those who have failed or remained absent.

b) The absent learner will be allowed to appear for the examination by the head of the institution after following the necessary formalities subject to the reasons to the satisfaction of the head of the institution.

c) This examination will be held 20 days after the declaration of results but not later than 40 days.

PROJECT EVALUATION

1. A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project till he/she secures a minimum of grade E.
2. The credits and grade points secured by him/her in the other courses will be carried forward and he/she shall be entitled for grade obtained by them on passing of all the courses.
3. The evaluation of project and viva/voce examination shall be done by marks only and then it will be converted into grade in the Ten-point scale and award the same to the learner.
4. A learner shall have to obtain minimum of grade E (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 30% marks in project work.

R.*: Grade Cum Marks Cards:**

The result gazette and the format of the Grade Cards for the semesters conducted by colleges on behalf of the University will be uniform for all the Colleges / Institutions as indicated in the manual for the faculty.

R.*: Semester wise Credit allocation:**

Course	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V	Sem-VI	Total credit
BAMMC	20	20	20	20	20	20	120

R.*** GRACING:** The gracing shall be carried out as per existing ordinances of the University in force.

R.*: Question Papers Setting, Assessment Pattern:**

1. The question papers shall be set and assessed by the teacher, teaching the course. If the course is taught by more than one teacher, the question paper shall preferably be set jointly and assessment of the sections / questions shall be done by the respective teacher.
2. The College authorities may request the teachers from other institutes teaching the course to set the question paper and/or assess the answer papers. However, for such actions the university authorities may seek proper reasons and justifications from the concerned Head of the Institute.
3. The question paper set by the college in different courses shall be forwarded to the University within 15 days of the declaration of the results for the semester for being placed before the respective Board of Studies, which shall report their observations to the Academic Council and inform the observations of the Board and the Academic Council to the concerned colleges.

R.*: Centralized Assessment:**

The entire work of assessment of the answer papers at the Semester End Examinations shall be centralized within the premises of the concerned college as per the provisions of the University Act and shall be open to inspection by the University. The College can appoint a Committee of 5 members to plan and conduct the CAP Center to ensure smooth, efficient and effective conduct of CAP and Completion of the Assessment.

R.*: Verification and Revaluation:**

Shall be as per the existing ordinances and regulation / & Vice Chancellor's Directive of the University.

R.** Ex-student:** Learners who are declared failed, on account of failure at the Internal Assessment and/or Semester End Examinations or who have been allowed to keep terms for the higher class shall appear as ex-student for the Internal Assessment and/or the Semester End Examination in the failed course at the examinations held by their respective college. Examination for the ex-students will be held at least 15 days prior to the Semester End Examination of the next Semester as per the pattern of the course in the respective (failed) semester examination. The examinations for the ex-students shall be held in every semester.

R.** College Examination Committee:** The College Examination Committee shall consist of not more than 10 members, nominated by the Principal / Head of the Institute. One of the members shall be the Chairman of the Committee. The Committee will act as the custodian and shall be In-charge of all the matters pertaining to the Internal Assessment, Semester End Examination of regular as well as ex-students for all the examination at Semester I to IV and for the Internal Assessment for Semester V and VI including preparation of time table, setting of the question paper, arrangement for assessment of the answer books, the declaration of the results, attending to and resolving the grievances/queries of the learners which are not part of Unfair Means Inquiry Committee, keeping records of the assessment of all the assessments and examinations, scrutiny of the student's eligible to appear for the additional examination and any other matter pertaining to the conduct of the additional and examination for the ex-students. The committee shall work as per the rules & regulation of the University and under the superintendent of the Principal/ Head of the Institution but as per direction of University Examination authority from time to time.

R.** College Unfair Means Inquiry Committee:** The College Unfair Means Inquiry Committee as per the prevailing ordinances of the University. The term of the committee shall be for five years subject to the provision of the Maharashtra Universities Act. The proceedings and working of the committee shall be maintained in the form of documents and minutes.

R.** Sets of Question papers:** Three different sets of question papers shall be drawn with the model answer paper and assessment scheme per course for every Semester End Examination one of which shall be used for the regular examination, the second set can be used for the additional examination and the third set can be used for the examination for the ex-student. Similarly, two sets of question papers shall be drawn for every test/assignment conducted per course one of which shall be used for the examination and the other for the additional examination.

R.** Remuneration to Paper Setters / Examiners / Teaching and Non-**

Teaching Staff: The remuneration payable to the paper setters and examiners will be as prescribed by the University Statute from time to time. The remuneration payable to the teaching and non-teaching staff appointed for the conduct of the examinations will be as per the rates prescribed by the University for the conduct of the Third Year Examinations by the University in the concerned faculty

R.*** GRACING:** The gracing shall be carried out as per existing ordinances of the University in force

O.***: - Grace Marks passing in each head of passing:** Grace Marks passing in each course/ head of passing (Theory/ Practical/ Oral/ Sessional/ TW/ External / Semester End Exam / Internal Assessment) The examinee shall be given the benefit of grace marks only for passing in each course / head of passing (Theory / Practical / Oral / Sessional/ TW) in External / Semester End Examination or Internal Examination Assessment as follows:

Head of Passing	Grace Marks Upto
Upto- 50	2
051 - 100	3
101 - 150	4
151 - 200	5
201 - 250	6
251 - 300	7
301 - 350	8
351 - 400	9
401and above	10

Provided that the benefit of such gracing marks given in FMM courses head of passing shall not exceed 1% of the aggregate marks in that examination. Provided further that the benefit of gracing of marks under this Ordinance, shall be applicable only if the candidate passes the entire examination of semester / year. Provided further that this gracing is concurrent with the rules and guidelines of the UGC.

O.***: -Grace Marks for getting Higher Class / Grade**

A candidate/learner who passes in all the subjects / courses and heads of passing in the examination without the benefit of either gracing or condonation rules and whose total number of marks falls short for securing Second Class /Higher Second Class/ First Class or next Higher Grade by marks not more 1% of the aggregate marks of that examination or up to 10 marks, whichever is less, shall be given the required marks to get the next higher or grade as the case may be.

Provided that benefits of above-mentioned grace marks shall not be given, if the candidate fails to secure necessary passing marks in the aggregate course / head of passing also, if prescribed, in the examination concerned.

Provided further, that benefits of above-mentioned grace marks shall be given to the candidate for such examination/s only for which provision of award of Class / Grade has been prescribed.

Provided further that this gracing is concurrent with the rules and guidelines of the UGC.

O.**Grace Marks for getting distinction / Grade 'O' inthe subject / course only.**

A candidate/learners who passes in all the Courses or Subjects/ Heads of passing in the examination without benefit of either gracing or condonation rules and whose total number of marks in the courses/ subject/s falls short by not more than three marks for getting Grade 'O'/ distinction in the courses / subject/s respected shall be given necessary grace marks up to three (03) in maximum two subjects, courses subject to maximum 1% of the total marks of that Head of Passing whichever is more, in a given examination.

Provided that benefits of above-mentioned grace marks shall not be given to the candidate only for such examination/s for which provision for distinction in a course /subject has been prescribed.

O.*** Condonation**

If a candidate/learner fails in only one course/ head of passing, having passed in all other courses/ heads of passing, his/her deficiency of marks in such head of passing may be condoned by not more than 1% of the aggregate marks of the examination or 10% of the total number of marks of that course / head of passing in which he/she is failing, whichever is less. However, condonation, whether in one head of passing or aggregate head of passing be restricted to maximum up to 10 marks only.

Condonation of deficiency of marks be shown in the Grade Card/ Statement of Marks in the form of asterisk and Ordinance number. Provided that this condonation of marks is concurrent with the rules and guidelines of UGC.

O.*** Moderation**

1. The Moderation System shall be application to all the faculties for Under Graduate and Post Graduate Semester End Examination / External Theory Examination.

2. 100% moderation of the answer book shall be carried out in the case of candidates failing by 10% of marks of the aggregate marks of that course / paper.

3. In case of FMM course, 100% moderation shall be carried out in case of candidates obtaining 70% and above marks or Grade 'O'.

4. The moderation of answer books of at least 5% of total number of candidates obtaining marks between Grade 'E' / minimum passing marks and marks required for Grade 'A' and above First Class/ distinction shall be carried out on random sample basis.

5. One moderator shall be appointed per five examiners. However, Chairman, Board of paper setters will act as the moderator, where there are less than five examiners.

6. Moderation work shall be carried out simultaneously with the central assessment of answer books at CAPs.

7. Where marks awarded by the moderator vary from those awarded by original examiner, the marks awarded by the moderator shall be taken as final.

8. University shall formulate detailed scheme of moderation on the basis of guidelines given above.

O.***: Vigilance Squad**

1. The Vigilance Squad/s of not less than three and not more than four members shall be appointed by the Vice Chancellor to visit the Centers of University Examinations to:

i. Ensure that the University Examinations are conducted as per norms laid down.

ii. Observe whether the Senior Supervisors and Block Supervisors are following scrupulously instructions for conduct of the University Examinations.

iii. Check the students who try to resort to malpractices at the time of University Examinations and report such case to the University.

2. The Vigilance Squad is authorized to visit any Examination Centre without prior intimation and enter office of the In-charge of the Examination Centre to check the record and other material relating to the conduct of Examination. They can enter in any block of Examination for checking the candidates identify card, fee receipt, hall tickets etc. to ascertain the authenticity of the Candidate. The Vigilance Squad shall e authorized to detect use of malpractices and unfair means in the University Examination.

3. The Vice Chancellor shall appoint Vigilance Squad which may include: Senior Teachers of Affiliated College/Recognized Institution/ University Departments /Teachers and desirably one lady teacher; and any other person as the Vice Chancellor considers appropriate.

4. The Chairman of Vigilance Squad/s shall submit the report on surprise visit directly to the Vice Chancellor with a copy to the concerned Principal. The Vigilance Squad/s may make suggestions in the matter of proper conduct of examinations, if necessary.

5. The Principal of the College where the center of examination is located shall be responsible for the smooth conduct of examination. He/ She shall ensure strict vigilance against the use of unfair means by the students and shall be responsible for reporting such cases to the University as well as the law of enforcing authority.

O.***Amendments of Results**

1)**Due To Errors** In any case where it is found that the result of an examination has been affected by errors, the Controller of Examinations shall have power to amend such result in such manner as shall be in accordance with the true position and to make such declaration as is necessary, with the necessary approval of Vice Chancellor, provided the errors are reported / detected within 6 months from the date declaration of results. Errors detected thereafter shall be placed before the Board of Examinations.

Error Means: -

i) Error in computer/data entry, printing or programming and the like.

ii) Clerical error, manual or machine, in totaling or entering of marks on ledger/register.

iii) Error due to negligence or oversight of examiner or any other person connected with evaluation, moderation and result preparation.

2. Due to fraud, malpractices etc.

In any case where the result of an examination has been ascertained and published and it is found that such result has been affected by any malpractices, fraud or any other improper conduct whereby an examinee has benefited and that such examinee, has in the opinion of the Board of Examination been party of privy to or connived at such malpractice, fraud or improper conduct, the Board of Examination shall have power at any time notwithstanding the issue of the Certificate or the award of a Prize or Scholarship, to amend the result of such examinee and to make such declaration as the Board of Examination considers necessary in that behalf.

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Section C

Bachelor of Arts in Multimedia and Mass Communication

Part 1 - Preamble

The Mass Media Department at KC College of the H(S) NC Cluster University has four integrated programs that have been designed to cater to students who wish to pursue a career in different media both at the undergraduate & Post graduate levels. Students will be trained in several disciplines as they progress in the different programs.

Program offered by the Department:

Two Undergraduate programs:

- a. BAMB- Bachelor of Arts in Mass Media
- b. BAFTNMP -Bachelor of Arts in Film, Television & New Media Production

Two Post graduate Programs:

- a. MACJ- Master of Arts in Communication & Journalism
- b. MAEMA- Master of Arts in Entertainment, Media & Advertising

Relevance of the Programs:

The programs are relevant in today's academic sphere as, the Media landscape has changed a lot in the last two decades and the program needs to keep up with the times.

1. Traditional media has changed both in presentation & content
2. Internet has become more accessible and more people are using it for accessing information, exchanging communication & entertainment.
3. Media convergence has grown and with it there is more integration across media:
 - a. Increased viewership of Films & TV content across platforms
 - b. Boom of radio and digital audio platforms.
 - c. Growth of Transmedia
4. International Relations is a relevant area of interdisciplinary study and today's time

Program Objectives

1. Encourage critical thinking, professional writing skills and effective oral communication.
2. Careers in Media- Advertising, Public Relations, Journalism, Film, New media, Radio & Television or for Post graduate studies.
3. Professional skills for careers in Entertainment & New media.
4. To understand the theory & practical application of communication research methods in Media texts, audiences & Transmedia production.
5. To appreciate the finer aspects of design & aesthetics in Media
6. The syllabi for the two undergraduate programs is for three years: **FYBAMM and FYBAFTNMP**
7. The Syllabi for the two post graduate programs is for two years: **MACJ and MAEMA**

Learning Objectives

The programs enable students to learn:

1. Global awareness of political, social, Environmental and corporate issues.
2. To deal with issues- sensitively, cognitively & compassionately
3. The foundation, process, and practices of writing & be proficient in the same in different media.
4. The foundation, process and nuances of filmmaking across platforms & be proficient in the same.
5. To conceptualize, design, and produce content aesthetically.
6. To acquire the knowledge, skills, and values that prepare them for future careers.

Learning Outcomes:

The learning outcomes involve both understanding the theoretical perspectives and practical applications.

1. To equip the students to appreciate the interdisciplinary nature of the programs.
2. To develop a global awareness of political, social and environmental issues through different media.
3. To comprehend the economics of the media industry, regulatory constraints, Ethical concerns, The Indian & global role of Intellectual property Rights.
4. To prepare students for a variety of careers in Business & industry including - Print, Broadcast, Films, New Media, Media Research.
5. To groom the students to be responsible media professionals.

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.

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.

