



**SIES**

College of Arts,  
Science &  
Commerce (Autonomous)

**RISE WITH EDUCATION**

NAAC REACCREDITED - 'A' GRADE

**Sion (West), Mumbai – 400022.**

(Autonomous)

**Faculty: Humanities**

**Programme: B.A.M.M.C.**

**B.A. in Multimedia and Mass Communication**

**Programme Code: SIUABMM**

**F.Y.B.A.M.M.C**

**Semester I & II**

**Academic Year: 2023-2024**

**As per NEP policy 2020**

**Choice Based Credit System**

**Syllabus approved by**

**Board of Studies in B.A.M.M.C with effect from 19<sup>th</sup> April, 2023**



Vocational Skill Courses on MMC

Class: F.Y.B.A.M.M.C

Semester: I

Number of Lectures Allotted: 30

Course name: Visual Communication

Total Marks: 50

Course code: **SIUMMVS111**

Course Credit: 2 points

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**Course Learning Objectives:**

This course will develop the students' ability to:

- Explain the development of Visual Communication.
  - Discuss the theories of Visual Communication.
  - Identify the impact of colours and design in Visual Communication.
  - Demonstrate the tools or channels of Visual Communication from traditional, folk to modern media.
  - Analyse the impact of language and culture in the age of social media under Visual Communication.
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## **Course Outcomes:**

At the end of the completion of this course the learner will be able to:

1. Discuss the developmental history, need, and importance, process- visible and invisible concepts of Visual Communication.
2. Examine the sensual and perceptual theories of visual communication.
3. Identify the psychological implication of colours, theories of design, and types of layouts under fundamentals of design.
4. Illustrate the visual art medium namely painting, photography, film, television, digital art, comics, animation, dtp, printmaking, folk, performing arts, theatre, sculpture, architecture, video games and web design technologies.
5. Indicate internet, print, interactive media, and devices used in communication design.
6. Analyse the impact of language, culture, audience behaviour, ethics, citizen journalism and visual stereotyping in social media.

## **Course Contents:**

### **Unit 1: Development Of Visual Communication (15 lectures)**

#### **Introduction to Visual Communication-**

- a) History and development of Visuals
- b) Need for and importance of visual communication
- c) Visual Communication as a process and as an expression, Language, and visual communication
- d) Visible concepts
  - Plans and organisational charts
  - Maps
  - Chronologies
- e) Invisible Concepts
  - Generalization Theories
  - Feelings or attitudes

### **Theories of Visual Communication:**

#### **i. Sensual Theories-**

- a) Gestalt
- b) Constructivism
- c) Ecological

#### **ii. Perceptual Theories-**

- a) Semiotics
- b) Cognitive

### **Unit 2: (15 lectures)**

#### **Colours and Design in Visual Communication**

1. Colour theory
2. Psychological implications of colour
3. Colours and visual pleasure
4. Elements of Design

## **Mediums Of Visual Arts**

### Visual Mediums and Technologies-

- a. Painting & Photography
- b. Film & Television
- c. Digital Art, Comics and Animation
- d. DTP, Printmaking
- e. Folk & Performing Arts, Theatre
- f. Sculptures, Architecture
- g. Video Games
- h. UI/UX, Web Design

## **Language and Culture in the Age of Social Media:**

### Visual communication in the age of social media-

- a) Ethics
- b) Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)
- c) Audience Behaviour
- d) Citizen Journalism, Going Viral
- e) Visual stereotyping in social media

### **References: -**

1. Handbook of Visual Communication Edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny
2. Visual Communication Theory and Research by Shahira Fahmy, Mary Angela Bock & Wayne Wanta
3. Visual Communication by Ralph E Wileman

### **Internal assessment methodology: -**

1. Oral & Practical Presentations
2. Projects / Assignments
3. Debates /Group Discussion
4. Open Book Tests
5. Quiz

Class: F.Y.B.A.M.M.C

Semester: I

Skill Enhancement Course

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Course name: Understanding Indian Society: Structure and Change

Course code: **SIUMMSE111** Course Credit: 2 points

Number of Lectures Allotted: 30 Total Marks: 50

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**Course Learning Objectives:**

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

**Course Outline**

**Unit 1: Introduction to sociology:**

**(15 lectures)**

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

## **Society and Social Interaction**

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

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

## **Social Institution**

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

## **Media with reference to sociology of news**

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

## **Culture and Media**

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

## **Unit 2: Social stratification**

**(15 lectures)**

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

## **Socialization**

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

## **Social group**

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

## **Social control**

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

## **Social change and social movements:**

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

## **Learning Outcomes**

- Understand the concept of Sociology and connect it with real time sociological system of the country.
- Relate the current media times in a sociological perspective

### **SUGGESTED READINGS**

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



-----FYBAMMC SEMESTER ONE-----

## Vocational Skill Course on MMC

Class: F.Y.B.A.M.M.C

Semester: II

Number of Lectures Allotted: 30

Course name: Content Writing

Marks: 50

Course code: **SIUMMVS121**

Course Credit: 2 points

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### **Course Learning Objectives:**

This course will develop the students' ability to:

- Recall the foundation of grammar, vocabulary, common errors, usage of phrases and idioms.
  - Demonstrate editing skills in words, sentences and story.
  - Recognise the basics of writing techniques and tips.
  - Demonstrate presentation tools, search technique and checks.
  - Examine the importance of writing for the web and copy writing for print and social media.
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### **Course Outcomes:**

At the end of the completion of this course the learner will be able to:

1. Restate the grammar, vocabulary, common errors, creative phrases in English usage and writing structure.
2. Illustrate editing skills through editing redundant words, captions, headlines and copy in writing.
3. Rewrite the use of writing for news tickers, social media post, briefs, snippets, captions and headlines.
4. Evaluate the use of power point presentation, advance search techniques and conduct plagiarism checks.
5. Explain the importance of content, writing for print and social media with reference to usage of SEOs and Ad campaigns.

### **Course Syllabus**

#### **1. Foundation:**

**(15 lectures)**

- a) Grammar Refresher-  
With special emphasis on use of punctuations, prepositions, capital letters and lower case, figures of speech
- b) Vocabulary building -  
Meaning, usage of words, acronyms, antonyms, synonyms, connectors, misspelt words
- c) Common errors -  
Homophones and common errors in English usage, identifying common mistakes
- d) Essentials of good writing -  
With emphasis on writing with clarity, logic and structure and connectors

#### **2. Editing Skills:**

- a) Redundant words  
Identifying redundant words and phrases and eliminating these.
- b) Editing sentences - Editing  
redundant words/ phases and replacing wrong words/ punctuation/ grammatical error
- c) Editing captions-  
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error
- d) Editing headlines-  
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error

- e) Editing copy -  
Structuring a story, creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error, proof reading symbols

### 3. **Writing Tips and Techniques:**

- a) Writing tickers/ scrolls-  
For television new
- b) Writing social media post -  
Twitter and for other social networks
- c) Writing briefs/snippets -  
News briefs, Lifestyle, and entertainment snippets
- d) Caption writing-  
Picture stories, photo story, click-a-tale.
- e) Writing headlines-  
News headlines and feature headlines

### **Unit2: Presentation Tools And Techniques:**

**(15 lectures)**

- a) Power Point Presentation-  
Use of Power Point tools  
Power Point to Pdf  
Power Point to self-animated presentation  
Auto timing of Power Point presentation
- b) Info graphic-  
Colour selection  
Use of clip art  
Use of Power Point smart tools  
Minimalist animation for maximum impact
- c) Three-minute presentation-  
Content for single slide  
Uses of phrases  
Effective word selection  
Effective presentation
- d) Google Advance search-  
How to select relevant information  
Locating authentic information  
How to gather information for domestic and international websites
- e) Plagiarism-  
How to do a plagiarism check  
Paraphrasing  
Citation and referencing style

