No. HSNCU/BOS-Mass Media/April/172-A of 2024   1st April 2024

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Operations Manager- Influencer Marketing,
Schbang

Respected Sir / Madam,

By the direction of the Hon'ble Vice-Chancellor, I am pleased to inform you that you have been nominated on the Board of Studies in **Mass Media** under the Faculty of Humanities of the HSNC University, Mumbai, for a period of five years. I am therefore to request you kindly to form yourselves into the Board of Studies in Mass Media and also request you kindly to fulfill all the duties. Your appointment shall be governed by HSNC University Notification असाधारण क्रं. ३९१, dated 30th October 2019.

I am to request you kindly to convey your acceptance and confirmation at the earliest.

Looking forward to your active participation in the deliberations at the meetings of the Board of Studies in Mass Media, as and when held.

With warm regards.

Yours faithfully,

Dr. Bhagwan Balani
Registrar (Ag)

Copy for information to :
PA to Vice-Chancellor, HSNC University, Mumbai,
Office of the Hon'ble Vice-Chancellor, HSNC University
Office of the Registrar, HSNC University, Mumbai,

HSNC University Mumbai

(2023-2024)

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

2023-2024

Semester I & Semester II

Semester – I

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Fundamentals of Mass Communication ii) History of Media	4+4	
2	Minor Courses- Introduction to Economics for Media	4	
3	Multi-disciplinary Elective Courses- i) Writing for Social Media ii) Basics of Graphic Designing	2	
4	Vocational Courses- Technology in Media- I	1	
5	Ability Enhancement Courses- Effective Communication Skills	2	
6	Indian Knowledge System	1	
7	Value Added Course	2	

SrNo	Subject Code & Title	Subject Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1	MAJOR-I Fundamentals of Mass Communication	Communication: Meaning, Forms and Techniques	15*4	60	4	100
		Communication Models-				
		Rise of Mass Communication-				
		Mass Communication and Society-				
2	MAJOR-II History of Media	History of Press	15*4	60	4	100
		History of Broadcasting- Radio and TV				
		Evolution and Growth of Advertising and Public Relations				
		Evolution of New Media and Way Ahead				
3	MINOR Introduction to Economics for Media	Demand and Supply	15*4	60	4	100
		Financial Systems and Media				
		Media and Inflation				

		Introduction to media economics				
4	ME-Writing for Social Media	Media Writing basics	10*3	30	2	50
		Writing according to platform, type and purpose				
		Instagram, LinkedIn, Facebook, Twitter, Threads				
		Social media writing ethics				
	ME-Basics of Graphic Designing	Introduction to basic design elements	10*3	30	2	
		Introduction to Adobe Illustrator				
		Basics to Corel Draw and Canva				
		Understanding Lighting, Color and composition				
		Production of Images- Editing and Processing RAW Images				
5	VOCATIONAL-Technology in Media-I	Word Processing and Page Designing- MS Word, InDesign	10*3	30	1	50
		Graphic Designing- Illustrator, Corel Draw and Canva				
		Image Production- Photoshop and Lightroom				
6	AEC-Effective Communication Skills	Need for Communication Skills in Mass Media, Differences between Technical and General Communication	10*3	30	2	50
		Listening, Reading and Speaking skills, Presentation techniques				
		Basic Writing Skills in English- Vocabulary and Grammar. Formal writing- Letter/Email Writing, Report Writing Introduction to translation skills				

<u>**Detailed Syllabus**</u>

MAJOR COURSE

I: FUNDAMENTALS OF MASS COMMUNICATION

COURSE OBJECTIVES:

- To introduce learners to concept of communication
- To acquaint learners to various forms and models of communication
- To discuss the evolution of mass communication
- To deliberate on the role of mass media in the society

LEARNING OUTCOMES:

- To understand concept of communication
- To learn various forms and models of communication
- To study evolution of mass communication
- To understand role of mass media in the society

Module 1: Communication: Meaning, Forms and Techniques

Meaning of communication, importance. Forms of Communication- Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication,

Techniques of communication: formal/ informal, verbal/written, downward & upward. Barriers of communication, Essentials of communication, Ethnography of Communication

Module 2: Communication Models-

Aristotle's Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm's models, David Berlo, Dance's Helical Model, Gerbner's Model, De Fleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran model. Newcomb's ABX Model, Riley and Riley's Social System model, The Westley McLean Model, etc.