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

Part 2 - The Scheme of Teaching and Examination

Semester - III

Sr. No.	Choice Based Credit System		Subject Code	Remarks
1	Core Course		UHFMM301 UHFMM302 UHFMM303	
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	
3	Ability Enhancement Compulsory Courses (AECC)		UHFMM304 UHFMM305	
	Skill Enhancement Courses (SEC)		UHFMM306	
UHFMM - Undergraduate Humanities Faculty of Mass Media				

First year Semester -I Internal and External Assessment Details

Sr No	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks	
			Mod ules	S L	L	P	CR	SLE	TA	CT	SEE	PE		
1	UHFMM301	Introduction to Culture Studies	4	20 %*	4	-	4	10	20	10	60	-	100	
2	UHFMM302	Introduction to Film Studies	4	20 %*	4	-	4	10	20	10	60	-	100	
3	UHFMM303	Introduction to Media Studies	4	20 %*	4	4	4	10	20	10	60	-	100	
4	UHFMM304	Introduction to Public Relations	4	20 %*	4	-	4	10	20	10	60	-	100	
5	UHFMM305	Theatre and Mass Communication	4	20 %*	4	-	4	10	20	10	60	-	100	
6	UHFMM306	Introduction to Creative Writing	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**

SL	Self-Learning
L	Lectures
P	Practical
CR	Credits
SLE	Self-Learning Elective
CT	Class Test
TA	Tutorial Assignment
SEE	Semester End Examination
PE	Practical Evaluation

Sr No	Subject Code & Title	Subject Module Title		Lectures (50 min)	Total Lectures	Credits	Total Marks
1	UHFMM-301 Cultural Studies	1	Introduction to Cultural Studies	08	48	4	100 (60+40)
		2	Theories in Culture Studies	08			
		3	Culture and Society: Construction of Culture and Conditioning of Culture	10			
		4	Cultural Studies , Globalization& Popular Culture	08			
		5	Transmission of Culture	08			
			SLE	06			
2	UHFMM-302 Film Studies	1	History and Early Cinema	08	48	4	100 (60+40)
		2	Film Appreciation and Production	08			
		3	Major Film movements, filmmakers & their impacts	10			
		4	Indian Cinema	10			
		5	Evolving cinema culture and other avenues of cinema	06			
			SLE	06			
3	UHFMM-303 Media Studies	1	Introduction to Media Studies	08	48	4	100 (60+40)
		2	Early Effects & Limited Effects Theories	08			
		3	Cultural and Critical Theories, Media & Society	10			
		4	Theories related to New Media	08			
		5	Audience Theories	08			
			SLE	06			
4	UHFMM-304 Public Relations	1	Definition, Concepts and Types	10	48	3	100 60+40
		2	Role of Public Relations in different sectors	08			
		3	Professional Standards & Code of Ethics	06			
		4	Behavioural Patterns for improving Public Relations	08			
		5	PR for The Stakeholders	10			
			SLE	06			
5	UHFMM-305 Theatre & Mass Communication	1	History of Drama, Dramatic Literature and Theatre	10	48	3	100 60+40
		2	Design - Stagecraft and Theatre Techniques	08			
		3	Preparation and Reading	12			
		4	Role of Playwrights	06			
		5	Role of Theatre in mass communication	06			
			SLE	06			
6	UHFMM-306 Creative Writing	1	Formal aspects of Short stories	10	48	4	100 60+40
		2	Formal aspects of Poetry	08			
		3	Formal aspects of Drama	08			
		4	Adaptation of short stories into screen plays	10			
		5	Critique	06			
			SLE	06			
			TOTAL			22	600
Lecture Duration - 50 Minutes (48 sessions)							

Part 3:Detail Scheme Theory

I Year Semester – I Modules – Topics – Teaching Lectures

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

UHFMM-301 Introduction to Cultural Studies

(Total Lectures: 48)

Objectives:

1. To create awareness of cultural theories and its relevance in media
2. To discuss the importance of cultural studies and its role& impact in mass media.
3. To enable the student to cultivate cultural sensitivity

Module-1: Introduction to Cultural Studies[08Lectures]

1.1 Evolution, Need and Significance of Cultural studies.

1.2 Key Concepts in Cultural Studies–Representation, Materialism, Non-reductionism, Articulation, Power, Popular Culture, Texts and Readers, subjectivity and Identity.

Module -2: Theories in Culture Studies[08Lectures]

- 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
-

Module -3: Culture and Society[10Lectures]

3.1 Construction of Culture:

- Social
- Economic
- Political
- Religion
- Technology

3.2 Culture and Conditioning, Representation & Re-representation

- Language
- Gender
- Class
- Race

Module-4: Cultural Studies and Globalization[10Lectures]

4.1 Global flows and trends::

- Global economic Flow

- Global Cultural Flows
- Homogenization and Fragmentation,
- Glocalization
- Creolization
- Globalization and Power

4.2 Popular Culture and its impact on Globalization:

- Popular Culture – Trends, Transformation and its Impact on Society
- The Commodification of Culture and its Impact on Life Style
- Effect of - McDonalds, Coca Cola , Facebook and Instagram on an International Audience
- Urbanism, Travel
- Effect on certain age groups, CommModuleies

Module-5:Role of New Media and Social MediaNetworks in transmission of Culture- [10 Lectures]

- Storytelling through Transmedia
- Audio and Video streaming platforms
- Gaming

SLE- To be decided by faculty

(06)

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

Online Resources	
1	

References:

Sr. No.	Title and Publisher
1.	Cultural studies reader - Simon Durring
2.	Key Concepts in Cultural Theory –Edgar and Sedgwick
3.	An Introduction to Cultural Theory and Popular culture –John Storey
4.	Orientalism –Edward Said
5.	Doing Cultural Studies –The story of the Sony Walkman----Paul Du Gay, Stuart Hall
6.	Cultural Imperialism –A Critical Introduction –John Tomlinson
7.	Production Of Culture /Cultures of Production – Paul Du Gay
8.	Articles by Gauri Vishwanathan, Sharmila Rege and Gangadara
9.	Keesing, Cultural Anthropology
10.	Lienhardt, Godfrey, Social Anthropology
11.	Baran; Introduction to Mass Communication
12.	Bronowski, J; Ascent of Man

- Objectives:**
- 1. To understand and appreciate the History and rich legacy of Indian Cinema**
 - 2. To appreciate the works of international directors and their contribution to Cinema**
 - 3. To understand the current scene and changing trends in Indian Cinema**

Module -1: History and Early Cinema[08Lectures]

- 1.1 History of Cinema.
- 1.2 Birth of Visual Art.
- 1.3 Understanding the Language of Cinema.
- 1.4 Transition from Documentary to Feature Films
- 1.5 Early Years (1895-1919) World and India.
- 1.6 The Silent Era (1920-1931)
- 1.7 Early Sound Era (1930-1939)
- 1.8 The developmental stage (1940-1950)

Module -2: Understanding the aspects of Film Appreciation and Production[08Lectures]

- 2.1** Grammar, Technology and Art: Director - the captain, Writer the back bone.
- 2.2** Mise -en-Scene and Creating Meaning through editing and sound
- 2.3** From script to screen: Pre-production, Production, Post Production, Distribution, Promotion

Module -3: Major Film movements, filmmakers & their impact [10 Lectures]

- 3.1** Hollywood Cinema-Brief history of Hollywood, Star system, Academy Awards, global audience of Hollywood cinema
- 3.2** Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica
- 3.3** French New Wave- Cahiers du cinema, auteur theory, works of Jean-Luc Goddard and Truffaut
- 3.4** Japanese cinema- Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki etc.
- 3.6** Animation

Module -4: Indian Cinema [10 Lectures]

- 4.1** Hindi Mainstream cinema (Commercial)
The Angry Young Man
The Indian Diaspora and 'Bollywood'
The Superstar System
Contemporary Bollywood Cinema
Globalisation and Indian Cinema, The multiplex Era
Studio System
Indian Cinema in the OTT era
- 4.2** Golden era of Indian Hindi Cinema: Important work of Bimal Roy, Guru Datt, Raj Kapoor, V. Shantaram, Satyajit Ray, Hrishikesh Mukherjee
- 4.3** Indian New Wave cinema: Mrinal Sen, Mani Kaul, Girish Kasaravalli, MS Sathyu
- 4.4** Parallel cinema: Contribution of ShyamBenegal, Govind Nihlani, Gulzar, Mani Kaul, etc

4.5 Regional Films and Film makers Marathi (V. Shantaram), Bengali (Satyajit Ray/RitwikGhatak), Malayalam/Tamil/ Telugu/ Kannad, (Film makers K. Balachandar, K. Vishwanath, AdoorGopakrishnan) and modern Indian regional filmmakers

4.6 Global Indian Cinema

Module -5:Present day cinema, the evolving cinema culture and other avenues of cinema[06Lectures]

5.1 Celluloid to Digital (1990-1999) and Digital Explosion (2000 onwards)

5.2 The era of OTT and on-demand streaming

5.3 Film Viewing Culture.

5.4 Film festivals, Markets, Awards-season

5.5 Film and Censorship.

5.6 Films as an identity

5.7 Film Criticisms and reviewing

SLE- To be decided by faculty

(06)

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

Online Resources	
1	

Sr. No.	Title Author/s Publisher
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References:

Sr. No.	Title & Publisher
1.	Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California,
2.	Gaston Roberge; Chitra Bani : A Book on Film appreciation
3.	Cherry Potter, Secker & Warburg Image, Sound and story – The art of telling in Film; 1990
4.	Gaston Roberage; The Ways of Film Studies; Ajanta Publications;1992
5.	Gerald Mart; A short history of the Movies, The University of Chicago Press 1981
6.	Erik Barbouw & S.Krishnaswamy; Indian Film; Oxford University, Press, 1980
7.	Torben Grodal; Moving Pictures; Oxford University Press, 1997

Objectives:

1. To expose students to the well-developed body of media theory and analysis
2. To foster analytical skills that will allow them to view the media critically

Module -1: [08 Lectures]

1.1 Introduction to Media Studies

- Definition
- Three questions of Media
- Four kinds of Media Theory
- Four Eras of Media Theory
- Media Theories based on: Effects, Content and Audience

1.2 Media Studies as an Interdisciplinary Approach

- Media Studies as a Social Science
 - Karl Marx
 - Juergen Habermas
 - Stuart Hall
- Karl Lazarsfeld
 - Michel Foucault- Power and Authority
 - Marshall McLuhan

Module -2: [08 Lectures]

2.1 Early Effects Theories

- Mass society Theory
- Propagandistic theories
- Normative Theories

2.2 Limited Effects Theories

- Direct effects
- Lazarsfeld's Two step flow Theory
- Carl Hovland's Attitude Change Theory
- Lazarsfeld - Hovland Legacy
- Robert Merton's Middle range Theory
- Joseph Klapper's Phenoministic Theory

Module -3: [10 Lectures]

3.1 Cultural and Critical Theories

- Emergence of Critical and Cultural theories
- Marxism
- The Frankfurt School
- Political Economy
- British Cultural School
- Raymond Williams' Technological Determinism

3.2 Media and Society

Relevance of Semiotics theory on Audience
Harold Innis' Bias of Communication
Bernard Cohen's Agenda Setting
Marshall McLuhan- Extension of man, Global village

Module -4: [08 Lectures]

4.1 Theories related to New Media:

New Media theory
Media Convergence Theory
Henry Jenkins Participatory Culture
Marshall McLuhan- Extension of man, Global village

Module -5: [08 Lectures]

5.1 Audience Theories

Introduction to Audience Theory
-Types of Audiences - Active, Passive
- Uses and Gratification
- Stuart Hall's Audience Reception
- Dependency Theory
- Cultivation Theory and Psychoanalytical Theory

SLE- To be decided by faculty

(06)

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

Online Resources	
1	

Sr. No.	Title Author/s Publisher
Sr. No	Title and Author
1.	McQuail, Denis (ed.). McQuail's Reader in Mass Communication Theory. Sage Publications
2.	Branston, Gill, and Roy Stafford. The Media Student's Book. Routledge.
3.	Rayner, Philip, Peter Wall, and Stephen Kruger. AS Media Studies: The Essential Introduction. Routledge.
4.	Baran, Stanley J. Introduction to Mass Communication. McGraw Hill Higher Education
5.	Dominick, Joseph R. Dynamics of Mass Communication. Mcgraw-Hill
6.	Williams, Raymond. Television: Technology and Cultural Form. Routledge.
7.	McLuhan, Marshall
8.	Baran and Davis; Mass Communication theory; (2000); Thomas - Wadsworth
9.	Fiske; Introduction to Communication Studies; (1982)
10.	Infante, Rancer and Womack; Building Communication Theory; 2nd edition; (1993) Waveland Presberger; Media Analysis Techniques
11.	https://www.globalmediajournal.com/open-access/media-globalization

Objectives: To familiarize the student with the concept of Public Relations and its role in the world of business and commerce.

Module-1: Definition, Concepts and Types[10Lectures]

- 1.1 Definition, concept and use of Public Relations & Communications for:
an individual
a group
- 1.2 Internal PR & External PR-The various stakeholders to which PR person is responsible - Consumer, Shareholder, Government, Employee, General Public.
- 1.3 Public Relations & related fields like Advertising, Marketing, and Journalism.
Strategies of PR and current Industry Scenario
Press Release
Press Conference & Other media tools used.

Module-2:[08Lectures]

Role of Public Relations in different sectors

- PR in Manufacturing Sector
- PR in Services sector – Public & Private.
- PR in Non- profit Organizations.
- Relevant Case Studies from each sector
- Financial PR

Module-3:[06Lectures]

Professional Standards & Code of Ethics

- Need to establish professional standards
- Code of Ethics in Public Relations
- Guidelines for ethical practice
- Code of ethics of the American PR Association.
- PRSI(Public Relations Society of India)

Module-4:[08Lectures]

Behavioural Patterns for improving Public Relations

- 4.1 An Overview of the following
 - Understanding laws governing commercial enterprises
 - Study, research & understanding of business of employer
 - Evaluation and adaptability to corporate culture
- 4.2 Understanding socio- economic issues, political issues, and legal/ commercial issues impacting on business.
 - Understanding Transactional Analysis and its relevance to Public Relations.
- 4.3 Creating conditions& tools to improve strategies of communications.

