

AC 4/3/2014
Item No.4.5

UNIVERSITY OF MUMBAI



Revised Syllabus for the F.Y.BMM

Program: BMM

(As Per Credit Based Semester and Grading System with effect from the
academic year 2014-2015)

Syllabus

Effective Communication Skills - I

- OBJECTIVES

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

1 - The concept of communication - process and barriers

2 - Reading (English, Marathi or Hindi)

- i. Types of reading (skimming and scanning)
- ii. Types of reading (same with examples Newspaper I Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi)
- iii. Recognizing aspects of language particularly in media
 - Vocabulary 100 media words
 - Grammatical structure - spelling, structure of sentences, Active I Passive voice, tenses.

3 - Writing (English, Marathi or Hindi)

- Letter Writing - Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing.
- Introduction to feature and script writing

4 - Oral Communication - presentation, anchoring, viva voce, interview, public speaking, skitsI plays, panel discussions, voice over, elocution, debates and group discussion

5 - Thinking and Listening Skills -

- ✓ Types of thinking (rational and logical)
- ✓ Errors in thinking
 - Partialism
 - Time scale
 - Egocentricity
 - Prejudices
 - Adversary Thinking
 - Extremes
- ✓ Types of listening, Barriers to listening

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

Internal view of translation -

- Translator as a learner,
- Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.
- The translator's Learning Styles: Context, Field – Dependent! Independent, Flexible! Structural Environment, Independence! Dependence! Interdependence, Relationship! Content Driven.

7 - Processing in Translation:

- **Input and Processing:** Input – Visual, Auditory and Kinetic ; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
- **The process of translation:** The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.

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

Reference Books:

Business Communication - Rhoda A. Doctor and Aspi H. Doctor

Communication Skills in English – Aspi Doctor

Teaching Thinking - Edward De Bono

De Bono's Thinking Course – Edward De Bono

Serious Creativity – Edward De Bono

The Mind Map Book – Buzan Tony

Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson

A Textbook of Translation - by Peter Newmark, Newmark

Question Paper Pattern: Semester I

Internal assessment: Components - Reading, Oral communication should be for 40 Marks

External assessment:

Section 1: English:

Q.1 a) The concept of Communication! Thinking and Listening Skills: 7 Marks

b) Script writing: 8 Marks

Or

Q.1 a) The concept of Communication! Thinking and Listening Skills: 7 Marks

b) Script writing: 8 Marks

Q.2 a) Translation theory: 7 Marks

b) Letter writing: 8 Marks

Or

Q.2 a) Translation theory: 7 Marks

b) Letter writing: 8 Marks

Section 2: Hindi Or Marathi:

Q.1 a) Comprehension Passage: 7 Marks

b) Letter writing: 8 Marks

Q.2 a) Essay: 7 Marks

b) Translation words, sentences, passages: 8 Marks

FUNDAMENTALS OF MASS COMMUNICATION

Semester-I

Objectives:

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

Unit – I Mass Communication (12)

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

Unit – II Impact of Mass Media (12)

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

Unit – III Mass Communicators (06)

Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)

Unit – IV The New Mass Media (10)

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

Unit-V Impact of Mass Media on Society (08)

1. Education
2. Children
3. Women
4. Culture
5. Youth
6. Development

References:

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

INTRODUCTION TO COMPUTERS

Syllabus

Objectives:

- ① To equip the students with a general understanding of computer basics for everyday use.
- ② To train them to use this understanding to supplement their presentation skills.
- ③ To equip the student with basic knowledge of use of technology in Media Industry.

I.	Computer Basics (7 Lectures)
	Basic structure of a PC, Type of Computers, Input! output devices (definition), Use of Printer, Scanner, microphone speaker.
	Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?
	Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts
	File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.
	Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.
II.	Networking Basics (2 Lectures)
	Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.
	Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans.
III.	Introduction to Internet (4 Lectures)
	Domain names, webservers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals).
	Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges - copyright issues, technology issues, political issues, social issues; economic issues - ethical issues
	Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet : advantages, limitations.
IV.	Text and Documents Editing and Presentation Microsoft Word (5 Lectures)
	Creating, Saving documents

	Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
	Language Tools (spelling, grammar thesaurus)
	Inserting images, cut, copy, paste
	Creating Tables
	Mail merge, Use of keyboard shortcuts
V.	Microsoft Excel (4 Lectures)
	Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet
	Entering data, Formulae, functions, Editing sheets, Formatting.
	Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.
VI.	Power Point (4 Lectures)
	Introduction to presentations, create, save
	Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc.
	Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,
	Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.
VII.	Introduction to Designing (4 Lectures)
	Types of communication, What is design, Types of design
	Colour theory, Hierarchy in a design, Typography (fonts & typefaces, type of fonts), Observation & visualization, perspective
	Unicode, installing and using Unicode.
VIII.	Page Layout (Page Maker In Design and Quarkxpress (8 Lectures)
	Introduction to different pagemaking software, Tools, menus, Tools, Making pages in Quark Express ! Pagemaker
	Inserting a photograph ! graphics for print, Creating blurbs, Using drop caps, etc, Differences between Quark Express and Pagemaker.
	Creative page layouts in different media (flyers, brochures, books, newspapers, etc.), Basics of newspaper layout, folds, importance of placement of news above and below the fold, Preparing a dummy newspaper.
IX.	Photoshop (7 Lectures)
	Introduction to graphics, difference between vector and bitmap images, CMYK and RGB
	Image size, canvas size, Resolution and DPI. Learning tools (all tools of the toolbox), colour separation.
	Different graphic formats (PSD, JPG, GIF, etc.) Scanning and colour correction, Touching up photographs, importance of

	highlights, mids and shadows, Cloning, duplicating and adjustment.
	Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films.
X.	Adobe Illustrator (5 Lectures)
	Introduction to illustrator, tools and panels
	Creating a new document, drawing and painting, working with points - paths-layers-colours.
	Working with graphics, manipulation and effects.
	Exporting the file, proof reading and optimization for printing.
	Creating for artwork design for web and devices
XI.	Introduction to Corel Draw (5 Lectures)
	CorelDraw Terminology and Concepts
	Drawing Ellipses, Circles, Arcs, and Pie Shapes
	Drawing Lines in CorelDraw
	Drawing Rectangles, Squares, Polygons and Stars
	Cloning objects, applying colour and tone effects

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

Reference Books:

Learn Microsoft Office in 24 hrs.	Photoshop
CS2 in simple step: By Dream Tech	CS2 Bible: By Dream Tech
Photoshop Savvy: By Dream Tech	
Classroom in a book: Tech Media	CS2 Bible: Tech Media
5 for windows and mac: Tech Media	Visual Quickstart Guide: Tech Media

Adobe Illustrator CS6 on Demand

By . Perspection Inc., Steve Johnson

Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team

The Adobe Illustrator CS6 WOW! Book by Sharon Steuer

A free user manual can be downloaded from the following link

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

SCRATCH PROGRAMMING

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

UNIVERSITY OF MUMBAI
FYBMM, SEM 1
INTRODUCTION TO ECONOMICS

No. of Lectures – 50

The aim of this paper is to introduce the basic concepts of Micro & Macro Economics to First Year BMM students. Coupled with this, a basic understanding of the Indian economy is crucial for media students. This will sensitise them on economic issues relevant to India, Considering the augmenting importance of the media in highlighting and debating such concerns, a brief overview is essential.

SECTION 1	BASIC CONCEPTS IN MICROECONOMICS	Lectures (22)
1	Nature and Scope of Micro Economics: Meaning-nature-scope-significance & limitations, positive and normative economics. Basic Concepts, wealth-welfare and scarcity.	(2)
2	Consumer Behaviour and Demand Analysis: MarshallianApproach -Equimarginal utility- Law of demand -Determinants of demand- Elasticity of drmand and its measurement-Price, Income, Cross and Promotional Elasticity of Demand	(6)
3.	Production Function: Short run and long run production function – Economies and Diseconomies of scale, scope – international economies	(6)
4.	Costs of Production: Concepts of cost – measures of costs – Total, Fixed, Variable, Marginal, Average Costs, opportunity costs, social and private costs, implicit, explicit costs. Total Revenue – Breakeven Analysis	(6)
5.	Market Structure: Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly	(2)
SECTION II	MACROECONOMICS	(28)
1.	Introduction: Meaning and scope of macroeconomics- Concepts of National Income –	(4)

	GNP,GDP,NNP,NDP, Per Capita Income - Circular flow of income - Trade Cycles - Features and Phases	
2.	Money and Inflation: Meaning and function of money-Constituents and Determinants of money supply - Velocity of circulation of money - 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	(10)
3.	Brief Understanding of Government: Fiscal Policy-Sources of Public Revenue- Areas of Public Expenditure - Union Budget -Social Expenditure - Millennium Development Goals	(4)
4.	Overview of Indian Economy: Structure and macroeconomic scenario - salient features- challenges and economic issues - poverty- unemployment - infrastructure - population - India's position in world economy - share in world GDP , Trade and Capital flows.	(6)
5.	Introduction to External Sector: Balance of Payments -Exchange Rate -Trade Policy - Free Trade and Protectionism - FDI - FII. World Institutions - IMF, World Bank and WTO - India in a globalized world	(4)

References:

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

Subject: Introduction to Sociology

FYBMM Semester-I

Objectives:

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

Introduction to sociology: (4)

- Definition and features
- Sociological imagination
- Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feminist perspective.

Society and Social Interaction (6)

Definition of society, features, Types of Society- Rural and Urban,civil society

Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration

Social Institution (4)

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

Media with reference to sociology of news (4)

- Definition of news
- Types of news
- News values
- Sociological significance of news

Culture and Media (6)

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

Social stratification (4)

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

Socialization (4)

- Meaning
- Need
- Agencies of socialization with particular reference to Media

Social group(4)

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

Social control (4)

- Meaning,
- Functions
- Formal and informal means of control over media.

Social change and social movements: (8)

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

References:

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

Syllabus

Effective Communication Skills - II

- OBJECTIVES

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

Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, precis writing, news paper editing and magazine editing.

Summarization: (English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content,

Interpretation of technical data: Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.

Letter writing: (English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.

Copywriting: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)

Report writing: (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)

Types of translation and Practical Exercises: Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.

Reference Books:

Business Communication - Rhoda A.Doctor and Aspi H.Doctor

Communication Skills in English – Aspi Doctor

Teaching Thinking - Edward De Bono

De Bono's Thinking Course – Edward De Bono

Serious Creativity – Edward De Bono

The Mind Map Book – Buzan Tony

Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson

A Textbook of Translation - by Peter Newmark, Newmark

Question Paper Pattern: Semester II

Editing and Summarisation, General Knowledge and current affairs should be for internal assessment.

Guidelines to be followed for the question paper format:

1.a) Letter Writing: 10 Marks

b) Technical Writing: 5 Marks

Or

1.a) Letter Writing: 10 Marks

b) Technical Writing: 5 Marks

2.a) Report writing: 10 Marks

b) Copywriting: 5 Marks

Or

2.a) Report writing: 10 Marks

b) Copywriting: 5 Marks

INTRODUCTION TO MEDIA PSYCHOLOGY

Objectives:-

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

TOPIC 1 EVOLUTION OF PSYCHOLOGY.

8 Lectures.

(A) Definition of psychology.

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

(B) Research methods in media psychology.

TOPIC 2 ROLE OF PSYCHOLOGY IN MEDIA.

10 lectures.

(A) Memory- Definition- Information processing model, LOP.

Thinking - Definition - Lateral thinking and creative thinking.
Perception – Visual and depth perception.

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

TOPIC 3 PSYCHOLOGICAL EFFECTS AND INFLUENCE OF MEDIA.

12 Lectures.

(A) Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media.

Social influence. (Definition, Conformity, Compliance, Obedience & Indoctrination)

(B) Effects of media violence.

Effects of pro-social media.

TOPIC 4 DEVELOPMENTAL PSYCHOLOGICAL ISSUES WITH RESPECT TO MEDIA. **12 Lectures.**

(A) Learning- Theories- Classical conditioning and Operant conditioning.

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

(B) Young children and media- socialization through media.

Media use and influence during adolescence.

TOPIC 5 SOCIAL PSYCHOLOGY OF THE MEDIA. **6 Lectures.**

(A) Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.

- Persuasion.
- Prejudice.

(B) Gender representation in media. (internal assessment)

- Representation of minority groups.
- Media representation of disability.
- Media representation of mental health.
- Audience participation and reality T.V.

Books for study:

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

Books for Reference:

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

Psychology.

TOPICS FOR INTERNAL ASSIGNMENTS.

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

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

1. Review of a Film with a psychosocial perspective.
2. Small survey using questionnaire regarding issues in mass media.

EX- Reality shows really real.

Use of sexual appeal in advertising.

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

SEMESTER II

Subject :Political Concepts and the Indian Political System

Paper : II

Objectives

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

Concepts: (6)

- 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

Indian Constitution: (10)

- Features of the Constitution
- Preamble and Philosophy of the Constitution
- Fundamental Rights
- Fundamental Duties
- Directive Principles of State Policy
- Federal structure

Political Dynamics (India): (14)

- 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

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Political Dynamics (Maharashtra): (12)

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

Politics and Media (6)

- Role of Media in democracy
- Media and formation of Public opinion
- Political Campaigning and advertising in new media

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

LIST OF REFERENCE BOOKS

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
2. Politics, 2nd Edition, Andrew Heywood, Ane Books.
3. Dictionary of Politics, D. Robertson, Penguin Books India.
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
7. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, OxfordUniversity Press New York.
8. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
9. Introduction to the Indian Constitution, BasuD.D., Wadhwa Publications.
10. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
11. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
12. Our Constitution KashyapSubhash, National Book Trust.
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
14. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
15. Introduction to Media and Politics, Sarah Oates, Sage publishers.
16. Principles of Modern Political Science, J.C. Johari, Sterling publishers.
17. Democracy in India, JayalNiraja Gopal, Oxford University Press

Draft Syllabus	
Principles of Management: FYBMM, Semester II	
Topic	No of Lectures
Management -Concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)	4
Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management.	6
Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.	12
Decision Making- concept, importance and steps in decision making	6
Leadership qualities. The need for different types of leaders for different work force. Different types of Leaders	4
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-a-vis Modern view of conflict, Stress management.	6
Recent Trends in Management: Social Responsibility of Management - environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management	6

Reference Books

- 1 Essentials of Management Koontz H & W McGraw Hill, New York
- 2 Principles of Management Ramaswamy Himayala, Mubai
- 3 Management Concept and Practice Hannagain T. McMillan, Delhi
- 4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
- 5 Management - Text & Cases VSP Rao Excel Books, Delhi
- 6 Essentials of Management Massie Joseph Prentice Hall of India
- 7 Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
- 8 Management Concepts and OB P.S. Rao & N.V. Shah Ajab Pustakalaya
- 9 Management Concepts and Strategies J S Chandran Vikas Publishing House
- 10 Principles of Management Tripathi P.C. Tata McGraw Hill
- 11 Principles of Management: Theory and Practice Sarangi S K V M P Publishers & Distributors
- 12 Principles of Management Terry G R AITBS

Draft Syllabus	
Principles of Marketing: FYBMM, Semester II	
Topic	No of Lectures
Marketing – scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.	6
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.	6
New product strategies – Innovation, Market entry, Product line extension	6
Pricing of products: Pricing considerations and approaches, strategies and methods.	4
Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	6
Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process	10
Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies	6
Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature & importance suggestion for improvement of Rural Marketing.	4
Concept & components of a Marketing Information System,	2

Suggested Readings:

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

Syllabus designed by the following:

1. Dr M Hanif Lakdawala
2. Dr Shikha Dutta
3. Prof Mrs Anita Mandrekar
4. Prof Mona Bhatia
5. Prof Vaneeta Raney
6. Prof Sadaf A Shaikh

Introduction to Literature

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

Unit 1

1 Introduction to Literature (A)

Concept of Literature (B)

Forms of literature-

1. Poetry & it's types
2. Prose- Fiction-Types of Fiction
3. Drama- Elements of drama
 - (A) Plot
 - (B)Characters- Types of characters
 - (C)Setting
 - (D)Script

Unit 2

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

Unit 3

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

Unit 4

Poetry

William Wordsworth, John Keats, Emily Dickenson, Lord Alfred Tennyson , William Shakespeare

Unit 5

Drama

The Merchant of Venice – William Shakespeare

Joseph Andrews – Henry Feilding

The Rising of the moon – Lady Gregory

Reference Books:

The Law and Literature: Shakuntala Bharvani Introduction

to literature: Gilbert Muller, John Williams Question Paper

Pattern:

Q.1) Compulsory question (Fiction)

Q.2) Critical Appreciation of any poem A or B

Q.3) Question on Short Stories – (Characterisation, Theme, Style, Narration) A or B

Q.4) Short Notes – (Unit 1)

Sem I :BMM: History

The aim of the following revised history paper for sem 1 is to acquaint the student with global happenings which have made historical milestones, changing power equations. The idea is to

Help the student understand the role of media in these events. *The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India. Care has been taken not to overlap some topics which are scheduled in other papers like Politics and Introduction to Journalism.*

I. World Wars, Aftermath, changing boundaries: rise of dictatorships

Negative propaganda by war perpetrators,

Positive media by president Wilson

Case studies: Holocaust; War crimes

II. Cold War:

Ideological clash: Media espionage

Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances

III. UNO Formation:

Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem),

Formation of Israel, Middle East conflict

IV. Red star over China-reign of Mao-tse-tungPol Pot- Cambodia Killing fields-human rights violation. UDHR document, role of UN in peace keeping in Sudan, Liberia

Case studies: Iran Iraq war; End of Saddam Hussein regime

V. Nelson Mandela's contribution to removal of Apartheid.

Peace time media intervention:

- Star Radio
- Talking Drum Studio-Liberia
- Voice of Hope in Sudan

VI. Collapse 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 Wall, Formation of CIS

VII. Role of Social Media:

Arab Spring, Tahrir Square, Egypt & Jasmine Revolution

VIII. 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.

IX. Maharashtra" Formation of State 1960.

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