HSNC University Mumbai

(2024-2025)

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

2024-2025

Semester III & Semester IV

Board of Studies

Mass Media

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PREAMBLE

In the globalised and now digitised world, boundaries of traditional mediums like television, radio, and newspaper have integrated with the new mediums. The media creators and consumers alike are exploring new formats of content and new mediums. With the advent of newer technological inventions like AI, VR, AR, machine learning, and blockchain, the media industry has seen huge changes worldwide.

These changes have underlined the need for a media education framework, where the learners are trained formally to trace, understand, discuss, explore, and examine the changes in the field; and create content using all the new-age technology and tools that suit the changing structure and nature of the world. A framework that trains the learners to understand the power that media holds of influencing the audience and at the same time, makes them aware of the responsibility media professionals hold of creating informed opinions, is the need of the hour.

Bachelor of Arts in Multimedia and Mass Communication is a unique program spread over four years and eight semesters that offers a systematic progression of both theoretical papers and practical work that allows the learners to acquire every possible skill to become a media professional. The program aims to create a framework that will help learners develop conceptual understanding, technical expertise, and artistic expression required for the dynamic industry of media.

This four-year undergraduate programme aims to produce graduates with the essential and advanced knowledge in communication, preparing them to be leaders in mass communication with creative abilities, perceptive attitudes, and necessary skills including language skills, and the much-needed morality.

The program aims to provide specialisation in Advertising, Journalism, and Public Relations from the third year of the program. Focusing on concepts, theories, and professional practices in the field, the learners will be taught to think and analyse issues and events critically and gain a comprehensive understanding of their field. The goal is for graduates to use the skills and concepts acquired in the program while working and contribute to helping positively develop society.

PROGRAMME OBJECTIVES

1. The learner is expected to understand concepts and principles of mass communication.

2. The learner is supposed to learn various formats, platforms, and genres of mass communication.

3. The learner should be able to discuss the concepts, techniques, and principles of multimedia and media convergence

4. The learner is expected to develop conceptual understanding, technical expertise, and artistic expression required for the dynamic industry of media.

5. The learner should be taught how to trace, understand, discuss, explore, and examine the changes in the field.

6. The learner is supposed to be equipped with creative abilities, perceptive attitudes, and necessary skills including language skills and the much-needed morality, to work in the mass media industry.

7. The learner is expected to create content using all the new-age technology and tools that suit the changing structure and nature of the world.

8. The learner is expected to get acquainted with essential knowledge and skills in the fields of advertising, journalism, and public relations, to work in the fields

9. The learner is supposed to understand and analyse the power that mass media holds in society.

10. The learner should be made aware of the responsibility media professionals hold to create informed opinions, disseminate the right information, and empower society.

11. The learner is expected to discuss concepts, theories, and professional practices in the field of mass media, and to introduce new-age ideas and technologies that are used.

12. The learner is supposed to analyse issues and events critically, comment on them, and gain a comprehensive understanding of their field.

13. The learner should be equipped with the skills and concepts acquired in the program while working and should be able to contribute to positively developing society.

Semester – III

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Media and Cultural Studies ii) Principles and Practices of Audio-Visual Media	4+4	
2	Minor Courses- Film Appreciation	4	
3	Skill Enhancement Courses- Fundamentals of Photography	3	
4	MIL - Media Writing in Local Languages	2	

Sr No	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1	MAJOR - I Media and Cultural Studies	Media and Society	15*4	60	4	100
		Communication Theories				
		Theories of Media Effects and Audience Theories				
		Critical and Cultural Theories				
2	MAJOR - II Principles and Practices of Audio-Visual Media	Foundations of AV Media	15*4	60	4	100
		Audio Mediums: Formats and Techniques				
		Audio-Visual Mediums: Formats and Techniques				
		Business and Organisation of AV media				
3	MINOR - I Film Appreciation	Understanding Film Language	15*4	60	4	100
		World and Indian Cinema, Film Movements and their Filmmakers				

4	SEC - Fundamentals of Photography	Genres, Trends and Influences				
		Films and Society				
		Understanding Your Camera and Photography Basics	15*3	45	3	75
		Composition and Lighting				
		Advanced Camera Settings and Techniques				
		Post Processing and Final Review				
5	MIL - Media Writing in Local Languages	Communication Skills in Local Language (Consider Hindi and/or Marathi language)	15*2	30	2	50
		Translation Skills (Consider Hindi and/or Marathi language)				
		Writing in Local Language (for traditional media, in Hindi and/or Marathi)				

MAJOR I: MEDIA & CULTURAL STUDIES

Course Objectives

1. To demonstrate an understanding with the key concepts of media and communication studies
2. To develop the knowledge of western and non-western theories of communication
3. To evaluate the media and cultural texts
4. To determine the association between media and critical cultural theories

Learning Outcomes:

1. To understand the key concepts of media and communication studies
2. To analyse the Western and non-western theories of media
3. To examine media and cultural texts and its effects on audiences and society
4. To study the association between media and critical cultural theories

Module 1: Media and Society

Meaning and Need for Theories in media, Rosengren Typology, Four Eras of Media Theories; Mass Society and Mass Culture; Marxist Perspective: Base, Superstructure and media; Hegemony; Media as apparatus of Ideology

Module 2: Communication Theories

Normative Theories: Authoritarian theory, libertarian theory, Social responsibility theory, social communist theory, development media theory, Jurgen Habermas: Public Sphere; Knowledge Gap Theory; Diffusion of Innovation theory; Network theory; actor-network theory; niche media theory; Marshall McLuhan's Global Village; Technological Determinism, Critiques of technological determinism; New Media theories; Non-western theories: Sadharanikaran model and Rasa Siddhant

Module 3: Theories of Media Effects and Audience Theories

Hypodermic Needle or Magic Bullet Theory; Agenda Setting Theory, Priming, Framing, Concepts of Selective Exposure; Cultivation Theory; Dependency theory; Social learning theory; Spiral of Silence; Propaganda: Manufacturing consent, Three thinkers: Lippman, Lasswell, Dewey;

Limited Effect Theories: Two-step flow theory, Multi-step flow theory, Uses and gratification theory, Cognitive Dissonance theory

Module 4: Critical and Cultural Theories

Symbolic, descriptive and structural meaning of culture, cultural imperialism, Stuart Hall - Circuit of culture; Frankfurt school, Birmingham school.

References:

1. Encyclopaedia of Communication Theory. (2009) Editors: Stephen W. Littlejohn, Karen A. Foss and others. Sage Publications: New Delhi.
2. Mass Communication Theory: Foundations, Ferment, and Future: Stanley J Baran, Dennis Davis
3. Mass Communication Theory: Denis McQuail
4. Media, Culture, and Society: Paul Hodkinson
5. Media and Cultural Studies: Meenakshi Gigi Durhan and Douglas M. Kellner
6. Media Effects Research: Glenn Sparks
7. Understanding Media Theory (2003) by Kevin Williams, Oxford University Press, New York, USA.

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Students can present their viewpoints on the application of the theories in several fields of media.
2. Case studies to discuss.
3. Debates and discussions on the application and relevance of the theories in the Indian and Global contexts can be conducted.

Summative Assessment: 60 Marks

Question Paper Pattern:

● 4 Questions of 15 marks each with equal weightage to each module.
● Q. No.1 of 15 marks based on practical application and/or case study.
● Internal division of marks can be decided by the paper setting panel.

MAJOR II: PRINCIPLES AND PRACTICES OF AUDIO-VISUAL MEDIA

Course Objectives:

1. To teach the basics of audio-visual media and their importance
2. To develop an understanding of audio mediums and develop content for the same
3. To help outline the techniques of audio-visual media
4. To teach the basics of organisation and management of AV media

Learning Outcomes:

1. To trace the fundamentals of audio-visual media and their basic principles
2. To understand formats of audio content and to create the same
3. To know the techniques of AV media and develop content for AV media
4. To understand the organisation and business of AV media

Module 1: Foundations of AV Media

Overview of the audio-visual media industry in India and the World, Key terminology and concepts, Role of AV media in contemporary society, Ethical considerations in media production, the importance of sound and spoken word in audio, the importance of visual communication

Module 2: Audio Mediums: Formats and Techniques

Introduction to radio and podcast, formats of audio programmes, innovative programme ideas, audience-centric programming, programme scheduling

Principles of sound waves and acoustics, Recording techniques for voice, music, and ambient sound, Editing and mixing audio tracks, producing and hosting podcasts on platforms

Writing for the ear: simple, conversational, clutter-free writing; difference between writing to be read and writing to be heard, development of script for a short podcast episode

Module 3: Audio-Visual Mediums: Formats and Techniques

Introduction to audio-visual media, Television, OTT platforms and other video sharing-streaming platforms like YouTube, formats and genres for AV media, Understanding programming and scheduling, Content Planning for AV media

Production of AV content- pre-production, production and post-production, types of camera shots and movements, lighting and sound requirements and techniques, linear vs. non-linear editing, online, offline, chroma; Storytelling techniques for AV media

Writing for the broadcast media- Visual Storytelling, words vs visuals, writing in 'aural' style,

writing principles for AV media, Development of script for a short TV/YouTube program

Module 4: Business and Organisation of AV Media

Ownership structures, Organisational structures, Revenue Streams for traditional and digital AV media, Monetization strategies: advertising, subscriptions, pay-per-view, Market analysis and competitive positioning, Audience Feedback and rating mechanisms, job and entrepreneurship opportunities, Impact of Artificial Intelligence on Processes and Business of AV Media

References

1. Ma, Ming-Yuen S.. There Is No Soundtrack: Rethinking Art, Media, and the Audio-Visual Contract. United Kingdom, Manchester University Press, 2022.
2. The Routledge Handbook of Digital Media and Globalization. United Kingdom, Taylor & Francis, 2021.
3. The Palgrave Handbook of Audiovisual Translation and Media Accessibility. Germany, Springer International Publishing, 2020.
4. Audio-Visual Industries and Diversity: Economics and Policies in the Digital Era. United Kingdom, Taylor & Francis, 2019.
5. Media Production, Delivery and Interaction for Platform Independent Systems: Format-Agnostic Media. Germany, Wiley, 2013.

6. Kohli-Khandekar, Vanita. The Indian Media Business: Pandemic and After. India, SAGE Publications India Pvt, Limited, 2021.

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Production of a podcast episode
2. Develop a script for a TV program or YouTube video

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

MINOR I: FILM APPRECIATION

Course Objectives:

1. To familiarise learners with the basics of the language of cinema, including the elements of films
2. To help learners understand the evolution of cinema in the world and India
3. To provide learners with an overview of the evolution of film genres and trends
4. To help learners critically analyse the relationship between films and society, and apply theoretical understanding

Learning Outcomes:

1. To Identify and describe the key elements of film language, including mise-en-scène, cinematography, editing, sound, and narrative structure.
2. To explore the evolution of world cinema and Indian cinema from its origins to the present day.
3. To trace the evolution of genres of films, and trends in films.
4. To analyse films' relationship with the society and apply film theories

Module 1: Understanding Film Language

Understanding the fundamentals of film language; cinematography, editing, mise-en-scene, continuity, juxtaposition, terminologies-montage, abby singer, bridging shot, cross-cutting, story, screenplay, storyboarding, etc.

Film narrative structures, Realism and Formalism in films, Movement-Image and Time-Image Theory, auteur theory, Ideology in cinema, Soviet Montage Theory, Marxist Film Theory, Feminist Film Theory, Psychoanalytic Film Theory, Third Cinema Theory, Postcolonial Film Theory, Queer film theory.

Module 2: World and Indian Cinema, Film Movements and their Filmmakers

Early Film History: Evolution of Cinema in India & Hollywood, Introduction of Sound to Cinema, Brief history of Indian regional cinema (Hindi, Marathi, Bengali, Malayalam, Tamil, Telugu, Kannada)

Film Movements and its Filmmakers:

Classical Hollywood Cinema, Early Soviet Cinema, The French New Wave, German Expressionism, Italian Neorealism, Korean Cinema, Japanese Cinema, Iranian Cinema

(Filmmakers- Jean-Luc Godard, Ingmar Bergman, Federico Fellini, Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki, Roberto Rossellini, Vittorio de Sica, Alfonso Cuarón etc.)

New Hollywood cinema, (Filmmakers- Quentin Tarantino, Stanley Kubrick, Alfred Hitchcock, Martin Scorsese, Wes Anderson, Steven Spielberg, Christopher Nolan, Devid Fincher, Woody Allen, Greta Gerwig, Sophia Coppola, etc.

Indian New Wave or Parallel Cinema (Filmmakers- Mrinal Sen, Mani Kaul, Girish Kasaravalli, MS Sathyu, Kanu Bahl, Nandita Das, Aparna Sen, Mira Nair etc.) Regional Filmmakers- Marathi (Filmmakers- V. Shantaram, Jabbar Patel, Nagraj Manjule, etc.), Bengali (Filmmakers- Satyajit Ray, Ritwik Ghatak, Rituparno Ghosh, etc.), Malayalam/Tamil/ Telugu/ Kannada,(Filmmakers- K. Balachandar, K. Vishwanath, Adoor Gopalakrishnan, Mani Ratnam, etc.

Role of music and songs in Indian films.

Module 3: Genres, Trends and Influences

Genre Theory, Types of Genres (Comedy, Drama, Action, suspense, horror, thriller, Fantasy, Animation, Sci-Fi, Romantic Comedy, Noir films, Westerns, Musical, Biopics, Period or historical, Melodrama) genre-bending films

Studio System, Golden Age of Hindi Cinema, Angry Young Man era, Middle Cinema, Commercial or mainstream cinema, Phenomenon of Bollywood, Rise of Multiplex Cinema, Hindi cinema in the new millennium (Filmmakers- Guru Dutt, Vijay Anand, Nassir Hussain, Raj Kapoor, Yash Chopra, Shyam Benegal, Govind Nihlani, Deepa Mehta, Hrishikesh Mukherjee, Sai Paranjpye, Vidhu Vinod Chopra, Rajkumar Hirani, Sanjay Leela Bhansali, Ashutosh Gowarikar, Imtiaz Ali, Anurag Kashyap, Zoya Akhtar, Dibakar Banerjee, etc.)

Module 4: Films and Society

Modernism, postmodernist cinema, The era of OTT and on-demand streaming Film viewing culture, films and censorship, films and identity, representation in films, semiotics and films, and stereotyping.

Film reviewing and criticism, Awards and Festivals

References:

1. Film Studies Basics, Villarejo.(2013), Routledge

2. Film History, Kristin, Bordwell and Smith, (2022),Mc Graw Hill

3. Indian Cinema: A Short Introduction, Rajadhakshya.(2017), Oxford

4. Movies and Method, Ed. Bill Nichols; 2 Volumes; University of California

5. A Short History of the Movies, Gerald Mart, The University of Chicago Press 1981

6. Cinema Studies: The Key Concepts - Susan Hayward

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Critical Analysis of films in the form of group discussion
2. Writing reviews of films
3. Analysis of the works of a director in the form of a presentation

Summative Assessment: 60 Marks

Question Paper Pattern:

● 4 Questions of 15 marks each with equal weightage to each module.
● Q. No.1 of 15 marks based on practical application and/or case study.
● Internal division of marks can be decided by the paper setting panel.