Module 3: Rise of Mass Communication-

Concepts of 'Mass' and 'Mass Society'; Process and characteristics of 'Mass Communication'; Rise of Mass Media; Major Forms of Mass Communication, New interactive media and its characteristics, Understanding mass media from McLuhan's perspective, Media Convergence

Module 4: Mass Communication and Society-

Media's role in shaping the society, Media and democracy, Media for development, Media and culture, Media and gender, functions and dysfunctions of mass media

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 in India: Keval J Kumar
6. Mass Communication Journalism in India: D S Mehta
7. The Story of Mass Communication: Gurmeet Singh

I: HISTORY OF MEDIA

COURSE OBJECTIVES-

- To discuss the evolution of mass media in India
- To introduce the students to the development and growth of print media
- To orient the students to understand the evolution of broadcasting
- To discuss the growth and trends in advertising and PR
- To discuss the advent of new media and future scope for the same

LEARNING OUTCOMES:

- To understand the evolution of media in India
- To learn about the growth of press, TV, Radio and digital media
- To learn the importance and growth of advertising and public relations
- To study the trends and trajectory of mass media growth

Module 1: History of Press

Pre-Independence Press- Newspaper – the rise of the voice of India during British rule, India's Freedom Struggle and Role of Media, Rise of vernacular press with special reference to Marathi press
Post-Independent Press- Independence and rise of Newspapers; Press During Emergency; Post LPG evolution of Indian Press, Effect of Covid
Press Regulations- Pre-independence and post-independence
Iconic personalities- Bal Gangadhar Tilak, Raja Rammohan Roy, M. K. Gandhi, Dr. B. R. Ambedkar, etc.

Module 2: History of Broadcasting- Radio and TV

Radio & Television as Mass Media
Radio and Television Broadcasting- The beginning of Radio and Television Shows
Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio
Prasar Bharati and its role: SITE, Privatization of TV, Regulatory Mechanism
Satellite Television & Privatisation in Broadcasting: A New Era in Broadcasting in India
Internet Protocol Television

Module 3: Evolution and Growth of Advertising and Public Relations

History and Growth of PR: Evolution of PR in Indian and Global Context, Edward Bernays, Ivy Lee's role in Establishing PR, evolution of public relation in public and private sector

History of print advertising, evolution of advertising agencies, emergence of broadcast advertising, advent of OOH advertising and emerging trends, advertising regulations, iconic ad campaigns, important advertising personalities

Module 4: Evolution of New Media and Way Ahead

Advent of Internet, emergence of web 2.0 and beyond, social networking sites, impact of social media on communication, impact of digital and new media on legacy media

References:

1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPOSE
4. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI
5. INDIA ON TELEVISION BY NALIN MEHTA(HARPER COLLINS PUBLISHERS)

MINOR COURSE

INTRODUCTION TO ECONOMICS FOR MEDIA

COURSE OBJECTIVES-

- To introduce learners to basics of economics
- To discuss the relationship of media industry and concepts of demand, supply, prices, etc.
- To introduce to the concept of inflation and its relationship with media
- To discuss various case studies related to Media business

LEARNING OUTCOMES:
- To understand the basics of economics
- To study the relationship of media industry and basic economic concepts
- To learn about the relationship of media and inflation
- To study the recent trends of media economics

Module 1: Demand and Supply
Conceptual understanding of demand and supply, media and its relationship with demand and supply
concept of price, impact of media content on prices
Buyers and sellers, and their relationship with media
Media-related case studies

Module 2: Financial System and Media
Money flow in media industry
Law of diminishing marginal utility

Application of law of DMU to Media

Impact of Covid- positive and negative

Module 3: Media and Inflation

Conceptual understanding of inflation

Inflation generated through and by media

Indian and global understanding with case studies

Module 4: Introduction to Media Economics

Various sectors in Media industry

Revenue streams, Understanding flow of money in media industry, understanding various institutions and entities financing media

Impact of digital technology on media industry and revenue.

Case studies

References:

1. Understanding Media Economics, Gillian Doyle, Sage, 2013
2. Paul Samuelson, William Nordhaus, (2009) Economics 19th Edition,McGraw-Hill Education
3. David K.H., Stanley Fischer, Rudiger Dornbusch Begg, (2002) Economics 7 Rev Ed Edition McGraw-Hill Publishing Co.

MULTIDISCIPLINARY ELECTIVE COURSE

I) WRITING FOR SOCIAL MEDIA

COURSE OBJECTIVES

- To teach basics of writing for social media
- To discuss the concept of platform-specific writing
- To discuss ethical principles of social media writing

LEARNING OUTCOMES:

- To learn to write for social media
- To practically carry out social media writing projects
- To learn about ethical principles for social media

Module 1: Media Writing basics

Media writing vs creative writing, language and grammar basics, developing media vocabulary, understanding media language and technicalities- hashtags, topics, captions, headlines, etc.

Module 2: Writing according to platform, type and purpose

Writing for various mediums- print, television, audio mediums like radio, website, etc.

Writing according to target audience

Writing topicals, writing for specific occasions, review writing, etc.

Module 3: Social media writing and ethics

Writing for social media- Twitter, Facebook, Instagram, Threads

Using AI tools to curate content

Basics of writing scripts for YouTube and podcast, Ethics in social media writing- source attribution, fact check, plagiarism check, etc.

References:

1. Handley, Ann, (2022), Everybody Writes. Wiley
2. Carroll, Brian, Writing for Ditigal Media, 3 rd edition, Routledge, 2017
3. Redish, Janice. Letting Go of the Words: Writing Web Content that Works, 2nd edition, Morgan Kaufmann, 2012.
4. Stovall, J. G. (2009). Writing for the Mass Media: 7th Edition. Boston: Pearson.

II) BASICS OF GRAPHIC DESIGNING

COURSE OBJECTIVES

- To introduce learners to basic design principles
- To introduce learners to the tools required for graphic designing
- To introduce the concept of design thinking

LEARNING OUTCOMES:

- To learn basics of design
- To practically carry out designing projects
- To learn tools and softwares of graphic design

Module 1: Introduction to basic design elements

Design principles- Balance, rhythm, pattern, emphasis, contrast, unity, and movement

The elements of art and design – line, shape, form, colour and texture

Understanding visual art, understanding perspectives.

Module 2: Introduction to Adobe Illustrator

Introduction to software interface, understanding vector-based software, Basic tools and their functions, working with text, working with patterns and images, creating a logo using illustrator

Module 3: Basics of mobile application for design- Canva

What is Canva, Understanding freeware and paid version, Designing basics using templates, Designing posters, brochures, certificates, banners, CVs, etc. using templates, Using Canva without templates

1. Graphic Design for everyone- Cath Caldwell
2. Adobe Illustrator CC for Dummies by David Karlins

VOCATIONAL COURSE

TECHNOLOGY IN MEDIA-I

COURSE OBJECTIVES

- To introduce learners to importance of technology in media sector
- To discuss various word processing and page designing tools
- To teach basics of designing tools for content creation
- To introduce learners to image processing techniques

LEARNING OUTCOMES:

- To learn to create newspaper layout
- To learn to create logos, graphic designs, brochures, posters, etc.
- To learn to edit pictures from RAW, edit pictures for printing

Module 1: Word Processing and Page Designing- MS Word, InDesign

Understanding basic tools of Microsoft Word, using Microsoft Word for report writing, academic writing, letter writing, etc.