4.4 Brief Introduction to Corporate Communication

Module-5:[10Lectures]

5.1 Strategies for catering to Stakeholders:

Understanding the Consumer & keeping him informed

Understanding the Media and the handling of Media Relations

5.2 Crisis Management with case studies. Developing crisis handling techniques,

special context with specific instances like Natural Calamities, Air Crash

Specific situations and Case studies in Media organizations

SLE- To be decided by faculty

(06)

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

Online Resources	
1	

References:

Sr. No	Title and Author
1.	A Handbook of Public Relations and Communication – Leslie Philips
2.	Handbook of Media & Public Relations – Judith Ridgway
3.	This is PR-the realities of Public Relation – Newson Turk. Kruckeberg (Thomas Asia PTE Ltd)
4.	Dynamics of public Relations – Arya Ashok – Manas Publication, Delhi
5.	Corporate Public Relation – K.R.Balan – Sterling
6.	The profession and the practice, Brown and Benchmark – Baskin Otics, Craig Aronoff, Dan Lattimore, Public Relations-(A Times Mirror Company),1997
7.	Effective Public Relations – Cutlip& Center
8.	A practical Handbook of Public Relations – Cole Robert
9.	Introduction to Mass Communication – Emery, Ault & Gee
10.	Public Relations Today – Ghosh Subin
11.	The Practice of Public Relation – Howard Edward
12.	Public Relations in India – Kaul J.M.
13.	Teach Yourself Public Relations – Lloyd Herbert
14.	Making it in Public Relations – Mogel Leonard – Collier Books Macmillan Publishing Company

UHFMM-305 Introduction to Theatre and Mass communication (Lectures: 48)

- Objectives:** 1. To introduce the concept of Theatre as a medium of Mass Communication
2. To understand the nuances of theatre

Module -1:[10Lectures]

History -Dramatic Literature and Theatre History

1.1 Study of the origin of theatre, history and growth

1.2. Theatre as a medium of mass communication

1. 3. Theatre as a benefit to improving language skills

1.4. Study of traditions and forms:

1.4.1 Indian:

Natya Shastra and Classical Indian Theatre, Navarasa, Nayaka- Nayika Bhed,Trilogy –Natya –Nritta -Sangeet
Study of some of the important Sanskrit playwright- Kalidasa ,Bhasa, Shudraka, Kootiyattam and Folk(Jatra,
Pandavani, Tamasha, RamLila, Yakshagana, Swang, Therukoothu, Bhawai, Dashavatar,etc)

Growth of Indian Regional and Modern(Experimental) Theatre

1.4.2 Asian Theatre (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera)

1.4.3 Ancient Greek: Aristotle's Poetics Comedy, Tragedy, Satyr Chorus

1.4.3 European: Commedia D'elleArte and Renaissance. French Baroque theatre.

Module -2:Design - Stagecraft and Theatre Techniques[08Lectures]

1. Theatre architecture and set design(Detailed study of Amphitheatre,

2. Natyamandapam etc. Types of stages (.proscenium, arena, thrust, end etc.)

3. Costume design: study of elements of color ,textures, shapes and lines

4. Lighting and special effects: light sources, use of modern light equipment, planning and designing light

5. Make up

Module -3:Preparation and Reading

[12Lectures]

1. Mind:

Recalling experiences, talking about daily observations, collecting news clips, stories, poemsetc which may inspire theatre and enactment, increasing concentration, activities to enable ideation and improvisation

2. Body:

Simple rhythmic steps to instill grace and agility, Mime etc

3. Voice:

Narration of poems, understanding meter and tempo, weaving stories, using intonation and modulation

4. Western: (Select any 1)

Romeo and Juliet / Hamlet – William Shakespeare

Long Day's Journey Into Night –Eugene O'Neil

Death of a Salesman – Arthur Miller

Oedipus Rex - Sophocles

Angels in America - Tony Kushner

The Glass Menagerie – Tennessee Williams

Look Back in Anger – John Osborne

5. Indian: (Select any 1)

Yayati – Girish Karnad

Taj Mahal Ka Tender –Ajay Shukla

Ashad ka ek Din– Mohan Rakesh

Shantata! Court ChaluAhe (1967; “Silence! The Court Is in Session”) /Sakharam Binder (1971).Vijay Tendulkar

Module -4:[06Lectures]

Role of Playwrights

1. Role of a playwright in theatre
2. Structure: Plot, Act, Scene, Character Setting
3. Role of IPTA and National School of Drama in the flourishing of theatre in India
4. Theatre and its contribution to cinema and television in India

Module -5:Role of Theatre in mass communication[06Lectures]

1. In India theatre emphasizes on the social problems and themes including agriculture, literacy campaign, social and national harmony, human trafficking, child labour, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution
2. Theatre for education and entertainment: Command or instructive function
3. Theatre for development communication and social change: Persuasive function
4. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses.

SLE- To be decided by faculty

(06)

Self-Learning topics (Module wise)	
Module	Topics
1	

Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	Natyashastra
2	Introduction to Theatre: DRAM 1310, compiled by Stephanie Dunbar
3	The Theatre Experience by Edwin Wilson
4	Theatres of India: A Concise Companion by Ananda Lal
5	Theatre for Development: An Introduction to Context, Applications and Training by Epskamp

Objective: To encourage and enable students to read, understand and write stories, poems, plays creatively.

Module -1: Formal aspects of Short stories[10Lectures]

1. Genre – science fiction, horror, romance
2. Theme
3. Plot
4. Character
5. Point of View
6. Setting
7. Tone
8. Symbolism

Analyze at least 5 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Short Story as a part of their project work.

Module -2: Formal aspects of Poetry[08Lectures]

1. Theme
2. Diction
3. Tone
4. Imagery
5. Symbolism
6. Figures of Speech
7. Meter, Rhythm, and sound
8. Structure & form

Analyze at least 8 contemporary poems on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Poems as a part of their project work.

Module -3: Formal aspects of Drama [10Lectures]

Theme

1. Character
2. Plot
3. Form.
4. Dialogue writing

Analyze at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Drama as a part of their project work.

Module -4: [08Lectures]

Adaptation of short stories into screen plays

Module -5: [06 Lectures]

Writing blogs, writing content for website, script writing

Self-Learning topics (Module wise)	
Module	Topics

1	To be discussed by the respective professor in the beginning of the semester
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Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	The Anatomy of Drama – Boulton, Marjorie
2	On Writing the Short Story (Harper & Row) – Burnett, Hallie
3	Fiction Writer’s Handbook (Harper & Row) – Burnett, Hallie
4	The Way to write Novels (Elm Tree Books) – Kitchen, Paddy
5	Poetry in the Making (Faber) – Hughes, Ted
6	The Creative Writer (Writer’s Digest, Cincinnati, Ohio)
7	The Writer’s Handbook (Writer Inc. Boston)
8	Brief Handbook for writers (Prentice Hall) – Howell, James & Dean, Memering
9	Hints for young Writers (Thomas Y. Crowell Co. N.Y.) – Marden, Orison Swett
10	The Writer’s Art (George Newnes Ltd.) – Warren C. Henry