SEC: FUNDAMENTALS OF PHOTOGRAPHY

Course Objectives:

1. To help students understand the basics of digital cameras and photography
2. To understand the role of lighting in photography
3. To help students understand the techniques and functions of camera and photography
4. To help students understand the best representations and output of photography

Learning Outcomes:

1. To understand the different types of cameras (DSLR, mirrorless, compact) and its operations
2. To understand the role of light in creating visually appealing images
3. To deepen knowledge of camera settings and techniques for different environments and subjects.
4. Introduce basic post-processing techniques and review final projects.

Module 1: Understanding Your Camera and Photography Basics

Introduction to Photography: History of photography, Overview of different types of photography: portrait, landscape, street, etc.

Types of Cameras: DSLR vs. Mirrorless vs. Compact, Pros and cons of different camera systems

Basic Camera Operations: Understanding camera parts and functions, Setting up your camera for the first time

Basic Principles of Photography: Exposure Triangle (ISO, Shutter Speed, Aperture), How to hold a camera properly, Practical Exercise: Hands-on camera operation and first photoshoot.

Module 2: Composition and Lighting

Understanding Light: Natural vs. artificial lighting, The golden hour, Reading and using light for better photos, Flash Techniques, Inverse Square of Law, Understanding light gears and modifier

Composition Techniques: Rule of Thirds, Leading lines, Framing and perspective, Depth and balance, Frame in Frame

Practical Exercise: Outdoor shooting focusing on composition and utilising natural light. (it will help students to understand how to control light in a natural environment)

Module 3: Advanced Camera Settings and Techniques

Advanced Camera Settings: Manual mode: mastering ISO, shutter speed, and aperture, Understanding and using White Balance, Autofocus vs. manual focus techniques

Introduction to Long Exposure and HDR: Techniques and settings for long exposure photography, Basics of HDR photography, Practical Exercise: Experimenting with different settings in various lighting conditions.

Module 4: Post-Processing and Final Review

Introduction to Post-Processing: Overview of software options (Adobe Lightroom, Photoshop, etc.), Basic edits and adjustments, Exporting photos for print and web

Building a Photography Portfolio: Selecting your best work, Basic principles of portfolio assembly, Online vs. physical portfolios

References:

1. Understanding Exposure, How to Shoot Great Photographs With Any Camera, Bryan Peterson, (2016), 4th Edition, Amphoto Books
2. Complete Guide to Photography, Marc Newton, (2018), The School of Photography
3. John Hedgecoe's Creative Photography, John Hedgecoe, Collins & Brown
4. Digital Photography, Steve Bavister, (2000), Collin's & Brown Ltd

Assessment:

50:25 Summative: Formative

Suggested Formative Assessment:

Individual/group projects involving students using professional camera gear and lighting equipment to create and produce a series of pictures around particular themes, given by the instructor

MIL: MEDIA WRITING IN LOCAL LANGUAGES

Course Objectives:

1. To acquaint students with the skills of communicating in the local languages
2. To develop the skills of translation and the art of subtitling
3. To impart the skills of writing in the local languages

Learning Outcomes:

1. To equip them with the skills of communication in local languages
2. To impart translation skills and the art of subtitling
3. To produce content in local languages

Module 1: Communication Skills in Local Language (Consider Hindi and/or Marathi language)

Relationship between regional language and media, understanding the usage of local language for media; grammar structure- subject-verb agreement, Noun, pronoun, adjectives, adverbs, tenses; Sentence Structures, Vocabulary in regional language, figures of speech - phrases and idioms

Module 2: Translation Skills (Consider Hindi and/or Marathi language)

Understanding source language and target language; interpreting content and context in the source language; Localising the content, translating news reports, advertisements, TV and radio scripts, translating speeches, basic principles of subtitling

Module 3: Writing in Local Language (for traditional media, in Hindi and/or Marathi)

Writing news briefs, headlines, feature stories in regional language, writing subtitles for films and TV, writing for radio

References:

1. Aspects of Translation: Sreedevi K Nair

2. Approaches to Translation: Peter New Mark

3. सुगम मराठी व्याकरण: मो.रा. वाळिंबे

4. अकलूजकर, प्रसन्नकुमार. वृत्तपत्रविद्या, श्रीविद्या प्रकाशन

5. माळी सुनील, २०१८, बातमीदारी

6. विज्ञापन: भाषा और संरचना, डॉ. रेखा सेठी

Assessment:

30:20 Summative:Formative

Suggested Formative Assessment:

1. Assignment can be based on translation skills, translating from a source language into a target language.
2. Students can create original content for mainstream media in the local language.

Summative Assessment: 30 Marks

Question Paper Pattern:

● 3 Questions of 10 marks each with equal weightage to each module.

Semester – IV

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Fundamentals of Advertising ii) Fundamentals of Journalism	4+4	
2	Minor Courses- Fundamentals of Public Relations	4	
3	Skill Enhancement Courses- Documentary Research and Production	3	
4	MIL - Localising Content for Digital Media	2	

Sr No	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1	MAJOR - I Fundamentals of Advertising	Advertising Foundation	15*4	60	4	100
		Advertising Psychology, Theory and Research				
		Advertising Tools/Channels and Advertising Agency				
		Advertising Campaign-Planning and Management				
2	MAJOR - II Fundamentals of Journalism	Journalism: Meaning and Definition	15*4	60	4	100
		Understanding News				
		Understanding Views				
		Journalism as Profession				
3	MINOR - I Fundamentals of Public Relations	Public Relations: Meaning and Practices	15*4	60	4	100
		Process of PR				

		Media Relations				
		Crisis Communication				
4	SEC - Documentary Research and Production	Introduction to Documentary	15*3	45	3	75
		Research and Planning for Documentary				
		Documentary Production				
		Ethics of Documentary				
5	MIL - Localizing Content for Digital Media	Writing for YouTube and podcasts in Local Language (Consider Hindi and/or Marathi Language)	15*2	30	2	50
		Writing for Social Media in Local Language (Consider Hindi and/or Marathi language)				
		Content Creation for Web in Local Language (Hindi and/or Marathi language)				

MAJOR I: FUNDAMENTALS OF ADVERTISING

Course Objectives:

1. To help learners understand fundamental concepts and methods of advertising
2. To impart knowledge regarding psychology of advertising and Advertising theories and research
3. To introduce learners to advertising channels and agency structures
4. To help learn advertising campaign planning and management

Learning Outcomes:

1. To discuss the fundamentals of advertising concepts and methods
2. To outline the concepts of consumer behaviour and advertising theories and research
3. To compare various advertising tools and channels
4. To understand and design advertising campaign plans and management

Module 1: Advertising Foundation

Definition & Scope, Functions & Objectives

Advertising and Economy, Advertising and Society, Cultural Dimensions of Advertising, Recent Trends of Advertising, ASCI and other regulatory organisations

5 Ms of Advertising Process

Module 2 - Advertising Psychology, Theories and Research

Psychological Principles of Persuasion, Advertising Appeals

Advertising Theories - Mediation of Reality, Shifting Loyalties, Magic of Meaning, Hidden Message, and Imitative Desire theory

Market Research, Product Research, Consumer Research, Consumer Decision Making Process, AIDA & DAGMAR

Module 3 - Advertising Tools/Channels & Advertising Agency

Traditional Media as an Advertising Tool, Digital Media as an Advertising Tool, OOH as an Advertising Tool, Advantages & Disadvantages of Media Tools

Metrics and Data Analytics of Media Tools for Measuring Advertising Campaign Performance, Media Selection Criteria

Types of Advertising Agency, Functions of Advertising Agency, Roles/Departments in Advertising Agency

Module 4 - Advertising Campaign Planning and Management

Advertising Campaign Brief, Objectives of an Advertising Campaign, Planning the Approach and Strategy of an Advertising Campaign to Achieve Objectives, Creative ideation, Fundamentals of copywriting, Visual communication in Advertising, Concept Testing

References:

1. Handbook of Advertising, Herschel Gordon Lewis and Carol Nelson; NTC Business books (2000)
2. Advertising- Principles and practice, William Wells, John Burnett and Sandra Moriarty-Prentice Hall (1995)
3. Contemporary advertising: William F Arens and Courtland L Bovee; Irwin (1994)
4. Advertising and Promotion (fourth edition), Hackley, C. & Hackley, R. A. London: Sage Publications (2017).
5. Advertising and Consumer Society: A Critical Introduction, Holm, N., London: Palgrave (2017)
6. Advertising, Society, and Consumer Culture, Hovland, R. & Wolburg, J.M, New York: Routledge(2010)

Assessment:

60:40 Summative:Formative

Suggested Formative Assessment:

1. Evaluation of Advertising campaigns
2. Development of a creative strategy for a brand
3. Analysis of advertising agencies and their work

4. Development of an effective media plan for a brand

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

MAJOR II: FUNDAMENTALS OF JOURNALISM

Course Objectives:

1. To introduce students to the field of journalism
2. To provide an understanding of news.
3. To impart the skills for understanding and writing features
4. To familiarise with journalism as a profession

Learning Outcomes:

1. To understand the basics of journalism.
2. To learn the principles and practices of news covering and writing
3. To acquire skills in structuring and writing features
4. To discuss the professional opportunities in the field of journalism

Module 1: Journalism: Meaning and Definition

Journalism: meaning and scope; News and views as two sides of journalism

Role of journalism in society at local, regional, national and international levels, journalism and democracy, forum for criticism and comment, journalism and decision making, journalism for development and empowerment

Concepts of objectivity, neutrality and fairness, independence and truth as essential pillars of journalism, yellow journalism

Journalism in Indian context, Editors' Guild, Press Clubs, Press Council of India

Module 2: Understanding News

News: Definitions and evolution with time; Accuracy, Brevity and Clarity as principles of news; Criteria Defining news- News Values, News areas or beats and their relevance; developing 'nose for news', news sources, Different formats and types of News and examples

News Processing Techniques; Inverted Pyramid format, 5 Ws and H, Headline and lede- types, Other Basic components- byline, dateline, strapline, etc. Copy-editing process, News writing for broadcast media, News writing for digital media, Verification tools and techniques, understanding media-specific requirements- photos, audio clips, visual material, hyperlinks, etc.

Module 3: Understanding Views

Importance of Views in journalism; Features- Meaning and Need; Magazines as opinion creators

Types of features- reviews, news features, profile features, opinion and analytical articles, informative features, list-based articles, editorials, vox-pop, planning columns for newspapers and magazines, advertorials

Writing features- informative, list-based and review features, writing for target and special-interest audience

Module 4: Journalism as a Profession

Structure of News Media Organisations- print, broadcast and digital; Qualities, skills and competencies required for different types of journalistic work; developing an area of specialisation; role and function in the organisation and society; progression as a journalist; responsibilities, risks and privileges; future of journalism.