Concepts of page designing, layouts, page sizes

Introduction to Adobe InDesign: knowing user interface, understanding various tools, creation of designed pages of newspapers, magazine, book. Using images in InDesign, creating info graphic, exporting of creative design and printing, examples of good page design.

Module 2: Graphic Designing- Illustrator, and Canva

Design principles- Balance, rhythm, pattern, emphasis, contrast, unity, and movement; The elements of art and design – line, shape, form, colour and texture

Introduction to software interface, understanding vector-based software, Basic tools and their functions, working with text, working with patterns and images, creating a logo using illustrator

What is Canva, Designing basics using templates, Designing posters, brochures, certificates, banners, CVs, etc. using templates, Using Canva without templates

Module 3: Image Production- Photoshop and Lightroom

Image, editing, basics, vectors and bitmaps understanding when to use adobe Photoshop

Understanding Adobe Photoshop work space, using various tools, toolbox, controls, and shortcuts, floating palettes, understanding, layers, concepts of cropping, resizing, Re sampling, etc., contrast adjustment, colour adjustment, levels, curves, working with text.

Understanding Adobe Lightroom- interface, uses.

Creation of photo gallery, photo books, printing images using layouts and templates

References:

1. Graphic Design for everyone- Cath Caldwell
2. Adobe Illustrator CC for Dummies by David Karlins
3. Adobe InDesign classroom in a book- Kelly Anton
4. Adobe Photoshop classroom in a book- Conrad Chavez

EFFECTIVE COMMUNICATION SKILLS

COURSE OBJECTIVES:

- TO introduce learners to concept of communication and its significance
- To impart skills including reading, listening, speaking and writing
- To introduce the concept of translation skills and its usage in media industry

LEARNING OUTCOMES:

- To understand communication as a concept and know about its types and importance
- To get acquainted with various communication skills including reading, listening, writing and speaking
- To study translation skills and its use in media industry

Module 1: Need for Communication Skills in Mass Media

Communication, its concepts, process; Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication - Verbal Communication: Importance of verbal communication, Advantages of verbal communication, Advantages of written communication, Significance of Non-verbal Communication

Module 2: Basic Communication Skills

Listening: Process, Classification of Listening, Purpose of Listening, Common Barriers to the Listening Process, Measures to Improve Listening, Listening as an Important Skill in Workplace.

Reading: Skimming and scanning Reading - examples Newspaper / Magazine article, books, short form content, Content in English, Hindi OR Marathi, Recognizing aspects of language particularly in media.

Writing Skills: Recognizing various aspects of language particularly related to media, Vocabulary of media words, Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms, Phrases, proper usage of homophones, homonyms etc.

Speaking: Types of thinking (rational, logical, critical, lateral etc.), Errors in thinking, Speaking in formal and informal situations, Presentation, its importance.

Module 3: Introduction to translation skills

Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation, Interpretation: Meaning, Difference between interpretation and translation

Interpretation: Meaning, Difference between interpretation and translation

Transcreativity: Translation advertising copies

References:

1. Norman Lewis, (1975), Word Power Made Easy, Pocket Books
2. Edward de Bono (1999), Six Thinking Hats, Little, Brown & Company.
3. Wren, P.C.; Martin, H.; Prasada Rao, N.D.V. (1973–2010). High School English Grammar & Composition. New Delhi: S. Chand.
4. Sanjay Kumar, Pushp Lata, (1 st January 2015), Communication Skills, Oxford Printing Press

Part 2 - The Scheme of Teaching and Examination

Semester – II

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Introduction to Media Psychology ii) Storytelling through Literature	4+4	
2	Minor Courses- Principles of Marketing and Management	4	
3	Multi-disciplinary Elective Courses- i) Content Creation for YouTube ii) Social Media for Business Development	2	
4	Vocational Courses- Technology in Media- II	1	
5	Ability Enhancement Courses- Introduction to Content Writing	2	
6	Indian Knowledge System	1	
7	Value Added Course	2	