### **Writing for the Web:**

- a) Content is King-  
Importance of content, tools, tips.
- b) Less is more -  
Writing for print media/ social media like Twitter, etc
- c) Copy writing -  
Ad campaigns (creative, witty and attractive), writing appeals, posters, leaflet
- d) Real time content -  
Difference in writing for print vs digital
- e) Keywords-  
Designing keywords for Search Engine Optimization

### **References: -**

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall

3. Handbook of Rhetorical Devices by Robert A Harris

**Internal assessment methodology: -**

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

**Project/Assignment:**

1. Writing Captions and Headlines-  
Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions
2. A three- minutes power point presentation-  
This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes
3. Word Game/ Quiz-  
This is an exciting way to get learners engaged in vocabulary building

Class: F.Y.B.A.M.M.C

Semester: II

Skill Enhancement Course

Course name: Understanding Media Representation: Gender and Culture

Course code: **SIUMMSE121**

Course Credit: 2 points

Total Marks: 50

Number of Lectures Allotted: 30

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### **Course Learning Objectives:**

This course will develop the students' ability to:

- Introduce the evolution, need, concepts and theories of cultural studies.
  - Discuss the construction, commodification, impact and recent trends in culture and media.
  - Recognise the role and influence of media with reference to gender and media culture.
  - Identify and investigate the global, local, consumer and the recent trends under globalisation and media culture.
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### **Course Outcomes:**

At the end of the completion of this course the learner will be able to:

1. Describe the evolution, features, need, concept and theories under cultural studies and their relevance in media.
2. Explain the construction of the culture, media commodification, impact of media on the societal culture with the trends in cultural consumption.
3. Discover the influence and role of media in the social construction of gender issues for women empowerment: as movements of change in gender equality.
4. Examine the issues involved in local, consumer and media culture with media imperialism in the era of globalisation.
5. Classify the trends and challenges in digital media culture, global culture from global to local.

### **Course Outline:**

#### **Unit 1: Introduction to Cultural Studies:**

Evolution, Need, Concepts And Theories -

**(15 lectures)**

Evolution, features of cultural studies, Need and significance of cultural studies and media

*Concepts related to culture-*

Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media

Theories:

- Stuart Hall : encoding and decoding, Circuit of culture
- John Fiske: culture and industry
- Feminism and Post feminism
- Techno culture and risk – Ulrich Beck

**Culture and Media:**

**(15 lectures)**

- a) Construction, Commodification, Impact and Recent Trends
- b) Construction of culture- social, economic, political, religion and technology
- c) Culture, industry, and media- commodification, memes, representation, articulation, popular culture, power, cyber culture
- d) Media and its impact on the cultural aspect of the society.
- e) Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,
- f) Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society.

## **Unit 2: Gender and Media Culture:**

### Role and Influence of Media -

- a) The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)
- b) Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women: Movements of change
- c) Gender equality and media: Understanding Gender Identity and Challenges: Trans People in the Society/Workplace.
- d) Hegemonic masculinity in media
- e) Gender issues in news media (TV, radio, newspapers & online news)

## **Globalisation and Media Culture:**

### Global, Local, Consumer and The Recent Trends -

- a) Media imperialism
- b) Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender
- c) Consumer culture and media in the era of globalisation.
- d) Digital Media culture: Recent trends and challenges
- e) Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power.

## **A. References:**

1. Media and Cultural Studies: Meenakshi Gigi Durham and Douglas M.Kellner
2. Cultural Studies- Theory and Practice – Chris Barker
3. An Introduction to Cultural Studies- Promod K. Nayar
4. Culture Change in India- Identity and Globalisation – Yogendra Singh
5. Indian Media in a Globalised World- Maya Ranganathan Usha M. Rodrigues
6. Media Gender and Popular Culture in India- Tracking Change and Continuity – Sanjukthe- Dasgupta

## **B. Internal assessment methodology:**

1. Continuous Assignments
2. Oral & Practical Presentations
3. Group/Individual Projects
4. Class Test
5. Open Book Test
6. Group Interactions
7. Quiz