References:

1. Ahuja, Charanjit & Hiteshi, Bharat (2016). Print Journalism: A Complete Book of Journalism. New Delhi: Partridge. Bruce, Garrison (2004).
2. Professional feature writing. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
3. News writer"s Handbook: An Introduction to Journalism, M.L. Stein, SusanPaterno& R.Christopher Burnett, Blackwell Publishing
4. Power prose: Writing skills for the media age. Victoria: Hardic Grant Books. Rao, Meera Raghavendra N. (2012).
5. Tony Harcup: Journalism: Principles and Practice; Sage.
6. Media writing. New York: Routledge. Whitaker, Richard W. (2012).
7. Media writing: Print, broadcast, and public relations. New York: Routledge. Shrivastava, K. M. (2015).

Assessment:

60:40 Summative:Formative

Suggested Formative Assessment:

Assignments shall be based on the topics of feature writing, news reporting, news writing, review writing, interviews

Summative Assessment: 60 Marks

Question Paper Pattern:
● 4 Questions of 15 marks each with equal weightage to each module.
● Q. No.1 of 15 marks based on practical application and/or case study.
● Internal division of marks can be decided by the paper setting panel.

MINOR: FUNDAMENTALS OF PUBLIC RELATIONS

Course Objectives:

1. To introduce students to the field of Public Relations
2. To provide an understanding of the importance and tools - techniques of public relations
3. To impart the skills of developing media relations
4. To develop crisis communication skills

Learning Outcomes:

1. To understand the basics of Public Relations
2. To equip with the tools and techniques of Public Relations
3. To develop media relations
4. To manage organisational crises with the help of Public Relations

Module 1: Public Relations: Meaning and Practices

PR Meaning, the definition of PR, PR as a management concept, differences between PR, Marketing, Advertising, and Journalism; PR in the private and public sector, PR and advocacy, PR and activism, PR vs. propaganda, Spin Doctors, Lobbying

Types of PR - Internal and external, individual PR, PR for organisations, Community relations, corporate communications, etc.

Role of PR in several sectors - Politics, Corporate, Celebrity, Entertainment, Sports, Banking and Finance, NGOs and Governments, Healthcare, Defense, etc.

PR Agencies: objectives and functions, PRSA, PRCAI, American PR Association

Module 2: Process of PR

Strategies in public relations- Message Creation, Plan Preparation; Story Activation;

research in PR, RACE Model, Communication audit in PR, PESTEL analysis

Various stakeholders in PR including Internal- employees, investors, suppliers, shareholders and External - consumer, Government, media

Tools and techniques of PR: Understanding the PESO model for PR, Press Releases, Press Conference, Media Tours, Newsletters, House Journals, Exhibitions, Events, Online Tools, digital PR

Module 3: Media Relations

Importance of media relations in PR, ways of building media relations, media relations in the digital world, developing press releases, organising press conferences, press kits, press visits, multimedia message development

Module 4: Crisis Communication

Meaning of crisis communication, situational crisis communication theory, conflict management lifecycle, social media as a cause of crisis, social media crisis management

Ethics in Public Relations

References:

1. Lesly, Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
2. Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers Pathak, Ajit, (2008).
3. Public Relations Management. New Delhi, India: Ocean Books Pvt. Ltd. Reddi,C V Narasimha, (2009).
4. Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Evaluate existing PR campaigns
2. Watch and understand press conferences
3. Organise press conference
4. Develop Press release
5. Develop a digital media PR campaign

Summative Assessment: 60 Marks

Question Paper Pattern:

● 4 Questions of 15 marks each with equal weightage to each module.
● Q. No.1 of 15 marks based on practical application and/or case study.
● Internal division of marks can be decided by the paper setting panel.

SEC: DOCUMENTARY RESEARCH AND PRODUCTION

Course Objectives:

1. To introduce the genre of non-fiction films
2. To acquaint learners with the techniques of research and planning in documentary films
3. To get equipped with the editing techniques for storytelling
4. To produce documentaries
5. To understand the ethics while creating documentaries

Learning Outcomes:

1. To familiarise with the genre of non-fiction films
2. To perform the pre-production process of documentary-making
3. To make documentaries
4. To apply ethics in the documentary-making process

Module 1: Introduction to Documentary

Non-fiction films- meaning and evolution, types of documentaries, Role of documentary in society

Elements of documentary, conventions of documentary storytelling, basic grammar of documentary moving images

Difference between fiction and non-fiction films, important/milestone documentaries in history

Module 2: Research and Planning for Documentary

Research methods for documentaries: finding topics, identification of the subject and subjects, scouting for filming locations, sources, and experts

Developing a documentary concept and treatment, Identifying the 'angle', developing of narrative, deciding on the point-of-view; Budgeting and scheduling for documentary projects, pitching to producers/financers

Pre-production- scripting, interview questions, storyboarding, and logistics planning

Module 3: Documentary Production

Production- capturing compelling footage, On-location shooting, Working with subjects and location, conducting interviews, Mitigating risks and dangers

Post Production- Editing techniques for storytelling and pacing, Deciding final structure for the film, Selection and elimination of the footage, Recording narrations, Incorporating sound and music in documentaries, adding visual effects and animations, subtitling

Releasing and publicity of documentary, funding options, distribution channels including festivals, online platforms, etc.