SrNo	Subject Code & Title	Subject Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1	MAJOR-I Introduction to Media Psychology	Introduction to Psychology and Role of Psychology in Media	15*4	60	4	100
		Psychological Effects and Media Influence				
		Social Psychology of Media				
		Developmental Psychological Issues wrt Media				
2	MAJOR-II Storytelling through Literature	Importance of literature for Mass Media	15*4	60	4	100
		Short Stories and Novels- Understanding the medium Authors (Select literature that has been adapted in films or series or serials) Ruskin Bond and Rabindranath Tagore R K Narayan and Jhumpa Lahiri				
		Plays- Understanding drama as a medium. Playwrights-(Select literature that has been adapted in films or series or serials)				

		Shakespeare, Vijay Tendulkar and others				
		Poetry- Understanding poetry- Forms and types Contemporary poetry Usage of poetry in Media- Films, Series and Advertisements,				
3	MINOR Principles of Marketing and Management	Management- Concept, Function, Nature and Approaches	15*4	60	4	100
		Management and Mass Media- Role of Management in Mass Media Industry, Group Dynamics, Decision Making, Recent Trends in Management				
		Marketing- Scope, Meaning, Basic Concepts, Marketing Mix				
		Integrated Marketing Communication- Introduction, Process and recent Trends				
4	ME- Content Creation for YouTube	Introduction to YouTube- Nature of the medium, technicalities and specifications, Recent Developments, Various Content options, Channel Genres	10*3	30	2	50
		Creating and Developing a Channel- Strategy, Content Planning, Understanding Target Audience, Defining Niche, Story Building and Development				
		Production and Marketing- Editing videos, Music, Thumbnail and description, Legal Framework, Advertisement Analytics, Monetisation of Channel, SEO for YouTube				
	ME- Social Media for Business Communications	Relationship of Social Media and Business	10*3	30	2	
		Social Media tools for Small Business and Startup- Business Development, Brand Identity Building, Marketing and Advertising Case Studies and Practicals				
		Using Social Media for established businesses- Brand Management, Crisis Management, Managing Interactivity Case Studies				
5	VOCATIONAL- Technology in Media-II	Video Production Basics	10*3	30	1	50
		Audio Production Basics				

		Using Mobile Phone for Media Production- Graphic Designing, Audio Editing, Video Editing, Tools for Digital Content Production- Website Design, Managing Backend, Blogging, SEO, Hyperlinks, Metadata, AI Tools				
6	AEC- Introduction to Content Writing	Content Writing Introduction- Difference Between Creative Writing and Content Writing, Development of a specialized field, Scope, Nature	10*3	30	2	50
		Content Writing Foundation- Blogs, Websites, Social Media, News Briefs, Headlines, etc. Key concepts for web content creation- Keywords, topics, hashtags, alt text, SEO, SMO, etc.				
		Editing Skills- Basic editing- Spell check, grammar check, and removing redundant words and sentences, Editing captions, taglines and headlines Editing Copy				

Detailed Syllabus

MAJOR COURSE

I: INTRODUCTION TO MEDIA PSYCHOLOGY

COURSE OBJECTIVES:

- To introduce to basics of psychology and its relationship with media
- To discuss media's influence on psychological effects
- To discuss the concepts of social psychology of media

LEARNING OUTCOMES:

- To understand the role the psychology plays in media
- To understand the ascendency of media on psychological effects
- To learn the concept of social psychology and its relation with media

Module 1: Introduction to Psychology and Role of Psychology in Media

Definition of Psychology, Branches of psychology, Psychology and Media, Memory- Definition, Information processing model, LOP Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception, Cognitive and behavioral effects of media. (Focus on print, interactive medium and web advertising), Effects of pro- social media

Module 2: Psychological Effects and Media Influence

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

Module 3: Social Psychology of Media

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

Module 4: Developmental Psychological Issues wrt Media

Learning- Theories Classical conditioning and Operant conditioning, Cognitive Learning, Observation learning, Social cognition- Script and schema, Motivation- Definition- Types- Need hierarchy theory, Young Children and media-socialization through media, Media use and influence during adolescence.

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

II: STORYTELLING THROUGH LITERATURE

COURSE OBJECTIVES-

- To introduce students to English literature
- To discuss various storytelling formats
- To introduce to literature adapted in popular media
- To acquaint to popular and acclaimed Indian and foreign classical and contemporary works

LEARNING OUTCOMES:

- To understand the importance of literature in media
- To study various storytelling forms
- To study literature that has been adapted into films or series or serials

Module 1: Importance of literature for Mass Media

Connection of mass media and literature, various media forms and literature, adaptations, Perspectives from literature used by media, narratives from literature used in Mass Media, storytelling techniques common between the two

Module 2: Short Stories and Novels- Understanding the medium

Authors (Select literature that has been adapted in films or series or serials)
Ruskin Bond and Rabindranath Tagore
R K Narayan and Jhumpa Lahiri

Module 3: Plays- Understanding drama as a medium.

Playwrights-(Select literature that has been adapted in films or series or serials)
Shakespeare, Vijay Tendulkar, Mahesh Dattani and others

Module 4: Poetry- Understanding poetry- Forms and types

Contemporary poetry- Indian and Non-Indian
Usage of poetry in Media- Films, Series and Advertisements

References:
Introduction to literature: Gilbert Muller, John Williams

MINOR COURSE

PRINCIPLES OF MARKETING AND MANAGEMENT

COURSE OBJECTIVES-

- To introduce learners to basics of management
- To discuss the relationship of media industry and management concepts
- To introduce to the concepts of marketing
- To discuss changing nature of marketing and marketing communications

LEARNING OUTCOMES:

- To understand concepts of management
- To apply management concepts to media industry
- To know about the idea of marketing and contemporary trends
- To learn to use marketing communication techniques

Module 1: Introduction to Management-

Concept, Function, Nature and Approaches, Overview of functional areas of managerial roles, various approaches to management- Henri Fayol, F W Taylor, Chester Bernard, etc.

Module 2: Management and Mass Media-

Role of Management in Mass Media Industry, Group Dynamics, Decision Making, Team management importance, Conflict Management, Management of change, crisis management, Role of communication in management, Recent Trends in Management, case studies

Module 3: Introduction to Marketing-

Scope, Meaning, Basic Concepts, Marketing Mix, product mix, Difference between marketing and selling, branding, advertising. Managing marketing channels, role of logistics and supply chain, role of pricing and packaging in marketing, recent marketing trends in India and world

Module 4: Integrated Marketing Communication-

Introduction to concept of IMC, AIDA and DAGMAR, Process and mediums of communication used for marketing, Planning, Understanding Segmentation, Positioning strategies, case studies and recent Trends

References-

1. Essentials of Management Koontz H & W McGraw Hill, New York
2. Management Concept and Practice Hannagain T. McMillan, Delhi
3. Marketing Management–Kotler, Philip; Prentice Hall of India Publications, New Delhi
4. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.

MULTIDISCIPLINARY ELECTIVE COURSE

I) CONTENT CREATION FOR YOUTUBE

COURSE OBJECTIVES

- To teach basics of YouTube platform
- To acquaint to process of channel creation and development
- To discuss various tools required for YouTube

LEARNING OUTCOMES:

- To create a YouTube channel
- To develop content plan for the channel
- To learn to edit and upload the videos on YouTube

Module 1: Introduction to YouTube-

Nature of the medium, technicalities and specifications, Recent Developments, Various Content options, Channel Genres

Module 2: Creating and Developing a Channel-

Strategy, Content Planning, Understanding Target Audience, Defining Niche, Story Building and Development

Module 3: Production and Marketing-

Editing videos, Music, Thumbnail and description, Legal Framework, Advertisement Analytics, Monetisation of Channel, SEO for YouTube

References-

1. YouTube Secrets: The Ultimate Guide to Growing- Sean Cannel
2. The YouTube formula- Derral Eves

II) SOCIAL MEDIA FOR BUSINESS COMMUNICATIONS

COURSE OBJECTIVES

- To introduce learners to the relationship of social media and business
- To introduce learners to the social media tools required for small businesses
- To introduce to role of social media in management of established business communication

LEARNING OUTCOMES:

- To plan social media content for businesses
- To understand the differences in social media for various types of businesses

Module 1: Relationship of Social Media and Business

Understanding role of social media in business, need for social media, use and speciality of each SM platform, Recent trends and case studies

Module 2: Social Media tools for Small Business and Startup-

Business Development, Brand Identity Building, Marketing and Advertising

Case Studies and Practices

Module 3: Using Social Media for established businesses-

Brand Management, Crisis Management, Managing Interactivity

Case Studies

VOCATIONAL COURSE

TECHNOLOGY IN MEDIA-II

COURSE OBJECTIVES

- To introduce learners to basics of video production

- To discuss various audio production tools
- To teach basics of mobile phone technology and tools for digital content production

LEARNING OUTCOMES:

- To learn to process raw video footage
- To learn to produce a short and long form video with audio and video editing software
- To study design and production using mobile phone applications
- To learn how to manage backend of a hosted website

Module 1: Video Production Basics

Understanding importance of editing in video production, examples of good editing, editing for different formats,

Adobe premiere pro – understanding the software and its interface, knowing various tools, experimenting with video and audio layers, various applications of different file formats

Importing raw footage for edits, performing video, check, exporting video in various format, rendering and managing quality

Basics of colour, grading examples of colour, grading using filters and pre sets

Module 2: Audio Production Basics

Introduction to digital audio – sound basic, audio band, pitch, volume, understanding, digital audio sampling.

Concepts of mono, stereo, surround sound, 5.1 channel, Dolby Digital; recording, sound, microphones, and types of microphones, sound input, extracting audio, audio formats

Concepts like delay, echo, reverb, chorus. Mixing sounds, noise cancellation, changing pitch, Time, duration, sound, file format, exporting edited audio in various formats

Module 3: Using Mobile Phone for Media Production-

Graphic Designing, Audio Editing, Video Editing,
Tools for Digital Content Production
Website Design, Managing Backend, Blogging, SEO, Hyperlinks, Metadata, AI Tools

References:

1. Grammar of the Edit: Roy Thompson, Christopher J. Bowen - Focal Press
2. Cut By Cut: Editing Your Film or Video, Gael Chandler
3. Pro Tools 9: Music Production, Recording, Editing and Mixing By Mike Collins
4. Sound for Film and Television By Tomlinson Holman
5. Audio in Media By Stanley R. Alten

<div align="center">**ABILITY ENHANCEMENT COURSE**</div>

INTRODUCTION TO CONTENT WRITING

COURSE OBJECTIVES-

- To discuss basics of content writing
- To teach writing skills for content development
- To discuss basic editing skills
- To acquaint to concepts of web content development

LEARNING OUTCOMES:

- To learn the process of content development
- To study writing techniques for various content types
- To learn web content development
- To study content editing tools and techniques

Module 1: Content Writing Introduction-

Difference Between Creative Writing and Content Writing, Development of a specialized field, Scope, Nature

Module 2: Content Writing Foundation-

Blogs, Websites, Social Media, News Briefs, Headlines, etc.
Key concepts for web content creation-Keywords, topics, hashtags, alt text, SEO, SMO, etc.

Module 3: Editing Skills-

Basic editing- Spell check, grammar check, and removing redundant words and sentences, Editing captions, taglines and headlines
Editing Copy

References:

1. Buck Ryan, Michael O' Donnell, (2001),The Editor's Toolbox, Wiley-Blackwell
2. James Glen Stovall, (2014), Writing for the Mass Media, 9 th Edition, Pearson
3. Robert Harris A, (2002), Writing With Clarity and Style: A Guide to Rhetorical Devices for Contemporary Writers, 1st Edition, Routledge