



**SIES COLLEGE of Arts, Science and Commerce
(Empowered Autonomous) Sion (West), Mumbai – 400022.
Affiliated to University of Mumbai**

**Faculty: Humanities
Programme: B.A.M.M.C.
B.A. in Multimedia and Mass Communication
Programme Code: SIUABMM**

**S.Y.B.A.M.M.C
Semester III & IV
Academic Year: 2024-2025
Core Subject: Multimedia and Mass Communication**

As per NEP policy 2020

**Choice Based Credit System (CBCS)
Syllabus approved by
Board of Studies in B.A.M.M.C with effect from 3rd February, 2024**

SIES COLLEGE of Arts, Science and Commerce (Empowered Autonomous) Sion West
Department of Mass Media

SIUABMM: Programme: B.A.M.M.C: Bachelor of Arts in Multimedia and Mass Communication

(An integrated multidisciplinary undergraduate degree programme under Humanities)

Programme Outcomes and Programme Specific Outcomes

Academic session: June, 2024 - May, 2025

SECTION A - SIES Vision and Mission

Vision:

The Institution aims at all round development of its learners in a favourable environment to nurture their intellectual, cultural, social, physical and recreational skills by imparting the education to attain global competencies.

Mission:

With a spirit of sincerity, we:

- Foster an integrated character in the learners
- Mould the facilitators to be role models for the learners
- Prepare the learners with technological knowledge, communication skills, social awareness, critical thinking and problem-solving ability
- Develop inquisitive minds to inculcate a culture of research and innovation
- Equip the learners with leadership skills to become the agents of social change
- Initiate sensitivity towards environmental, gender and ethnic diversity
- Promote values of responsible citizenship

SECTION B - Our Institutional POs

Faculty: Humanities

Programme: B.A.M.M.C.: B.A. in Multimedia and Mass Communication

The B.A.M.M.C. Programme Outcomes

SIES offers three years integrated degree programme in Humanities-B.A.M.M.C with specialization in various domains like Advertising and Journalism.

The Programme outcomes (POs) are skills and competencies that a learner is expected to attain on completion of the program. The B.A.M.M.C. POs include domain-dependent skills, subject knowledge and global skills and competencies that prepare learners for progression to higher studies, employability, and responsible citizenship.

The POs are well aligned with the Institutional Vision and Mission. They are framed to ensure that the learning levels and academic standards of B.A.M.M.C. Programme is equivalent with that of the other higher education institutes across the nation and globe. The teaching methodologies focus on instruction delivery in a learner-centric ecosystem to fulfill the institutional learning objectives and mentor a well-integrated personality in its learners.

Table 1: B.A.M.M.C Programme Outcomes			
On completion of Graduation in B.A.M.M.C. the learners shall be able to demonstrate and attain the following graduate attributes at Cognitive, Skill and Attitude levels for the award of the qualifying degree.			
Domain Dependent (POs 1-5)	POs	PO Statements	
	COGNITIVE LEVEL		
	PO1 Solving Complex Problem	Apply the knowledge to break down complex questions into simple components by designing processes required for problem solving.	
	PO2 Critical Thinking	Evaluate the accuracy and validity of assumptions with an ability to reflect essentially from different perspectives and ideas.	
	PO3 Reasoning ability and Rational thinking	Think rationally and analyze socio-cultural-legal issues with decisive responsibility that promotes community welfare.	
	SKILL LEVEL		
	PO4 Research skill	Integrate the contextual knowledge in an inter-disciplinary framework by exercising the analytical skill, research ability, creativity, for employability and collaborating with industries.	
	PO5 Effective Communication skill	Facilitate the ability to speak, read, write, listen effectively in Indian languages, other medium of instructions and enhance the use of digital communication tools.	
	PO6 Social Interactive Skills and team work	Stimulate constructive social interactions in multidisciplinary settings by exhibiting, adapting leadership and team-building skills.	
	ATTITUDE LEVEL		
Domain Independent (POs 6-11)	PO7 Ethical values	Recognize and respect different value systems with a commitment to fulfill one's own professional duties and responsibilities.	
	PO8 Self-directed Learning	Demonstrate the ability to keep evolving in life-long learning and upgrade with the changing global and technological advancements.	
	PO9 Sensitization towards Environment and Sustainability	Create an ecological consciousness to develop a sustainable culture for a sustainable future.	
	PO10	Analyze coherent understanding of human	

	<i>Gender Sensitization</i>	rights from multi- disciplinary perspectives.
	<i>PO11 Civic Engagement</i>	Express empathetic social concern in pro-active ways to engage with civic and governance issues.

SECTION C - B.A.M.M.C: Programme Specific Outcomes:

1. Demonstrate the understanding of the concepts, nature and the models of communication, journalism, advertising, marketing, print, electronic, digital media, research and new media organisations.
2. Analyse the contemporary media environment in association with the history of media, gender, culture, films, laws, marketing communications, consumer behaviour, account planning and entertainment in socio-political areas in India and abroad.
3. Evaluate the application of theories in the field of mass communication, media studies, public relations, business journalism, and retail, brand management, marketing research and media organisations within the society, nationally and globally.
4. Propose skill-based activities in content production and development, use of software applications in print, broadcast, web-based areas which includes ad campaign, reporting, editing, branding and news media management.

Under NEP -A Multidisciplinary Degree Programme: B.A.M.M.C.

Programme Code: SIUABMM – B.A. in Multimedia and Mass Communication (B.A.M.M.C.)

Choice Based Credit System

The Department of Mass Media

Preamble

"Empowering Future Communicators"

The Department of Mass Media aims to nurture innovative leaders who leverage communication to drive positive change and national progress. Our interdisciplinary program, Bachelor of Multimedia and Mass Communication, fosters a deep understanding of media theories, digital skills, and societal awareness. By blending communication, management, and technology, we equip students with the expertise to excel in multimedia and mass communication careers, contributing to a dynamic media landscape.

Preamble:

S.Y.B.A.M.M.C.

The Second Year of the **Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C.)** program is designed to nurture socially responsible, future-ready communication professionals who contribute meaningfully to national development and global discourse.

In line with the interdisciplinary spirit of the National Education Policy 2020, this year builds upon foundational knowledge to deepen students' understanding of media theories, strategic communication, advertising, marketing, journalism, public relations, film studies, and legal and ethical dimensions of media practice.

The curriculum also integrates field-based learning and vocational exposure through photography, community projects, and service-oriented modules in strategic management and law, enabling students to connect theory with real-world applications.

The primary objective is to cultivate critical thinking, ethical responsibility, and employability skills while strengthening communication proficiency, media literacy, and digital fluency — preparing students for dynamic roles in the multimedia and mass communication industry.