Module 4: Ethics of Documentary

Representation of subject/s, Maker‑subject relationships, informed consent, fairness, and evidence, privacy

Central questions surrounding the representation of reality and truth, including voice, authority, evidence and point of view, Gatekeeping, Filmmaker's intentions

Responsibility of Documentary.

Systems of production and distribution of documentary

References:

1. Introduction to Documentary, Bill Nichols, Indiana University Press; Third edition (2017)

2. Documentary Storytelling for Film and Videomakers, Bernard, Sheila Curran, Oxford: Focal Press. (2004)

3. Encyclopaedia of the Documentary Film, Aitken, I. (ed.), London: Routledge.(2005)

4. Crafting Truth: Documentary Form and Meaning, by Louise Spence and Vinicius, Rutgers University Press; None ed. edition (2010)

Assessment:

50:25 Summative:Formative

Suggested Formative Assessment:

Production of a documentary in groups, on any contemporary issues

MIL: LOCALIZING CONTENT FOR DIGITAL MEDIA

Course Objectives:

1. To equip students with skills in writing for YouTube and Podcasts in local languages
2. To impart the skills of developing content for social media in local languages
3. To acquaint students with tools for web content in local languages

Learning Outcomes:

1. To write content for YouTube and Podcasts in local languages
2. To develop social media content writing in local languages
3. To create content for the web in local languages

Module 1: Writing for YouTube, Podcasts in Local Language (Consider Hindi and/or Marathi language)

Episodic writing for YouTube and Podcasts, writing for thumbnails, writing for audio podcasts.

Module 2: Writing for Social Media in Local Language (Consider Hindi and/or Marathi language)

Writing content for Twitter feeds, Facebook posts, Instagram Posts/Reels, Writing captions and tags

Module 3: Content Creation for Web in Local Language (Hindi and/or Marathi language)

Writing headlines, writing articles for digital media, writing content for corporate websites, content marketing in local language

References:

1. पॉडकास्टिंग: डिजिटल आवाजाची दुनिया, डॉ. उज्जवला बर्वे, नचिकेत क्षिरे
2. सोशल मिडिया: योगेश बोराटे

Assessment:

30:20 Summative:Formative

Suggested Formative Assessment:

1. Learners can write a copy for their YouTube video script, thumbnails.
2. Students can create their blogs, and write articles in the local language.

Summative Assessment: 30 Marks

Question Paper Pattern:

- 3 Questions of 10 marks each with equal weightage to each module.

GENERAL ELECTIVES

Semester III

Sr. No.	Choice Based Credit System	Credits	Remarks
1	i) Brand Building ii) Visual Communication	3+3	

Sr No	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1	Brand Building	Introduction to Brand	15*3	45	3	75
		Developing Brand				
		Crafting Brand Voice				
2	Visual Communication	Introduction to Visual Communication	15*3	45	3	75
		Practices of Visual Communication				
		Visual communication in the age of digital media				

I: BRAND BUILDING

COURSE OBJECTIVES:

1. To acquaint with the concepts related to brand
2. To impart the skills required for developing a brand
3. To get equipped with the tools to frame the brand image

LEARNING OUTCOMES:

1. To understand the fundamentals of brand building
2. To develop brand-building strategies
3. To design brand voice, logo, and content for the brand

Module 1: Introduction to Brand

Brand - meaning and definitions, types of brands, functions of brand, goals and steps in building a brand, understanding consumer needs, brand mission and vision, branding challenges, advertising vs branding

Module 2: Developing Brand

Recognizing brand voice, social listening for your brand, brand persona, target audience, brand positioning, building brand image,

Brand identity, brand building strategies, building online strategy

Module 3: Crafting Brand Voice

tagline, slogan, logo, brand styles, colour psychology, digital presence of a brand, developing content for brand

References:

1. How to Launch a Brand, Fabian Geyrhalter: Brandtro, 2016
2. Strategic Brand Management – Building, Measuring and Managing Brand Equity   Kevin Lane Keller, Prentice Hall, 4. Edition, 2012
3. Best Practice Cases in Branding Kevin Lane Keller, Prentice Hall, 3. Edition, 2008 (BPC)

Assessment:

30:20 Summative: Formative

Suggested Formative Assessment:

1. Analyzing existing brand and their presence
2. Developing branding strategies for existing brand
3. Developing an online presence for a brand
4. Designing logo, slogan, and taglines for the brand

Summative Assessment: 30 Marks

Question Paper Pattern:

● 3 Questions of 10 marks each with equal weightage to each module.

II: VISUAL COMMUNICATION

COURSE OBJECTIVES:

1. To introduce learners to the basics of visual communication
2. To equip the learners with tools of visual communication for traditional media
3. To train the learners to create visual stories for social media

LEARNING OUTCOMES:

1. To understand the basics of visual communication
2. To learn to use the tools of visual communication for traditional media
3. To create visual stories for social media

Module 1: Introduction to Visual Communication

Visual Communication- Meaning, Need and importance of Visual Communication, Elements of visual communication, Visual perceptions, Visual Communication in Traditional Vs digital media

Theories of Visual Communication- SENSUAL THEORIES (Gestalt, Constructivism and Ecological), PERCEPTUAL THEORIES (Semiotics, Cognitive)

Module 2: Practices of Visual Communication

Tools/Mediums of Visual communication, Crafting compelling narratives through visuals, Case studies of advertisements, newspapers, films, comics and cartoons, etc., Impact of Language and culture on visual communication, Stereotyping through visuals

Creation of infographics for print media, Creation of photo stories, Creation of videos with only visuals and no dialogues

Module 3: Visual communication in the age of digital media

Importance of visual content on digital media, Impact of visuals on engagement and virality, Best practices for the creation of digital media visuals and graphics, case studies of visual content on social media- Social media ads, Memes, Minimalist movie posters, data journalism through compelling visuals

Creation of memes, Creation of posts/stories for brands, Creation of visual-driven reports

References:

1. VISUAL COMMUNICATION BY RALPH E WILEMAN
2. Social Media Design for Dummies, Janine Warner

Assessment: 30:20 Summative: Formative

Suggested Formative Assessment:

1. Creation of visual-first content for traditional and digital media

Summative Assessment: 30 Marks

Question Paper Pattern:

- 3 Questions of 10 marks each with equal weightage to each module.

Semester IV

Sr. No.	Choice Based Credit System	Credits	Remarks
1	i) Brand Management and Communication ii) Content Development for Digital Media	3+3	

Sr No	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1	Brand Management and Communication	Introduction to Brand and Brand Management	15*3	45	3	75
		Brand Identity and Positioning				
		Brand Communications				
2	Content Development for Digital Media	Content Creation for Website	15*3	45	3	75
		Digital Storytelling through Podcasts				
		Interactive Storytelling through Digital Media				

I: BRAND MANAGEMENT AND COMMUNICATION

COURSE OBJECTIVES:

1. To introduce the learners to concepts of brand and brand management
2. To familiarise learners with the ideas of brand positioning and identity
3. To impart skills to develop a communication plan for brand management

LEARNING OUTCOMES:

1. To understand the concepts of brand and brand management
2. To learn and compare ideas of brand positioning and identity
3. To develop a communication plan for brand management

Module 1: Introduction to Brand and Brand Management

Brand Management- Meaning and Scope, Elements of Successful Brands, Branding and its Importance, Benefits and Challenges of Brand Management, Brand Loyalty, Brand Equity, and Brand Value, Understanding Brand Extensions

Module 2: Brand Identity and Positioning

Importance of Building Unique Brand Identity, Creating Unique Brand Identity, Establishing Brand Identity, Creating Brand Personality, Brand Positioning, Brand Resonance, Brand Positioning Process and Statement, Brand Repositioning, Difference between Brand Repositioning and Rebranding

Module 3: Brand Communications

Brand Communication- Meaning and Scope, Branding Communications vs Brand Marketing, Role of an Organisation's Vision and Mission in Brand Building and Communication, Creating the Brand Wheel, Traditional and Digital Channels for Brand Communication, Understanding and Planning Communication for Brand Management through IMC channels

References:

1. Strategic Brand Management, Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran, Isaac C. Jacob, Pearson Education; Fifth edition (2020)
2. Building Strong Brands, David Aaker, Free Press (1995)

Assessment:

30:20 Summative: Formative

Suggested Formative Assessment:

1. Case Studies of Successful and Unsuccessful Brands
2. Creation of a communication plan for a hypothetical or existing brand

Summative Assessment: 30 Marks

Question Paper Pattern:

- 3 Questions of 10 marks each with equal weightage to each module.

II: CONTENT CREATION FOR DIGITAL MEDIA

COURSE OBJECTIVES:

1. To impart the skills for creating content for a website
2. To acquaint the learners with the techniques of writing audio-visual podcasts.
3. To study interactive storytelling techniques in digital media

LEARNING OUTCOMES:

1. To craft content for website articles, blogs
2. To write scripts for audio and video podcasts.
3. To create digital advertisements and interactive content

Module 1: Content Creation for Website

Tools and techniques for writing for websites, writing blogs, website descriptions, writing headlines, working on title tags, using keywords

Module 2: Digital Storytelling through Podcasts

Podcasts as an effective medium of storytelling, building podcasts, techniques of writing for podcasts in audio and video formats, and interviews through podcasts

Module 3: Interactive storytelling through digital media

Creating ads for websites, podcasts, and digital radio; developing interactive scripts for online content, creating infographics

References:

1. Digital Content Creation by Rae Earnshaw and John Vince
2. Digital Marketing Strategy: An Integrated Approach to Online Marketing By Simon Kingsnorth

3. Podcast Solutions: The Complete Guide to Audio and Video Podcasting, by Michael Geoghegan and Dan Klass

Assessment:

30:20 Summative: Formative

Suggested Formative Assessment:

1. Create blogs and identify keywords
2. Develop a script idea for a podcast
3. Developing advertisement ideas for websites, audio podcasts

Summative Assessment: 30 Marks

Question Paper Pattern:

● 3 Questions of 10 marks each with equal weightage to each module.