



# **Bachelor of Arts (MASS MEDIA)**

**SEMESTERS: I to VI**

[Specializations: Journalism, Advertising, Animation]

**(Revised in 2017)**

**Academic Programme of 120 CREDITS**

**Shreemati Nathibai Damodar Thackersey WOMEN'S UNIVERSITY Mumbai**

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**

**The Programme**

The academic programme is designed to train women in terms of understanding, awareness and skills for media and communication sector through three specializations- journalism, advertising and animation. The three year programme has semester pattern and five papers per semester including internship in the last semester.

**Eligibility for Admission/promotion to the Degree Course**

1

Admission norms for students to First/Second/Third years, open/reserved categories applied to all programmes of the University will apply to this programme also.

A. Admission to First Year

- The students passing Higher Secondary Examinations in any stream Arts/Commerce/Science/Home Science from any recognized Board, with one paper of English are eligible.
- Students passing MCVC (Minimum Competency Vocational Course) are also eligible.
- Students passing three years Government recognized Diploma after 10th Std. in the relevant subject are also eligible.

B. Admission to Second Year

- A student who has passed B.M.M. Part I from this University or any other recognized University would be eligible for admission to B.M.M. Part II of this University.
- Students from other Faculties (Non-B.M.M.) can be admitted with prerequisites of 4 credits of specialization and 4 credits of General B.M.M. (irrespective of Theory or Practical)
- Pre-requisite for each student is to be decided after looking at the subjects completed at the First Year level.
- It is recommended (depending on the preference of the student) students from Science or from Arts & Commerce can be given appropriate pre-requisite courses.

C. Admission to Third Year

Students, who have completed their Second Year in B.M.M. from any College in India, would be eligible for admission to the Third Year, according to the Program in their previous College.

**Norms for Evaluation**

- Each paper is of four credits referring to 120 hours of teaching and learning in a semester.
- Each paper is divided into four modules and usually each module is taught for 15 hours in a semester. weightage for each module is equal.
- The overall evaluation pattern is 25:75. Process evaluation will consist of 25 marks whereas semester-end evaluation will be of 75 marks.
- Papers where internal assessment of 100 marks is shown but examination is by University, external examiner along with the teacher who has taught the course should carry out the assessment for the work done by the student/group of students in that paper.

**SNDTWOMEN'SUNIVERSITY**  
**Bachelor of Arts (Mass**  
**Media)STRUCTUREOF3YEARPROGRA**  
**MME**

**SEMESTER1**FIRST YEAR

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
1011	Effective CommunicationSkills	4	25	75	100	College
1012	Fundamentals of MassCommunication	4	25	75	100	College
1013	ContemporaryWorldHistory	4	25	75	100	College
1014	IntroductiontoSociology	4	25	75	100	College
<b>1021</b>	<b>TraditionalMedia</b>	4	25	75	100	College

**SEMESTER2**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
2011	EnvironmentStudies	4	25	75	100	College
2012	IndianPoliticalandEconomic Systems	4	25	75	100	College
2013	IntroductiontoPsychology	4	25	75	100	College
2021	EventsManagement	4	100	-	100	College
<b>2014</b>	<b>IntroductiontoComputers</b>	4	25	75	100	College

SECONDYEAR**SEMESTER3**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
3011	IntroductiontoPrintMedia	4	25	75	100	College
3012	Basicsof Advertising	4	25	75	100	College
3013	Fundamentalsof Public Relations	4	25	75	100	College
<b>3014</b>	<b>VisualCommunicationand Photography</b>	4	100	-	100	College
<b>3021</b>	<b>IntroductiontoCinema</b>	4	25	75	100	College

**SEMESTER4**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
4011	IntroductiontoBroadcastMedia	4	25	75	100	College
4012	IntegratedMarketing Communication	4	25	75	100	College
4013	IntroductiontoNewMedia	4	25	75	100	College
4014	Womenand Media	4	25	75	100	College
<b>4021</b>	<b>WritingforMedia</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>College</b>

Courses in **bold** italics are "Electives" that student can exchange for any other course of her Choice.

**SNDTWOMEN'SUNIVERSITY**  
**Bachelor ofArts(MassMedia)**

**STRUCTUREOF THIRDYEARFORSPECIALISATION–ADVERTISING&PR**

<b>SEMESTERV</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
5111	IntroductiontoResearch	4	25	75	100	University
5112	Advertising&Marketing	4	25	75	100	University
5113	Branding	4	25	75	100	University
5114	ConsumerBehaviour	4	25	75	100	University
<b>5121</b>	<b>MediaPlanning&amp; Scheduling</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>University</b>
<b>SEMESTERVI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
6111	AdvertisingandSociety	4	25	75	100	University
6112	AdvertisingAgencies	4	25	75	100	University
6121	CustomerRelationship Management	4	25	75	100	University
6113	LawsandEthicsinAdvertising	4	25	75	100	University
<b>6114</b>	<b>Internship</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University

Coursesin **bold**Italicsare“Electives” thatstudent canexchangeforanyothercourseofherChoice.

**SNDTWOMEN'SUNIVERSITY**  
**Bachelor ofArts(MassMedia)**  
**STRUCTUREOFTHIRDYEARFORSPECIALISATION–JOURNALISM**

<b>SEMESTERV</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
5211	IntroductiontoResearch	4	25	75	100	University
5212	Political and EconomicReporting	4	25	75	100	University
5213	Newspaper Editing Layout &Design	4	100	-	100	University
5221	JournalismforSocial Change	4	25	75	100	University
<b>5214</b>	<b>Magazinesand Journals</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University
<b>SEMESTERVI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
6211	NewsMediaOrganization& Management	4	25	75	100	University
6212	WebandElectronicJournalism	4	25	75	100	University
6213	PressLawsandEthics	4	25	75	100	University
6221	IndianRegionalJournalism	4	25	75	100	University
<b>6214</b>	<b>Internship</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>University</b>

**Bachelor ofArts(MassMedia)**

**STRUCTUREOFTHIRDYEARFORSPECIALISATION–ANIMATION**

<b>SEMESTERV</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
5311	IntroductiontoResearch	4	25	75	100	University
5312	IntroductiontoAnimation	4	25	75	100	University
5321	Basicsof Art &Drawing	4	100	-	100	University
5313	2Dand 3D Animation	4	25	75	100	University
<b>5314</b>	<b>AnimationScripting</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University
<b>SEMESTERVI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
6311	Advancedwebdesigning	4	25	75	100	University
6312	3DAnimation	4	25	75	100	University
6313	<b>SFXinAnimation</b>	4	25	75	100	University
6321	<b>Audio-VideoEditing(practicals)</b>	4	100	-	100	University
<b>6314</b>	<b>Internship</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University

Coursesin **bold**italicsare“Electives”thatstudent canexchangeforanyother courseofherChoice.

## SNDTWOMEN'SUNIVERSITY

### Bachelor ofArts(MassMedia)

#### FIRSTYEAR: SEMESTER1

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
1011	EffectiveCommunication Skills	4	25	75	100	College
1012	FundamentalsofMass Communication	4	25	75	100	College
1013	ContemporaryWorldHistory	4	25	75	100	College
1014	IntroductiontoSociology	4	25	75	100	College
<b>1021</b>	<b>TraditionalMedia</b>	4	25	75	100	College

### EFFECTIVECOMMUNICATIONSKILLS

#### Objectives:

Thiscourseenablesstudentsto:

1. Provideanunderstandingaboutthebasicsofeffectivecommunication.
2. Learntheprinciplesofreading,writingandoral communication.
3. Toenablestudentstwitheffectivewritingskills

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
1011	EffectiveCommunication Skills	4	3	1	100	College

Module	Objectives	Contents	Evaluation
Concept ofCommunicationAnd communicationskills	<ul style="list-style-type: none"> <li>• To Understandelements andProcess ofcommunication.</li> <li>• To understandCommunicationapproaches</li> </ul>	<ul style="list-style-type: none"> <li>○ Meaning, elements,Process,BarriersofCommunication</li> <li>○ TypesofCommunication</li> <li>○ Principles and 7 Cs ofCommunication</li> <li>○ Transmission and RitualmodelsofCommunication</li> </ul>	Written groupAssignment andpresentation intheclass
Verbal, Non-Verbal andlateralcommunication	<ul style="list-style-type: none"> <li>• To know nuancesof verbal and non-verbalcommunication.</li> <li>• To buildconfidence for selfexpression.</li> </ul>	<p><b>Verbal Communication:</b> Clarityof speech, pronunciation, verbalexpression and languagedevelopment, vocabularybuilding,word power</p> <p><b>Non-verbal Communication:</b>Body language, facial expression,eye contact, Gestures, postures,Listeningandbarrierstolisting</p> <p><b>Lateralthinkingconcepts</b></p>	Individualpresentation ontopic ofchoice  Group mindmapping and brainstorming
Listening, Speaking andReadingskills	<ul style="list-style-type: none"> <li>• Toenhance linguistics skillsandlistening</li> </ul>	<p><b>Oral Communication:</b>Pronunciation, sentence building,phonetics,diction,fluency,</p>	Performing a roleplay to understandissuesof language,

	<p>capabilities.</p> <ul style="list-style-type: none"> <li>To sensitize about issues related to formal communication.</li> <li>To develop critical reading skills.</li> </ul>	<p>confidence building, body language</p> <p><b>Listening Skills:</b> Principles of listening, Types of listeners, Sensitiveness to audiences</p> <p><b>Reading Skills:</b> Skimming and scanning, differentiate fact from opinion, recognizing correct language usage, structure of speech and its impact on meaning</p>	<p>posture and proxemics in formal communication.</p> <p>Loud reading of text in the class and analyzing it for comprehension and criticality.</p>
Writing Skills	<ul style="list-style-type: none"> <li>To be aware of different forms and types of writing.</li> <li>To develop ability to write in order to communicate clearly.</li> </ul>	<p><b>Writing skills:</b> Different kinds of Letter layouts - notices, reports, minutes, agendas, speeches, book reviews, summarizing techniques, and so on.</p> <p><b>Forms of Writing:</b> impressionistic, descriptive, reflective, analytical writing</p> <p>Types of Writing: Essay, prose, poem, narrative, factual and technical writing</p> <p>Creative Writing: Subjective and objective styles, Fiction and non-fiction</p> <p>Media writing versus other forms of writing</p>	<p>Write and Present different forms and types of writing in classroom.</p> <p>Encourage student to contribute articles for college magazine</p>

#### References:

1. English Grammar and Composition, A Memon, Chetana Publication, 2008
2. Writing Skills - Dr. Ayesha Banatwala (publisher and 1979)
3. Urmila Rai and S M Rai, Business Communication, 10th Edition, 2008, Himalaya Publication, Mumbai.
4. Strengthen Your English - Narayan Swami, Orient Longman, 2005.
5. Vijayasomasundaram, Principles of communication, Authors press, New Delhi, 2006.
6. C. S. Rayudu (2010) Communication, Himalaya, Mumbai.
7. Chrissie Wright (2006) Handbook of Practical Communication, ed., Jaico Publishing House, Mumbai.
8. Krishna Mohanad Meera Banerji (2009) Developing Communication Skills, Macmillan, Sugg

#### uggested Activities:

1. Listening to audiotapes and understanding the language and presentation.
2. Exploring websites and application software (e.g. Free Plane) for mind mapping and other modules.
3. Undertakes speed reading exercises and understand importance of quick processing of information.
4. Loud reading of newspaper or any other text in the class.

## FUNDAMENTALS OF MASS COMMUNICATION

Objectives:

This course enables students to:

1. To learn the characteristics and forms of mass communication.
2. Understand scope, need and role of mass communication in any society.
3. Examine the relationship of media and society.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
1012	Fundamentals of Mass Communication	4	3	1	100	College

Module	Objectives	Content	Evaluation
Concept of Mass Communication	<p>To develop historical perspective on mass communication.</p> <p>To understand role of mass communication.</p>	<p>Definitions, characteristics, scope and models of mass Communication</p> <p>Evolution of mass communication from stone age to present</p> <p>Concept of crowd-public-group-mass</p>	<p>Group project on a given historical period and presentation of the same in the class.</p>
Need, Importance and Functions of Mass Communication	<p>To recognize need and importance of Mass communication.</p> <p>To understand functions of mass communication in present day society.</p>	<p>Need and importance of mass communication</p> <p>Role of Technology</p> <p>Functions: Information, instruction, entertainment, surveillance, linkage, transmission of values, cultural integration</p>	<p>Group project documenting functionality of any mass media.</p>



Media for Mass Communication	To know how technology constitute medium of mass communication.  To examine how Media and its Audiences are related Related with each other.	Concept of audiences and their access and usage of different media: Newspapers Films Radio Television Magazines Journals Computer/Internet E-books and E-magazines Social Media	Assignment On understanding uses and media preferences of particular audiences and presentation in the class.
Media and Society	To understand how Members of the Society creates and consumes media.	Media & socialization Media as a primary source of information Media and violence Media and Representation	Street play on role of media or comment on media in society.

#### References:

1. Mary B Cassata, Mass Communication: Principles and Practices, 1979, New York, Macmillan.
2. Culture, Society and Media – Michael Gurevitch, Tony Bennett, James Curran, Janet Woolcott 1983. London. Methuen & Co. Ltd
3. De Fleur, Melvin & Dennis, Everett; *Understanding Mass Communication*, November 1993, Houghton Mifflin (T), Fifth edition, Place.
4. Andal, Communication Theories and Models. 2004, Mumbai, Himalayan publishing House.
5. Narula, Uma, Mass Communication Theory & Practice, 2009, Haranand, Mumbai.
6. Dominick, Joseph R. Dynamics of Mass communication; McGraw Hill, 1996.
7. Denis Mc Quail, Mc Quail's mass communication theory; Sage Publications. *SAGE Publications Ltd*; Sixth edition, 2010.
8. Melvin L. Defleur, Understanding mass communication; Houghton Mifflin Company, 1981. place
9. Brent D. Ruben Richard W. Budd Beyond Media: New approaches to mass communication; Transaction Publishers, 1987. place
10. A Cognitive psychology of mass communication; Richard Harris, Lawrence Erlbaum Associates, Mahwah, NJ., 2004.

#### Suggested Activities:

1. Undertake field work on any media and exploring its audiences or exploring media usage of selected audience. For e.g. Answering questions like What do elderly do with television? What do youngsters do with mobile? Why do children watch cartoons?
2. Examine how 'mass' is mass communication based on findings of the above activity.
3. Watching films made on media world or films depicting media as character. Like Wednesday, Mumbai Merijan,

## CONTEMPORARY WORLD HISTORY

Objectives:

This course enables students to:

1. Get acquainted with contemporary developments in India as well as in the World.
2. Understand the inter-relationship between significant historical movements and role of media therein.
3. Explore ideologies that have shaped the contemporary world.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
1013	Contemporary World History	4	4	-	100	College

Module	Objectives	Content	Evaluation
Freedom movements	<input type="checkbox"/> To form historical perspective on rise of nationalism in India. To know the role of media in that time.	Colonialisation Urg e for Freedom Nationalist movements and role of press in India Gandhian ideology	Group discussion about relevance of freedom movement today.
Beginning of modern Era	<input type="checkbox"/> To understand industrialization and emergence of mass communication. <input type="checkbox"/> To understand propaganda formation, public opinion and role of media in that society.	European industrialization and its impact on India Influence of industrialization on communication (telegram, post) and transportation (railways, travel) Labour movements (trade unions, textiles-railways unions) Rise of nationalism in colonized countries	Library review of biographies or classic text in the class.

Modern Socio-political movements	<input type="checkbox"/> To understand how various movements emerged in India and across the world. <input type="checkbox"/> To know how and why movements become movements.	Fascism in Europe Socialism Human rights movements and UN Feminism Anti-apartheid and other social equity movements	Case study of any movement or meeting persons or visiting organization associated with any movement.
Challenges of the Present	<input type="checkbox"/> To understand how society evolves as a product of its past. To be able to explore surrounding environment with critical point of view.	Breakup of socialist block  Globalization Rise of uni-polar world and voices of dissent (Islamic fundamentalism, Maoism, communalism) Rise of USA as a super power Cultural imperialism	Group discussion on challenges observed by students in their day-to-day lives.

### References:

1. Churchill, Winston S., *Second World War*, Cassell & Co. Ltd., 1959. London.
2. Cornwell, R. D., *World History in the Twentieth Century*, Longmans, Gordon, 1969.
3. Davies, H. A., *An Outline History of the World*, (Fifth Edition) Oxford University Press, New Delhi, 1968.
4. Davies, H. A., *The Outline of History*, 3<sup>rd</sup> edition, Oxford University Press, 1951.
5. Dobb, Maurice, *Studies in the Development of Capitalism*, Intl. Pub. Co., 1974. Place (New York)
6. Fay, S. B., *Origins of the World War*, New York, 1991, Macmillan
7. Freud, Sigmund, *Civilization and its Discontents*, The Hogarth Press Ltd., London, 1957.
8. Fuller, J. F. C. *The Second World War, 1939-45*, Eyre & Spottiswoode, London, 1962.
9. Gokhale, B. K., *History of Modern World*, Himalaya Publishing House, Bombay, 1982.
10. Hogarth, Paul, *Prehistory*, NY, Dell Publishing Co., 1962.
11. Longer, W. L., *Diplomacy of Imperialism*, ii) *The Shifting Balance of World Force*, New York, 1951 (1898-1945). Publisher (R. A. F. Publishing Co)
12. Mackenzie, Donald A., *Ancient Civilizations*, Aryan Book International, New Delhi, 1992.
13. Morgan Lewis H., *Ancient Society*, J. C. Saha Roy, Calcutta, 1958.
14. Nehru Jawaharlal, *Glimpses of World History*, Penguin Books India Pvt. Ltd., New Delhi, 2004.
15. Rodney, Hilton, *Transition from Feudalism to Capitalism*, Rutledge Chapman & Hall, 1976. place
16. Snyder, L. L., *The World in Twentieth Century* Krieger, Melbourne, 1979.
17. Wells, H. G., *The Outline of History*, 4th edition, Cassell & Co Ltd., London, 1961.
18. Wheatcroft, Andrew, *The World Atlas of Revolutions*, Hamish hamton, London, 1983.

19. Castells, Manuel. 2000. *The rise of the network society*. Oxford: Blackwell.  
 20. It's a Flat World, After All. Thomas L. Friedman. *New York Times Magazine*; Apr 3, 2005; *New York Times* pg. 32

#### Suggested Activities:

1. Undertake fieldwork on any movement covered by media and forming opinion about it after the first hand information.
2. Conducting debates on themes for example capitalism versus communism, democracy versus dictatorial regime.
3. Helping students understand how HISTORY can be formed by few people about other people and concept of peoples' oral narratives as documentation of history.
4. Taking any world or Indian historical event and examining its records/archives/media coverage first hand and examining the completeness of the account.

## INTRODUCTION TO SOCIOLOGY

#### Objectives:

This course enables students to:

1. Be familiar with social stratifications and various units of the society.
2. Understand contemporary social issues.
3. Recognize role of sociology in communication and vice versa.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
1014	Introduction to Sociology	4	3	1	100	College

Module	Objectives	Content	Evaluation
Concepts of Sociology and politics	To understand basic concepts of sociology, anthropology and political science.	Definitions of sociology and political science Concepts: Social structure, social mobility, social stratification (caste, class, gender), state, society, nation, democracy Social institution: family, community, religious groups, community Culture: Concept and Elements Social Change: definition, factors and role of youth	Individual Assignment and presentation in the class.
Social & Political Movements in India	To explore socio-political aspects of movements. To know how	Definition, elements and stages of Movements Movements like- Dalit, Hindutava, OBC, Linguistic, Sati, women's movement etc.	Case study submission on any movement.

	□ society intersects with movements.	Social response to movements and role of media	
Individual and Society	To be able to understand relationship between individual and society in Indian context.	Socialization: Meaning, stages and agents of socialization Effect of mass media on socialization process (Facebook & Twitter) Social control: meaning, agencies of social control like religion, informal networks, caste	Group assignment on understanding existing social Control mechanisms.

	To examine role of media in socialization of individual and concept of social control.	organizations, Intellectual Property Law and Copyright, Right To Information (RTI)	
Society, Politics & Mass Media	To examine socio-political aspects of media. To understand role of media on society and vice versa.	Effect of Mass Media on construction of society, socio-cultural values And social institutions, Political influences on Media coverage, ownership and control Role of Media in politics: Election Coverage, sting Operations, propaganda	Visit in local media agency and understanding ownership and decision-making processes.

### References:

1. Blumer, Herbert G. 1969. "Collective Behavior." In Alfred McClung Lee, ed., *Principles of Sociology*. Third Edition. New York: Barnes and Noble Books, pp.65-121.
2. Morrison, Denton E. 1978. "Some Notes toward Theory on Relative Deprivation, Social Movements, and Social Change." In Louis E. Genevie, ed., *Collective Behavior and Social Movements*. Itasca, Ill.: Peacock. pp.202-209.
3. Anupama Rao (2009). *The Caste Question: Dalits and The Politics of Modern India*, London: University of California Press,
4. Naik, C.C. (2003). *Thoughts and Philosophy of Doctor B.R. Ambedkar*; New Delhi: Sarup & Sons.
5. Edwards, Lyford (1970). *The Natural History of Revolution*. Chicago: University of Chicago Press.
6. Leacock, Stephen, *Elements of Political Science*, Constable & Co. Ltd., 1924, place
7. Heater, D.B., *Political Ideas in the Modern World*, George G. Harper & Co. Ltd., London, 1960.
8. Halayya M., *An Introduction to Political Science*, Asia Publishing House, 1967, place
9. Jathar, R.V., *Evolution of Panchayati Raj in India*, Dharwar, *India*' JSS Institute of Economic Research, *Dharwar*, 1964.
10. Schuman, Frederick L., *International Politics*, 6<sup>th</sup> edition, McGraw Hill, place
11. Chagla, M.C., *The Individual and the State*, Asia Publishing House, 1961, New York.
12. Ray, Amal, *Political Theory*, 2<sup>nd</sup> edition, The World Press Pvt. Ltd., 1964, Kolkata.
13. *Political Theory, Ideas & Concepts*—Sushila Ramaswamy, Macmillan, New Delhi 2001.
14. *Indian Government & Politics*—D.C. Gupta, place, Vikas Publishing House, 1994.

### Suggested Activities:

1. Visit local politician's office and understand the communication processes happening in the office.
2. Watch films or visit tribal villages or different communities in order to understand diversities and similarities.
3. Interview local corporator or MLA or MP and understand issues of political processes, decision making and governance.

## TRADITIONAL MEDIA

Objectives:

This course enables students to:

1. Recognize role of performing arts and its association with mass media.
2. Understand nuances of performance and stage craft.
3. Explore diverse means of communication across India in terms of saying, songs, riddles, storytelling traditions, folk arts and soon.
4. To impart practical training in working of theatre and stage management.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
1021	Traditional Media	4	-	4	100	College

Module	Objectives	Contents	Evaluation
Folk/traditional media as means of Communication	<input type="checkbox"/> To understand historical perspective on how performing arts since time immemorial sustains societies. <input type="checkbox"/> To explore the role of live performance in technologically mediated media environment.	<p>Origin and evolution of folk arts:            From primitive Religious rituals usually connected with spring and these seasonal cycle, evolution of drama</p> <p>Concept of folk-traditional media, characteristics, advantages, role and nature</p> <p>Role of folk arts in the context of past: information, education, entertainment, value formation, cultural transmission</p> <p>Present day nature of folk media- examining folk media presence in mass media, status of folk artists</p>	<p>Assignment of examining local folk form still being performed.</p>
Performing techniques in folk media	<input type="checkbox"/> To know the techniques of performing arts in folk media.	<p>Emotions-9 rasas</p> <p>Schools of theatre/acting, mimetic</p> <p>Voice and speech modulation</p> <p>Music, movements and visual compositions</p> <p>Sound and its role in performances</p> <p>Genres of theatre: Family drama, comedy, experimental theatre, Moralistic plays, musical theatre, pantomime, political</p>	<p>Take part in theater workshop and/or voice culture sessions.</p>
		<p>theatre (Street Theatre), Radio drama, theatre for social change/development, tragedy, tragicomedy, puppetry.</p>	

Types of folk Media	<input type="checkbox"/> To gain knowledge about different forms and types of folk media. <input type="checkbox"/> To know present realities of folk artistes.	Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, Riddles, Performances, Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions.	Visiting folk performances and interviewing folk performers.
Applications of folk arts	<input type="checkbox"/> To know how folk arts constitute part of mass culture. <input type="checkbox"/> To understand how folk arts practiced in events, media coverage or live performances.	<input type="checkbox"/> Use of folk media for community Development <input type="checkbox"/> Folk vs. Electronic media, folk media on Internet <input type="checkbox"/> Folk Literature <input type="checkbox"/> Folk media as a tool for promoting literacy, social change, cultural legacy, creating political Awareness	Visiting or reading about experiments or usage of folk media in popular culture.

### References:

1. Edwin Wilson and Alvin Goldfarb, Theater: The Lively Art, 6th edition, (McGraw-Hill) place
2. Jacobus, Lee A. The Bedford Introduction to Drama (5th Ed.) Boston and New York: Bedford/St. Martins, 2005
3. Menander. Plays and Fragments. New York: Oxford UP, 2002
4. Drama, plays, theatre and performance. Morgan Margery, Longman group 1987
5. Handicrafts of India Chattopadhyay Kamaladevi. Indian council for cultural relations, Indian Council for Cultural Relations, New Age International Publishers Limited, 1995.
6. Profiles in Creativity Upadhyay Madhu Namaste exports ltd. Place, year

### Suggested Activities:

1. Watch films made on folk arts, folk artists and take up discussion on presence of folk art in mass media.
2. Undertake field work doing case study on any performing artist and understanding how, why and what it takes to become a performer.
3. Visiting any event, stage performance or back stage processes to know what it takes to perform live.
4. Designing of stage production, theatre play or live performance and executing it to actual audiences.
5. Undertake puppetry workshop and making students design the sets as well as puppet play.



**SNDTWOMEN'SUNIVERSITY**

**Bachelor ofArts(MassMedia)**

**FIRSTYEAR: SEMESTER2**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
2011	EnvironmentStudies	4	25	75	100	College
2012	IndianPoliticalandEconomic Systems	4	25	75	100	College
2013	IntroductiontoPsychology	4	25	75	100	College
2021	EventsManagement	4	100	-	100	College
<b>2014</b>	<b>IntroductiontoComputers</b>	4	25	75	100	College

**ENVIRONMENTSTUDIES**

Objectives:

Thiscoursewillenablestudents:

1. Tobecomeawareabouttheimportance,currentsituationandroleofnatural resourcesin humanlife.
2. Torealizethe needand importanceofenvironmentalconcerns.
3. To create a pro–environmental attitude and a behavioral pattern which is based on creatingsustainablelifestyles.
4. Toachievea total behavioral change bybecomingawareaboutchallengesfacinghumancivilization.
5. To gain understanding about concept, types of various ecosystems, biodiversity, and need ofconservationandsocial challenges forenvironmentsustainability.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
2011	EnvironmentStudies	4	3	1	100	College

Module No.& Objectives	Contents	Evaluation
Module 1 1. Toknowthe Constituent elementsof Our environment. 2.To Understand Different Resources andtheir	TheMultidisciplinarnatureofEnvironmentalStudies Definition,ScopeandImportance Needforpublicawareness NaturalResources RenewableandNon-renewableresources Naturalresourcesandassociatedproblems: Forestresources:Useandover-exploitation,deforestation, casestudies.Timberextraction,mining,damsandtheir effectsonforestsandtribalpeople. Waterresources: Useandover–utilizationofsurfaceand groundwater,floods,drought,conflictsoverwater,dams'	Librarybased assignment andreading ofrelevant papers/text inthe class.

<p>Degradation conditions.</p>	<p>benefitsandproblems.  Mineralresources:Useandexploitation,environmental effects ofExtractingand UsingMineralresources, case studies.  Foodresources:Worldfoodproblems,changescausedby agricultureandovergrazing,effectsofmodernagriculture, fertilizer-pesticideproblems,waterlogging,salinity,case  Energyresources: Growingenergyneeds, renewableand non-renewable energy sources, use ofalternateenergy sources,casestudies.  Land resources: Land as a resource, landdegradation,man induced landslides, soil erosion anddesertification.  Role of an individual in conservation ofnaturalresources.  Equitable use of resources for sustainablelifestyles.</p>	
<p>Module 2  To understandconcept ofecosystem andinterconnectedness of naturesystem.    To becomeaware ofvarious typesof pollutionsand solutionsto them.</p>	<p>Ecosystems  Conceptofecosystem.  Structure and function of an ecosystem.Producers, consumers and decomposers.Energyflowintheecosystem.  Ecologicalsuccession  Food chains, food webs and ecological pyramidsIntroduction, types, characteristics features, structure andfunctionofthefollowingecosystem:-  Forest ecosystemsGrassland ecosystemDesert ecosystem  Aquatic ecosystems (ponds, streams, lakes,rivers,oceans, estuaries)  EnvironmentalPollution:  Definition, causes, effects and control measures of -  Air,water, soil, marine, noise and thermal pollutions;Nuclearhazards  SolidWasteManagement:causes,effectsandcontrolmeasuresof urbanand industrial waste  Role of individual in prevention of pollutionPollutioncasestudies  Disaster Management: Floods, earthquake, cyclone andLandslides</p>	
<p>Module3</p>	<p>BiodiversityanditsConservation</p>	

<p>To gain Knowledge about bio-diversity and global and local threats And Conservation efforts.</p>	<p>Definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of bio-diversity: Consumptive use, productive use, Social, ethical, aesthetic and option values Biodiversity at global, national and local levels. India as mega-diversity nation, Hot-spots of biodiversity Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.</p>	
<p>Module 4</p> <p>To know Problems Associated With Environment degradation. To understand Macro framework of Environment studies.</p>	<p>Social issues and the Environment</p> <p>From Unsustainable to Sustainable development Urban problems related to energy Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns, Case studies Human Population and the Environment Population growth, variation among nations Population explosion-family welfare programme Environment and Human Health Human Rights Value Education HIV/AIDS Women and child welfare Role of Information Technology in Environment and legislation Public awareness Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies Wasteland reclamation Consumerism and waste products Legislative framework: Environment Protection Act, Air (Prevention and Control Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act</p>	<p>Visiting Organizations working on Environment awareness. Undertaking Public Awareness Program for specific Community on local Environment</p>

### References:

1. Agarwal KC, 2001, Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Bharucha Erach, 2003, The Biodiversity of India, Mapin Publishing Pvt. Ltd.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. Columbus, OH
4. Clark RS, Marine Pollution (5th ed), Clarendon Press, OUP. 2001. New York.
5. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001, Environmental Encyclopaedia, Jaico Publishing House, Mumbai.

### Suggested Activities:

1. Visit to a local area to document environment assets-river / forest / grassland / hill / mountain and making report on the status. Understanding from locals the issues of depletion, pollution, sustenance, regeneration etc.
2. Visiting Urban/Rural/ Industrial/Agricultural sites and understanding pollution.
3. Exploring study of common plants, insects, birds, simple ecosystems- pond, river, hill slopes etc. with the help of BNHS or such organizations.
4. Examine coverage of environment issues in newspapers and draw conclusions about nature of coverage.
5. Undertake with local organizations, NGOs, community or in BAMass Media approved in May 2017 subsequently in May 2018

## INDIAN POLITICAL AND ECONOMIC SYSTEMS

Objectives:

This course will enable students:

1. To get acquainted with interdisciplinary approach towards political science and economics and its significance for media studies.
2. To understand interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
2012	Indian Political and Economic Systems	4	4	-	100	College

Module No & Objectives	Content	Evaluation
<p>Module 1</p> <p>1. To become aware of authorities, powers and responsibilities in Indian political system</p> <p>2. To understand Indian Political system and civic issues.</p> <p>3. To examine role of individual in governance.</p>	<p>Indian Constitution and governance</p> <p>Salient features of Indian Constitution</p> <p>Power and Position of President, Prime Minister, Chief Minister, Governor, local governing bodies etc.</p> <p>Political Party (local, regional and National) their agendas and campaign communications</p> <p>Role of election and nature of Voter, Election Commission</p>	<p>Group Discussion, Mocks or debates can be organized on contemporary national issues and event</p>
<p>Module 2</p> <p>1. To understand different political systems around the world.</p> <p>2. To know the significance of democracy.</p>	<p>Political systems</p> <p>Democratic governance like India, US, Britain</p> <p>Dictatorial regimes</p> <p>Communist Country like China, Russia</p> <p>Media as mediator between state and nation</p> <p>Indian States and Democratic Policy</p> <p>International Media Scenario</p>	<p>Seminar on Current Issue</p> <p>Relation between Economy of State &amp; Politics</p>

<p>Module3</p> <p>1. To make students aware of development issues in the context of Indian Economics and Politics</p>	<p>Planning and Development in India</p> <p>Planning and process of planning in India</p> <p>Characteristic features of India as a developing/emerging Economy</p> <p>Development issues- poverty, unemployment, illiteracy, population growth, environment, gender discrimination etc.</p>	<p>Discussion on current issues with reference to current articles and editorials, Debate</p>
<p>Module4</p> <p>1. To understand basic principles of economics and its implications on human behaviour.</p>	<p>Fundamental Economic Concepts</p> <p>Concepts: Goods and services, production, needs-wants-scarcity, consumption, resources, utilisation of resources</p> <p>Economy: Centrally planned, free market and mixed</p> <p>Factors of Production- Land, Capital, Labour, Entrepreneur</p> <p>Concept of micro and macro Economics</p>	<p>Library based reading and presentation in the class.</p>

### References:

1. Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
2. Halayya M., An Introduction to Political Science, Asia Publishing House, 1967. New Delhi
3. Misra, S.K & Puri V.K., Indian Economy, Himalaya Publishing House, Mumbai. 2004
4. Mahajan A & Dutt G. Datt & Sundharam Indian Economy (English) 64th Edition (64th ed), Chand & Co. Ltd. N. Delhi 2013

### Suggested Activities:

- 1 - Reading aloud editorials and articles in the class and discussion by the teacher.
- 2 Guest speakers (economist, planners, MLA, MP, Minister, political party worker, etc.) can be invited to deal with specific topics.
- 3 Interviewing politician, voter experiences, poor people, or public servants to understand role of public sector in economy.
- 4 Visiting villages, urban slums, orphanages, destitute homes, juvenile homes and understanding challenges and issues faced by people.

## INTRODUCTION TO PSYCHOLOGY

Objectives:

This course will enable students:

1. To get acquainted with role of psychology in human behaviour.
2. To understand interrelationship between variables related to personality, behavior, and media.
- 3.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
2013	Introduction to Psychology	4	3	1	100	College

Module No & Objectives	Contents	Evaluation
Module 1: To develop an understanding about definition and scope of Psychology.	Foundations of Psychology An Introduction to Psychology – definition of Psychology Methods of Psychology- experimental, systematic Observation, Clinical Individual Differences Basic Psychological Processes Learning & Cognition - Principles of learning, Definition of learning – classical conditioning – theories of classical conditioning, significance of classical conditioning. Operant conditioning-.	
Module 2: To know the attention, perception and their impact on Human behaviour.	Cognitive Social approaches – latent learning & observational learning, Social learning theory - Albert Bandura Cognitive theory - Piaget stages of cognitive development. Sensory Processes: Vision, Hearing, Smell Taste,	

	<p>Touch.</p> <p>Attention and Perception</p> <p>-characteristics of attention, attention and processing of information. Perceptual Organisation – Gestalt Laws, Feature Analysis, Perceptual constancy – depth and motion perception</p> <p>Memory - Encoding, storage and retrieval of memory. Recalling long term memories – constructive processes in memory.</p> <p>Intelligence – what is intelligence – kinds of intelligence – variations in intellectual ability – heredity and environment as determinants.</p> <p>Thinking and Problem Solving – the thinking process – language and thinking</p> <p>Problem Solving Rules, habits and set in problem solving Creative Thinking-stages and characteristics</p>	
<p>Module 3:</p> <p>To understand the different Psychological process of Motivation, emotion and Personality their impact on human behaviour.</p>	<p>Basic Psychological Processes</p> <p>Motivation and Emotion</p> <p>Approaches to motivation – Instinct approaches – drive reduction approaches – arousal approaches – cognitive approaches – Maslow's hierarchy of needs – social motives – achievement motivation.</p> <p>Expression and perception of emotion – roots of emotions – James-Lange theory, the Cannon-Bard theory. The Schacter-Singer theory. -non verbal behaviour and expression of emotion</p> <p>Personality-definitions of personality-trait theories of Allport, Cattell &amp; the five factor model of personality-Psychoanalytic theory-three levels of consciousness &amp; Id, ego, Superego.</p>	<p>Small group research.</p>
<p>Module 4</p> <p>Media Psychology</p>	<p>Definition and Meaning</p> <p>Applying Social Psychology to Media, violence and its effects, pornography and its effects. Influence of media on our thoughts</p> <p>Impact of Internet on Mental health</p> <p>Cyberculture-its psychological impact</p> <p>Music and music videos</p> <p>Television its impact on children, Adults and old people</p> <p>Cinema – why do people go to cinema or theatre</p> <p>Print media – how it touches our lives</p> <p>Media have and devastation</p> <p>Media trials, persuasion and public opinion</p>	<p>Poster on any topic</p> <p>Designing experiments around media messages</p>

**References:**

1. Feldman Robert S. 2011. Understanding Psychology (10th edition) McGraw Hill Publ. co. New Delhi.
2. Lahey Benjamin, Introduction to Psychology, 2008, McGraw Hill. New York.
3. Morgan Clifford, Richard King, John Weisz, John Schopler. Introduction to Psychology (7th ed.) 2001. McGraw Hill Education, India. New Delhi
4. Schneider, Gruman & Coult, Applied Social Psychology, Sage Publications 2012, Thousand Oaks, California.

### Suggested Activities:

## Events Management

Objectives:

This course will enable students:

1. To acquaint themselves with the fundamentals of Management by managing an event.
2. To acquire event management skills by being a member of a group and learning about self and others.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
2021	Events Management	4	-	4	100	College

Module	Objectives	Contents	Evaluation
Module 1 Introduction to Management  To learn the basics of Management.		<u>Introduction to Management</u> Definitions, Features of Importance of management, Management as management in a part, science and profession, day-to-day life Levels of management	Presentation on
Module 2 Principles and functions of Management	Students will learn functions and process of management.	<u>Functions of management</u> Assignment on Planning- Role, meaning, comparing Importance, Process, MBO various kinds Students will understand role of Organizing- Role, meaning, planning and marketing and HR in the Importance, Types of Marketing management are a. organizations- line, staff, line strategies staff, committee, matrix Coordinating, Motivating, Communication, Controlling Human Resource Management- Importance of human resource in management, Role of Motivation in management,	Assignment on



	Leadership – Nature and qualities of a good leader Marketing Management- Media marketing, Social marketing
3. Types of events and role of marketing	Students will understand Types of events, scope & its role. Case studies of planning, execution and Event logistics (including sound, national & management of events. light, catering, law setc) international Events & Marketing- Role of events in the promotional mix (i.e. advertisement, public relations, publicity, promoting product)
4. Scope of event management.	Students will be able to plan Modern event management students will and execute an event based on scenario work on small, various steps involved in event Rules, regulations, permission, medium & large management governing laws for organizing events. . Discussion in industry in India and event relation to Event management companies Management as Role of event planner a career option.

#### References:

1. E.C.Eyre, Mastering Basic Management, Macmillan.
2. Harold Kontz and Cyril O'Donnell, Essentials of Management.
3. Kale and Latif, Principles of Management
4. Sherlekar, Marketing Management, Himalaya Publication.
5. Gaur, Sanjaya Singh & Saggere, Sanjay V: Event marketing and management, New Delhi, Vikas Publishing House Pvt. Ltd 200
6. Sharma Diwakar: Event planning and management. New Delhi. Deep and Deep publications, 2005
7. Allen, Judy: Event planning: Ethics and etiquette. Ontario. John Wiley and sons, 2003
8. The Art of successful event management- Tanaz Basrur

## INTRODUCTION TO COMPUTERS

#### Objectives:

This course will enable students to:

1. To gain basic knowledge of computers.
2. To undertake applications of computers in other subjects.
3. To do research work and obtain information for presentation through internet.
4. To prepare documentation & PowerPoint presentations.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
2014	Introduction to Computers	4	1	3	100	College

Module & Objectives	Contents	Evaluation
<p>Module 1</p> <p>To understand evolution of computers to its modern form.</p> <p>To know elements and components of computer system.</p> <p>To examine role of each of the input-output devices in making of computer.</p>	<p>Basics of Computer System</p> <p>Basics of Hardware and Software</p> <p>Characteristics of Computers</p> <p>Advantages and Disadvantages of Computer</p> <p>History and Generation of Computers</p> <p>Define Data, Instruction, Information</p> <p>Bit, Byte &amp; Word</p> <p>Networking, LAN, MAN, WAN, Internet</p> <p>Block Diagram of Computer System,</p> <p>Types of ROM (PROM, EPROM, EEPROM,)</p> <p>Types of RAM (Static, Dynamic)</p> <p>Applications of computer in various fields</p> <p>Input, Output and Storage Devices</p> <p>Input Devices- Keyboard, Mouse, Joystick, MICR systems, Scanner, Digital Camera</p> <p>Output Devices- Monitor, Printer (Impact and Non-Impact Printers - Character Printer, Continuous Character Printers, Golf Ball-Daisy Wheel-Dot Matrix- Line-Page-Ink Jet-Drum-Band-Laser Printer), Plotters and its Types, Speakers</p> <p>Storage Devices - Punch Card, Floppy Disk, Winchester Disk (Harddisk), Compact Disk, Magnetic Tapes, Magneto Optical Drive, DVDROM/ RAM Disk, Zip Drive.</p>	<p>Test, identifying devices and using the Computer System independently.</p>
<p>Module 2</p> <p>1. To know role of computer in word processing and spreadsheet work.</p> <p>2. To understand how computer can improve or damage work.</p>	<p>Word Processing and Spread Sheet</p> <p>Overview of Word Processor Packages</p> <p>Document Concept -(Creating, Saving, Opening, Closing Document)</p> <p>Tables</p> <p>Uses of Drawing Toolbar, Columns, Header &amp; Footers, Spell Check &amp; Thesaurus</p> <p>Printing Procedure</p> <p>Adding a Chart to the Report</p> <p>About Excel (Role of Excel in Day to Day Life)</p> <p>Understanding Excel Sheet</p> <p>Inserting, Deleting and Hiding Columns/ Rows, Manipulating Formulas and Functions, Working with Charts</p> <p>Printing a Sheet</p>	<p>Creating word files, spreadsheet files, editing them, saving and printing them.</p>
<p>Module 3</p>	<p>Presentation Packages</p> <p>Role and importance of Presentation</p>	<p>Making presentation on</p>

<p>To know role of computer in making effective and interesting presentations.</p> <p>To understand how computer can help in creating presentations.</p>	<p>Overview of Presentation Packages Creating Presentation Different Types of Slide layouts Slide View, Slide Sorter View &amp; Slide Show Buttons, Setup Show, Applying Design Templates and Backgrounds Transition &amp; Custom Animation Effects Recording Voice in Presentation Electronic Presentations</p>	<p>assigned topics, review of presentations on places like slideshare.</p>
<p>Module 4</p> <p>To understand evolution of internet as a media.</p> <p>References:</p>	<p>Internet Brief history of evolution of Internet Using browsers and search engines Managing Files and Folders Role of Modem in Internet</p> <p>Websites &amp; ISP, Part of URL Browsing, Surfing &amp; using search engines, downloading Pictures and Text Creating Accounts, Attachments and Changing Passwords, Chatting</p>	<p>Practical exploration of Internet. Creating email accounts, blog or Posting comments, downloading information....</p>

#### References:

1. Cassandra DK, Computer today, Galgotia Publications, New Delhi, 1999,
2. Norton P, Introduction to Computers (7th ed), McGraw Hill, Sixth Edition, 2010
3. Sandres Donald, Computer today, Columbus, OH. McGraw Hill, 1998, Sinha
4. PK, Computer Fundamentals, BPB Publication, New Delhi, 2003

#### Suggested Activities:

1. Getting to see computer, understanding role of each device in making the computer system.
2. Creating word files, editing-saving-printing them.
3. Working on excel processing- undertaking basic calculations and saving-modifying-printing them.
4. Conceptualizing presentations, creating-editing-saving and showing them to intended audiences.
5. Getting to surf on Internet, understanding cookies-online viruses-malwares and dangers of digital world.
6. Visiting Indian sites like: <http://www.mediahive.co.in>, [www.exchange4media.com](http://www.exchange4media.com), [www.afq.com](http://www.afq.com), [www.merineews.com](http://www.merineews.com), [www.medianama.com](http://www.medianama.com)

**SNDTWOMEN'SUNIVERSITY**

**Bachelor ofArts(MassMedia)**

**SECONDYEAR: SEMESTER3**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
3011	IntroductiontoPrintMedia	4	25	75	100	College
3012	Basicsof Advertising	4	25	75	100	College
3013	Fundamentalsof Public Relations	4	25	75	100	College
3014	VisualCommunicationand Photography	4	100	-	100	College
<b>3021</b>	<b><i>IntroductiontoCinema</i></b>	4	25	75	100	College

## INTRODUCTION TO PRINT MEDIA

Objectives:

This course will enable students to:

1. To gain basic knowledge of small and big print media.
2. To know evolution of print media over the period of time.
3. To be able to recognize differences of print media vis-à-vis electronic media.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
3011	Introduction to Print Media	4	3	1	100	College

Module No & Objectives	Content	Evaluation
<p>Module 1</p> <p>The student will develop an understanding about development of printing as well as journalism from 1410 to today. Be able to explain how print media has evolved with time.</p>	<p>History of print media and Journalism</p> <ul style="list-style-type: none"> <li>- Evolution of printing</li> <li>- Emergence of printed word</li> <li>- History of printing pre and post independent India</li> <li>- Press during emergency</li> <li>- Emergence of electronic Media</li> <li>- Journalism post-globalization</li> </ul>	<p>Library based assignment on specific topic.</p>
<p>Module 2</p> <p>The student will differentiate between different types of print media. Identify types of journalism and their characteristics.</p>	<p>Types of print media and journalism</p> <ul style="list-style-type: none"> <li>- Characteristics-advantages and disadvantages of types of print: Magazines, books, newspapers, leaflets, handouts, brochures, folders, etc.</li> <li>- Process of printing-from typesetting to printing.</li> <li>- Types of printing press-brief history-current printing methods.</li> </ul>	<p>Report on visit to Printing press.</p>
<p>Module 3</p> <p>The student will be able to identify the content structures of different types of print media.</p>	<p>Functions and process in Print Journalism</p> <ul style="list-style-type: none"> <li>- Newspapers and magazines: Content, structures and presentation in both the print media, News reporting, features, reviews,</li> <li>- Canon of journalism: Speed versus accuracy, verification of facts</li> </ul>	<p>Compare any newspaper or magazine for similarities and differences.</p>

	-Typesofjournalism-Sports., developmental,investigative, financial,citizen,lifestyle,etc.	
Module 4 The student will be able to differentiate between new elements of print media and electronic media.	Comparison of print with electronic Media -Overview to Newspaper management—departments, organization structure, pricing /economic aspects of NP production. -elements of news- presentation structure, reporting styles, speed- immediacy versus accuracy, emergency, role of technology and audience in news coverage and presentation	Report on visit to newspaper office. Case study of any one newspaper (group exercise)

### References:

1. Atton, Chris and Hamilton, James F. *Alternative journalism*, 2008, Sage, London
2. Deutsch Karlekar Karin, Cook Sarah G.. *Freedom of the Press 2008: A Global Survey of Media Independence*. Freedom House, 2009
3. Greenberg Gerald S. *Tabloid Journalism: An Annotated Bibliography of English- Language Sources* (Bibliographies and Indexes in Mass Media and Communications). Greenwood; annotated edition. 1996
4. Lafontaine, Gerard S. (1958). *Dictionary of Terms Used in the Paper, Printing, and Allied Industries*. Toronto: H. Smith Paper Mills.
5. Madhok Madhuri. *News Media in India: The Impact of Globalization*. New Century Publications. 2013
6. Mazumdar, Aurobindo . *Indian press and freedom struggle, 1937-42*. Orient Longman Limited, 1993
7. McLuhan Marshall, *The Gutenberg Galaxy: The Making of Typographic Man* (1962) Univ. of Toronto Press (1st ed.); reissued by Routledge & Kegan Paul
8. Pant N.C. *Modern Journalism: Principles And Practices*. Kanishka Publishers, 2002
9. Quick, Amanda C. (Editor) *World Press Encyclopedia: A Survey of Press Systems World wide* (TWO VOL. SET). Gale; 2002
10. Rajan N. *21st Century Journalism in India*. SAGE Publications Pvt. Ltd. 2007
11. Shrivastava K.M. *News Reporting and Editing*. Sterling Publishers Pvt. Ltd, India (December 1991)
12. Singh Samir Kumar . *Print Media Communication*. Jnanada Prakashan. 2011
13. Steinberg, S.H. (1996). *Five Hundred Years of Printing*. London and Newcastle: The British Library and Oak Knoll Press.
14. Wilson, John. *Understanding Journalism: A Guide to Terms*. Routledge., 1996
15. Wilson, John. *Understanding Journalism: A Guide to Issues*. Routledge. 1996

### Suggested Activities:

1. Meeting people who have been part of historical developments in print and journalism. Sitting ingroups and assessing news reports in newspapers, current affairs magazines andtelevision newschannels.
2. Making students witness any press conference or news coverage site and interacting with players involvedinthe process.
3. Designing brochures, leaflets, folders for event, seminar, academic programmes or even forcollegeeventthattheyhave planned/executed.

## BASICSOFADVERTISING

Objectives:

Thiscoursewillenablestudentsto:

1. Togainbasic understandingofadvertisingasmodeofcommunication.
2. Toknowevolutionof advertisingmediaover theperiodoftime.
3. Tobeabletorecognizeprocessandproduct ofadvertisingproduction.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
3012	Basicsof Advertising	4	3	1	100	College

ModuleNo&Objectives	Content
To understand elementsof advertisingandits rolein anyeconomy.	Evolutionandgrowthofadvertising–definitionsofadvertising –relevanceofadvertising in the marketing mix – classification of advertising – various mediaforadvertising–national andglobaladvertisingscene –socio-economiceffectsof advertising.
To understandtheworking ofdifferenttypes of advertisingagencies.	Managingtheadvertising Adagencymanagement,variousspecialistdepartmentsinan adagency:(accountplanning, accountservicing,creative,mediaplanning,HRD,etc.) TypesofAdvertisingagencies Role and functions of advertising agencies Evolvingtrendsin agencybusiness Nature of services By Agencies
Togiveanoverviewof differentformsof advertising	Classificationonthebasisof–Audience,Media, Advertiserand Area,includingadvertisingin rural India - SpecialpurposeadvertisingsuchasGreenadvertising,Politi caladvertising,Advocacy advertising,Retailadvertising,Financialadvertising,Corporat

	eImageadvertising,Comparativeadvertising,Primary/Gen ericadvertisingandProBono/Social advertisingincludingSo cialAdvertisingbyIndianGovernmentthroughDirectorate ofAdvertisingand VisualPublicity(DAVP)
Toacquaintstudentson differentkindsof advertisingmedia.	AdvertisingMedia -Usingvarious media–television,radio, cinema, newspapers,magazines,outofhomeadvertising,direct responseandinternetadvertising,salespromotion.

### References:

1. Bovee, Courtland L. Advertising excellence. McGraw Hill Inc., 1995, New York.
2. Lane W.R, King. K.W. & Russell J.T. Kleppner's Advertising Procedure (16<sup>th</sup> ed) Pearson Education. New Delhi 2012.
3. Rege, G.M. Advertising Art and Ideas . Ashutosh Prakashan, 1972, Mumbai.
4. Rosenberg, Jerry M. Dictionary of Marketing and Advertising, John Wiley & Sons Inc., 1995, New York.
5. Sandage, C H; Fryburger, Vernon; Rotzoll, Kim. Advertising : theory and practice. Publisher: India: Virender Kumar Arya, 1996
6. Thakur, Devendra (ed). Advertising Marketing And Sales Management. Deep & Deep Publications, 1994, New Delhi.
7. Vilanilam, J V & Varghese, A K. Advertising Basics! A Resource Guide for Beginners. SAGE Publications Pvt. Ltd. 2004

### Suggested activities:

- Visit to local agencies
- Viewing different kinds of ads made by reputed agencies in India
- Viewing socially relevant advertisements
- Viewing different kinds of ads made by reputed agencies from across the globe

## FUNDAMENTALS OF PUBLIC RELATIONS

### Objectives:

This course will enable students to:

1. To gain basic knowledge of small and big print media.
2. To know evolution of print media over the period of time.
3. To be able to recognize differences of print media vis-à-vis electronic media.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
3011	Introduction to Print Media	4	3	1	100	College



ModuleNo&Objectives	Content	Evaluation
<p>Module:1</p> <p>Objectives:toenablestudentsto:</p> <p>Studytheconceptofpublicrelation alongwithits growthand importanceinsociety</p> <p>Criticallystudytheinterrelation betweenpubliccommunicationand publicrelation</p> <p>Studythe ongoingtrends and strategicplanningused totargetthe nicheaudiences</p>	<p>EvolutionofPublicRelations</p> <p>1: HistoryofPR,conceptsandits Principles</p> <p>2: Growthandapproachesto Public Relations</p> <p>3: PublicRelationsand Communication</p>	Classquiz
<p>Module:2</p> <p>Objectives:</p> <p>Theenablestudentsto:</p> <p>Studyanddemonstrate knowledge ofthefundamentalsofbusiness Relations</p> <p>Studytherules andregulationlaid bygovernment inpublicrelation alongstudythe issues facedbythe market inbrandinganimage.</p> <p>Analyzetheroleofpublicrelationin communicatingthesocial responsibilityadherenceof companies</p>	<p>BusinessPerspectiveofPublic Relations</p> <p>1: HealthandMedical PR</p> <p>2:Organizational communication Management</p> <p>3:Mediarelationmanagement and strategicplanning</p> <p>4:PublicRelationandCorporate communication</p> <p>5:NatureofPRpractices:Crisis, personality,institutionbrand building,advocacy,360degree IntegratedMarketing Communication</p>	Groupcase studyof any one type ofPR activityin a organization .
<p>Module:3</p> <p>Objectives:toenablestudentsto:</p> <p>Demonstrateuseoftechnology, by criticallygraspingknowledgeof the fundamentalsofbusiness disciplines.</p> <p>Studythe processof media relationsbyinterpretingtheideas andusageof various formsof new</p>	<p>MediaRelationsandpractices</p> <p>1:Reputation,imageand impressionmanagement</p> <p>2:Traditionaltoelectronicmedia usage in PR</p> <p>3: Changingtrendsandrisksin formingbrand</p> <p>4: Futureof publicrelationand social media</p>	Presentations on different related topics.
<p>mediabyprofit andnot-for-profit organization</p>		
<p>Module:4</p> <p>The enable studentsto:</p> <p>Studytheconceptof brand management and requirements</p>	<p>WritingforPR: Pressrelease, Press note,Handout,Feature,Articles, Speechwriting,specialspeech, Backgroundmaterials,citizen</p>	Prepare aHand out or brochureforan organization.

<p>of such strategies in business media.</p> <p>Practically study the steps and skills required to execute a public relation planning by giving a change to work on a product, including writing, scheduling and finalizing the media.</p>	<p>charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing</p>	
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3. Butterick Keith. Introducing Public Relations: Theory and Practice. SAGE Publications Ltd. 2011
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6. Gregory Anne (ed). Public Relations in Practice. Kogan Page; 2003
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11. Theaker Alison. The Public Relations Handbook. Routledge. 2011.

## VISUAL COMMUNICATION AND PHOTOGRAPHY

Objectives:

This course will enable students to:

1. To gain understanding of visuals in media.
2. To be able to create visuals using camera.
3. To be able to recognize elements of visuals in media production.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
3014	Visual Communication and Photography	4	1	3	100	College

Module No & Objectives	Contents	Evaluation
<p>Module 1</p> <p>To enable students to understand the difference between seeing and perception.</p> <p>Learn basics of visual theory.</p>	<p>Introduction to visual communication theory</p> <p>Unit 1: How and why we see</p> <p>Unit 2: The concept of visual literacy</p> <p>Unit 3: Sense and Perception of images</p> <p>Unit 4: Understanding visual art</p>	<p>Finding Five visual illusions and explaining them</p>
<p>Module 2</p> <p>Students will: Learn and apply principles of design and visual imaging.</p> <p>Learn to apply elements of typography and colour in visual images.</p>	<p>Elements and Principles of Design</p> <p>Unit 1: Balance and harmony, Patterns of arrangement, object placement, Contrast</p> <p>Unit 2: Typography: Science of signs, images and words</p> <p>Unit 3: Effective use of colour</p> <p>Unit 4: Graphics and Animation, Layout and design, Computer-generated images, Computer animation in film and television</p>	<p>Making a Journal on Principles of design using visuals from magazines</p>
<p>Module 3</p> <p>Students will understand importance of photography in media production.</p>	<p>Photography</p> <p>Unit 1: Types of cameras and camera lenses - their uses and functions, Apertures - f-number and their effects, Manual and auto focus, Basic lighting for photography, Essential accessories - filters, converters, flashgun, tripod, Memory card, Charge</p>	<p>Making use of design principles in creating visuals through photography.</p>
<p>Module 4</p> <p>Students will understand different types of photography</p>	<p>Rules of Composition</p> <ol style="list-style-type: none"> <li>1. Landscape</li> <li>2. People</li> <li>3. Events</li> </ol>	<p>Creating a photo journal with various photos like sports, architecture, action, interiors, landscapes</p>

	4.PhotoJournalism	andnature,Stilllife, Portraits- indoorandoutdoor
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9. Porter Tom &GreenstreetBob . 2002. Manual of Graphic techniques: Mediums & Methods.Rose,Gillian.2001.VisualMethodologies. Sage.
10. Shaw Jefferey&Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press.Canbridge.StoltzeDesign:2000.LetterheadandLogoDesign6.RockportPubl.Gloucester,MA.

## INTRODUCTIONTOCINEMA

### Objectives-

Thiscoursewillenablestudentsto:

1. Tohelpthestudentsto becomecritical viewersoffilmsotherthanfulllengthfeatures.
2. UnderstandingCinemaasmodeofmasscommunication
3. Togetexposedtodifferentformsof Cinemaandbeabletoexamineitsrelationshipwithsociety.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
3021	IntroductiontoCinema	4	1	3	100	College

No	Content	Objective	Evaluation
	I. HistoryandEvolution of Cinema–IndianCinema to Hollywood. II. Variousstagesof Film-making-Production to Distribution	ntroducestudentsto Cinema&stagesof production	case study
	I. Diversefilmgenres II. Contribution and ImportanceofRegional Cinema IIIFormats:Documentaries, CommercialAds,CorporateFilms, ShortFilms	enablestudentsto learndifferent genresaswellas variousformatsof filmmaking	Makeashort movieof anygenre

	<p>I. Digital Technology used in Modern Cinema/film making.</p> <p>2) Film appreciation – Workshop &amp; Screening of films of Different genre</p>	<p>enable students to analyse film from various angles</p>	<p>view of films shown in class</p>
	<p>The business of Cinema: Production, distribution, promotion &amp; marketing of films</p> <p>2) Importance of trade bodies/ associations/federations/affiliates IMPPA, IMPDA, IFTDA, FWA etc.</p>	<p>make students aware about different trade bodies and their functioning</p>	<p>ase study on different trade bodies</p>

#### References-

1. Classical Hollywood Cinema, Film Style and Mode of Production to 1960 - D. Bordwell, J. Staiger and K. Thompson
2. Hollywood Cinema: An Introduction – R. Maltby and I. Craven
3. The Hollywood Studio System – D. Gomery
4. Narration in Fiction Film – D. Bordwell
5. Narrative Comprehension in Film – E. Brannigan
6. Bollywood – Ashok Banker
7. Our Films Their Films – S. Ray

**SNDT WOMEN'S UNIVERSITY**

**Bachelor of Arts (Mass**

**Media) SECOND YEAR: SEMES**

**TER4**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
4011	Introduction to Broadcast Media	4	25	75	100	College
4012	Integrated Marketing Communication	4	25	75	100	College
4013	Introduction to New Media	4	25	75	100	College
4014	Women and Media	4	25	75	100	College
<b>4021</b>	<b>Writing for Media</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>College</b>

**INTRODUCTION TO BROADCAST MEDIA**

Objectives:

This course will enable students to:

1. To gain basic knowledge of broadcasting as a form of communication.
2. To know evolution of broadcast media over the period of time.
3. To be able to understand electronic media production processes.
4. To examine forms of broadcast media productions.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
4011	Introduction to Broadcast Media	4	2	2	100	College

Module No & Objectives	Content	Evaluation
Module 1 Objectives Students will become familiar with different types of Radio setups and their programming.	Brief history of Radio, Evolution of Radio in India. Contemporary Radio- AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.	Listen to 4 programs on All India Radio and FM station. Write a review of the programs.
Module 2 Objectives Students will be able to record sounds, interviews and other audio material.	Impact of Radio on Society: Developed countries and Developing countries. Types of programs on Radio Yuvavani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.	Group activity - Recording audio interview, commentary, natural sounds. Different groups can record different types of programs.

<p>Module 3</p> <p>Objectives</p> <p>Students will become familiar to different genres of TV programs and be able to identify them.</p>	<p>A brief history of Television.</p> <p>Development of Television in India.</p> <p>Advent of Private Channels, Cable and Satellite TV.</p> <p>Television as an Educational medium.</p>	<p>Review at least 1 program from the following genres –</p> <ol style="list-style-type: none"> <li>1. News</li> <li>2. Drama</li> <li>3. Reality</li> <li>4. Talkshow</li> <li>5. Documentary</li> <li>6. Gameshow</li> <li>7. educational</li> </ol>
<p>Module 4</p> <p>Objectives</p> <p>Students will be able to write a TV Commercial and create a visual storyboard.</p>	<p>Types of Television Programmes.</p> <p>Basic Production Techniques, Writing for Television, Recent Trends in Indian Broadcasting Journalism.</p>	<p>Writing a script for TV commercial and making a storyboard for it.</p>

#### References

1. Banerjee Indrajit & Seneviratne Kalinga. Public Service Broadcasting in the Age of Globalization. AMIC, 2006
2. Chakravarthy J. Changing Trends in Public Broadcasting Journalism. Authors Press, Delhi, 2004
3. Chatterji P. C. Broadcasting in India. SAGE Publications Pvt. Ltd; Second Edition edition. 1991
4. Millerson Gerald. Techniques of Television Production.
5. Parameswarank. Radio Broadcasting: A Reader's Guide. Author Press (28 December 2012)
6. Price Monroe & Verhulst Steefan. Broadcasting Reform in India. Oxford University Press, 1998
7. Thangamani P. History of Broadcasting in India. Ponniah Pathippagam; 2000
8. Thussu Daya Kishan. News as Entertainment: The Rise of Global Infotainment. SAGE Publications, 2007

#### Suggested Activities

1. Visit to AIR and Doordarshan.
2. Visit to FM station and private news broadcasting agency or private production house.
3. Interactive sessions with professionals from radio and TV industry.

## INTEGRATED MARKETING COMMUNICATION

### Objectives:

This course will enable students to:

1. To gain basic knowledge of marketing communication.
2. To know evolution of marketing communication with the evolution of media vehicles.
3. To be able to examine IMC campaigns.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
4012	Integrated Marketing Communication	4	3	1	100	College

Objectives	Module	Assignment
<p>Module 1</p> <p>Students will:</p> <p>Critically study the concept of IMC and the importance of integration and analytics in the marketing communication process</p> <p>Elaborate various projects of IMC and understand its functionality.</p>	<p>Introducing the concept of Integrated Marketing Communications (IMC):</p> <p>An Introduction to Integrated Marketing Communications</p> <p>Elements of IMC &amp; Developing respective communication campaign</p> <p>The Role of IMC in the Marketing Process and Market Mix (4P's)</p> <p>Best Practices vs. Change and Differentiation</p>	<p>Presenting a case study on</p> <ol style="list-style-type: none"> <li>1. Current Indian Advertisement (eg current Snickers advt)</li> </ol> <p style="text-align: center;">OR</p> <ol style="list-style-type: none"> <li>2. Worldwide launch of a product or services (eg launch of Intel Core processor 5)</li> </ol>
<p>Module 2</p> <p>Students will:</p> <p>Increase understanding of the fundamental concepts of integrated marketing communication and communication process</p> <p>Apply the appropriate theories and tools to plan, develop, and evaluate integrated marketing communication.</p>	<p>Brands and IMC</p> <p>Role of IMC in building brands: Segmentation, Target marketing, positioning, Brand attitude &amp; Brand portfolio consideration.</p> <p>The communication process and consumer behavior.</p> <p>The role of persuasion in IMC</p> <p>Objectives setting and Budgeting</p>	<p>Writing an assignment on creation of stakeholders and tailoring media program</p>
<p>Module 3</p> <p>Students will:</p> <p>Study the in-depth understanding of integrated marketing concepts, principles,</p>	<p>Advertising Management and New Media Choices</p> <p>Overview of Advertisement, endorsements and its appeals</p> <p>Direct Marketing and other media</p>	<p>Class interaction and discussion on De Bono's six hats</p> <p>Analyze on a marketing campaign</p>



<p>and terminology in both business and non-profit environments.</p> <p>Gain hands-on experience in the understanding of an advertising campaign, press release, PSA, sales promotion and other elements of the promotional mix.</p>	<p>(social media)</p> <p>Measuring Ad message effectiveness</p> <p>Sale promotion: overview</p> <p>De Bono's six hat</p>	
<p>Module 4</p> <p>Students will:</p> <p>Obtain an understanding of the Global context of IMC and its creation.</p> <p>Identify the core factors that need to be examined for understanding consumer behaviour and what appeals to them as target audiences</p>	<p>Finalizing and Implementing IMC plan</p> <p>Identifying touchpoints</p> <p>Identifying communication tasks and matching the best media options</p> <p>IMC planning worksheet</p> <p>Implementing the plan</p>	<p>Design a campaign for any social cause or hypothetical commercial product</p>

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3. Lancaster G and Paul Reybolds, Introduction to marketing- A step-by-step guide to all the tools of Marketing, Crest Publishing House, 2003, New Delhi.
4. Percy Larry. Strategic Integrated Marketing Communication: Theory and Practice
5. Rege, G.M. Advertising Art and Ideas. Ashutosh Prakashan, 1972, Mumbai.
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8. Terence Shimp, J. Craig Andrews Advertising Promotion and Other Aspects of Integrated Marketing Communications
9. Thakur, Devendra (ed); Advertising Marketing And Sales Management. Deep & Deep Publications, 1994, New Delhi.

#### Suggested Activities:

1. Visiting advertising, public relations, marketing firms and comparing the activities taking up by each one of them
2. Undertaking a campaign at the college level and understanding all the stages of conceptualizing to evaluating the campaign.

## INTRODUCTION TO NEW MEDIA

Objectives:

This course will enable students to:

1. To gain basic knowledge of new media processes.
2. To know evolution of marketing communication with the evolution of media vehicles.
3. To be able to examine IMC campaigns.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
4013	Introduction to New Media	4	1	2	100	College

Module No & Objectives	Contents	Evaluation
<p>Module 1 - Cr 1</p> <p>Objectives: Students will:- understand the concept of digital technology with its role in new age communication</p> <p>Study the creation of digital communication technologies, focusing on the emergence and the concepts in use.</p> <p>Critically analyze the new media with theoretical bearing along understanding its importance and constraints.</p>	<p>I. Understanding New Media</p> <p>1) Digital Technologies and Society</p> <p>a. Digital technology and Communication</p> <p>b. New media history</p> <p>c. Introduction to concepts: -E-mail, Chatting, Newgraph, BBS and IP</p> <p>d. Voice Fundamentals of internet: WWW, IP, Web page, search engine, browsers etc</p> <p>2) New media communication as a form of communication</p> <p>a. New media power and limitation</p>	<p>Brief note on their personal use of new media.</p>
<p>Module 2 – Cr 1</p> <p>Objectives:- Students will:- Analyze the relation between users and digital communication technologies/new media content</p>	<p>II. New Media, Social Networking &amp; Identity</p> <p>1) Social Media and 'Community Culture'</p> <p>a. Community Culture: Facebook,</p>	<p>Survey of new media habits and use of college students</p>

<p>how society uses technologies for social change.</p> <p>Understand various media forms as a medium of research.</p>	<p>Twitter, Blogs, Orkut, LinkedIn, Friend Finder etc</p> <p>b. Online Dairies, Video Conferencing, SMS, MMS, Mobile Communication</p> <p>c. Issues of online identity</p>	
<p>Module 3–Cr1 Objectives:- Students will: - Understand the social and cultural forces that shape communication structure.</p>	<ol style="list-style-type: none"> <li>1. New Media and Popular Culture</li> <li>2. Characteristics of New Media and Industry</li> <li>3. Concept of Convergence</li> </ol>	<p>Blog on any issue / topic of interest.</p>
<p>Study the use and challenges of new media in digital marketing. Understand the formation of digital content with its cultural dimensions of participation.</p>	<ol style="list-style-type: none"> <li>4. New Media Industry: Software–Marketing, PR, Advertising, Video Games etc.</li> <li>5. Creating Collaborative Content             <ol style="list-style-type: none"> <li>a. Learning in Participatory Culture</li> <li>b. Ethics of participation</li> </ol> </li> </ol>	
<p>Module 4 -Cr1 Objectives:- Students will: - Identify and critically assess the usage of media among the generation next. Understand the information policy, and the governance of digital content and infrastructure.</p>	<p>General Issues/questions in New Media</p> <ol style="list-style-type: none"> <li>1. Do new media facilitate different types of learning?</li> <li>2. How do computer games help children learn</li> <li>3. Issues of Copyright and Intellectual Property</li> </ol>	<p>Debate on the issues.</p>

## References

1. Hartley John, 2012, Digital Futures for Cultural and Media Studies, Wiley-Blackwell.

2. HassanRobert. The Information Society: Cyber Dreams and Digital Nightmares (DMS - DigitalMediaand Society). PolityPress(26 September 2008)
3. KearneyMaryCeleste(ed),2011,The Gender andMedia Reader, Routledge.
4. MillerVincent,2011,UnderstandingDigitalCulture, SAGEPublicationsLtd
5. Prell Christina, 2011, Social Network Analysis: History, Theory and Methodology, SagePublications,London
6. RettbergJillWalker,2008,Blogging,PolityPress
7. SaithAshwani, M Vijayabaskar&V Gayathri. ICTs and Indian Social Change - Diffusion,Poverty,Governance. SAGE Publications Pvt.Ltd. 2008
8. ThornburgRyan,2010,ProducingOnlineNews: Digital Skills,StrongerStories,CqPress.

## WOMENANDMEDIA

Objectives:

Thiscoursewillenablestudentsto:

1. Toknowrelationshipbetweenwomenandmedia.
2. Toable toexaminepresence/absenceofwomenfrommainstreammedia.
3. Tounderstandusageof mediabywomenascommunicatoraswell asa audiences.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
4014	Womenand Media	4	2	2	100	College

ModuleNo& Objectives	Content	Evaluation
Module1. Thismodulewill enable studentsto: 1.Understandthe demographicprofileof womeninIndia. 2.Tocreateawarenessabout theroleandimportanceof mediaportrayingwomen	DemographicprofileofwomeninIndiaand towardschange 1.Sex Ratio 2.Health 3.Education 4.Employment 5.NationalPolicyofEmpowerment of women2001 6.Theroleandimportanceof media portrayingwomen	Debate,Discussionand Presentation
Module 2. Understandthepresent situationandchangesin the statusofwomen. 2.Createawareness about Governmentalpolicesand strategiesforwomen's developmentandrole of voluntaryorganizationsand NGO'sinwomen's development.	Women,workand development 1.Womenintheunorganizedsector. 2.WomenintheOrganizedsector. 3.Legalprovisionforthe protectionof workingwomen 4.Governmentalpolicesandstrategiesfor women'sdevelopment 5.RoleofvoluntaryorganizationsandNGO's inwomen'sdevelopment	DiscussionandPresentation

<p>Module 3</p> <p>The student will demonstrate substantial knowledge of foundational and contemporary theoretical literature in the field of gender studies. Women in various forms of media. Analyze the portrayal of gender and reasons.</p>	<p>Perspectives on Media Gender Studies</p> <p>a. The social construction of sex and gender</p> <p>b. Construction of women and womanhood in media</p> <p>Representation of women in media</p> <p>a. Gender, representation and media</p> <p>b. Gender stereotyping in various media (print, TV, films, Advertising)</p>	<p>Collect cards and product labels / advertisements that describe 'who' is man and woman.</p> <p>Content analysis of various media to analyze and identify women's representation / stereotyping.</p>
<p>Module 4</p> <p>The student will study use of media by women.</p> <p>Study and critically understand the women's usage of different media.</p>	<p>Women's Media</p> <p>a. Understanding women's media consumption</p> <p>b. Women and Soap Operas</p> <p>c. Women's magazines</p> <p>d. Girls and Internet</p>	<p>Group Survey of women's use of media and understanding relationship between women and television or women and mobile phone.</p>

#### References:

- Bansal S. (2007): Women in Developing Countries, Sumit Enterprises, New Delhi.
- Bhaduria M (1997): Women in India (Some Issues), APH Publication, New Delhi.
- Chaudhuri M (ed.) (2004): Feminism In India, Women Unlimited, New Delhi.
- Ghadially Rehana (ed.) (1998): Women In Indian Society: A Reader Sage Publications, New Delhi.
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- Tandon R. K. (1994): Women in Modern India. Indian Publication Distributors. Delhi.

## WRITINGforMEDIA

Objectives:

This course will enable students to:

1. To gain basic knowledge of writing for media.
2. To be able to examine different forms of writing in media.
3. To understand role of language in communicating meaning.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
4021	Writing for Media	4	2	2	100	College

Module & Objectives	Contents	Evaluation
<p>Module 1</p> <p>To study the history of texts and theoretical dimension of writing as coding language</p> <p>To understand the elements of writing and explore it as art and science</p>	<p>Developmental Stages</p> <p>Historical background of writing</p> <p>Elements of writing</p> <p>Language for mediated communication</p> <p>Language as sign</p> <p>to symbol to icon</p>	<p>Writing letters, reports and examining it in relation to actual happening</p>
<p>Module 2</p> <p>Principles and methods of writing</p> <p>Study the rules of translation from one language to another without changing the sole of the matter</p>	<p>Effective Writing- Rules of grammar, sentence Construction, paragraphing, narration, grammatical formation within the languages</p> <p>Translating from one language to another without losing meaning, translation and transcreation</p>	<p>Writing from regional language to English and other way.</p>
<p>Module 3</p> <p>To be able to write for personal as well as professional purposes.</p>	<p>Format and style of writing for different media and different audiences</p>	<p>Creating Journal of newspaper report, film review, tweet, Fiction/Story, Feature Article</p> <p>Write a radio play</p> <p>Radio / TV talk show</p> <p>Demonstration</p>
<p>Apply professional ethics always while writing for different media and develop practical understanding of them and creating them.</p>	<p>Writing for media- Radio and Television</p> <ol style="list-style-type: none"> <li>1. Writing reports on current events.</li> <li>2. Writing reviews of film, radio etc</li> </ol>	<p>Writing TV and Radio News</p> <p>Fiction writing</p> <p>TV and Radio Commercials</p>

## References:

1. Block Mervin. Writing News for TV & Radio. Taylor Trade Publishing. 1994
2. Bronfeld, S. 1981. Writing for Film & Television. Simon & Schuster. New York.
3. David Spark, Geoffrey Harris, 2011, Practical Newspaper Reporting, SAGE Publications Ltd
4. Fred Bayles, 2011, Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergencies, and Government, Cq Press
5. Redman Peter & Maples Wendy Good Essay Writing: A Social Sciences Guide. SAGE Publications Ltd; Fourth Edition edition (May 9, 2011)
6. Shrivastava K.M. News Reporting and Editing. Sterling Publishers Pvt. Ltd, India (December 1991)
7. Stewart Clark, 2003, Word for Word, OUP Oxford.
8. Swain Dwight. 1981. Scripting for Video and audio-visual. Focal Press.
9. Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage
10. Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, 2012, Media writing: Print, Broadcast, and Public Relations (4th edition), Routledge

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**

**STRUCTURE OF THIRD YEAR FOR SPECIALISATION – ADVERTISING & PR**

<b>SEMESTER V</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
5111	Introduction to Research	4	25	75	100	University
5112	Advertising & Marketing	4	25	75	100	University
5113	Branding	4	25	75	100	University
5114	Consumer Behaviour	4	25	75	100	University
<b>5121</b>	<b>Media Planning &amp; Scheduling</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>University</b>

**ADVERTISING & MARKETING**

## Objectives:

This course will enable students to:

1. To know relationship between advertising and marketing.
2. To understand usage of media for marketing and advertising purposes.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5112	Advertising & Marketing	4	3	1	100	University

Module No & Objectives	Content	Evaluation
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<p>1</p> <p>To stress on the significance of marketing, its evolution and marketing mix.</p> <p>To acquaint the students with market segmentation and its need.</p>	<p>Introduction to Marketing</p> <p>Definition &amp; Importance of Marketing</p> <p>Evolution of Marketing</p> <p>Market Segmentation – Importance &amp; Strategies, Elements of Marketing Mix</p>	
<p>2</p> <p>The rationale is to acquaint students with basic concepts of PLC, Product Line and Mix.</p> <p>To make the students understand the various steps taken to develop new product</p>	<p>Product</p> <p>Product lifecycle</p> <p>Product line, Product Mix</p> <p>Classification – consumer products &amp; industrial products – features</p> <p>Developing a new product (steps)</p> <p>Test Marketing</p>	
<p>3</p> <p>The motive is to make the student understand the objectives and factors affecting pricing.</p> <p>The rationale is to stress on the pricing strategies and its relevance.</p>	<p>Pricing</p> <p>Importance &amp; Objectives</p> <p>Factors affecting price determination</p> <p>Pricing strategies</p>	
<p>4</p> <p>Make students understand the various types of channels and factors affecting it.</p> <p>To acquaint the students with the services provided by the intermediaries.</p>	<p>25</p> <p>Place (distribution channels) Types of channels of distribution Factors affecting channel choice Importance &amp; services provided by wholesalers &amp; retailers</p>	

#### References:

1. Jib Fowles, Advertising and popular culture - Sage Publications, 1996
2. Lane Kleppner's Advertising Procedure
3. Mary Cross, Advertising and Culture - Prentice Hall 2001
4. Mooji Global Marketing & Advertising
5. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing Public behaviour The free Press - 1989.
6. Philip R Cateora and John L Graham, International Marketing - Irwin McGraw Hill 1999.
7. Thorson & Duffy, Advertising Age
8. Vilanilam & Verghese Advertising Basics
9. William F Arens and Courtland L Bovee, Contemporary Advertising - Irwin 1994.
10. Da Cunha Communications, Amul's India: 50 Years of Amul Advertising, Collins Business, 2015.
11. Patrick Forsyth, Marketing: A Guide to the Fundamentals, Profile Books Ltd, 2010



12. Kenneth E. Clow, Integrated Advertising, Promotion and Marketing Communications, Pearson Education; 6 edition (2013)

## BRANDING

Objectives:

This course will enable students to:

1. To know concept and importance of branding in advertising practice.
2. To be able to examine presence/absence of brands and its role in marketing.
3. To understand role of media in branding of people, products, services, ideas.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5113	Branding	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To understand the basic concept of Brand and its elements.	Branding What is a brand? Importance of branding, definition Building up a brand—why, when, how Brand elements, Can anything be branded? Limitations of branding Why brands matter?	
2 The aim is to make the students understand the physical and psychological dimensions of a brand.  The rationale of this module is to explain the brand values, failures and other related topics.	Brand Image Physical & Psychological dimensions (Brand Attributes) Developing Brand personality, Visual Brand Identity, Creating brand awareness, Brand parity Brand positioning (concept, process), Brand values Managing brand over time Reinforcing brands, revitalizing brands Entering new markets Brand Failures Brand image & celebrity Brand extension— need, types	
3 Since organized retail has come of age in India, it becomes important to stress on the significance of the same.	Organized Retail Brands Name, term, sign, symbol, design Logos, packaging, showroom, employee uniform, Branding strategies in retail branding, future of retail branding in India, Self- Brands.	
4 The rationale is to get the students acquainted with the	Umbrella Branding Developing Global brands concept of Umbrella Branding	

**References:**

- 1) David, A Aker, Building strong brands, the free press, 1996
- 2) Deirdre Breakey, Branding - Financial Times - Prentice Hall 2001
- 3) John Philip Jones, What's in a brand - building brand equity through advertising, Tata McGraw Hill 2001
- 4) Al Ries and Laura Ries, The 11 Immutable Laws of Internet Branding, Harper Collins, 2001
- 5) Susannah Hart and John Murphy, Brand the new wealth creators, Macmillan business, 1998
- 6) Kumar, Ramesh S, Marketing and branding - Indian scenario, -----, 2007
- 7) Keller, Kevin L, Strategic brand management, Prentice Hall of India 2003

## CONSUMER BEHAVIOUR

**Objectives:**

This course will enable students to:

1. To know concept of consumer.
2. To be able to examine role of consumer behaviour on media and media on consumer behaviour.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5114	Consumer Behaviour	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To understand the concept of CB. To make the students understand the basic theory & the decision process.	What is Consumer Behaviour? Need for studying consumer behaviour Buying motives Factors influencing consumer behaviour Maslow's need hierarchy theory Buying decision process	
2 To highlight important economic factors affecting CB To understand the Indian culture and its influence on CB	Consumer Behaviour & Economic factors DPI, size of family income, value of products Influence of culture on consumer behaviour Characteristics of Indian culture Culture - its influence on consumer behaviour Indian core values	
3 To study the significance of society and its influence on C B	Consumer Behaviour & society Group dynamics Family - its importance, influence on buying decisions Influence of social class Influence of lifestyle	
4	Consumer Behaviour & Psychology	

<p>Since psychology is the reason why people buy, this module helps in understanding in details</p>	<p>Significance of perception, Attitude (functions), Concept of Personality Theories of personality Types of appeals Rational V/S Emotional appeals</p>	
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## References

1. Jack Z. Sissors and Jim Surmanek, Advertising Media Planning - crain books 1976
2. James R. Adams, Media Planning - Business books 1977
3. [Leon G. Schiffman](#), Consumer Behavior, Pearson Education (2014)
4. Majumdar and Ramanuj, Consumer Behaviour: Insights from Indian Market, PHI Learning Private Limited - New Delhi (2009)
5. [S. Ramesh Kumar](#), Consumer Behaviour and Branding: Concepts, Readings and Cases - The Indian Context, Pearson Education; 1 edition (2009)
6. [Satish Batra](#), [S. H. H. Kazmi](#), Consumer Behaviour: Text and Cases, Excel Books; 2nd Revised edition, 2008.
7. [Suja R. Nair](#), Consumer Behaviour In Indian Perspective: Text And Cases, Himalaya Publishing House, New Delhi, 2015

## MEDIAPLANNING&SCHEDULING

Objectives:

This course will enable students to:

1. To able to understand role of media planning in advertising.
2. To examine how media scheduling impact brand visibility and audience reach.
3. To understand usage of media vehicle for planning and scheduling by advertisers.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5121	Media Planning & Scheduling	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To understand the basic concept and significance of media planning.	Media Planning  Selection of media – their reach, frequency & impact, circulation, OTS Challenges in media planning Factors influencing media choice Media objectives.	
2 To acquaint students with significant terms such as TRP, RAMP, IRS,  The rationale is to stress on the significance of media planning for consumer as well as industrial goods.	Media planning Strategies Target audience Media planning for consumer & industrial goods, TRP Ratings, RAMP, IRS	
3 The aim is to acquaint students with different media schedule strategies required for indoor and outdoor media.  To make students understand various media schedule strategies.	Media Scheduling Media schedule comparing and evaluating different forms of strategies – Indoor & Outdoor media. Flighting Bursting Steady schedule Preparing a Media schedule <i>Calculating costs, creating value, Negotiating &amp; closing</i>	

<p>4</p> <p>To make the students understand the influence of budget on advertising.</p> <p>To acquaint the students with the latest alternatives available in Media.</p>	<p>Advertising Budget Significance, Factors affecting Adv. Expd. Factors affecting setting of Budgets. Methods of setting Budgets</p> <p>Offering Alternatives – New emerging media – mobile, internet, Social Networking site – Facebook, Twitter</p>	
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#### References

1. Arpita Menon, Media Planning and Buying: Principles and Practice in the Indian Context, McGraw Hill Education (India) Private Limited; 1 edition (10 December 2009)
2. Helen Katz, The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series), Routledge; 5 edition (2013)
3. Jack Z. Sissors & William B. Goodrich, Media Planning Workbook, McGraw-Hill Contemporary; 3rd Revised edition (2001)
4. Roger Baron & Jack Sissors, Advertising Media Planning, McGraw Hill Education (India) Private Limited; 7 edition (2010)

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**  
**STRUCTURE OF THIRD YEAR FOR SPECIALISATION – JOURNALISM**

<b>SEMESTER V</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
5211	Introduction to Research	4	25	75	100	University
5212	Political and Economic Reporting	4	25	75	100	University
5213	Newspaper Editing Layout & Design	4	100	-	100	University
5221	Journalism for Social Change	4	25	75	100	University
<b>5214</b>	<b>Magazines and Journals</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University

**POLITICAL AND ECONOMIC REPORTING**

Objectives:

This course will enable students to:

1. To understand governance, and role of media in governance.
2. To be able to comprehend how economic and political structures need to be understood to report about their affairs.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5212	Political and Economic Reporting	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To understand the electoral system & coverage of Election	Electoral system and coverage Role of election commission Media coverage of political parties contesting election Role of exit polls during election Duties of a political reporter during election	Project submission on rights and duties of a citizen as per the constitution of India
2 To know the functioning of parliament in context of media coverage	Parliament and legislature Covering news from Lok Sabha and Rajya Sabha Covering news from Legislative assembly and Legislative council. Covering the question hour Covering the promised agenda of the	Project on Lok Sabha and Rajya Sabha

	government and the role of opposition Role of media in image building of political parties.	
3 To understand how to cover the economic policies of government	Coverage of economic policies Role of media in general budget and railway budget Role of media in budget analysis & explaining its pros and cons Coverage of government economic policies in rural development	Studying some of the important government initiatives (plans/schemes) in economic progress
4 To understand business reporting as a specialization	Major sources of economic & business stories Coverage of foreign relations from economic perspective Coverage of Annual general meetings (AGM's) and major business events like company launch, tie-ups & press meetings Ethics of business reporting in present context	Analysis of any economic impact of current policies of government

## REFERENCES

1. Adarsh Kumar Varma, Advanced Editing –
2. Bruce II. Westley, News Editing –
3. Economic Reporting: A Handbook for Journalists; (1999); African Women and Child Feature Service
4. George A. Hough News Writing, Kanishka Publication, New Delhi
5. Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi
6. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
7. M.K. Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
8. M.L. Stein and Susan F. Peterno The News Writers' Handbook, Surjeet Publication, New Delhi
9. M.V. Kamath Modern Journalism, Vikas Publishing House, New Delhi
10. M.K. Joseph, Outline Of Editing –
11. M.V. Kamath, The Journalist's Handbook -
12. Parliamentary Privileges of the Press; Indian Law Institute and PCI Publication.
13. Rahul Mudgal. The Making Of An Editor -
14. Wainwright David Journalism made Simple, Rupa & Company New Delhi



## NEWSPAPER EDITING LAYOUT & DESIGN

Objectives:

This course will enable students to:

1. To know relationship between women and media.
2. To be able to examine presence/absence of women from mainstream media.
3. To understand usage of media by women as communicator as well as audiences.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5213	Newspaper Editing, Layout and Design	4	1	3	100	University

Module No & Objectives	Content	Evaluation
Module 1 To understand the functioning of Editorial department of Newspaper/Magazines	Editorial Set Up of Print Media Structure of Editorial Department Functions of Editorial Department Need and Importance of Editorial Department	Study the working structure of any print media organization with the help of Power point presentation
2 To understand the importance of language in Editing	Language in Editing Difference in editing for print, broadcast media and web Basics, Style, Editing Symbols, available using Space, Effective use of footage & information; sourcing of information and visuals – from syndicated or Pvt. Sources Checking facts & figures, reorganizing, restructuring, ethical considerations. Using politically correct language. Understanding the tone of organization, product that you write for, editorial policy Using language efficiently Use tips, words & phrases to avoid, specific grammatical errors. Punctuations, effective captions, Intros & Lead writing. Proof Reading	Editing Copies. Proof Reading Exercises.

<p>3</p> <p>To impart knowledge on the skills required for Editing</p>	<p>Examining duties and Functions of Editorial Department</p> <p>Role and functions of Sub Editor.</p> <p>Workflow and functions of editor.</p>	<p>Proof Reading Exercises.</p>
<p>4</p> <p>To provide basic knowledge of the principles underlying the editing process</p>	<p>Layout</p> <p>Principles of Layout.</p> <p>Balancing and planning the page.</p> <p>Selecting Visuals, Cropping pictures</p> <p>Formulating Effective graphics</p>	<p>Selection of appropriate news photographs</p> <p>Creating NP layout – using computer editing – using image and print softwares,</p>

References:

1. Albert C. Book and C. Dennis Schick, Fundamentals of Copy & Layout, NTC Publishing Group, U.S.; 3rd edition (1997)
2. Banerji, Sourin; New Editing in Theory and Practice; (1992)
3. Bowles and Borden; Creative Editing; 3<sup>rd</sup> Edition; Wadsworth
4. Chakravarty, Suhas- News Reporting & Editing- Kanishka Publication (New Delhi 2006)
5. Chris Frost, Designing for Newspapers and Magazines (Media Skills), Routledge; 2<sup>nd</sup> edition (2011)
6. Evans, Harold; Editing and Design; Heinemann
7. Felsch: The Art of Readable Writing
8. ~~Hyde Grant Milner~~, Newspaper Editing; A Manual for Editors, Copyreaders, and Students of Newspaper Desk Work, Harpress Publishing (2013)
9. John Berry (Editor), Contemporary Newspaper Design, Mark Batty Publisher (2004)
10. Kundra S. Editing Techniques -- Anmol Publication; (New Delhi 2005)
11. Moen, D.R.; Newspaper Layout and Design; (1984); State University Press
12. P K Chandra, Handbook Of Modern Newspaper: Editing And Production, Manglam Publishers & Distributors (2008)
13. Quinn, Stephen; Digital Subediting and Design

## JOURNALISM FOR SOCIAL CHANGE

Objectives:

This course will enable students to:

1. To know relationship between journalism and social change.
2. To understand role and nature of journalism required to bring about social change.
3. To examine case studies and people associated with journalism for social change.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5221	Journalism for Social Change	4	3	1	100	University

Module	Objective	Content	Evaluation
1	To critically analyze the relationship between media and public	<p>Public Opinion            Definition/Meaning            Different types of public based on demography            Linkages between public(s), policymakers, and media            The role of the Press in forming public opinion and attitudes;            Gauging public opinion &amp; their authenticity            Perspectives Lippmann, Lazarsfeld, Chomsky.</p>	Examining debate shown on Television and diversity or uniformity of opinions
2	Understanding the views of different opinion makers and to understand	<p>Agenda Setting V/s uses and Gratifications Model</p>	Interviewing public on different issues of war, election etc.

	Government's propagandaduring wars	Role of media during wars and how government tries to influence the media Embedded journalism	
3	To study the role of media during election campaigns	Journalism & Political power Election coverage, Pre and Post election Role of media in forming Political opinion and its influence on electoral politics Portrayal of media about political parties, leaders and Events, Role of opinion and exit polls PCI report on special Favours to Journalists Role of Journalists, government, corporations in disinformation	To analyze political speeches and media coverage of speech
4	Evolution of Journalism for social change from Gandhi-Tilak to contemporary India	Historical perspective on journalists prior to independence- role of journalism in pre-independent India to contemporary conditions Pressures on journalists and issues of security, safety, privacy Need, nature, importance of social change and Players in social change	Debate about things that changed in the life time of the students, factors impacting that change  Role of press in social change

**References:**

1. Sardesai Rajdeep: "2014: The Election that Changed India"
2. Walter Lippmann: "Public Opinion"
3. Lall John: Nature and Opinion of Public Opinion.
4. Everybody loves good drought by P Sainath



## MAGAZINES AND JOURNALS

### Objectives:

This course will enable students to:

1. To understand evolution of magazines as print media and their relationship with its audiences.
2. To understand role and nature of journalism required to bring about social change.
3. To examine case studies and people associated with journalism for social change.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5214	Magazines and Journals	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To make students aware of history of magazines through ages	History of Magazine Journalism Evolution, Definition, Development, Magazine Journalism in India. National and Regional Magazines. Types of Magazines Format of Magazine.	To assign students to present the historical changes in magazines.
2 To study the target audience and consumer psychology	Understanding structure and content of Magazine Undertaking the demographics-special interest Online magazine vs. Print magazine. Newspaper vs. Magazine	Reading aloud the magazine.
3 To introduce students to specialized journalistic streams	Examining Niche Journalism Importance of niche journalism. Niche magazine journalism, Women, Sports, Business, Entertainment, Travel, Health, Children.	Critically analyzing a magazine of student's choice.
4 To impart knowledge of writing/reporting skills required for magazine	Writing and Editing for Magazine Writing styles, tone and language Balancing the matter/content. Creativity in editing (graphics and illustration). Special skills required for reporting niche audiences	Magazine making (group assignment)

### References

1. Adele Emm, *Researching for the Media: Television, Radio and Journalism (Media Skills)*, Routledge; 2 edition (2014)
2. John Morrish & Paul Bradshaw, *Magazine Editing: In Print and Online*, Routledge; 3 edition (2011)

3. Roger Palms, Effective Magazine Writing: Let Your Words Reach the World(TheWriters'Resource Library), Shaw Books (2000)

**SNDTWOMEN'SUNIVERSITY**  
**STRUCTUREOFTHIRDYEARFORSPECIALISATION-ANIMATION**

SEMESTERV						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
5311	IntroductiontoResearch	4	25	75	100	University
5312	IntroductiontoAnimation	4	25	75	100	University
5321	Basicsof Art &Drawing	4	100	-	100	University
5313	2Dand 3D Animation	4	25	75	100	University
<b>5314</b>	<b>AnimationScripting</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University

**INTRODUCTIONTOANIMATION**

Objectives:

Thiscoursewillenablestudentsto:

1. Toknowevolutionofanimation asanindustryandrole oftechnologyinthatevolution.
2. Tounderstandrole,scopeandimportanceofanimationinmediaproduction.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5312	IntroductiontoAnimation	4	3	1	100	University

Module No& Objectives	Content	Evaluation
1 Thestudent will be ableto demonstratethe understandingof scopeof animation inentertainment andeducation.	Understandingthe meaningandScope ofAnimation Purpose,role,importanceofanimation Animationasartform,medium,industry, business Purposeof Animationfor-storytelling, enhancement,correction,movingstaticobjects, play/games,specialeffects,artisticexpression.... Animationforeducation, entertainment, information	Classpresentations onroleofanimation isvarioussectorsof entertainment, educationand information.
2 Thestudentwill understandtypes of animationand evolutionof animation	HistoryofAnimation Evolutionofanimation asformof communication Typesof animation:Classical,cell,stopmotion, clay,cutout,silhouette..... Indiananimatorsandinstitutions Hollywood studios.	Demonstrationof differenttypesof animationandtheir use.
3. TheStudentwillbe	UnderstandingofAnimationprinciples Persistenceofvision,FramesPerSecond,	Smallexercises, gamesto

able to demonstrate the principles of animation through their use in exercises.	difference in manual/traditional and mechanical/digital processes Concept of 2D/vector and 3D Visualization-motion-colour-texture-layer/surface-path, cycling and looping, walk cycle, alignment, exaggeration/anticipation/windup Color Strips, flipbooks and Comic strips	demonstrate the principles
4. The student will be able to identify the hardware and software used in animation industry.	Technology for Animation and Production flow Hardware: Computer, storage and output devices like Photo Scanners-Printers-Pen Drivers & External HDD-Digital SLR Camera Softwares: (only information) Adobe Suite CS42 (Pagemaker, Photoshop D Animation Softwares: Macromedia flash and macromedia director 3D Animation Softwares: Maya, Expected outcomes and modes of delivery of output created through animation	Journal on hardware and software used in animation industry.

References:

### BASICS OF ART & DRAWING

Objectives:

This course will enable students to:

1. To know fundamental concepts of drawing and art and painting.
2. To be able to implement concepts for creating drawings using varied techniques.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5321	Basics of Art and Drawing	4	1	3	100	University

Module No & Objectives	Content	Evaluation
1 Student will demonstrate skill in basic line and drawing techniques	Linedrawing and basic forms * Ink drawing * Linear elements and contour lines * Brush marks and washes * Reductive Drawing using smeared charcoal, a chamois cloth, and an eraser * Using the observation of light to create the	Create reductive drawing during class time



	illusionofform	
2. The student will be able to create drawing using ink, reductive and additive techniques.	Working with multiple drawing techniques to make one coherent image. *Create a drawing using Ink, Reductive, and Additive drawing techniques *	Use all three techniques in a complimentary way
3. Student will be able to demonstrate skill in drawing using principles of composition and still life.	Still Life *Basic Composition and Pictorial Space *Create a still life drawing during class time.	Presentation of drawings
4. Student will be able to create a drawing using concept of space and genres.	*Pictorial Space: *Perspective systems *Depth of field *Create a drawing using one point perspective *Create a drawing using observation **Figure, Objects, Space-Combining the genres	Presentation of drawings

### References:

## 2D AND 3D ANIMATION

### Objectives:

This course will enable students to:

1. To know perspectives in animation forming 2D and 3D projects.
2. To understand techniques of animation and execute them in a form of a project.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5313	2D and 3D Animation	4	1	3	100	University

Module No & Objectives	Content	Evaluation
1 Student will understand types of animation	Types of Animation Computer Animation Stop Motion Animation Clay Animation	Presentation on types of Animation
2.	2D Concepts	Exercises in 2D

<p>Student will create 2D animation using the concepts learnt.</p>	<p>Panels-Description, modifying, Saving &amp; deleting a panel  Layers &amp; Views  Shaping Objects – Overview of shapes, Drawing &amp; Modifying Shapes  Basic Principles of Text  Bitmap Images &amp; Sounds  Object Selection, working with objects &amp; transforming Objects  Animation-Principles, Frame by frame animation, twining, masks  Building a Movie-Symbol, Libraries, Structure &amp; Exporting Movie  Convert normal shape to graphics, Create movie clip, Path motion tween</p>	<p>animation</p>
<p>3  Student will demonstrate the difference between 2D and 3D animation</p>	<p>3D Concepts  Introduction &amp; Context for 3D Studio Max.  Exploring the Max Interface  Controlling &amp; Configuring the viewports  Working with Files, importing &amp; exporting  Creating &amp; editing primitive objects  Selecting Objects &amp; setting object properties</p>	<p>Exercises in 3D</p>
	<p>Transforming objects, pivoting, aligning &amp; snapping  Cloning objects &amp; Creating object arrays  Grouping &amp; Linking objects  Accessing subobjects and using modeling helpers  Introduction to modifier &amp; using modifier stack  Drawing &amp; Editing 2D Spines &amp; shapes  Modeling with polygon &amp; Patch  Using the Graphic Modeling &amp; Painting with objects  Introduction to texturing (how to make diffuse, specular materials, glass materials)</p>	
<p>4.  Student will show understanding of use of animation.</p>	<p>Understanding of-  Types of Media  Uses of Animation</p>	<p>Final short project in 3D</p>

#### References:

## ANIMATIONSRIPTING

Objectives:

This course will enable students to:

1. To understand concepts and commands to execute animation scripting.
2. To be able to execute animation project using scripting.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5314	Animation Scripting	4	2	2	100	University

Module No & Objectives	Content	Evaluation
1. Student will be able to demonstrate use of basic concepts in animation scripting	1. Introduction to interactive design medium - User Interface assets design 2. Functions, methods, and parameters 3. Comments 4. Communicating with symbol instances 5. Instance properties and methods 6. Dynamic and input text; 7. Custom functions;	Animation exercises using the concepts
2. Student will be able to use concepts in scripting,	8. Variables 9. Data types 10. Events 11. Button event handling 12. Object-oriented programming concepts 13. Class based ActionScript	Building a simple mini-site
3. Student will use the scripting to create animations	1. Conditional statements 2. 2. Arrays 3. 3. Objects 4. 4. Looping 5. 5. Math 6. 6. Advanced OOP concepts	Basic exercises
4 Student will be able to create a game of quiz using scripting.	7. Working with Display objects 8. the classes and libraries. 9. Loading symbols from the Library 10. Loading external images and swfs 11. Creating a preloader using Events	Creating a quiz game, Enhancing mini-site/quiz, Creating a dynamic slideshow

### References:

1. ActionScript 3.0 Visual QuickStart Guide\*, by Derrick Ypenburg
2. Essential ActionScript 3.0, by Colin Mook
3. Learning ActionScript 3.0, by Rich Shupe and Zevan Rosser
4. *Foundation Actionscript for Flash 8* by Kristian Besley, David Powers, Sham Bhargal, Eric Dolecki (ISBN: 1590596188)

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**

**STRUCTURE OF THIRD YEAR FOR SPECIALISATION – ADVERTISING & PR**

<b>SEMESTER VI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
6111	Advertising and Society	4	25	75	100	University
6112	Advertising Agencies	4	25	75	100	University
6121	Customer Relationship Management	4	25	75	100	University
6113	Laws and Ethics in Advertising	4	25	75	100	University
<b>6114</b>	<b>Internship</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University

**ADVERTISING & SOCIETY**

Objectives:

This course enables students to:

1. Understand the impact of Mass Media on Society in general.
2. Learn the positive and negative impact of Advertising on customs, festivals and local flavor.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6111	Advertising and Society	4	2	2	100	University

Module	Objectives	Contents	Evaluation
1	This module enables students to: Get an overview of the influence of advertising on society. study the extent of influence of Mass Media on attitude, behavior and lifestyle.	<b>Advertising &amp; Society:</b>  Impact of Mass Media on Society.  Impact of Mass Media on standard of living. Impact on attitude, behavior,	Project  on different types and its
	This module enables students to:  Get acquainted with		Study the

2	<p>the positive and negative impact of advertisements on culture, customs and traditions.</p> <p>study the extent of impact advertisements have on local flavors.</p>	<p><b>Impact of Advertising on Society:</b></p> <p>Positive &amp; negative effect of advertising on culture, customs and traditions.</p> <p>Positive &amp; Negative impact of advertising on festivals, cuisines &amp; marriages.</p> <p>Universal ideas and local flavor.</p>	<p>technique of advertising around the world</p>
3	<p>This module enables students to:</p> <p>understand the role of advertising in Indian economy.</p> <p>know the scope and Challenges of international advertising.</p>	<p><b>Advertising and Indian Economy:</b></p> <p>Role of advertising in Indian economy - effects on value of products, consumer demand, consumer perception, consumer choices and business cycle.</p> <p>Impact of global competition.</p> <p>Scope and challenges of international advertising</p>	<p>Case study on the advertising business of different countries</p>
4	<p>This module enables students to:</p> <p>Recognize the relationship between advertising and Mall culture.</p> <p>Get acquainted about the impact of advertising on footfalls and buying decisions, with reference to Malls.</p>	<p><b>Advertising and Retailing:</b></p> <p>Retailing boom, various forms of retail formats.</p> <p>Mall culture - factors leading to Mall culture.</p> <p>Significance of advertisements in popularity of Malls.</p> <p>Impact of advertisement on Footfalls in Malls.</p> <p>Impact of advertising on buying decisions, in a mall.</p>	<p>Field visit</p>

### References:

1. Namita Unnikrishnan & Bajpai Shailaja: The impact of television Advertising on children's behavior, New Delhi: Sage publications Pvt. Ltd. 1996
2. Cafferata, Patricia & Tybout Alice M: Cognitive and affective responses to Advertising, Lexington, Lexington Books. 1988
3. Bovee, Courtland L. & Arens, William F: Contemporary Advertising, Homewood, Irwin. 1992.
4. Kaptan S.S: Social Dimensions of Advertising, New Delhi: Sarup & Sons, 2003.

5. Kaptan S.S: Advertising Regulations, New Delhi: Sarup & Sons, 2003.
6. Retail Management: Suja Nair, New Delhi: Himalaya Publications House.
7. Berman Ronald, Advertising and Social Change, Sage Publications.
8. Gupta Om, Advertising in India, Trends and Impact, Kalpa Publications Delhi.
9. Kapoor Neeru, TV Advertisements and Consumer Responses-Children's Buying Behaviour, A Mittal Publication.

## ADVERTISING AGENCIES

### Objectives:

This course enables students to:

1. Understand the difference between the working of an Advertising Agency and an Advertising Department.
2. Get a deep insight into the working of an Advertising Agency.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6112	Advertising Agencies	4	2	2	100	College

Module	Objectives	Contents	Evaluation
1	This module enables students to: understand the working of an Advertising Agency. have an understanding about Client Profitability.	<b>Advertising Agencies:</b> Need, importance Organization, Functions Selection of an advertising agency Client Profitability Agency commission and	Study the top advertising agencies in the world
2	This module enables students to: Get an overview of working of an advertising agency. understand the merits and limitations of various departments of	<b>Advertising department:</b> Need, importance Organization, Functions Finances of advertising department Merits and Limitations	Project on Importance of different dept. in ad. agencies
3	This module enables students to: get acquainted with the nuances of Client Servicing. understand the client's expectations and fulfilling them.	<b>Client's Servicing:</b> Client-Agency relationship Understanding clients business Conflict resolution Expectations of clients Understanding Client's requirement Maintaining good relations	Case study

4	This module enables students to: study the scope of advertising agencies in India. understand the presence of small as well as International agencies in India.	<b>Agency growth :</b> New business development Growing with existing clients Growing with new clients Future of advertising agencies in India Small agencies growth in India Presence of International	Field visit
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**References:**

1. Agwaral P.t.K. Adv. Mgt: An Indian Perspective, Meerut: Pragati Publication.
2. Sandage C.H. (et al) Advertising theory & practice, Mumbai : Virendra Kumar Arya, 1996.
3. Kaptan Sanjay & Subhraminam V.P. Women in Advertising. Jaipur, Book Enclave, 2001
4. Bovee courtland L & arens William F. Contemporary Adv, Homewood Irwin, 1989.
5. Amita Shankar : Essentials of Advertising. Bombay: Sheth publishers 1994.
6. Sharma Sangeeta, Singh Raghuvveer, Advertising, Planning and Implementation, Prentice Hall of India Pvt. Ltd.
7. Sherlekar S.A., Dr. Reddy P.N., Appannaiah H.R., Essentials of Marketing Management, Himalaya Publishing House, 1992.
8. Sherlekar S.A., Marketing Management, Himalaya Publishing House, 13th revised edition.
9. Sheth Jagdish, Mittal Banawari, Consumer Behaviour-A Managerial Perspective, Thompson.
10. Singh Nirmal, Thakur Devendra, Marketing Principles and Techniques, Deep and Deep Publications Private Limited, 2nd revised edition.

## CUSTOMER RELATIONSHIP MANAGEMENT

Objectives:

This course will enable students to:

1. To know relationship between women and media.
2. To be able to examine presence/absence of women from mainstream media.
3. To understand usage of media by women as communicators as well as audiences.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6121	Customer Relationship Management	4	3	1	100	University

Objectives:

1. To introduce the students to the important concept of CRM.
2. To understand the nuances of winning over customers & retaining them.

Module	Topic	Evaluation
1	<b>Customer Relationship Management</b> Meaning, Importance Growing needs Types of business needing CRM, reasons for CRM failure	
2	<b>Winning over customers</b> Methods Need, customer recall strategies	
3	<b>Sustaining Customer Loyalty</b> Why? , reasons for customer switching Strategies for customer retention Need	
4	<b>Relationship building with customers</b> Why? where? How? Why is there a need for relationship building? Retaining customers CRM is here to stay (in India)	



## References:

## LAWS AND ETHICS IN ADVERTISING

### Objectives:

This course enables students to:

1. Understand the importance of adhering to ethics in advertising.
2. Know the various Acts like MRTP Act, AAAI code of conduct in advertising.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6113	Laws and Ethics in Advertising	4	3	1	100	University

Module	Objectives	Contents	Evaluation
1	This module enables students to: understand the various forms of misleading and deceptive advertisements. Know the role played by Govt., Consumers &	<b>Regulation of Advertising in India:</b> Types of Misleading & deceptive advertisements, role played by Govt., Consumers, Media houses, Self-regulation, Positive and Negative influence of Media on	Projection types of misleading advertising
2	This module enables students to: know various forms of deceptive advertising apart from regular deceptive advertisements. bring forth the rampant use of women and children in advertising, leading to a number of	<b>Deceptive advertising:</b> False Promises False comparisons, offensiveness in advertising. Visual distortions Use of stereotypes in advertisements, Puffery. Use of Women and Children in advertising.	Comparative study of same product but different brand name
3	This module enables students to: know different acts like MRTP Act, ASCT, AAAI Code of conduct. study the scope of information and broadcasting Ministry.	<b>Advertising and Law:</b> Role of MRTP Act, ASCI, AAAI Code of Conduct. IBF, INS Information and broadcasting ministry (I&B) TRAI, Price and Competitions Act of 2002. Magic Remedy Act, RTI	Case study of the cases registered under different code of conduct
4	This module enables students	<b>Surrogate advertising:</b>	

to:  understandthe various aspectsand repercussions of Surrogateadvertising. Explorecasestudies involvingSurrogate advertisingsoasto understandtheconcept	Definition,Introduction,Meaning. MeritsandDe-merits Surrogatebrands Casestudies	Case study
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**SuggestedReading:**

1. KaptanS.S: SocialDimensionofAdvertising.NewDelhi: Sarup&Sons,2003
2. KaptanS.S: AdvertisingRegulations,NewDelhi: Sarup&Sons,2003
3. AgwaralP.K.Adv.Mgt:AnIndianperspective,Meerut:PragatiPublication.
4. SandageC.H.(et al)AdvertisingTheory&Practice,Mumbai : VirendraKumar Arya,1996
5. KaptanSanjay&SubhraminamV.P.Women in AdvertisingJaipur,BookEnclave, 2001
6. BoveeCourtlandL&ArensWilliamF.ContemporaryAdvertising,HomewoodIrwin,1989.
7. Kotler Philip, Armstrong Gary,Principles of Marketing Management, Pearson PublicationInc.,10th edition, lowpriceedition.
8. MamoriaC.b.,MamoriaSatish,Suri R.K.,MarketingManagement,KitabMahal.
9. MathurReeta, MarketingManagement,WideVision,2002.
10. Mathur U.C., Advertising Management Text and Cases, New Age International PrivateLimitedPublishers, Revised 2nd edition.

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts(Mass Media)**

**STRUCTURE OF THIRD YEAR FOR SPECIALISATION – JOURNALISM**

<b>SEMESTER VI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
6211	News Media Organization & Management	4	25	75	100	University
6212	Web and Electronic Journalism	4	25	75	100	University
6213	Press Laws and Ethics	4	25	75	100	University
6221	Indian Regional Journalism	4	25	75	100	University
<b>6214</b>	<b>Internship</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>University</b>

## NEWSPAPER MEDIA ORGANIZATION MANAGEMENT

### Objectives:

This course enables students to:

1. Understand functioning of a newspaper from management perspective.
2. Develop a set of skills to problem-solve in a newsroom.
3. Learn about all departments of a newspaper company and how they interact to achieve company goals.
4. Know what is involved in strategic planning and decision-making as far as newspaper organization is concerned.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6211	Newspaper Media Organisation Management	4	3	1	100	University

	Objective	Content	Evaluation
1	To understand the initial setup and operational size of newspaper	Principles of newspapers Launching/starting the newspaper Functioning of local newspaper Business model, division, operations Growing influence of advertising department on newspapers.	Field visit to a newspaper organization Followed with report with the visit
2	To familiarize students with different types of newspaper ownership in India	Organizational structure of newspapers Types of ownership Organizational structure of a Newspaper Case study of selected newspaper Houses	Practically analyze structure and existing newspaper organization
3	To get acquainted with the working style of news media organization	Types of dept. in newspaper organization Advertising dept Circulation dept HRD Branding/PR dept Editorial department	Practically analyze the different tools/dept of newspaper organization to increase the business
4	To understand the management concepts related to news media organization	news media as business enterprises Planning and organizing Decision making Resources and supply chain Marketing strategies	Case study of a newspaper organization to be done individually or in team.

### References-

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
2. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.
3. News Media Management by P.K Ravindranath
4. RAYUDUCS; Media and Communication Management. Himalaya Publishing House, Mumbai, 2011.

## Electronic and Web Journalism

### Objectives:

This course enables students to:

- a. To acquaint to all aspects of the electronic media & Web Journalism.
- b. To discern what is the definition of news according to electronic media & Web Portals.
- c. To learn how facts are gathered and checked; news writing and television/radio/web language.
- d. To understand how to edit/telecast the news with the help of latest systems.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6212	Electronic and Web Journalism	4	2	2	100	University

Module	Objectives	Contents	Evaluation
1 History and evolution Of electronic and web journalism	To acquaint students with electronic journalism and web journalism	<ol style="list-style-type: none"> <li>1. Presence of different Television news channels and websites.</li> <li>2. Different views on each and every channels/websites.</li> <li>3. How different news channels/portal touches the mass,</li> </ol> <p><input type="checkbox"/> Definition of mass and class in the eye of electronic/web media.</p>	Students will analyse the pros and cons of different news channels and websites
2 Electronic Script Writing	To learn electronic Script Writing	<p><b>Electronic Script Writing</b></p> <ol style="list-style-type: none"> <li>1. How to write the news script for Television news and Web portal.</li> <li>2. PTC</li> <li>3. Points to be considered while writing of these scripts.</li> <li>4. Visuals and the scripts for television writing, radio news and features</li> </ol> <p><b>News Editing</b></p> <ol style="list-style-type: none"> <li>1. News editing systems particularly in television media</li> </ol>	Students will draft news script for electronic and web media

		<p>2.EditingofNews on thelatest computerizedsystems.</p> <p>3.Thedutiesof Producerwhile editingof news.</p> <p>Technicalitiesof editingknownto newsproducer:clear editingwithout anyeditingerrors,clearvoice recordingandvoiceediting.</p>	
3 Writing news for television andweb	Tolearnnewswriting fortelevision,radio, weblanguage.	<p>Comparingtelevision,radio, web, newswritingandpresentation</p> <p>1.Importanceofspeedin TelevisionJournalism</p> <p>2.Production ofspeedynews for24hours newschannels</p> <p>3.Maintaining accuracy while givingnews inspeed–Case studies</p> <p>DefinitionofBreakingNewsand expectationsof viewers while broadcastingbreakingnews.</p>	Students will analyse current speedy news and breaking newsinclass
4 Role of Technology	Tolearn to writenews oncurrentissueswith latesttechnology	<p>ImportanceofRadioJournalismin presentera WebMedia</p> <p>Formatsof newspresentation in web:Blogs,tweets,shortvideo, websites,webportals,newscrawlers andaggregators</p> <p>Differentappsused forpresenting news</p>	Students will search different appswhich are used for presenting news, Students will analyse and presentblogson currentissues

## PRESS LAWS AND ETHICS

Objectives:

This course will enable students to:

1. To know laws that govern press in India.
2. To be able to examine ethical issues in media practice.
3. To understand importance of laws and ethics in media production.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6213	Press Laws and Ethic	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To understand the importance of free Press	Theories and Laws related to freedom of press History and philosophy of laws pertaining to free press and free speech. Government regulations and law affecting media operations. Theories of freedom of Press Freedom of speech - Article 19(1)(a) & (b), reasonable restrictions. The role of law in regulating journalism	Brief report of history of Art. 19 business
2 To study the vision behind establishment of Press Council of India	Need for an autonomous regulatory body Structure & functions of PCI. Powers of PCI & the debate on increasing its punitive powers. Extending powers of PCI to the electronic media	Group discussion on various cases of PCI
3 To understand laws that help media to function within legal framework.	Other Laws pertaining to Media RTI, Copyright, Defamation, Obscenity, Privacy. Official secret act, contempt of court, PRB Act.	Case study of a well known defamation case
4 To examine complex points of ethical conduct of a journalist	Ethical behavior of a journalist Objectivity in reporting, Conflict of interest for a media person. Advertiser influence, misrepresentation. Faking or fabrication of news, using shock value of visuals	Filing an RTI on a public interest issue and getting response

## References

1. Basu, Durga Das; The Laws of the Press in India, (1986); Prentice Hall
2. Belsey and Chadwick; Ethical Issues in Journalism and the Media; Routledge
3. Ed. Glasser, Theodore; The Idea of Public Journalism; (1999); Guilford Press
4. Girish Saxena, Ethics and Laws of Electronic Media, Vista International Pub House (2012)
5. Iyer, V; Mass Media Laws and Regulations in India; Asian Media Information and Communication Centre
6. JUHIP.PATHAK, Introduction to Media Laws and Ethics, SHIPRA PUBLICATIONS (2014)
7. Kiran Prasad, Media Law and Ethics: Readings in Communication Regulation, BR Publishing Corporation (2008)
8. Law of Defamation: Some Aspects; Indian Law Institute and PCI Publication
9. M. Neelamalar, Media Law and Ethics, PHI (2010)
10. Narendra Basu and Navai Prabhakar, Media, Ethics and Laws, Commonwealth Publishers (2009)
11. P.K. Ravindranath, Press Laws and Ethics of Journalism, Authors Press; 1 edition (1 November 2004)
12. Sanjay K. Singh, Press Laws and Ethics of Journalism, Anmol Publications Pvt Ltd (2014)
13. Sorabjee, Soli; Law of Censorship in India
14. Violation of Journalistic Ethics and Public Taste;

## Indian Law Institute and PCI Publication Websites:

1. <http://presscouncil.nic.in/>
2. <http://www.ibfindia.com/>
3. <http://www.ascionline.org/>

## INDIAN REGIONAL JOURNALISM

Objectives:

This course will enable students to:

1. To know relationship between regional and national media in India.
2. To be able to examine need and presence/absence of regional journalism in the country.
3. To understand usage of regional media in India.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6221	Indian Regional Journalism	4	3	1	100	University

Module	objective	Content	Evaluation
Introduction to history of regional journalism	Study of the history and role of Indian press other than in English	1. Regional press during the British Raj: an overview 2. Birth and earliest publications - from 1857, 1947, 1977-1979 and present status. Role during the freedom movement	PPT Presentation
Development And contribution of Indian Press	Understand the contribution and role of certain publications and stalwarts	<b>Marathi, Gujarati &amp; Hindi Press, Bengali, Urdu, Malayalam, Tamil, Telugu</b>  Origin, Eminent Contributors in Regional Press Their role in furthering regional aspiration.	Group discussion, debates and submission of tabloid paper
Analyze the impact of regional journalism on public	Study the role and impact of regional journalism	<b>Role of regional Journalism</b> Shaping cultural and examining trends in regional journalism Projection of Events & Persons. Creating public opinion on International event to other countries.	Project on Different events by Different papers (group) PPT Assignment
Comparative analysis	Study of the regional press and television of today	Comparison of English and regionalism journalism. Difference in- 1-Impact 2-Reporting 3-Editorial policy 4-Reach 5-Political patronage 6-News Sources 7-Paid News 8-Ethics in Reporting	Debates, Group discussion, small research can also be Conducted

### References:

1. Gopal, Madan; Freedom Movement and the Press – the role of Hindi newspapers; (1990); Criterion Pub.
2. Jeffrey, Robin; India's Newspaper Revolution; (2000); Oxford University Press



3. Indian Regional Journalism by P.K. Rabindranth, Author's Press
4. Rangaswami Parthasarathy: Journalism in India, Sterling Publication

**SNDTWOMEN'SUNIVERSITY**

**Bachelor ofArts(MassMedia)**

**STRUCTUREOFTHIRDYEARFORSPECIALISATION–ANIMATION**

<b>SEMESTERVI</b>						
<b>Subject Code</b>	<b>Subject</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>	<b>Examination by</b>
6311	Advancedwebdesigning	4	25	75	100	University
6312	3DAnimation	4	25	75	100	University
6313	<i>SFXinAnimation</i>	4	25	75	100	University
6321	<i>Audio-VideoEditing(project)</i>	4	100	-	100	University
<b>6314</b>	<b><i>Internship</i></b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	University

## ADVANCEDWEBDESIGN

Objectives:

This course will enable students to:

1. To know programming to create web-based content.
2. To design web pages keeping design and technology parameters in mind.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6311	Advanced Web Design	4	2	2	100	University

Module S No	Objectives	Topic	Evaluation
1.	2. Students will understand the basic knowledge of programming. Students will learn concepts of HTML.  To acquire skills of CSS..	Introduction to HTML5- Revision of Basic HTML HTML5 Introduction What is HTML, XHTML &  HTML5? Creating a folder structure for a site Cascading Style Sheets – CSS What is CSS? Types of CSS CSS Concept CSS Syntax	Creating simple web page based on HTML tags. Practicals based on CSS
2.	To make students understand to design a web page.  To engage in knowing the concepts of tags based on table frames and forms.	Getting Started Doctype Block vs Inline Tags Basic tags Container vs Standalone Tags Using Images in HTML Uses of table HTML Entities Creating Links	To design website with multiple pages using various tags and tables.
3.	To understand basic knowledge of frames and forms.  acquires skills of creating a website using HTML, CSS & concepts of	Creating a complete website using HTML5  and CSS3 Uses of frames  Uses of forms	Practical activities by combining CSS and HTML and creation of dynamic websites.

	<p>Javascript.</p> <p>To know other elements of HTML and CSS to design a website.</p> <p>know programming</p>	<p>Overview of JavaScript Syntax</p> <p>Programming the HTML with JavaScript If...Else, operators, JS Popup boxes, looping in</p>	<p>Programming based on</p> <p>If...else</p> <p>Looping</p> <p>JS</p> <p>Popup boxes</p>
4	<p>concepts of javascript.</p>	<p>javascript.</p> <p>Handling events using JavaScript</p> <p>Create a website on any topic</p>	<p>Technical aspects and practical exploring.</p>
Project			

## References

1. AlexisGoldstein,LouisLazaris,EstelleWeyl.HTML5&CSS3intheRealWorld.SitePoint(2011) BenFrain . ResponsiveWeb Design withHtml5and Css3.
2. Packt Publishing(2012)JoeKraynak.TheComplete Idiot'sGuidetoHTML5andCSS3.
3. AlphaBooks (2011)MarkPilgrim.HTML5 :UpandRunning.O'Reilly(2010)
4. ZakRuvalcaba.Murach'sHTML5and CSS3.Murach's(2012)

## 3DANIMATION

Objectives:

Thiscoursewillenablestudentsto:

1. Basicworkingmethods for3Dmodelingandanimation.
2. Understandhowtoconveymovement through analogand digitalmeans.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6312	3DAnimation	4			100	University

Module No	Objective	Topic	Evaluation
1.	To understand the initial process of modeling and texturing	3d modeling and texturing Modeling & Texturing (Non-living thing) Visual Perception Methods of Approach Details of Surfacing Low Poly Modeling Art of Texturing & UV Layout	3D Modeling and texturing work
2.	To acquire the skills of attaching bones to the model	Rigging Animators Scan Pose the Model Introduction to Bones IK-FK Introduction to Biped Rig-1 (Setting up the Skeleton) Introduction to Biped Rig-1 (Creating Controls and Finishing the Rig) Basic Key Frame Animation	Activities related to rigging
3.	To make students understand the basic importance of lighting and shading.	Lighting & Shading Perception of Colour & Natural Light Sources Understanding Shading Models Lightening Methods & Scenic Optimization Portfolio	Project on lighting and shading
4.	To make students understand the final step of animation.	Rendering Mental Ray render VRay render	Activities on getting final

	Process Output Project– ShortMovie	output
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## References:

1. 3DMax Bible 2011 By– Kelly L. Murdock WILEY PUBLICATIONS
2. 3ds Max a step by step approach by Kurt Wendt.

**VIDEO EDITING SFX**

## Objectives:

This course will enable students to:

1. To make students learn the techniques and uses of special effects in video editing.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6313	Video Editing SFX	4	2	2	100	University

Module No	Objectives	Content	Evaluation
1	<p>1. To make students understand the concepts of camera handling and photography and compositing.</p> <p>2. Students will understand the stereoscopic techniques.</p> <p>To acquire skills of matte painting videos.</p>	<p>VFX-Visualization Basic of Photography Camera Handling Layer-Based Compositing Clean Plate &amp; Wire Removal Stereoscopic Pipelining Node-Based Compositing</p>	Filmmaking with special effects
2	<p>To impart knowledge of editing and special effects.</p> <p>To explore different creative aspects related to editing and special effects.</p> <p>To visualize and understand the</p>	<p>Editing &amp; Effects- Freeze Image, Chroma Editing, DI (digital Intermediate), Color Correction (CC), CG (Computer Graphics), Matte Painting, 4K Edit in g Trimming, Adding Special effects like: Star trek transporter</p>	<p>Film Making, DI work, CC work, CG work, 4k editing</p>

	techniques of editing and effects.	effect, Blur part of an image, Ghost effect, Highlight part of an image etc.	
3	To explore the understanding of regenerating videos from SD to HD.  Learning different ways of regenerating videos. To acquire skills of changing Standard digital video to High definition Video	Video Retouching , Video convert in SD (standard digital video) to HD (Hi Definition Video).	Video Retouching work
4	To impart knowledge of getting The	Camera Tracking	Final output of
	final output.  To understand the compositing process.  To learn to export movies.	Multicamera Compositing video and sound <i>SFX</i> Final Render Different types of Output like (.avi, .mov, .mp4, H264 etc..) Project-Short Movie, Documentary	moviemaking

## **References**

1. Computronics (2007). Digital Video Editing. Publisher: Computronics. 2007
2. Murch Walter; Francis Ford Coppola. In the Blink of an Eye: A Perspective on Film Editing, Silman-james Press. 2001
3. Roberts Charles. Digital Video Editing with Final Cut Express: The Real-World Guide to Set Up and Workflow: Focal Press. 2003
4. Wells Peter. Digital Video Editing: A User's Guide: Crowood Press (uk). 2007

## AUDIO-VIDEO EDITING (Project)

### Objectives:

This course will enable students to:

4. To enable students to dramatically enhance their productions with professional special effects, with professional audio and video editing applications, soundtracks, and more.
5. To develop editing methodologies

Sound Forge Pro Mac is the ideal one-stop solution for students who need to record, edit, and deliver crisp, punchy, and perfectly optimized audio content for any purpose.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6321	Audio-Video Editing (Practicals)	4	-	4	100	University

Sr.no	Topic	Marks Assigned
1	Introduction to Audio Editing- Audio console Sound aesthetics Transitions in editing Cut Crossfade Mix Process of Equalization Applying effects to sound	
2	Audio Edit & Technique Audio Mixing Effects in sound Get Output Editing and Mixing of Sounds 2 Nature of digital Sound 3 Meaning of Mono, Stereo and surround sound Various formats of digital Sound	
3	Dubbing Video editing  The basics of editing: Overview Concept of nonlinear editing Dubbing Importing and Exporting of raw footage various audio Video and graphics in various formats, Edit & manipulate and arrange these elements in visual Timeline, Understand all Tools of toolbox for editing clips. Titling and superimposing. Panels: Tools panel, Monitors: Source and program,	



	Timeline,Audiometers, Misc. Speedand duration,Effects, Keyframes	
4.	Advanced editingandspecial effects	Projectpres entation

References:

1. AdobePremiereProCS5ClassroominaBook(Author:AdobeCreativeTeam)AdobePress
- 2.[Computronics\(2007\). DigitalVideoEditing.Publisher: Computronics.2007](#)
3. [MurchWalter;FrancisFordCoppola.IntheBlinkofanEye:APerspectiveon  
FilmEditing,Silman-james Press. 2001](#)
4. Roberts Charles .Digital Video Editing with Final Cut Express: The Real-World  
GuidetoSet Up
- 5.[andWorkflow:FocalPress. 2003](#)
- 6.[WellsPeter.DigitalVideo Editing: A User'sGuide:Crowood Press\(uk\).2007](#)

## COMMON PAPERS

**Introduction to Research**

Objectives:

This course will enable students to:

1. To know process of scientific knowledge creation.
2. To able to execute small research project in order to enable them for further study.
3. To understand formulation, collection and processing of information.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
5111/5211/5311	Introduction to Research	4	3	1	100	University

Module No & Objectives	Content	Evaluation
1 To acquaint the students with the basic concepts and type of research.  To make the students understand the significance of research in advertising and journalism.	Introduction to Research Definition and types of research  Need and scope of research	
2 To stress on the need to study the basic principles of scientific research.	Basic principles of scientific research - Quantitative and Qualitative Data Research approaches	
3 The rationale is to make the students understand and give practical knowledge of data collection techniques.  To acquaint the students with systematic data processing.	Data collection techniques Sampling Techniques Statistical Techniques: Correlation and Deviation  Data processing  - Editing, coding, tabulation, report writing	
4 To introduce the students to mass media research.  To make the students understand the role of research in media.	Introduction to Mass Media Research Research of Media Institutions, messages and audiences Role of research in media Types of Media research - - Content Analysis - Research in Electronic Media - Research in Print Media	

## References:

- 1) Berger, Arthur Asa. Media Analysis Techniques
- 2) Berger, Arthur Asa. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks. Sage. 2000.
- 3) Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
- 4) Gunter, Brie; Media Research Methods; Sage Publications, 2000
- 5) Kothari; Research Methodology; Wiley Eastern Ltd.
- 6) Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996.

## Suggested Activities:

1. Inviting professionals from Media Research organisations
2. Doing small group/individual research products.

### INTERNSHIP

## Objectives:

This course will enable students to:

1. Offer hands-on opportunity to work in their desired field.
2. Understand practical application of theoretical and classroom learning in the field.
3. Gain real life working experience.
4. Employable to gauge their skills with the industry requirements.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
6114/6214/6314	Internship	4	-	4	100	University

### Animation, Journalism, Advertising & PR

- **Guidelines:**

Practical training carries 4 credits

Practical on-job training should be of approximately 240 hours.

Practical training will be in the form of internship in sem VI

It will carry 100 marks

Evaluation of internship/practical training and awarding marks will be based on:

- a. Certificate issued by the employer for work experience
- b. Presentation on knowledge gained during practical training
- c. Viva-voce by expert in the field

The course coordinator is responsible for the implementation of practical training/ internship of students

The course coordinator is responsible for the successful completion of internship and its evaluation. Marks awarded to the students will be sent to the university by the course coordinator.

## Areas of Specialization

### Journalism

Nature of Activities:

Content writing (articles, scripts, features, news stories etc.)  
 Live Reporting  
 Mock News  
 reading Report writing  
 News  
 correspondence  
 Film Making & Direction  
 Editing in Print & Electronic Media

INDOOR	OUTDOOR
Documentary & Short film making Photo shoot Live Recording Collection and compilation of scripts Making videos for college events Conducting Interviews	Visit to Media Industries (News Channels, Newspaper offices, Press and Radio Station etc.) Fieldwork and surveys

### - Advertising

Nature of Activities:

Creative writing  
 AD Making & Direction  
 Editing in Print & Electronic Media

INDOOR	OUTDOOR
Non-commercial advertising Go Green Campaign Ad scripts Making videos for college events	Visit to Ad agencies Fieldwork and surveys

### Animation

Nature of Activities:

Online and Print Media  
 News Media Film & Television  
 Theatre Cartoon Production  
 E-learning  
 Advertising Animation Clips

INDOOR	OUTDOOR
Short Film (Teachers & Students) Editing footages Short film (Students) 2D Animation Short Clips 3D Interior Designing Graphics Designing of events Making videos for college events	Making of Documentaries and participation in Various events and Competitions at National & International level. (For example. BASF Film festival, Digital India Competition, U.S General Consulate ) Visit to studios Visit to live TV Shows