Course Assessment Structure:

Continuous evaluation in mass media education involves ongoing assessment and feedback to monitor student progress. The types implemented are as follows:

1. Formative assessment: Ongoing evaluation during the learning process to improve student understanding. [Internal Assessment]
2. Summative assessment: Evaluation at the end of a learning period to measure student achievement. [Term End External Theory Examination]
3. Diagnostic assessment: Identifying students' strengths and weaknesses to inform instruction. [Student Mentoring]
4. Ipsative assessment: Comparing students' current performance to their previous performance. [Self-Assessment]

Classification of Assessment of Work Plan: Each Term course wise weightage:

A. Internal Assessment:	40 Marks
B. Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

A. Internal Assessment: Total: 40 Marks

Serial Number	Marks distribution	Continuous Evaluation Components
1.	20	Class Test/Mid-term examination/Viva-Voce/Tutorials
2.	15	List of the assessment modes: a. Extension/Field work/Projects/Survey/Polls b. Viva-voce/Quiz/Objective Test/Assignments c. Case let/review writing/photo essays/journals d. Presentations (audio/visual, PowerPoint slides clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays e. Customization of assessment mode a - d mentioned above according to the course paper requirement equivalently.
3.	5	Overall attendance of students and class participation and mannerisms during the instructional deliveries and showcase of talent in extra-curricular activities/ volunteering on various front and back end festive platforms, correspondingly.

B. Term End External Theory Examination: As per bloom's taxonomy, the descriptive type of questions carries total of 60 marks and duration of 2 hours each course respectively.

**Structure of Courses [Credits, Units, and Lectures] Table on S.Y.B.A.M.M.C.
Programme Grid for Level 5.5 of Semester Three and Four**

Program: S.Y.B.A.M.M.C		Level: 5.5 Academic Year: 2024-25	Credit Points each semester	Semester III	Semester IV
Faculty Component		Department of Mass Media		Course Title	Course Title
Subject 1 Major	Core (DSC) Mandatory	Multimedia and Mass Communication [MMC]	4	Foundations of Advertising [FOA]	Corporate Communication and Public Relations [CCPR]
			4	Fundamentals of Journalism [FOJ]	Mass Media Research [MMR]
Subject 2 Minor		Business Administration and Management. [BAM]	4	Services Marketing and Strategic Management [SMSM]	Law and Ethics [LAE]
Subject 3 General/Open Elective GEC/OE		Media and Entertainment	2	Media and Marketing Communication [MMC]	Media and Marketing Communication Practices [MMCP]
Vocational and Skill Enhancement Courses	VSC	On Subject 1: MMC	2	Computers and Multimedia [CAM]	_____
	SEC	On Subject 1 or 2:MMC/BAM	2	_____	Film Studies [FS]
Ability Enhancement Course (AEC)		[Centralised] Offered at the Institutional Level	2	Hindi-I/Marathi-I	Hindi-II/Marathi-II
Field Project[FP]/CEP		Departmental based on Subject1/2	2	[FP]-Photography - Photo-walk OR Environmental	Community Engagement Programme

			dimensions: PESTLEEESAA	
Co-Curricular Courses		2	Sports/NCC/NSS/ Cultural/Yoga/Value lab/Associations	Sports/NCC/NSS/ Cultural/Yoga/Value lab/Associations
Remarks, if any		Total 22 Credits each semester	UG Certificate on earning 44 credits	

S.Y.B.A.M.M.C. SEMESTER THREE

**Subject 1: Multimedia and Mass Communication (MMC):
Major Core 1: Course DSC (Discipline Specific Core) Mandatory**

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	III	SIUMMMJ211	Foundations of Advertising [FoA]	60/4	4	40+60=100

Course Title: Foundations of Advertising

Course Subtitle: Principles, Practices, and Evolving Trends in Advertising

Expected Course Objectives

Upon completion of the course, learners will be able to:

1. Understand the historical development, principles, functions, and classification of advertising.
2. Analyze the socio-cultural, economic, ethical, and legal impacts of advertising on diverse audiences.
3. *Describe the* theoretical perspectives: AIDA, Stimulus Theory, Hierarchy of Effects, Means-End Theory
4. Examine various tools and media used in Integrated Marketing Communication (IMC).
5. Develop insight into the creative process, message strategy, and advertising appeals.
6. Demonstrate the structure and functioning of advertising agencies and their key departments
7. Analyze current trends in advertising and their implications for media consumption and audience engagement.

Course Contents:

Unit 1: Introduction to Advertising (15 lectures)

- a) Definition, evolution, importance, features, limitations, and 5M's of advertising.
- b) Types: Consumer, Industrial, Retail, Public Service, Generic, Global, Advocacy.
- c) Advertising laws and ethics: puffery, subliminal messages, surrogate ads, controversial ads, ASCI code, regulatory frameworks.
- d) Socio-cultural-economic impact: advertising and women, children, seniors, pop culture.
- e) Theoretical perspectives: AIDA, Stimulus Theory, Hierarchy of Effects, Means-End Theory.

Unit 2: Integrated Marketing Communication and Tools (15 lectures)

- a) IMC: Definition, emergence, role, communication model, planning process.
- b) Print and Out-of-home media: Newspapers, magazines, billboards, transit ads.
- c) Broadcast Media: Radio, television, film ads, product placement.
- d) Public Relations: Role, types, differences from advertising and publicity.
- e) Sales Promotion and Direct Marketing: tools, growth, advantages and limitations.

Unit 3: Creativity in Advertising (15 lectures)

- a) Creative process: big idea, appeals, message theme, positioning strategy.
- b) Elements of ads: logos, jingles, slogans, taglines, signature tunes, visuals.
- c) Copy elements: Headline, subhead, layout, body copy, slogan, storyboards.
- d) Creating Radio commercial –Words, sounds, clarity, coherence etc.

Unit 4: Agencies, Careers, and Trends in Advertising (15 lectures)

- a) Advertising agencies: Full-service, in-house, media-buying, creative boutique.
- b) Agency departments: account handling, copywriting, production, PR, HR, finance.
 - c) Emerging Trends: Rural advertising, Mobile & Email advertising
 - Ambush marketing, Advertorials & Advertainment
 - Programmatic advertising and AI-generated ads
 - Personalization and data-driven marketing

Expected Course Learning Outcomes:

On successful completion of the course, learners will be able to:

1. Observe and describe the fundamentals of advertising, its evolution, benefits, limitations, and types.
2. Examine and analyse the advertising practices with respect to social, legal, and ethical implications.
3. Discuss and illustrate the theoretical standpoints: AIDA, Stimulus Theory, Hierarchy of Effects, and Means-End Theory.
4. Explain and compare various IMC tools and media platforms used in advertising campaigns.

5. Analyse and evaluate simple ad copies and storyboards using basic principles of creativity and message, appeals and positioning strategy.
6. Identify the roles and responsibilities within advertising agencies and the structure of their departments. (*Understanding – Bloom's Level 2*)
7. Infer contemporary trends in advertising including digital, rural, and mobile advertising.

Teaching Pedagogy:

- Lectures and multimedia presentations
- Case studies on ad campaigns
- Group discussions and brainstorming sessions
- Practical workshops on ad copy and storyboarding
- Role plays simulating agency-client interactions
- Industry guest sessions and campaign deconstruction

Books and References:

1. Advertising & Promotion – George E. Belch & Michael A. Belch
2. Advertising Principles and Practice – William Wells, John Burnett, Sandra Moriarty
3. Contemporary Advertising – William Arens
4. Advertising and Promotion – S. H. Kazmi & Satish Batra
5. Copy paste: How advertising recycle ideas by Joe La Pompe
6. Indian Advertising: Laughter & Tears by Arun Chaudhuri
7. Adkatha the Story of Indian Advertising by Halve Anand
8. Pandeymonium by Piyush Pandey

Online Resources:

- <https://www.ascionline.org> – Advertising Standards Council of India
- <https://adage.com> – Advertising Age
- <https://www.campaignindia.in> – Advertising trends and case studies
- <https://www.adsoftheworld.com> – Global advertising archive
- <https://www.digitalmarketing.org> – Trends in digital advertising

Suggested Internal Assessment Exercise:

- Analysis of a controversial or ethical advertising case.
- Develop a creative print or radio ad copy with layout and tagline.
- Evaluate and present an IMC plan for a real brand.
- Test Based on theories, ethics, and agency structure.

Scheme of Evaluation:

Internal Assessment:	40 Marks
Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

Subject 1: Multimedia and Mass Communication (MMC):
Major Core 2: Course DSC (Discipline Specific Core) Mandatory

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Seme ster	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	III	SIUMMMJ212	Fundamentals of Journalism [FoJ]	60/4	4	40+60=100

Course Title: Fundamentals of Journalism

Course Subtitle: Understanding the Evolution, Practice, and Ethics of Journalism in a Changing Media Landscape

Expected Course Objectives:

Upon completion of the course, learners will be able to:

1. Trace the historical development and transformation of journalism globally and in India.
 2. Examine the technological and socio-political factors shaping journalism practices, including the emergence of citizen journalism.
 3. Understand the process of news gathering, selection, and presentation across various beats.
 4. Illustrate what makes a news story-news values and anatomy of news in reporting
 5. Analyse the key principles, formats, and ethical considerations that define professional journalism.
 6. Differentiate between types of journalism and the roles and responsibilities across journalistic careers.
 7. Apply core reporting skills in news writing, covering events, and preparing features, particularly for digital formats.
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Course Contents:

Unit 1: History of Journalism in India (15 lectures)

- Evolution of journalism: From Gutenberg press to digital media
- Milestones in Indian journalism:
 - Earliest publications
 - Rise of nationalist press
 - Journalism post-Independence and post-Emergency
 - Economic liberalization and niche media boom
- Impact of technology on journalism
- New media developments: Citizen journalism, hyperlocal reporting

Unit 2: News and Its Process (15 lectures)

- What is news? Definitions and evolving concepts
- The process of news: From event to publication
- News values: What makes a good story?
- Anatomy of a news report
- Types of beats: Crime, politics, education, sports, entertainment, agriculture, environment, etc.

Unit 3: Principles and Formats (15 lectures)

- Core journalistic values: Objectivity, balance, fairness, proximity, accuracy
- Newsworthiness criteria and ethical standards
- Distinguishing journalism from PR and publicity
- Hard news, soft news, feature stories, and editorials
- Web journalism vs traditional journalism
- Elements of digital newspapers
- Roles and responsibilities of journalists in modern newsrooms

Unit 4: Types and Careers in Journalism (15 lectures)

- Career paths in journalism: Reporter, feature writer, photojournalist, data journalist, investigative journalist, lifestyle journalist, rural and in-depth journalism
 - Specialized journalism: Arts, science, education reporting
 - Flip class: Practical coverage of an event
 - Research, finding the news angle
 - Capturing visuals for a photo feature
 - Writing headlines, leads, and captions
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Expected Course Learning Outcomes:

On successful completion of this course, learners will be able to:

1. Describe and trace the historical trajectory and turning points in the development of Indian journalism from colonial times to the digital era.
2. Discuss how events such as the Emergency and liberalization impacted journalism in India, and assess the influence of technology on journalism.
3. Identify and articulate the steps in the news production process and apply the knowledge to real-world story development.
4. Explain what makes a news story-news values and anatomy of news in reporting.
5. Recognize and apply journalistic principles such as objectivity, balance, and accuracy in writing and ethics in reporting.
6. Differentiate between news types, beats, and journalistic roles, and evaluate the scope of career options in journalism.
7. Demonstrate and role-play basic reporting skills including event coverage, photojournalism, and news writing for both print and web.

Teaching Pedagogy:

- Interactive lectures and case-based learning
- Use of archival footage and contemporary media examples
- Field reporting assignments and in-class simulations
- Student-led presentations and panel discussions
- Peer feedback and portfolio creation
- Guest talks from working journalists and editors

Suggested Internal Assessment Exercise:

- Article/Feature writing exercise
- Beat-based reporting with story pitch and visual support
- Reporting on campus events with a multimedia component
- Quiz on the concepts of newsworthiness, ethics, formats

Books and References:

1. Writing and Reporting News – Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice – Tony Harcup; Sage Publications
3. Behind the By-line: A Journalist's Handbook – M.V. Kamath
4. Introduction to Journalism: Essential Techniques – Richard Rudin

5. Introduction to Journalism – Carole Fleming
6. Indian TV: Nalin Mehta
7. Introduction to Journalism – James Glen Stowall

Online Resources:

- <https://presscouncil.nic.in> – Press Council of India
- <https://www.thehoo.org> – Archive on Indian media ethics and trends
- <https://www.newslaundry.com> – Independent journalism and media critique
- <https://ijn.net.org> – International Journalism Network
- <https://www.poynter.org> – Journalism tools and training

Scheme of Evaluation:

Internal Assessment:	40 Marks
Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

**Subject 2: Business Administration and Management (BAM)
Minor Course**

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	III	SIUMMMN211	Services Marketing and Strategic Management	60/4	4	40+60=100

Course Title: Services Marketing and Strategic Management

Course Subtitle: Integrating Service Excellence with Strategic Thinking in a Dynamic Business Landscape

Expected Course Objectives:

On successful completion of the course, learners will be able to:

1. Understand the foundational concepts, nature, classification, and evolving expectations of services in a dynamic market environment.
2. Examine the components of the services marketing mix and explore quality frameworks and service delivery mechanisms.
3. Develop strategic awareness through an understanding of strategic management processes, environmental scanning, and strategic intent formulation.
4. Apply analytical tools like SWOT and Porter's Five Forces for strategy formulation and understand implementation models and frameworks.
5. Recognize the significance of sustainability, triple bottom line, and CSR in strategic service marketing.
6. Evaluate real-world service organizations using contemporary marketing and strategic management frameworks.

Course Contents:

Unit I: Introduction to Services Marketing (15 Lectures)

- Overview and scope of services marketing
- Environmental trends in the service sector

SYBAMMC Core- Multimedia and Mass Communication Syllabus 2024

- Classification: Consumer, industrial, and governmental services
- Nature and characteristics of services
- Goods vs. Services Continuum
- The Service Challenge
- Conceptualizing services: Donald Cowell's model
- The 7 Cs of Customer Interface
- Core vs. Augmented Services and Customer Service Expectations
- Emerging global and local service markets

Unit II: Services Marketing Mix and Delivery (15 Lectures)

- 7Ps of Services Marketing
- Service Product Life Cycle and Price Discrimination
- Demand and Supply Management in services
- Servicescape: Environment and experience:
 - The Services Marketing Triangle
- Customer's role in the distribution system
- Service Gap Analysis
- Service Design Process
- Methods of Service Delivery
- Managing Service Quality (RATER, SERVQUAL)
- Barriers to service delivery and performance

Unit III: Strategic Management Foundations (15 Lectures)

- Definition and scope of Strategic Management
- Importance of strategic planning in service sector
- Levels of strategy: Corporate, Business, Functional
- SBUs and Competitive Positioning
- PESTLE Analysis for environmental scanning
- Strategic intent: Vision, Mission, Goals
- SMART Objective formulation

Unit IV: Strategy Formulation and Implementation (15 Lectures)

- SWOT Analysis and Strategic Tools
- Porter's Five Forces Model
- Matrix structures in strategy planning
- McKinsey 7S Framework
- Triple Bottom Line: People, Planet, Profit
- Corporate Social Responsibility
- Strategy Implementation and Control

Expected Course Learning Outcomes (CLOs):

On completion of this course, learners will be able to:

1. Describe and examine the characteristics and nature of services, and classify services based on markets and expectations.
 2. Discuss and distinguish the concept of service product with goods and services continuum and challenges.
 3. Evaluate the services marketing mix and evaluate the service delivery processes using models like RATER and SERVQUAL.
 4. Illustrate the Services Marketing Triangle and Gap Analysis to assess customer interface and service quality management.
 5. Explain the strategic management process, including the levels of strategy and the importance of strategic intent.
 6. Evaluate strategic planning tools like SWOT, PESTLE, and Porter's Five Forces to assess market environments and make decisions.
 7. Examine strategic models that align vision, mission, and CSR within a service firm using frameworks like the 7S model and Triple Bottom Line.
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Teaching Pedagogy:

- **Interactive Lectures & Multimedia Presentations**
 - **Case Study Analysis** (Service brands, global CSR models)
 - **Group Discussions on Strategy Tools**
 - **Role Plays and Service Simulation Exercises**
 - **Flip Classroom (Students present frameworks)**
 - **Mini Projects on Real-Time Strategy Application**
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Suggested Internal Assessment Exercises:

1. **Group Presentation:** Analysis of a service brand using the Services Marketing Mix
 2. **Case Analysis:** Applying SWOT and PESTLE to evaluate strategic direction of a service company.
 3. **Field-based Assignment:** Interview with a service entrepreneur to identify service gaps and expectations.
 4. **MCQ Tests** at the end of 1&3 Unit.
 5. **Project Report:** Develop a mini strategic marketing plan for a hypothetical or real service organization using CSR and TBL alignment.
 6. **Reflective Essay:** How strategy has evolved in post-pandemic service environments.
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Books and References:

1. Lovelock, Christopher & Wirtz, Jochen – Services Marketing: People, Technology, Strategy
 2. Zeithaml, Bitner & Gremler – Services Marketing
 3. Kotler, Philip – Marketing Management
 4. David, Fred R. – Strategic Management: Concepts and Cases
 5. Hill & Jones – Strategic Management: An Integrated Approach
 6. Pearce & Robinson – Strategic Management: Planning for Domestic & Global Competition
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Online Resources:

- Harvard Business Review – Strategy
 - McKinsey & Company – Strategic Management Tools
 - Investopedia – Services Marketing & Strategic Planning
 - Tata Group & Infosys CSR Reports
 - Statista – Industry Trends in Services Sector
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Scheme of Evaluation:

Internal Assessment:	40 Marks
Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

Subject 1: Vocational Skill Course on Multimedia and Mass Communication [MMC]

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	III	SIUMMVS211	Computers and Multimedia [CaM]	30/2	2	20+30=50

Course Title: Computers and Multimedia

Course Subtitle: Fundamentals of Digital Image, Layout, and Video Editing with Adobe Tools

Expected Course Objectives:

By the end of this course, learners will be able to:

1. Understand the core principles of image editing and differentiate between bitmap and vector-based graphics.
2. Explore and apply essential tools and features of Adobe Photoshop for professional image editing.
3. Demonstrate vector-based design skills using Adobe Illustrator, focusing on text, shapes, effects, and symbols.
4. Create publication-ready layouts using Adobe InDesign and apply typographic and color management principles.
5. Use Adobe Premiere Pro for video editing, including working with file formats, audio-visual layering, transitions, and color grading.
6. Export, render, and package multimedia content for diverse platforms and assess quality standards.

Course Contents:

Unit 11: Photoshop – Pixel-Based Image Editing Software (8 Lectures)

- Introduction to Photoshop: Image editing theory, Bitmap vs Vector, when to use Photoshop
- Photoshop Workspace: Tools, toolbox controls, palettes, property/options bar
- Working with Images: Image modes, canvas and resolution, resizing vs resampling
- Image Editing Techniques: Levels, curves, color adjustments, photo filters
- Text in Photoshop: Text layers, character and paragraph palettes, simple page project

Unit 1.2: Adobe Illustrator – Vector-Based Drawing Software (6 Lectures)

- Introduction and Interface: Panels, importing files, formats
- Working with Text: Artistic and paragraph text, wrapping and linking objects
- Creating Designs: Logo replication, symbols, fills, outlines, opacity
- Applying Effects: Blends, distortions, lens effects, power clips
- Exporting Files: Types of exports, for different platforms

Unit 2.1: InDesign – Layout Software (8 Lectures)

- Introduction: Tools, menus, benefits of layout software
- Text Editing: Paragraph and character formatting, embedded images
- Palettes and Layouts: Designing newspapers, magazines, applying styles
- Colour Correction: Embedding images, tone adjustment
- Exporting: File types and exporting for different print/publication uses

Unit 2.2: Premiere Pro – Video Editing Software (8 Lectures)

- Introduction to Editing: Importance, formats (film/ad/news), great examples
- Premiere Pro Basics: Interface, importing, audio/video layering, windows
- File Formats: Understanding AVI, MPEG, MOV, H.264, transitions, raw footage
- Colour Grading: Filters, presets, examples
- Exporting & Rendering: Choosing formats, quality management, render techniques

Expected Course Learning Outcomes:

On successful completion of this course, the learner will be able to:

1. Differentiate between raster and vector graphics and identify appropriate software for image and design editing.
2. Practice and test Photoshop to control and edit images, adjust resolution, and enhance visual quality using filters, layers, and text tools.
3. Create professional vector illustrations, logos, and symbols using Adobe Illustrator tools and effects.
4. Develop layout designs for magazines, posters, or newspapers using InDesign with integrated text and image alignment.
5. Modify, edit and compile audio-visual projects using Adobe Premiere Pro, integrating transitions, effects, and color grading techniques.
6. Render and evaluate multimedia outputs for print and digital media, ensuring compatibility with platform requirements and maintaining quality standards.

Teaching Pedagogy:

- Hands-on lab sessions for each software tool
- Demonstration of professional design and editing workflows

- Assignments simulating real-world media production
- Group projects to encourage peer learning and creative collaboration
- Flip classrooms and critiques to refine aesthetic judgment

Suggested Internal Assessment Exercise:

Print Assignment

- Design a magazine spread or poster series (campaign-based) using Photoshop, Illustrator, or InDesign
- Submission to be evaluated for layout, design quality, and creative use of tools

Electronic Assignment

- Edit a short video (news feature/ad/short film) using Premiere Pro
- Focus on transitions, layering, color grading, and final export quality

Books and References:

1. *Photoshop Bible* – Deke McClelland, Wiley Publication
2. *Adobe Illustrator: Classroom in a Book* – Adobe Press
3. *InDesign: Classroom in a Book* – Kelly Kordes and Tina DeJarld, Adobe Press
4. *Adobe Premiere Pro: Practical Video Editing* – Brian Wood

Online Resources:

- <https://helpx.adobe.com/photoshop>
- <https://helpx.adobe.com/illustrator>
- <https://helpx.adobe.com/indesign>
- <https://helpx.adobe.com/premiere-pro>
- <https://www.behance.net> – Industry-standard portfolio examples
- <https://www.adobe.com/creativecloud/tutorials.html> – Official Adobe tutorials

Scheme of Evaluation:

Continuous Assessment: Internal Assignment	20 Marks
Project Work	30 Marks
Total Marks:	50 marks

Subject 1: Course on Field Project in Multimedia and Mass Communication [MMC]

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	III	SIUMMFP211	Field Project [FP]	30/2	2	50

Field Project [FP]- Practical –[Formative and Summative research based projects]

Major: Skill based: Photography – Methodical approach

OR

Minor: Knowledge based: PESTLEEESSE – analytical approach

Select a topic and make a project under the project supervisor guidance

The environmental factors/ such as Political, Economic, Social, Technical, Legal, Entertainment, Education, Ecological, Sports, Spiritual, and Agricultural dimensions are a part of the framework.

Course Title: Field Project on Introduction to Photography

Course Subtitle: Visual Storytelling through Camera, Light and Composition

Expected Course Objectives:

This course aims to develop in learners the ability to:

1. Understand the role of the camera as a storytelling device.
2. Identify and describe the functions of key components like lens, aperture, shutter, ISO and sensor.
3. Apply knowledge of exposure and lighting principles to create visually compelling images.
4. Develop a foundational understanding of composition techniques for photographic storytelling.
5. Evaluate image formats and resolution for digital reproduction and display.
6. Engage in field-based photography assignments to practically implement theoretical learning.

Course Contents:

Unit 1: Camera and Composition – The Art and Science of Seeing (15 Hours)

1.1 The Camera as Storyteller

- Camera as a system: Types (DSLR, Mirrorless, Medium Format)
- Parts: Aperture, Shutter, ISO, Sensor, Viewfinder
- Understanding how the camera sees differently from the human eye

1.2 Exposure and Light

- The Exposure Triangle (Aperture, Shutter Speed, ISO)
- Depth of Field, Motion Blur, Freeze Frame
- Lighting: Intensity, Direction, Mood
- White Balance, Colour Temperature, Lighting Ratio (3-point Lighting Basics)

1.3 Composition – The Visual Blueprint

- Frame and Aspect Ratio (2:3 / 4:5 / 16:9)
 - Visual elements: Line, Shape, Texture, Tone, Space, Center of Interest
 - Rules of Composition: Rule of Thirds, Leading Lines, Frame within Frame
 - Breaking Rules Creatively: Cropping, Flattening, Forced Perspective
-

Unit 2: Lens, Imaging and Digital Formats (15 Lectures)

2.1 The Lens and Perspective

- Focal Length: Wide, Normal, Telephoto
- Types of Lenses: Prime vs Zoom, Macro, Fisheye
- Image Size, Magnification, Coverage Angle

2.2 Digital Imaging and Resolution

- Megapixels and Sensor Formats (APS-C, Full Frame, Medium Format)
- Resolution (PPI), File Sizes, Output Considerations
- Image Formats: JPEG, RAW, TIFF – Advantages and Limitations

2.3 Field Work Application

- Planning a Photo Story or Theme
 - Execution using natural/available light
 - Selection of best images based on technical and aesthetic criteria
-

Expected Course Learning Outcomes:

Upon successful completion of the course, learners will be able to:

1. Describe the function and importance of camera parts such as aperture, shutter, ISO and sensor.
2. Illustrate how the choice of lens and focal length impacts photographic composition.
3. Apply the exposure triangle (Aperture, Shutter, ISO) to control light in diverse settings.
4. Compose a photograph using visual elements and compositional rules.
5. Assess the quality of photographs based on resolution, sharpness, tone, and file format.
6. Produce a thematic photography project demonstrating learned techniques and visual storytelling.

Teaching Pedagogy:

- Demonstrations of camera settings and functions
- Hands-on workshops for exposure and lighting setups
- Visual analysis of professional photographs
- Fieldwork and peer critiques of photography assignments
- Project-based learning: Shoot-analyze-curate model
- Digital submission and feedback via shared drives or LMS

Suggested Internal Evaluation exercise:

Field Project Submission

Scrapbook / Photo Analysis Journal

Photo Essay / Storyboard (theme-based)

Books and References:

1. **Life Library of Photography** – *The Camera, Light, Color, Portrait*
2. **Michael Freeman** – *The Photographer's Eye*
3. **John Hedgecoe** – *The New Manual of Photography*
4. **Langford's Basic Photography** by Michael Langford
5. **Photography Course Vol. 1–4** – Understanding and Practicing Techniques
6. **Me and My Camera Series** – *Night Photography, Portraits, Product Photography*

Online Resources:

- <https://www.cambridgeincolour.com> – In-depth tutorials on exposure and lighting
 - <https://www.photographycourse.net> – Free beginner to advanced photography courses
 - <https://www.dpreview.com> – Reviews and sensor/lens comparison tools
 - <https://www.digitalphotomentor.com> – Field tips and project ideas
 - <https://fstoppers.com> – Techniques and behind-the-scenes content
 - <https://www.pixpa.com/blog/photo-essay> – How to structure a photo essay
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Scheme of Evaluation:

Continuous Assessment: Internal Assignment	20 Marks
Project Work	30 Marks
Total Marks:	50 marks

-----NEP SYBAMMC SEMESTER THREE ay 2024-2025 -----

S.Y.B.A.M.M.C. SEMESTER FOUR

**Subject 1: Multimedia and Mass Communication (MMC):
Major Core 1: Course DSC (Discipline Specific Core) Mandatory**

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	IV	SIUMMMJ221	Corporate Communication and Public Relations [CCPR]	60/4	4	40+60=100

Course Title: Corporate Communication and Public Relations

Course Subtitle: Understanding Communication Strategies in Business, Media, and Digital Ecosystems

Expected Course Objectives:

This course aims to develop the students' ability to:

1. Understand and describe the concept, scope, and significance of corporate communication in India.
2. Interpret key terminologies including corporate identity, image, reputation, and the importance of ethics and media laws.
3. Explain the evolution and role of Public Relations across different sectors and media.
4. Identify and apply the theories and tools used in Public Relations practices.
5. Examine the range of functions within corporate communication such as media relations, employee communication, and crisis handling.
6. Utilize digital and social media tools to develop PR campaigns and strategies in the current digital landscape.

Course Contents:

Unit 1: Foundations of Corporate Communication (15 Lectures)

- Meaning, need, and scope of corporate communication in the Indian context
- Key concepts: Corporate Identity, Corporate Image, Corporate Reputation and Management
- Image creation and restoration: Online and Traditional
- Ethics in corporate communication
- Media laws: Defamation, Invasion of Privacy, Copyright, Cybercrime, RTI

Unit 2: Understanding Public Relations (15 Lectures)

- Evolution of PR in India
- Scope, objectives, and significance in business
- Internal and external PR
- Emergence of International PR (IPR): Collaborations and mergers
- Sectoral applications: PR in Healthcare, Entertainment, Fashion, Banking, Services
- Theories: Grunig's models, Propaganda, Persuasion, Pseudo-events, Diffusion
- PR Tools: Press conferences, Releases, Media Dockets, Advertorials, Sponsorship

Unit 3: Range of Functions in Corporate Communication and PR (15 Lectures)

- Media Relations: Role, strategies, media evaluation, journalist relations
- Employee Communication: Sources, organization, internal communication programs
- Crisis Communication: Strategies, trust building, stakeholder engagement
- **Latest Case Studies:**
 - *Nestlé Maggi Crisis and PR Strategy*
 - *IndiGo Airlines and Social Media Handling*
 - *Cadbury Dairy Milk Worm Controversy*
 - *Tata Group Reputation Management*
 - *Zomato delivery incident*
 - *MakeMyTrip-Twitter backlash*

Unit 4: New Trends and Tools in Corporate Communication (15 Lectures)

- Emerging communication technologies and trends
- New Media Tools: Websites, blogs, online press releases, digital newsletters
- Role of social media in PR: Influencer marketing, content curation, brand monitoring
- Viral marketing, brand storytelling, e-PR
- **Recent Trends:**
 - AI in Public Relations (ChatGPT, automation of press releases)
 - Metaverse and virtual brand PR events
 - Data analytics in measuring PR impact
 - Rise of purpose-driven and sustainability-based PR

Expected Course Learning Outcomes:

On successful completion of the course, learners will be able to:

1. Define the foundational concepts and scope of corporate communication in media and business.
2. Identify and explain mass media laws and ethical responsibilities in corporate communication.
3. Analyze the growth and emergence of PR in India and across global collaborations. Compare and evaluate the role of PR across different industries including healthcare, fashion, and entertainment.
4. Apply theories and tools of PR to real-life communication functions and assignments.
5. Design a media and crisis communication plan using traditional and digital tools.
6. Create and curate content using new media platforms and social media for storytelling and e-public relations.

Teaching Pedagogy:

- Lectures integrated with real-world case discussions
- Classroom simulations: mock press conferences, stakeholder negotiations
- Workshops on writing press releases and managing PR tools
- Group activities using digital tools like Canva, Buffer, Meta Business Suite
- Video analysis of PR campaigns
- Guest lectures from PR professionals and communication strategists

Suggested Internal Assessment Exercise:

- Press release writing based on a real event
- Scrapbook/Analysis of current PR campaigns (print and digital)
- Based on Units 1 & 2 (case-based MCQs & short answers)
- Mock press conference/group presentation on crisis response strategy

Books and References:

1. Public Relations Ethics – Philip Seib and Kathy Fitzpatrick
2. Public Relations: The Realities of PR – Newsom, Turk, Kruckleberg
3. Principles of Public Relations – C.S. Rayudu and K.R. Balan
4. Public Relations Practices – Center and Jackson
5. The Art of Public Relations – Leading PR firm CEOs
6. Corporate Communication: Principles and Practices – Jaishri Jethwaney and N.N. Sarkar

Online Resources:

- PR Week – www.prweek.com
- Spin Sucks – www.spinsucks.com
- The Holmes Report (PRovoke Media) – www.provokemedia.com
- Content Marketing Institute – www.contentmarketinginstitute.com
- Social Media Today – www.socialmediatoday.com
- Blogs of PR firms like Edelman, MSL, and Ogilvy PR

Scheme of Evaluation:

Internal Assessment:	40 Marks
Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

Subject 1: Multimedia and Mass Communication (MMC):
Major Core 2: Course DSC (Discipline Specific Core) Mandatory

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	IV	SIUMMMJ222	Mass Media Research [MMR]	60/4	4	40+60=100

Course Title: Mass Media Research

Course Subtitle: Understanding Research Design, Data Analysis, and Application in Media Studies

Expected Course Objectives:

This course will develop the students' ability to:

1. Understand the scope and relevance of research in mass media and the steps of the research process.
 2. Explain the concepts and types of research design with their applications in media research.
 3. Differentiate between data collection methods, sampling techniques, and design of research instruments such as questionnaires.
 4. Outline the procedure of content analysis and evaluate the role of semiotics in mass media.
 5. Apply research tools to real-world mass media case studies such as readership surveys, TRP, and consumer behavior.
 6. Interpret how research supports media strategy, audience understanding, and content development.
-

Course Contents:

Unit 1: Foundations of Mass Media Research (15 Lectures)

- Relevance and scope of mass media research
- Role of research in media decision-making
- Types: Qualitative and Quantitative Research
- Research process: Problem discovery, Hypothesis formulation
- Identifying variables (dependent & independent)
- Ethics in research

Unit 2: Research Design and Data Collection (15 Lectures)

- Research designs: Exploratory, Descriptive, Causal
- Primary data collection: Interviews, Focus Groups, Surveys, Observation
- Secondary data sources: Literature review and published research
- Sampling techniques and procedures
- Designing questionnaires: Types, Attitude measurement scales, Projective techniques
- Data tabulation and formatting research reports

Unit 3: Content Analysis and Semiotics (15 Lectures)

- Content Analysis: Definition, steps, quantitative & qualitative approaches
- Developing a quantification system
- Limitations of content analysis
- Introduction to semiotics in mass media
- Role of signs and codes in constructing media messages
- Importance of semiotics in audience understanding and media literacy

Unit 4: Application of Research in Mass Media (15 Lectures)

- Readership and Circulation Surveys (RCS)
- Television Rating Points (TRP)
- Radio Rating Points (RRP)
- Audience Research and Exit Polls
- Advertising Consumer Research (ACR)
- Case Studies:
 - *BARC Ratings and controversies*
 - *Lokniti-CSDS Election Surveys*
 - *Kantar IMRB digital audience research*
 - *Brand perception analysis via online surveys*

Expected Course Learning Outcomes (CLOs):

Upon successful completion of this course, the learner will be able to:

1. Describe the relevance, scope, and role of research in the mass media industry.
 2. Explain the research process and differentiate between qualitative and quantitative research methods.
 3. Classify and design research tools including data collection methods, sampling, and measurement techniques.
 4. Evaluate the steps and limitations of content analysis in mass communication.
 5. Construct questionnaires and interpret data for report presentation.
 6. Analyze the role and application of research in the media landscape (RCS, TRP, RRP, ACR, Exit Polls).
 7. Interpret the role of semiotics in media studies through understanding codes and signs.
-

Teaching Pedagogy:

- Lectures with conceptual clarity and real-world examples
 - Case study discussions using current research reports from media houses and agencies
 - Workshops on questionnaire design and data tabulation
 - Classroom activities: mock survey creation and report presentation
 - Group assignments and field research (interviews, focus groups, content analysis)
 - Use of software demonstrations (e.g., SPSS basics, Google Forms, Excel)
-

Suggested Internal Assessment Exercise:

Assignment 1 Design a research proposal based on a media issue

Assignment 2 Create and present a questionnaire on audience research

Class Test Short answers and MCQs based on research design and semiotics

Field Work Conduct a mini survey or content analysis and submit report

Books and References:

1. **Research Methodology** – C.R. Kothari (Wiley Eastern)
2. **A Handbook of Social Science Research** – Dixon, Bouma, Atkinson (OUP)
3. **Mass Media Research: An Introduction** – Wimmer and Dominick
4. **Media Research Methods** – Barrie Gunter (SAGE)
5. **Analyzing Media Messages** – Reffe, Lacy & Fico (Lawrence Erlbaum)
6. **Milestones in Mass Communication Research** – Melvin L. DeFleur

7. **Doing Media Research** – Susanna Priest

Online Resources:

- **Media Research Journals:**
 - *Journal of Media Research* – www.mrjournal.ro
 - *SAGE Publications Media Studies* – journals.sagepub.com
 - **Industry Sources:**
 - *BARC India* – www.barcindia.co.in
 - *Kantar IMRB* – www.kantar.com
 - *Nielsen Ratings* – www.nielsen.com
 - **Survey Tools:**
 - *Google Forms* – forms.google.com
 - *SurveyMonkey* – www.surveymonkey.com
-

Scheme of Evaluation:

Internal Assessment:	40 Marks
Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

Subject 2: Business Administration and Management (BAM)
Minor Course

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Seme ster	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	IV	SIUMMMN221	Law and Ethics [L&E]	60/4	4	40+60=100

Course Title: Law and Ethics for Media

Course Subtitle: Legal Framework, Media Accountability and Ethical Practices in Journalism and Advertising

Expected Course Objectives:

By the end of this course, students will be able to:

1. Understand the legal framework governing commercial, industrial, corporate, and media-specific laws in India.
2. Analyze key legislative provisions and case laws that impact media functioning, freedom, and responsibility.
3. Evaluate the significance of ethical decision-making in journalism, advertising, and corporate communication.
4. Apply knowledge of legal acts in real-world media scenarios, including censorship, copyright, defamation, and regulatory mechanisms.
5. Discuss the principles of business ethics and their application to media operations and ownership.
6. Critically examine contemporary challenges like fake news, data privacy, and stereotyping in media from an ethical and legal standpoint.

Course Contents:

Unit 1: Commercial Law (15 Lectures)

- **The Indian Contract Act, 1872**
- **Consumer Protection Act, 2019** and media responsibilities
- **Competition Act and Unfair Trade Practices**
- **Morality and Obscenity in Media** – IPC Sections 292 & 293
- **Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954**

- **Emblems and Names (Prevention of Improper Use) Act**
- **Right to Privacy and the Personal Data Protection Bill 2019/2022 (latest updates)**

Unit 2: Industrial and Corporate Law (15 Lectures)

- **Press and Registration of Books Act**
- **Industrial Disputes Act, 1947**
- **Minimum Wages Act, 1948** and media labor laws
- **Working Journalists and Other Newspaper Employees Act, 1955**
- **The Insolvency and Bankruptcy Code, 2016** – relevance for media firms
- **FEMA 1999**
- **Companies Act, 2013**, CSR obligations in media firms
- **Mergers and Acquisitions in Media** – case studies (e.g., Zee-Sony merger)
- **The Maternity Benefit Act, 1961, The Payment of Gratuity Act, 1972, and PF Act**

Unit 3: Media Laws and Constitutional Provisions (15 Lectures)

- **Copyright Act & IPR**
- **Defamation Laws** – civil and criminal
- **Information Technology Act** (Amendments and new provisions 2023)
- **Contempt of Court and Parliament**
- **Official Secrets Act (OSA)**
- **Right to Information (RTI) Act, 2005**
- **Article 19(1)(a) & reasonable restrictions under Article 19(2)**
- **The Cable Television Networks (Regulation) Act, 1995**
- **Regulatory bodies** – PCI, BCCC, TRAI

Unit 4: Ethics, Responsibility and Public Life Principles (15 lectures)

- **Meaning and Nature of Ethics**
- **Ethical Responsibility of Journalists and Advertisers**
- **Fake News, Deepfakes, and AI in Media Ethics**
- **Stereotyping and Objectification in Media**
- **Social Responsibility Theory of the Press**
- **Seven Principles of Public Life:** Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, Leadership
- **Media Trials, Paid News and Ethical Violations** – Case discussions

Expected Course Learning Outcomes :

Upon successful completion, the learner will be able to:

1. Explain key provisions from commercial, corporate, and industrial law and their implications for media.
2. Identify and apply relevant sections of media laws like the Copyright Act, RTI Act, and IT Act to practical scenarios.
3. Assess ethical dilemmas and moral conflicts in news reporting and advertising using real-world case studies.

4. Analyze the legal consequences of fake news, obscenity, privacy violations, and defamation.
 5. Demonstrate familiarity with constitutional safeguards like Article 19 and their relevance to media freedom.
 6. Critique media behavior using ethical frameworks like the Social Responsibility Theory and Seven Principles of Public Life.
-

Teaching Pedagogy:

- Lectures using multimedia and case law examples
 - Case Study Analysis (e.g., Cobrapost sting operation, Prasar Bharti editorial issues)
 - Group Discussions and Ethical Dilemma Debates
 - Mock Trials and Role-play (editor, advertiser, regulator)
 - Legal Document Review Workshops
 - Guest Talks by legal experts, editors, media ethics panels
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Suggested Internal Assessment

Exercise:

- Mock parliaments
 - Passing of bills
 - Opinion polls and surveys
 - Mass Communication debates and discussions
 - Case studies analysis
-

Recommended Books & References:

1. **Usha Ramanathan** – *Media Law and Ethics*
2. **Durga Das Basu** – *Introduction to the Constitution of India*
3. **M.P. Jain** – *Indian Constitutional Law*
4. **Neelamalar M.** – *Media Law and Ethics*
5. **Divan & Rosenfeld** – *Freedom of Speech and Expression*
6. **K.S. Venkateswaran** – *Ethics in Journalism*
7. **Vanita Kohli-Khandekar** – *The Indian Media Business*

Online Resources:

- <https://prsindia.org> – Latest Bills and Acts
- <https://legislative.gov.in> – Access to Indian laws
- <https://mib.gov.in> – Ministry of Information & Broadcasting
- <https://traf.gov.in> – Telecom and broadcast regulations
- <https://presscouncil.nic.in> – Press Council Guidelines
- <https://indiankanoon.org> – Case laws and statutes
- <https://factchecker.in> – Ethical journalism and fake news analysis
- <https://meity.gov.in> – Data Protection and IT Act updates

Scheme of Evaluation:

Internal Assessment:	40 Marks
Term End External Theory Examination:	60 Marks
Total Marks:	100 marks

Subject 1 or 2: Skill Enhancement Course on MMC/BAM on Multimedia and Mass Communication [MMC] / Business administration and Management [BAM]

Name of Program: <u>B.A. in Multimedia and Mass Communication (B.A.M.M.C.)</u>						
Name of Department: The Department of Mass Media						
Class	Semester	Course Code	Course Name	No. of lectures/ per week	Credits	Marks
SYBAMMC	IV	SIUMMSE221	Film Studies [FS]	30/2	2	20+30=50

Course Title: Film Studies

Course Subtitle: The Art of Storytelling in Cinema

Expected Course Objectives:

By the end of this course, students will be able to:

1. Trace the evolution of cinema from still photography to contemporary digital filmmaking.
2. Identify and analyze key elements of film language, including mise-en-scène, cinematography, editing, and sound.
3. Examine the historical development of early cinema from 1895 to 1950, focusing on global and Indian contexts.
4. Evaluate the impact of technological advancements on modern filmmaking and viewing practices.
5. Understand the stages of film production and the roles involved from pre-production to exhibition.
6. Recognize the significance of film institutions, festivals, and awards in shaping film culture.

Course Contents:

Unit 1: Evolution and Language of Cinema (*15 lectures*)

1. History: From Still Pictures to Moving Images
 - Origins of Cinema
 - Emergence of Visual Art
 - Understanding the Language of Cinema
 - Transition from Documentary to Feature Film
2. Understanding Aspects of Film Appreciation
 - Grammar, Technology, and Art in Cinema
 - Key Roles: Director and Writer

- Visual Elements: Mise-en-Scène, Cinematography, Editing
- Sound in Film: Components and Integration with Visuals
- 3. The Early Cinema (1895–1950)
 - Global and Indian Cinema: Silent Era to Early Sound Era
 - Economic Contributions of Cinema
 - Convergence of Art and Commerce
 - Exploration of Film Genres: Romcom, Thriller, Biopic, Action, Musical

Unit 2: Contemporary Cinema and Film Culture (15 lectures)

1. Cinema Now
 - Transition from Celluloid to Digital (1990–1999)
 - Digital Explosion and Its Impact (2000 Onwards)
 - Media Convergence and Changing Film Viewing Culture
2. Filmmaking Process
 - Overview of Production Systems: Financial, Administrative, Creative
 - Stages of Filmmaking:
 - Pre-Production
 - Production
 - Post-Production
 - Film Censorship
 - Return on Investment (ROI) in Film Industry: Distribution, Promotion, Marketing, Branding, Internet
3. Film Culture
 - Introduction to Film Institutes and Associations: FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA
 - Understanding Film Festivals: Purpose and Major Festivals in India and Abroad
 - Film Awards: Types and Notable Awards Nationally and Internationally

Expected Course Learning Outcomes:

Upon successful completion of the course, learners will be able to:

1. Describe the historical progression of cinema and its transformation over time.
2. Analyze the components of film form and how they contribute to storytelling.
3. Discuss the characteristics and contributions of early cinema in both global and Indian settings.
4. Assess the influence of digital technology on film production and audience engagement.
5. Outline the comprehensive process of filmmaking, including the various stages and associated roles.
6. Evaluate the role of film institutions, festivals, and awards in the development and recognition of cinematic works.

Teaching Pedagogy:

- Lectures: To provide foundational knowledge and theoretical frameworks.
- Film Screenings: To analyze and appreciate various film styles and techniques.

- Group Discussions: To encourage critical thinking and diverse perspectives.
- Assignments: To apply concepts through practical analysis and research.
- Guest Lectures: Insights from industry professionals and academics.
- Workshops: Hands-on sessions focusing on specific aspects of filmmaking.

Suggested Internal Assessment Exercise:

- Film Analysis Essay: Critical analysis of a selected film focusing on its narrative structure and technical elements.
- Group Presentation: Presentation on a specific era, genre, or movement in cinema.
- Class Participation and Attendance: Active involvement in discussions and consistent attendance.

Books and References:

1. Bordwell, D., & Thompson, K. (2016). *Film Art: An Introduction*. McGraw-Hill Education.
2. Monaco, J. (2009). *How to Read a Film: Movies, Media, and Beyond*. Oxford University Press.
3. Cook, D. A. (2004). *A History of Narrative Film*. W. W. Norton & Company.
4. Gokulsing, K. M., & Dissanayake, W. (2004). *Indian Popular Cinema: A Narrative of Cultural Change*. Trentham Books.
5. Prasad, M. M. (1998). *Ideology of the Hindi Film: A Historical Construction*. Oxford University Press.

Online Resources:

- Film and Television Institute of India (FTII)
- National Film Archive of India (NFAI)
- Films Division of India
- International Film Festival of India (IFFI)
- Central Board of Film Certification (CBFC)
- Senses of Cinema – Film Journal

Scheme of Evaluation:

Assignment	20 Marks
Project Work	30 Marks
Total Marks	50 marks

-----NEP SYBAMMC SEMESTER FOUR ay 2024-2025 -----