Part 5

**I Year Semester – IV
Summary**

Sr. No.			Sr. No. in Detail Course Scheme	Remarks
1	Core Course		UH-FMM-401 UH-FMM-402 UH-FMM-403	
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	
3	Ability Enhancement Compulsory Courses (AECC)		UHFMM404 UHFMM405	
	Skill Enhancement Courses (SEC)		UHFMM406	
UHFMM-Undergraduate Humanities Faculty of Mass Media				

First year Semester -IV Internal and External Assessment

Detail Scheme

SN.	Subject Code	Subject Title	Lectures Per Week (Lecture of 50 min)				Credit	Seasonal Evaluation Scheme					Total Marks
			Modules	SL	L	P		SLE	CT	TA	SEE	PE	
1	UHFMM401	Introduction to Advertising	4	20%*	4	-	4	10	10	20	60	-	100
2	UHFMM402	Introduction to Journalism	4	20%*	4	-	4	10	10	20	60	-	100
3	UHFMM403	Mass Media Research	4	20%*	4	-	4	10	10	20	60	-	100
4	UHFMM404	Radio and Television	4	20%*	4	-	4	10	10	20	60	-	100
5	UHFMM405	Organizational Behavior	4	20%*	4	-	4	10	10	20	60	-	100
6	UHFMM406	Basic Photography & Print Production	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)													

SL	Self-Learning
L	Lectures
P	Practical
CR	Credits
SLE	Self-Learning Elective
CT	Class Test
TA	Tutorial Assignment
SEE	Semester End Examination
PE	Practical Evaluation

Sr No	Subject Code & Title	Subject Module Title	Lectures (50 min)	Total Lectures	Credit	Total Marks	
1	UHFMM401 Introduction to Advertising	1	Definition and Evolution	06	48	4	100 (60+40)
		2	Advertising Agency	10			
		3	Types of Advertising	10			
		4	Research in Advertising & IMC	10			
		5	Strategies & Trends	06			
			SLE	06			
2	UHFMM402 Introduction to Journalism	1	History & Evolution	12	48	4	100 (60+40)
		2	Principles/Canons of Journalism	06			
		3	Role, Functions of Journalism and Writing formats	10			
		4	Newspaper Organizations- Structure and departments	08			
		5	Writing & Editing for New Media	08			
			SLE	06			
3	UHFMM403 Mass Media Research	1	Introduction to Research Concepts and Steps in Research-I	09	48	4	100 (60+40)
		2	Steps in research - II	09			
		3	Statistical procedure – Mean, median, mode, standard deviation and co-relation	10			
		4	Content Analysis & research in Media Effects	08			
		5	Research in different media	06			
			SLE	06			
4	UHFMM404 Radio & Television	1	History & Evolution of Radio as a medium	08	48	3	100 (60+40)
		2	Radio Production & programming	08			
		3	History & Evolution of TV as a medium	08			
		4	Television Production, Programming & Research	12			
		5	Media Convergence & Ownership	06			
			SLE	06			
5	UHFMM405 Organizational Behavior	1	Nature, Scope and Concepts of Organizational Behaviour	08	48	3	100 (60+40)
		2	Organizational Culture & Communication in an Organization	08			
		3	Motivation theories, Application and Stress Management	10			
		4	Groups - Dynamics and Decision making	08			
		5	Leadership & Politics	08			
			SLE	06			
6	UHFMM406 Basic Photography & Print Production	1	Basic Principles of Photography	08	48	4	100 (60+40)
		2	Camera	07			
		3	Basic Photography	07			
		4	Colour photography & Concepts of composition	12			
		5	Print Production	08			
			SLE	06			
▪ 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 Module. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective MODULE

UHFMM401 Introduction to Advertising

(Total Lectures: 48)

Module-1: Definition and Evolution [06 Lectures]

- **-Advertising** – Meaning., Definition and Functions
- -Evolution of Advertising National & International level
- -Economic and Social Aspects of Advertising

Module-2: Advertising Agency [10 Lectures]

The structure of an Advertising agency

Types of Agencies

The Departments in an agency- Functions and service

Relationship between various participants of advertising (Client -Agency- Media -Consumer)

Introduction to Agency Commissions /retainerships, media commission.

Module-3: Types of Advertising [10 Lectures]

- Consumer advertising
 - Industrial advertising
 - Classified advertising
 - Retail advertising
 - Financial advertising
 - B2B advertising
 - Political advertising
 - Image advertising
 - Lifestyle advertising
 - Public relations and Advertising
- Digital advertising-** Relevance, Techniques and strategies
- **Public Service Advertisements-** Need and Relevance

Module-4: Research in Advertising & IMC [10 Lectures]

- Research in Advertising – Market Research, Product Research, Consumer Research,
- Media research, Advertising Effectiveness research
- The 5 Ms of Advertising- Mission, Message, Media, Money, Measure
- Introduction to Integrated Marketing Communication

Module-5: Strategies & Trends:**[10 Lectures]**

- **Introduction to advertising strategies:** AIDA, DAGMAR, Information processing model.
- The concept of USP
- **Trends in Advertising:** Advertising opportunities in traditional and digital media

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

Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	Essentials of advertising – Amita Shankar
2	Advertising and Sales Promotions- Belch and Belch
3	Kleppner’s advertising procedure: Thomas Russell and Ronal Lane
4	Handbook of Advertising: Herschel Gordon Lewis and Carol Nelson; NTC Business books 2000
5	Advertising- Principles and practice-William Wells, John Burnett and Sandra Moriarty- Prentice Hall 1995
6	Contemporary advertising: William F Arens and Courtland L Bovee; Irwin 1994
7	Getting your message across the world Wide Web- Neil Barret

Module-1: History & Evolution [12 Lectures]

- **History-** from Guttenberg to the Internet; changing face of the news internationally and how each new medium has impacted the other and journalism itself.
- **Journalism in India-** stages of development and changing role
- Early development and the role of the press in reform movements
- The rise of the nationalist Press
- Post-independence Nehruvian era
- **The Emergency**
- Post-Emergency magazine boom
- The nineties
- The New Millennium and two decades after

Module-2: Principles/Canons of Journalism [06 Lectures]

- Objectivity
- Accuracy
- Freedom
- Independence
- Impartiality and fairness
- Balance

Module-3: Role, Functions of Journalism and Writing formats [10 Lectures]

3.1

- Interpretation
- Linkage
- Transmission of values
- Entertainment
- Development

3.2 Definition of News, Hard News and Soft News

3.3 Journalistic writing formats

- Report – Style, Structure, basic principles and types of reports, Inverted Pyramid Format, 5Ws and 1 H
- Leads – types and functions
- News angles
- Feature
- Editorial

Module-4:Newspaper Organizations- Structure and departments[08 Lectures]

- Organization and structure of the newspaper
- Editorial, Management, Advertising and Circulation departments
- The structure of the Editorial department and the roles of each element in the editorial chain

Module-5:Writing & Editing for New Media [08 Lectures]

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

Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	Mencher, Melvin; News Reporting and Writing; 7th edition; (1997); Columbia Univ. Press
2	Ed. Boyce, George; Curran, James; Wingate, Pauline; Newspaper History from the 17th century to the present day; (1978); Sage
3	Wilson, John; Understanding Journalism; (1966); Routledge
4	Mazumdar, Aurobindo; Indian Press and Freedom Stuggle; (1993; Orient Longman
5	Parthasarthy Ramaswamy; Here is the news; (1994); Sterling
6	Brumley and O'Malley; A Journalism Reader; (1997); Routledge
7	Howard, T; News : A Reader; (1991); OUP
8	Williams, Francis; Dangerous Estate; (1957); Longman
9	Rajeev; Only the Good News; (1987); Bharat Enterprises
10	Sarkar, R.C.S; The press in India; (1984); S. Chand and Co. Ltd
11	Raghavan,G.N.S; PTI Story; (1987); Indraprastha Press
12	Rao, Amiya and Rao, B.G; The press she could not whip; (1977); Popular Prakashan
13	Srinivasan. R; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan
14	Smith, Anthony; The News – An International History; (1979); Thames and Hudson

Section I

Introduction to Research concepts

Module-1:[09 Lectures]

1.1

- Introduction to Research - Definition, types, need for research
- Scientific Research * basic principles, Empiricism, verifiability, generalization

1.2 Steps in conducting research - I

1. Selection of a problem
2. Formulation of the problem
3. Objectives
4. Hypothesis – Definition, types, conditions of hypothesis ,features
5. Research design – case study, survey, experiment, longitudinalresearch, observation, concepts analysis, introduction to ethnography
6. Concepts and their operationalization

Module-2:[09 Lectures]

2.1

Steps in conducting research -II

1. Measurement and scaling techniques
2. Sources of data – primary and secondary
3. Tools of data collection – observation, interview, questionnaire, schedule

2.2 Sampling and Processing of data

1. Determination of sample size
2. Sampling procedure – probability sampling and non probability sampling and its types
3. Processing of data
4. Analysis and interpretation
5. Writing of a report

Module-3:[10 Lectures]

3.1

Statistical procedure – Mean, median, mode, standard deviation and co-relation

Section II – Application of research in mass media

Module-4:[08 Lectures]

4.1 Content analysis – Definition and users, steps, limitations

- Mass media Research and the Internet
- Research in Media Effects

Module-5:[06 Lectures]

5.1 Research in Media

- Research in print media
- Research in Advertising
- Research in Public Relations

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

Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	C.R. Kothari: <i>Research Methodology</i> , New Age International Publication, New Delhi, 2004
2	B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: <i>A Handbook of Social Science Research</i> , Oxford University Press, 1987
3	Roger D. Wimmer and Joseph R. Dominick: <i>Mass Media Research: An Introduction</i> , Thomson Wadsworth, 2006
4	Shearon A. Lowery and Melvin L. DeFleur: <i>Milestones in Mass Communication Research</i> , Allyn & Bacon, 1995
5	Barrie Gunther: <i>Media Research Methods: Measuring Audiences, Reactions and Impact</i> , Sage Publications, 2000
6	Daniel Riffe, Stephen Lacy, and Frederick G. Fico: <i>Analyzing Media Messages: Using Quantitative Content Analysis in Research</i> , Lawrence Erlbaum Assoc Inc, July 2005
7	Research Methodology and Analysis : Sharma R.P.- Publisher- DPH Publication,New Delhi
8	Methodology of Research in Social Science – Krishna Swami-Publisher-Himalaya Publication
9	Marketing Research – An applied Orientation by Naresh K. Malhotra –Publisher-Prentice Hall of Indai Publication

- Objectives:**
1. To introduce the basic terms and concepts of broadcasting
 2. To give an overview of the structure and function of the broadcast industry
 3. To create an awareness of the development of broadcast media and current trends

Radio

Module-1:[08 Lectures]

History & Radio as a medium

1. The history of radio (2)
 - a. The growth and development of radio abroad
 - b. The growth and development of radio in India
2. Radio as a medium (1)
 - a. The uses and characteristics of radio
3. Radio transmission (3)
 - a. Types of signal – AM, FM, shortwave, digital
 - b. Satellite radio
 - c. CommModuley radio
 - d. Internet radio
4. Current trends in radio (2)
 - a. The growth of FM especially in regional languages
 - b. Development communication- CommModuley radio
 - c. Internet radio

Module -2:[08 Lectures]

2.1 Radio Production ,Programming & Ownership

The radio programmes

- News and news features
- Interviews
- Talks and Speeches
- Music programmes
- Talk show and the discussion
- Phone-in programme
- Radio documentaries and features
- Radio Scripts- The two-column script, Four column Script, Narrative

2.2The production and recording process

- The broadcast process – an overview
- The work of the radio producer
- Types of studios – Live Radio Studio Vs. Recording Studios
- Types of microphones – Types of pick up patterns; ribbon, moving coil and condenser microphones
- Sound editing
- Recorders and mixers - Virtual (DAW)

2.3 Ownership on Radio

- AIR and public service broadcasting
- Major FM channels in India

Television

Module-3:[06Lectures]

3.1. The history of television

- The growth and development of television abroad
- The growth and development of television in India

3.2The technology of television

- Types of transmission – Cable, DTH, satellite, terrestrial
- Types of signals – UHF, VHF, digital, analog

Module-4: [12 Lectures]

Television Production, Programming & Research

4.1 Television Programmes

- News and news features
- Interview
- Talks and Speeches
- Sports
- Music programmes
- The talk show and the discussion
- Television serials and Sitcoms
- Documentaries and features
- TV Scripts- The two-column script, Four column Script, Narrative, Interactive, , Storyboard

4.2 Production of television programmes

- The proposal
- Preproduction
- Production – types of camera shots and movements
- Post-production – linear vs. non-linear editing, online, offline, chroma,
- Audio sweetening

4.3 Professions in the industry (2)

- The production staffs
- The talent – the radio jockey, the news anchor, the talk show host
- Management staff - station director, programming heads, etc.

4.4 Research for Radio & TV

- Programme research
- Audience research
- Ratings and calculation
- Audience feedback

Module-5:[10 Lectures]

5.1 Media Convergence

5.2 **Ownership** of TV channels - Public Service Broadcast, Private Broadcast companies, Satellite TV

5.3 Professions in the industry

- a. Production staff
- b. Post production staff
- c. Newsroom staff
- d. Other

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

Online Resources	
1	

Sr. no	Title/Author and Publisher
1.	McLeish, Robert. Radio Production: A Manual for Broadcasters. Focal Press
2.	DiZazzo, Ray. Corporate Media Production. Focal Press
3.	Newcomb, Horace. Television: The Critical View. Oxford University Press.
4.	Sharma, Jitendra Kumar. Digital Broadcasting Journalism. Authors Press
5.	Bell, Angela, and Joyce, Mark, and Rivers, Danny. Advanced Level Media. Hodder Arnold, Biagi, Shirley. An Introduction to Mass Media. Thomson Wadsworth
6.	Zetl, Herbet. Television Production Handbook. Wadsworth Thomson Learning
7.	Hilliard, Robert L. Writing for Television, Radio and New Media. Wadsworth Thomson Learning
8.	Shamsi, Nayyar. Encyclopaedia of Mass Communication in 21 st Century. Anmol Publications Pvt. Ltd.

- Objectives:** 1. Orienting students to issues in organizational functioning
2. To introduce students to the concepts given below at a preliminary level

Module-1:[08 Lectures]

1.1 Nature, Scope and Concepts of Organizational Behaviour

- Nature of Organization Behaviour
- Concept of and in Organization Behaviour
- Organizational Behaviour Models

1.2 Structural Dimensions of Organization and its Environment

- Organization and its Environment
- Formal Organization: Design and Structure
- Division of work and task interdependence

Module-2: Organizational Culture & Communication in an Organization [08 Lectures]

- Sources of organizational culture
- Types of organizational culture
- Manifestation of organizational culture
- Managing Organization culture
- Organizational sub-cultures
- Socio-cultural features of India and their
- Impact on organizational culture

Communication within an Organization- Movement and types

Module-3 Motivation [08 Lectures]

3.1 Theories of motivation

- Need theories
- Maslows' Need Theory
- Mc Clellands' Need Theory

3.2 Process theories

- Reinforcement theory
- Vrooms' Expectancy theory
- Equity theory
- Goal setting theory

3.3 Motivation Theory - Application

- Job Design
- Job Enrichment and enlargement
- Job rotation and cross training
- Quality of Work Life
- Positive reinforcement programmes
- Productivity gain sharing approaches

3.4 Stress Management : Participative management

- Dynamics of Stress
- Concept of Stress
- Causes of Stress
- Effects of Stress
- Coping strategies

Module-4:[08 Lectures]

4.1. Groups in Organization and Group Dynamics

- Concept of group
- Types of groups
- Group norms
- Group cohesion

4.2 Group Decision making

- Group think
- Risky Shift and Polarisation
- Techniques for improving group decision making
- Decision making in networked organizations

Module-5:[08 Lectures]

5.1 Leadership

- Qualities of Good leadership, Types of leadership

5.2 Concept of Power & Politics

- Power and Authority
- Types of Power
- Concept of organizational politics
- Reasons of organizational politics
- Minimizing organizational politics
- Concept of Authority
- Sources of Authority

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

Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	Tossi, Rizzo and Carrol; Handbook of organization behaviour; Infinity Books
2	Robbins, S.P; Organizational Behaviour : concepts, controversies, applications; (1999); Prentice Hall Luthans, Fred; Organizational Behaviour, 8th edition; Irwin McGraw Hill
3	Newstrom and Davis; Organizational Behaviour : Human behaviour at work; 10th edition; (1997); Tata McGraw Hill
4	Fisher, Dalmer; Communication in the Organization; 2nd edition; (1999); Jaico Publishing
5	L M Prasad - Organizational Behaviour - Sultan Chand & Sons Ed. 2004
6	S.S.Khanka - Organizational Behaviour - S. Chand & Co. Ltd. Ed. 2002
7	E.H., M. G. (2011). Basic Managerial Skills. PHI Learning.
8	Prof. Sanjay Kaptan – Cases & Problems in OB & Human Relations-Everest Publishing Houses 1st Ed.1999
9	O Jeff Harris/Sandra J Hartman – Organizational Behaviour – Jaico Publishing House Ed.1st 2002

Photography

Objectives:

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

Module-1: Basic Principles [07 Lectures]

1. Properties of light electromagnetic spectrum, reflection, transmission, refraction and polarization of light.

Different type of light sources and their sources and properties

2. Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation. Lens : Wide Angle, Tele, Normal, Zoom.

3. Photosensitive material, image formation, latent image development as fixing

Module-2: Camera: [07 Lectures]

1. Mechanism of aperture, shutter, camera body view finds, transport, lens
2. Classification of camera and their relative comparison
3. Camera operation, exposure light tables Good and Bad Camera Habits

Module-3: Basic Photography [07 Lectures]

1. Various parts of the camera
2. Loading and shooting on black and white film
3. Effect of aperture
4. Effect of shutter speed
5. Using flash light
6. Use of camera accessories
7. Care and maintenance of camera equipment

Module-4: Colour photography [07 Lectures]

1. Introduction to colour film
2. Chemistry of colour development and enlargement
3. Contact and projection printing
4. Colour and light - basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
5. Light and lighting - outdoor, night, indoor lighting, indoor portraiture
6. Colour development

Module-5: Concepts of composition [04 Lectures]

- Movements in Art and photography
- Dadaism, surrealism, post-modernism

Print Production (7 sessions of 50 mins)

Major landmarks in history and development of 'print technology'

- Basic print processes, contact, projection, composition, in printer, special effect printer.
- Print machines and image carriers
- Letterpress, offset, silk screen, digital print

DTP

- Future trends in print technology
- Exercise for handling typical jobs

Self-Learning topics (Module wise)	
Module	Topics
1	

Online Resources	
1	

Sr. No.	Title Author/s Publisher
1	Mitchell Beazley - The Art of Colour Photography - Octopus Publishing Group Ltd
2	John Hedgecoe - John Hedgecoe's Creative Photography-Collins & Brown
3	M. Beazely-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 - Collin's on Brown Ltd 2000.

Section D

The semester end examination (external component) of 60% will be as follows:

1) Duration – 2 Hours

2) Theory Question Paper Pattern: -

a. There shall be five questions each of 12 marks. On each Module there will be one question and the fifth one will be based on the entire syllabus.

b. All questions shall be compulsory with internal choice within the questions.

c. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

d. The marks will be given for all examinations and they will be converted into grade (quality) points. The semester-end, final grade sheets and transcripts will have credits, grades and grade points.

e. The assessment of Part 'A' i.e. Internal Assessment as mentioned above for the Semesters I&VI shall be processed by the Colleges / Institutions of their learners admitted for the programme while the University shall conduct the assessment of Part 'B' i.e. Semester End Examination from Semesters I& VI.

The Internal Assessment marks of learners appearing for Semesters I& 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 I& 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.

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

Section E

Department of Mass Media

Board of Studies

Sr. no.	Names of members	Name of Department	Name of Institution	Address	Contact no	Email id
1.	Ms. Manjula Srinivas Chairperson	Mass Media	Associate Professor and Head Dept of Mass Media K.C.College	124, DinshawWachha Rd. Churchgate, Mumbai 400020	9324536999	manjulashrinivas@gmail.com
2.	Ms. Nidhi Thanawala Co- Chairperson	Mass Media	Coordinator' Dept of Mass Media H.R. College	DinshawWachha Rd. Churchgate, Mumbai 400020	981931651	contactfaculty@gmail.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@hotmail.com
4.	Ms. Sudha Ravishankar	Mass Media	In house faculty, K.C.College	124, DinshawWachha Rd. Churchgate, Mumbai 400020	9869001943	sudha.ravishankar@gmail.com
5.	Ms. Surya Gune	Mass Media	In house faculty, K.C.College	124, DinshawWachha Rd. Churchgate, Mumbai 400020	9970524523	surya.gune@gmail.com
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	sanjayvrnade@gmail.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 SNTD 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, DinshawWachha 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	rnjtphtak@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. RhutujaKoli	MAEMA II	7506288076	rhutjakoli@gmail.com
3	Mr. Harsh Khurana	TYBMM	9529047838	khurana.harsh1234@gmail.com
4	Mr. SiddheshPilankar	TYBAFTNMP	8291390992	shraddhapilankar1957@gmail.com

Recommendations of the Board of Studies: