



# **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 Film Television & New Media Production**

**(B.A.F.T.N.M.P)**

With effect from the Academic year

**2021-2022**

**Semester V & Semester VI**

**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
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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, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9869001943	sudha.ravishankar@gmail.com
5.	Ms. Surya Gune	Mass Media	In house faculty, K.C.College	124, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9970524523	surya.gune@gmail.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	sanjayvranade@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	Juhu Rd, Daulat Nagar, Santacruz West, Mumbai, Maharashtra 400049	9819529129	drmiradesai@gmail.com

			Education SNDT University			
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
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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
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Recommendations of the Board of Studies:

## Part 2 - The Scheme of Teaching and Examination

### Semester - V

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Core Course	UHFFT501 UHFFT502 UHFFT503	

2	Elective Course	Discipline Specific Elective (DSE) Course		UHFFT504 UHFFT505	
		2.1	Interdisciplinary Specific Elective (IDSE) Course		
		2.2	Dissertation/Project		
		2.3	Generic Elective (GE) Course	(Any one course from the following two) UHFFT506 UHFFT507	

**UHFFT - Undergraduate Humanities Faculty of Film and Television**

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

### III year Semester -V Internal and External Assessment Details

Sr No	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)				Credit	Evaluation Scheme					Total Marks	
			Modules	S. L.	L	T		P	S. L. E	TA	CT	SEE		PE
1	UHFFT501	Basics of Marketing & Publicity Design for Film & TV	5	20%*	5	0	0	4	10	20	10	60	00	100
2	UHFFT502	Content Pipeline & Distribution for Film, TV & New Media	5	20%*	5	0	0	4	10	20	10	60	00	100
3	UHFFT503	Practical Filmmaking (TVC & Corporate Film)	1	20%*	5	0	0	4	00	00	00	40	60 (Viva + Films)	100
4	UHFFT504	Media Laws & Ethics	5	20%*	5	0	0	3	10	20	10	60	00	100
5	UHFFT505	Mass Media Research	5	20%*	5	0	0	3	10	20	10	60	00	100
<b>The learners will choose any one elective from UHFFT506 and UHFFT507</b>														
6	UHFFT506	Advanced Editing	5	20%*	5	0	0	2	10	20	10	60	00	100
7	UHFFT507	Advanced Screenwriting	5	20%*	5	0	0	2	10	20	10	60	00	100
Total Lectures/ Credit								22	Total Marks					600

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

S. N	Subject Code & Title	Subject Unit Title		Lectures (45 min)	Total Lectures	Credit	Total Marks
1	UHFFT501 Basics of Marketing & Publicity Design for Film, TV & New Media	1	Introduction to Marketing	08	48	4	100 (60+40)
		2	Marketing Research	10			
		3	Consumer Behaviour	10			
		4	Introduction to IMC	10			
		5	Packaging for Film, TV & New Media	10			
2	UHFFT502 Content Pipeline & Distribution for Film, TV & New Media	1	Pre-Production	08	48	4	100 (60+40)
		2	Shooting and Crisis Management	12			
		3	Post-Production	12			
		4	Distribution- Plan, strategies	06			
		5	Positioning of Film in the Market	10			
3	UHFFT503 Practical Filmmaking (TVC and Corporate Film)	1	The students will work in groups for the production of a corporate film AND an advertisement film of 10-15 minutes and of 20-30 seconds duration, respectively. The assessment will be done on the basis of a viva examination and the quality of the film.	48	48	4	100 (60+40)
4	UHFFT504 Media Laws & Ethics	1	Constitutional Foundation of Media Laws	08	48	3	100 (60+40)
		2	Press Laws	08			
		3	Laws governing Films, Broadcast and New Media	16			
		4	Intellectual Property Rights	08			
		5	Introduction to Law of Contracts	08			
5	UHFFT505 Mass Media Research	1	Introduction to Research Concepts and Steps in Research-I	09	48	3	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			
<b>Learners will choose any one course from the following courses-</b>							
6	UHFFT506 Advanced Editing	1	Philosophy of Editing	10	48	2	100 (60+40)
		2	The art of editing- rhythm, pace & emotion	10			
		3	Genre-based editing- comedy, thriller, drama, etc.	10			
		4	The art or promo and trailer making	08			
		5	Editing for documentaries	10			
7	UHFFT507 Advanced Screenwriting	1	Writing for different genres	10		2	100 (60+40)
		2	Scene Design & Writing Dialogues	08			
		3	Fundamentals of writing a series	10			
		4	Writing for non-fiction and reality shows	10			
		5	Adaptations from other mediums like novels, plays, etc.	10			
					Total	20	600

### Part 3: Detail Scheme Theory

#### III Year Semester – V 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

#### UHFFT501 Basics of Marketing & Publicity Design for Films & TV

(48 Lectures)

#### Course Objectives:

- To introduce the basics of marketing
- To help understand the various tools needed for marketing and publicity design
- To introduce to the concept of integrated marketing communication
- To help learners design publicity & marketing plan for film & TV

#### Module 1: Introduction to Marketing:

1. Importance of marketing, definition of marketing, scope of marketing, functions of marketing, marketing and its relation to other business functions, difference between sales and marketing.
2. Key marketing terms and concepts- need, want, demand, exchange, marketing myopia and marketing orientations, distinction between selling and marketing.
3. Marketing Mix, 4Ps, 7P, 4Cs.

#### Module 2: Marketing Research

1. Definition
2. Marketing Research Process
3. Types of Research: Primary, Secondary, Qualitative, Quantitative, etc.

#### Module 3: Consumer Behaviour

1. Introduction and importance of Consumer Behaviour in Film & TV marketing
2. Model of consumer behavior,
3. Factors affecting consumer behavior.

#### Module 4: Introduction to IMC

1. Introduction & Familiarization,
2. Definition of Promotion & Promotion Mix, Tools of Promotion Mix,
3. IMC Planning Process, Creative Strategy, Media Strategy

#### Module 5: Packaging for Films & TV

1. The art of Promo; Advertisement & In serial promotions,
2. Art of Writing Copy for various mediums, Managing the internet and social Media.
3. Public Relations, Planning, organizing and managing events.
4. Vendor selection and management, Media Planning & Buying

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

Sr. No.	Title Author/s Publisher
1	Marketing Management (Marketing Management) By Philip Kotler
2	Consumer Behavior: Building Marketing Strategy, 9/e, (with DDB Needham Data Disk) By Hawkins, Best, & Coney
3	Market Research: A Guide to Planning, Methodology and Evaluation By Paul Hague

**Course Objectives:**

- To educate about the basics involved in a media project management
- To educate about the basic project production workflow and management
- To introduce the concept of distribution and strategies of distribution

**Module 1: Pre-Production**

Ideation, Research & development, Concept & Treatment note, Story, Screenplay and Dialogues to tap national and international markets, Importance of script in the business arena today

Based on script, planning the cast and crew, Location, Recce; and the design of the film Scheduling & Budgeting, Script Breakdowns, Planning the film production

Process of seeking permissions for shoots, creating a pitch document and bible for the project

**Module 2: Shooting and Crisis Management**

Organizing the production: The various departments of Camera, Sound and Art, Talent — Direction & Management, Budgeting, Cash Flow management, MIS & Budget Control, Overall production management | Contracts and other legal formalities, How to start a legal enterprise or company

Crisis management, Alternate planning in case of cancellations, Proper recording, Production planning with social distancing and crew restrictions

**Module 3: Post-Production**

Edits -Picture & Sound, Processing, Mixing & Special Effects, DI and the Final Negative, different formats for film exhibition, Digital Nonlinear editing tools, AI based editing tools, New software’s for film editing, off line and online film editing.

**Module 4: Distribution- Plan, strategies**

Historical overview, Traditional markets Non- traditional markets Formats of international distribution.

Alternate streams of revenue. Festivals, Dubbing in Foreign languages, Distribution and release strategy. Release date opposition. MACRO DISTRIBUTION: Territories of distribution. Formats of distribution break up of revenue models of distribution. How to attract distributors. Distribution partner. MICRO DISTRIBUTION: Multiplex chains in India. Single screens in India. DVD distribution. Internet Satellite distribution. Dubbing Music distribution.

Film contracts Distribution contract Exhibition contracts.

**Module 5: Positioning of Film in the Market**

Importance of budget planning for film marketing, Budget break up, Marketing budget v/s business of a film, Budget control, Cost effective marketing, Cross promotional marketing. Acquisition as a business opportunity.

Models of acquisition, revenue and branding models in acquisition. OTT platforms

Self-Learning	
Module	Topics
	<b>To be discussed by the respective professor in the beginning of the semester</b>

Sr. No.	Title Author/s Publisher
1	The Producers Business Handbook by our Dean John Lee Jr. (Focal Press7) Risky Business - Mark Litwak.



2	The Feature Film Distribution Deal: A Critical Analysis of the Single Most Important Film Industry Agreement by The Biz: The Basic Business, Legal, and Financial Aspects of the Film Industry (Paperback) by Schuyler M. Moore( chapter 9, II, 12) Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers (Paperback) by John Durries, Annika Pham , Neil Watson Managing Creativity and Innovation (Harvard Business Essentials by Business Essentials Harvard (Author)
3	Film production management By Bastian Cleve
4	Writing the Killer Treatment: Selling Your Story Without A Script by Michael Halperin

## UHFFT503 Practical Filmmaking (Advertisement Film and Corporate Film) 48)

(Total Lectures:

### Course Objectives

- To understand the production pipeline of film making process in advertisement film making
- To gain exposure on various cameras and software used for production of Advertisement Film (product as well as PSU) Corporate AV and In-depth Multiple Characters , Single/Multiple Location film
- To make a corporate film and an advertisement film

The students will work in groups for the production of a corporate film AND an advertisement film of 10-15 minutes and of 20-30 seconds duration, respectively. The assessment will be done on the basis of a viva examination and the quality of the film.

## UHFFT504 Introduction to Media & Entertainment Laws

(Total Lectures: 48)

### Course Objectives:

- To introduce learners to laws related to media & entertainment
- To help learners understand constitutional foundation of media law
- To introduce the concept of intellectual property rights and laws related to the same

### Module 1: Constitutional Foundation of Media Laws

Freedom of Speech & Expression-

History, limitations, contempt of court, defamation

Public order, Sovereignty & Integrity, Friendly relations with foreign states, decency morality

### Module 2: Press Laws

Press & Registration of Books Act

Press Councils Act

Press Freedom

### Module 3: Laws governing Film, Broadcast & New Media

Censorship, Certification, Legal Compliances

Cable Television Networks Act, Advertising Laws, Content Regulation

IT Act, Content Regulation Laws for New Media in India & Around the world,

Legal Issues around emerging digital media like fantasy sports, metaverse, AI, deepfakes, etc.

### Module 4: Intellectual Property Rights

IPR & copyright laws, Copyright Agreements : Short-Term vs. Long-Term Agreements,

Media Law and Infringements : Case Studies,

Menace of piracy and remedies to counter piracy, Statutory and non-statutory bodies formed to fight piracy

### Module 5: Introduction to Law of Contracts

Indian Contract Act, 1872: Essentials of valid contract

discharge of contract, remedies for breach of contract.  
 Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency

<b>Self-Learning</b>	
<b>Module</b>	<b>Topics</b>
<b>To be discussed by the respective professor in the beginning of the semester</b>	

<b>Reference Books</b>	
1.	Introduction to the Constitution of India by Durga Das Basu
2.	Law of the Press by Durga Das Basu
3.	The law of Intellectual Property Rights edited by Shiv Sahai Singh
4.	Introduction to Media Laws and Ethics by Juhi P Pathak

**UHFFT505 Mass Media Research**

**(Total Lectures: 48)**

**Course Objectives:**

- To introduce the concept of research
- To help understand the basic steps in research
- To discuss the importance of research in Mass Media
- To introduce to the basic statistical tools for research

**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, longitudinal research, 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

**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	
Module	Topics
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Sr. No.	Title Author/s Publisher
1.	Roger D. Wimmer and Joseph R. Dominick: <i>Mass Media Research: An Introduction</i> , Thomson Wadsworth, 2006
2.	Shearon A. Lowery and Melvin L. DeFleur: <i>Milestones in Mass Communication Research</i> , Allyn & Bacon, 1995
3.	Barrie Gunther: <i>Media Research Methods: Measuring Audiences, Reactions and Impact</i> , Sage Publications, 2000
4.	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

**UHFFT506 Advanced Editing**

**(Total Lectures: 48)**

**Course Objectives:**

- To introduce the learners to the philosophy of editing
- To help understand concepts like rhythm and pace of editing
- To introduce the learners to genre-based editing
- To help understand the art of promo and trailer making

**Module 1: Philosophy of Editing**

Action continuity, construction of time, constructing desire, sculpting in time.

**Module 2: The art of Editing: Rhythm, Pace & Emotion**

Linear & non-linear editing, long takes, deep focus, types of cuts and their meaning, shooting for editing

**Module 3: Genre-based Editing: Comedy, Thriller, Drama, etc.**

Editing styles for various genres, Genre-specific Editing techniques, action sequences, songs, complex dramatic scene, contemporary editing styles, case studies and examples

**Module 4: The art of Promo & Trailer Making**

Meaning and importance of promo and trailer, Trailer and promo making for films, short films and episode-based content

**Module 5: Editing for Documentaries**

Editing for non-fiction content, concept of discontinuity, editing interviews, observational footage, B-roll, narration or voice-overs

Self-Learning Topics	
Module	Topics
	<b>To be discussed by the respective professor in the beginning of the semester</b>

**Reference Books**

1	The Technique Of Film Editing, Karel Reisz, Gavin Miller
2	Video Editing and Post-Production: A Professional Guide By Gary H. Anderson
3	The Technique of Film Editing-Ken Dancyger
4	The Story of Films- Mark Cousins

**UHFFT507 Advanced Screenwriting**

**(Total Lectures: 48)**

**Course Objectives:**

- To help understand writing for various genres like comedy, thriller, drama, etc.
- To introduce to the art of adaptations
- To introduce the concept of writing for non-fiction formats like reality shows, non-fiction shows, etc.
- To discuss the concept of writing for episodic format

**Module-1: Writing for different genres**

Structure of the story for various genres, sub-plots and plot points, Revealing, developing and escalating the dramatic premise and/or theme. Plot progression, the arc of the protagonist, linear and non-linear storytelling

**Module-2: Scene Design & Writing Dialogues**

Designing a scene. Beats. Conflict, turning points within a scene. Functions of the scene. Plot movement through every scene. Lead in – lead out scenes. Entering late, getting out early. Scene transitions.

Role and functions of dialogue. Dialogue vs. conversation. Dialogue as action/reaction. Finding a distinct voice for each character. The Indian dialogue tradition.

**Module-3: Fundamentals of writing a series**

Fundamentals of writing series, Preparing a proposal for a series. Writing the Concept Note, the Treatment Note, the Character Sketch, the entire story, the episode synopsis and the pilot episode. Writing the milestones and key characters

**Module-4: Writing for non-fiction and reality shows**

Scriptwriting for documentary, research and narrative development, Writing script of non-fiction TV shows and reality shows. The key elements that differ from fiction writing

**Module-5: Adaptations from other mediums like novels, plays, etc.**

Choosing the literary work for adaptation, Identifying key characters and their storylines. Creating the premise. Identifying the protagonist. .

The importance of structure. How important is it to be faithful to the original work. Creating new material. Modifying existing material, Developing the main plot. Deciding about the protagonist’s journey. Choosing secondary characters. Choosing and developing the necessary subplots.

Self-Learning Topics	
Module	Topics
	<b>To be discussed by the respective professor in the beginning of the semester</b>

Reference Books	
1	Screen Adaptation: A Scriptwriting Handbook by Kenneth Portnoy
2	Screenplay: The Foundations of Screenwriting By Syd Field
3	The Screenwriter's Bible by David Trottier
4	Screenwriting: The Sequence Approach by Paul Joseph Gulino
5	The Art of Screenwriting: An A-to-Z Guide to Writing a Successful Screenplay By William Packard
6	The Tools of Screenwriting by David Howard, Edward Mabley

## Semester - VI

Sr. No.	Choice Based Credit System		Subject Code	Remarks
1	Core Course		UHFFT601 UHFFT602 UHFFT603	
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	

**UHFFT - Undergraduate Humanities Faculty of Film and Television**

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

### III year Semester -VI Internal and External Assessment Details

Sr No	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)					Credit	Evaluation Scheme					Total Marks
			Modules	S. L.	L	T	P		S. L. E	TA	CT	SEE	PE	
1	UHFFT601	Contemporary Issues	5	20%*	5	0	0	4	10	20	10	60	00	100
2	UHFFT602	Overview of Media Business	5	20%*	5	0	0	4	10	20	10	60	00	100
3	UHFFT603	Practical Filmmaking (Non-Fiction)	5	20%*	5	0	0	12	00	00	00	40 (Black Book + Report)	60 (Viva + Film)	100
Total Lectures/ Credit								20	Total Marks					300

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

S. N	Subject Code & Title	Subject Unit Title	Lectures (45 min)	Total Lectures	Credit	Total Marks
1	UHFTT601	1 Ecology and its related concerns	08	48	4	100 (60+40)
		2 Human Rights Legislative measures with reference to India	10			
		3 Political concerns and challenges	10			
		4 Economic Development and challenges	10			
		5 Social Development and challenges	10			
2	UHFTT602	1 Indian Media Industry Overview	08	48	4	100 (60+40)
		2 Challenges facing Television and Radio	12			
		3 Animation, Gaming and VFX industries growth and opportunities	12			
		4 Opportunities in the OTT sector	06			
		5 International Issues Facing the Media Industry	10			
3	UHFTT603 Practical Filmmaking (Non-fiction film- Documentary)	1 Making a documentary film on contemporary issues of 15-20 minutes duration. Students will be graded according to the following criteria- 1. research 2. production quality 3. writing 4. visuals 5. overall impact	48	48	12	100 (60+40)

### UHFTT601: Contemporary Issues

(48 Lectures)

#### Course Objectives:

- To understand and appreciate the History and rich legacy of Indian Cinema
- To appreciate the works of international directors and their contribution to Cinema
- To understand the current scene and changing trends in Indian Cinema

#### Module -I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Coastal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

#### Module- 2

(a) Human Rights (12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

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

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

### Module-3

Political concerns and challenges (10)

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

### Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone: Its role and significance in Maharashtra
- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

### Module 5

Social development and challenges: (08)

- Tribal Issues: Marginalization of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh: Challenges and impact
- Developmental Issues: Displacement and rehabilitation

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

### References:

Sr. No.	Title and Publisher
1.	Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2.	Coleman Benjamin: Conflict, Terrorism and Media in Asia
3.	Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4.	Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE
5.	Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6.	Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7.	Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8.	Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
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11.	Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
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14.	Asha Bajpai , ( 2011) Child Rights in India: Law, policy, and practice .
15.	Dr. B Ramaswamy and Nitin Shrirang Mane, ( 2013) Human Rights: Principles and practices,Alfa Publication.
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17.	J.Shivanand, Human Rights:Concepts and Issues,
18.	Ram Ahuja , ( 2012),Indian social Problems, Rawat Publications.
19.	Ghanashyam Shah, ( 2011) Social Movements in India, Sage Publications.
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22.	Bill McKibben, The End of Nature.
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24.	Jeffrey D.Sachs, The Age of Sustainable Development

## UHFTT602: Overview of Media Business

(48 Lectures)

### Course Objectives:

- To educate about the basics of Media and entertainment business
- To understand the basics of television business and challenges faced by it
- To understand the basics of radio business and challenges faced by it
- To understand basics of animation and gaming business

### Module 1: Indian Media Industry Overview

State of the Media

FICCI-KPMG report overview.

The changing Dynamics of Media

### Module 2: Challenges facing Television and Radio

The all new web media and associated ramification,

Television Distribution : Issues and Challenges,

Content Repackaging,

Piracy Issues-In real and web-virtual domains,

Challenges associated with IPTV & DTH

### Module 3: Animation, Gaming and VFX industries growth and opportunities

Animation Industry Growth and Challenges,

VFX for Cinema : Impact of Hollywood, Gaming Industry

Challenges and Conflicts ; Multiplication of Gaming platforms,

Evolution of Gaming technology - from 8 bit to console gaming, Gaming as additional revenue stream for monetizing a franchise

### Module 4: Opportunities in the OTT sector

Emergence & Growth of OTT platforms in India

Content on OTT platforms,

Business and revenue pattern for OTT,

Challenges and Opportunities in OTT Platforms

**Module 5: International Issues Facing the Media Industry**

Piracy Issues and Introduction to IPR,

Adapting international content to Indian television

Unconventional Media Opportunities in India, Definitions and terms in unconventional media,

Podcasting, i-media and digital media

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

**References:**

Sr. No.	Title and Publisher
1.	Indian Media Business 4th Edition- Vanita Khandekar (2017) (Khandekar, Indian Media Business 4th Edition, 2017)
2.	( KPMG Indian Media and Entertainment Industry Report (Current Financial Year))

**UHFTT603:Practical Filmmaking (Non-fiction: Documentary)**

**(48 Lectures)**

**Course Objectives:**

- To help understand the basics of the production pipeline of film making process
- To introduce the process of documentary film making
- To help understand the basic workflow in documentary film making process
- To make a documentary on contemporary issues

The students will work in groups and make a documentary of 15-20 minutes on contemporary issues. Each group will work with a mentor throughout the process of production.

The students will carry out the entire process- from research to post-production, on their own and exhibit the documentary at a screening.

Students will be graded according to the following criteria-

1. research
2. production quality
3. writing
4. visuals
5. overall impact

## **Section D**

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

1) Duration – 2 Lectures

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 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 depend 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 only credits, grades, 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 for 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.

g. Dissertation will be marked out of 100.

**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, Dinshaw Wachha Rd. Churchgate, Mumbai 400020	9324536999	manjulashrinivas@gmail.com
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Recommendations of the Board of Studies: