

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BMM

Course : Mass Media

Semester : I

*Credit Based Semester & Grading System
With effect from Academic Year 2018-19*

List of Courses

Course: Mass Media

Semester I

Semester I			
Course Code	Course Title	Credits	Lectures /Week
ABMM101	Effective Communication Skills-I	3	4
ABMM102	Fundamental Communication Skills	3	4
ABMM103	20th Century History of the World and India	3	4
ABMM104	Introduction to Computers	3	4
ABMM105	Introduction to Economics	3	4
ABMM106	Introduction to Sociology	3	4

Semester II			
Course Code	Course Title	Credits	Lectures /Week
ABMM201	Effective Communication Skills II (Writing for Media)	3	4
ABMM202	Introduction to English Literature	3	4
ABMM203	Introduction to Management/ Advanced Computers	3	4
ABMM204	Political Concepts and Indian Political System	3	4
ABMM205	Introduction to Psychology	3	4
ABMM206	Introduction to Marketing	3	4

Semester I

Course: ABMM101	Effective Communication Skills-I (Credits:03 Lectures/Week:04)	
	Objectives: - To teach students spoken and written English. Outcomes: - The study of the concept of written and verbal communications.	
Unit I	<p>The concept of communication - process and barriers Understanding what makes communication effective in each medium (Case studies from Print, Television, and Electronic & Digital Media)</p> <p>Discuss different types of media products. Broadly discuss the variety in each medium (For e.g. Types of news shows, newspapers, films, TV shows, websites, online content)</p>	15 L
Unit II	<p>Reading & Writing (English, Marathi/Hindi) Discussing how language leads to disparity in media. Illustrate with the help of examples from the industry. Comparative analysis of content on English, Hindi, and different regional channels.</p> <p>Letter Writing Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing. Introduction to feature and script writing</p>	15 L
Unit III	<p>Oral Communication Presentation, Anchoring, Viva Voce, Interview, Public Speaking, Skits/Plays, Panel Discussions, Voice Over, Elocution, Debates & Group Discussion Thinking and Listening Skills Types of thinking (rational and logical) Errors in thinking: Influential Factors Perspectives, Time scale, Education, Social Structures, Prejudices, Adversary Thinking, Extremism.</p> <p>Perspectives, Time scale, Education, Social Structures, Prejudices, Adversary Thinking, Extremism.</p>	15 L

<p>Unit IV</p>	<p>Introduction of Translation & Views of Translation</p> <p>Concept and importance of translation, External view of translation - Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs.</p> <p>Internal view of translation -Translator as a learner</p> <p>Translator's memory - Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.</p> <p>The translator's Learning Styles: Context, Field - Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven.</p> <p>Case studies: Demonstrate same content in different languages. Ads, News, Film trailers, etc.</p>	<p>15 L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. DoctorBusiness Communication, Rhoda A. Doctor and Aspi H., Sheth Publication, 2000. 2. Teaching Thinking, Edward De Bono,Penguin Publication, 1998. 3. De Bono's Thinking Course, Edward De Bono,Penguin Publication, 1998. 4. Becoming a Translator: An Introduction to the Theory & Practice of Translation, Douglas Robinson,Rouglert Publication,1995. 		

Course: ABMM102	Fundamentals of Mass Communication (Credits:03 Lectures/Week:04)	
	<p>Objectives: -To give a brief introduction to media and communication</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the various theoretical and practical aspects of mass communication. 	
Unit I	<p>Mass Communication Meaning and need for Mass Communication Functions of Mass Communication Barriers of Mass Communication</p> <p>Models of Mass Communication: Gerbner's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model</p>	15 L
Unit II	<p>Impact of Mass Media Introduction to Mass Media Types of mass communication aka mass media mediums. Content and Nature of Mass Media, Impact & Influence of MassMedia - The Indian Context: reach, access and nature of audience. Differentiate between Mass Communication & Mass Media Means & Tools of Mass Communication: Traditional & Folk Media: Types, importance of traditional media Print: Books, Newspapers, Magazines Broadcast: Television, Radio, Films, Internet, Advertising, Public Relations, Other outdoor media</p>	15 L
Unit III	<p>Mass Communicators: Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)</p> <p>Impact of Mass Media on: Education, Children, Women, Culture, Youth, Development</p>	15 L
Unit IV	<p>The New Mass Media Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'.</p> <p>Developments in the Economy, Society, and Culture and its impact on current communication media.</p> <p>Impact of social media on Mass Communication</p>	15 L

References:

1. Mass Communication Theory, Denis Mcquail, Sage Publication, 2010.
2. Mass Communication, Rowland Lorimer Oxford University Press, 2013.
3. The Media in Your Life: An Introduction to Mass Communication, Jean Folkerts and Stephen Lacy, Pearson Education, 2010.
4. Mass Communication Effects: Joseph Klapper Mass, Free Press, 1960.
5. Mass Communication & Development, Dr. Baldev Raj Gupta, VishwavidyalayaPrakashan, 1997
6. Mass Communication in India, Keval J Kumar, Jaico Publication, 2010.
7. Mass Communication Journalism in India, D S Mehta, Allied Publishers Private Limited, 1979
8. Perspective Human Communication, Aubrey B Fisher, Macmillan/McGraw-Hill School Division, 1978
9. The Process of Communication, David K Berlo, Cengage Publication, 1960.
10. Mass Media Today, Subir Ghosh, Profile Publishers, 1991.
11. The Communication Revolution, Narayana Menon, Concept Publication, 2000.
12. Introduction to Communication Studies, John Fiske, Routledge Publication, 2004.
13. India's Communication Revolution, ArvindSinghal and Everett Rogers, Sage Publication, 2001.

<p>Course: ABMM103</p>	<p>20th Century History of the World and India (Credits:03 Lectures/Week:04)</p>	
	<p>Objectives:</p> <ul style="list-style-type: none"> - The aim of the following revised history paper for Sem I is to acquaint the student with global happenings which have made historical milestones, changing power equations. - The idea is to help the student understand the role of media in these events. - The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India. - Care has been taken not to overlap some topics which are scheduled in other papers like Politics and Introduction to Journalism. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of global, national, regional events and the role of media in these events. 	
<p>Unit I</p>	<p>World Wars and its aftermath</p> <p>World War I</p> <p>Fourteen Points by President Wilson and the quest for self-determination</p> <p>Negative propaganda by war perpetrators</p> <p>Changing boundaries (Treaty of Lausanne) and rise of dictatorships</p> <p>Case studies: Holocaust; War crimes</p>	<p>15 L</p>

	<p>UNO Formation; Issues in UN- UDHR, Human Rights; Bretton Woods system -IMF, WB, WHO, GATT</p> <p>Formation of Israel and the Middle East conflict</p>	
Unit II	<p>Changing World Order</p> <p>Red star over China and the reign of Mao Tse-tung</p> <p>Civil Rights Movement</p> <p>End of Apartheid</p> <p>Collapse of Communism - Collapse of Berlin Wall</p> <p>Rise of EU - Redrawing European boundaries, Chez Republic</p> <p>Re-emergence of unilateralism</p> <p>Brief intro to south east conflict - Cambodia, Korea and Vietnam</p> <p>Middle East Politics (West Asia Politics) and The Role of OPEC</p> <p>Women Movement</p> <p>American hegemony - Its role in Afghan War</p> <p>Case studies: Iran-Iraq war, End of Saddam Hussein regime</p> <p>The Role of Turkey</p>	15 L
Unit III	<p>India and the neighbourhood</p> <p>Partition of India: Refugee problem;</p> <p>Sino-India War 1962</p> <p>Indo-Pak Wars 1965, Kargil Conflict</p> <p>1971 - Formation of Bangladesh</p> <p>India's Role in Non-Aligned Movement</p> <p>India's role in Asia and world politics; India & SAARC</p> <p>Cross Border terrorism (Case Study: LOC Ceasefire violations)</p>	15 L
Unit IV	<p>Role of Media in Conflicts and Intervention</p> <p>Peace time media intervention:</p> <p>Star Radio, Talking Drum Studio-Liberia, and Voice of Hope in Sudan</p> <p>Media's role in International conflict and civil wars</p> <p>Role of Social Media in governance and mobilization</p> <p>Media's role in the suffragette movement.</p> <p>Case studies: Political economy, Development and poverty.</p>	15 L

References:

1. 20th Century World History. Martin Cannon, Alexis Mamaux, Michael Miller, Oxford University Press, 1st edition, 2012
2. The Globalization of World Politics: An Introduction to International Relations; John Baylis, Steve Smith, Patricia Owens; Oxford University Press, 2011
3. Mastering Modern World History; Judie Bittinger, Norman Lowe, Macmillan Publishers India Limited, 2000
4. Makers of Modern India, RamachandraGuha, Penguin Books India, 2010
5. International Politics: Concepts, Theories and Issues; RumkiBasu, Sage Publications, 2012

Course: ABMM104	Introduction to Computers (Credits:03 Lectures/Week:04)	
	Objectives: - To give a sound grounding in computer software Outcomes: - The study of the various basic workings of a computing system and its various programmes and software.	
Unit I	Introduction to Computer & Networking Basics Basic Structure of a Pc, Peripherals, File Management Types of Software, Operating System, Hardware Types of Networks, Internet & Intranet Internet services, importance in new media.	15L
Unit II	Microsoft Office: Advanced MS Word Basics, tracking changes, macros, forms, using templates Microsoft Office: Advanced Excel Manage huge database, conditional formatting, pivot chart & table Essential & Advanced functions (Formulas) Filtering data Microsoft Office: Advanced MS PowerPoint Link heavy media, selecting the theme & layout Types of presentation modes Interactive presentation	15L
Unit III	Introduction to Computer Graphics: Adobe Photoshop Designing essentials, types of images, typography Photoshop Essentials & Workspace Tools & Menus Advanced options - tools Layers Colours & Blending modes Photo correction & Export	15L

Unit IV	Introduction to Computer Graphics: Adobe Illustrator Print vs Web Selecting and editing illustrator objects Layer and Paths Colours & Effects Using Adobe Bridge	15L
References: <ol style="list-style-type: none"> 1. Microsoft Office 365 and Office 2016, Shelly Cashman, 1st edition, 2016 2. Adobe Photoshop CS6 Classroom in a book, Sandee, 1st edition, 2012 3. Adobe IllustratorCC Classroom in a book, Brian Wood, 2017 4. Photoshop Savvy: By Dream Tech 5. Classroom in a book: Tech Media CS2 Bible: Tech Media 6. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Scratch 1.4) Version 1.0 (http://stwww.weizmann.ac.il/g-cs/scratch/scratch-14-textbook-1-0-two-side.pdf) 7. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Supplement for Scratch 2.0) Version 1.0 (Free download from: http://stwww.weizmann.ac.il/g-cs/scratch/scratch-20-supplement-1-0-two-side.pdf) 		

Course: ABMM105	Introduction to Economics (Credits:03 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Scope is to introduce to students the importance and relation of the fundamentals of economics in the media course. Outcomes: <ul style="list-style-type: none"> - The study of the workings of the economic systems. 	
Unit I	BASIC CONCEPTS OF MICROECONOMICS Nature and Scope of Micro Economics: Meaning - nature - scope - significance & limitations, positive and normative economics. Basic Concepts, wealth - welfare and scarcity. Consumer Behaviour and Demand Analysis: Marshallian Approach - Equimarginal utility - Law of demand - Determinants of demand- Elasticity of demand and its measurement - Price, Income, Cross and Promotional Elasticity of Demand	15 L
Unit II	Production Function: Short run and long run production function - Economies and Diseconomies of scale, scope - international economies Costs of Production: Concepts of cost - measures of costs - Total, Fixed,	15 L

	<p>Variable, Marginal, Average Costs, opportunity costs, social & private costs, implicit, explicit costs. Total Revenue - Breakeven Analysis</p> <p>Market Structure: Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly</p>	
Unit III \ 	<p>MACROECONOMICS</p> <p>Introduction: Meaning and scope of macroeconomics- Concepts of National Income - GNP,GDP,NNP,NDP, Per Capita Income - Circular flow of income - Trade Cycles - Features and Phases</p> <p>Money and Inflation: Meaning and function of money-Constituents and Determinants of money supply - Velocity of circulation of money - RBIs approach to money supply - Demand for money - Inflation - meaning-causes - effects - measures to control inflation - Monetary policy - Functions of Commercial Banks and Central Bank.</p> <p>Goods and Services Tax (GST) – Basics</p>	15 L
Unit IV	<p>Brief Understanding of Government: Fiscal Policy-Sources of Public Revenue- Areas of Public Expenditure - Union Budget -Social Expenditure - Millennium Development Goals</p> <p>Overview of Indian Economy: Structure and macroeconomic scenario - salient features- challenges and economic issues - poverty-unemployment - infrastructure - population - India's position in world economy - share in world GDP, Trade and Capital flows.</p> <p>Introduction to External Sector: Balance of Payments -Exchange Rate - Trade Policy- Free Trade and Protectionism - FDI - FII. World Institutions - IMF, World Bank and WTO - India in a globalized world</p>	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Economics, Paul Samuelson SIE Publication, 2010. 2. Economics,Lipsey& Steiner Oxford Press, 2010. 3. Business Economics, D.M. Mithani, Himalaya Publishing House, 2013 4. Modern Microeconomics, A. Koutsoyiannis, Macmillan Publication, 1979 5. Indian Economy,Misra&Puri Himalaya Publishing House, 2005 		

Course: ABMM106	Introduction to Sociology (Credits:03 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - The influence of society on individuals. The importance of civic societies through the ages. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the concept of society and the importance of media in it 	
Unit I	<p>Introduction to sociology: Definition and features Sociological imagination</p> <p>Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feminist perspective.</p> <p>Society and Social Interaction: Definition of society, features, Types of Society- Rural and Urban,civil society, metropolitan, and megapolis.</p> <p>Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict,Assimilation, Accommodation, Integration</p> <p>Social Institution:Definition, Need for social institutions, Types: Family, Marriage, education, religion, economy, polity, and media</p>	15 L
Unit II	<p>Social stratification:Definition, Segments: caste, class, gender, age and power</p> <p>Social Problems: Indian and Global perspectives</p> <p>Emile Durkheim's Anomie Theory</p> <p>Edwin Sutherland's Differential Association.</p> <p>Socialization:Meaning, Need, Agencies of socialization with particular reference to Media.</p>	15 L
Unit III	<p>Social group: Meaning, need and importance, Types (primary, secondary, formal, informal, in-group and out-group, Reference group)</p> <p>Social control: Meaning, Functions, Formal and informal means of control over media.</p>	15 L
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<p>Unit IV</p>	<p>Culture and Media: Culture: meaning, elements, types, features</p> <p>Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag)</p> <p>Discussion of Core Indian values</p> <p>Establish the link between culture and media</p> <p>Social change and social movements</p> <p>Social Change - meaning, factors of social change, impact of social change with special reference to media and communication.</p> <p>Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples.</p> <p>Media with reference to sociology of news</p> <p>News values</p> <p>Cultural Values</p> <p>Sociological significance of news</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. Principles of Sociology, R.N.Sharma, Media Promoters & Publishers, 2000. 2. Culture Change in India: Identity and Globalisation, Yogesh Sharma, Rawat Publications, 2003. 3. Caste in Modern India and other Essays, M.N.Srinivas, Media Promoters & Publishers, 2003. 4. Modernisation of Indian Tradition, Yogendra Singh, Rawat Publications, 1999. 5. Indian Social System, Ram Ahuja, Rawat Publications, 2000. 6. Society In India, Ram Ahuja, Rawat publications, 2001 		

Semester II

Course: ABMM201	Effective Communication Skills II (Writing for Media) (Credits:03) Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - It's a more evolved tool of communication. - Focus learning with contextual reference to media. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of a practical overview of the various methods of communication 	
Unit I	<p>Letter writing: (English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.</p> <p>Writing for Stand Ups</p>	15 L
Unit II	<p>Copywriting: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)</p> <p>Report writing: (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report - hard news and soft news)</p>	15 L
Unit III	<p>Types of translation and Practical Exercises: Actual translation of newspaper clips - Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.</p>	15 L
Unit IV	<p>Feature Opinion Hard News and Soft News Parallel Entertainment Industry (Internet) Content variety on Digital Platforms</p>	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. DoctorBusiness Communication, Rhoda A. Doctor and Aspi H., Sheth Publication, 2000 2. Teaching Thinking, Edward De Bono,Penguin Publication, 1998. 3. De Bono's Thinking Course, Edward De Bono,Penguin Publication, 1998. 4. Becoming a Translator: An Introduction to the Theory & Practice of Translation, Douglas Robinson,Routledge Publication,1995. 		

Course: ABMM202	Introduction to English Literature (Credits:03 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - To study language and literature as a communication tool. - To study literature as a reflection of society through the ages. <p>Outcomes:</p> <ul style="list-style-type: none"> - To expose students to the various forms of literature 	
Unit I	<p>The Novel: Orwell, George, Animal Farm OR Sahni, Bhisham, Tamas</p>	15 L
Unit II	<p>Short Stories:</p> <ul style="list-style-type: none"> (i) Allende, Isabel, And of Clay Are We Created (ii) Hemingway, Ernest, A Clean Well-lighted Place (iii) Faulkner, William, A Rose for Emily (iv) Pande, Mrinal, Girls (v) Marquez, Gabriel Garcia, A Very Old Man with Enormous Wings 	15 L
Unit III	<p>Poetry:</p> <ul style="list-style-type: none"> (i) Angelou, Maya, The Lie (ii) Frost, Robert, Stopping by Woods on a Snowy Evening (iii) Owen, Wilfred, Strange Meeting (iv) Ezekiel, Nissim, Night of the Scorpion (v) Dharker, Imtiaz, Namesake (vi) Patel, Gieve, On Killing a Tree 	15 L
Unit IV	<p>Drama: Osborne, John, Look Back in Anger OR Tendulkar, Vijay, Silence, the Court is in Session</p>	15 L

References:

1. Abrams, A.H. and Geoffrey Harpham. A Handbook of Literary Terms. Delhi: Cengage Learning India, 2009.
2. Bate, Jonathan. English Literature: A Very Short Introduction. New York: Oxford University Press, 2010.
3. Drabble, Margaret and Jenny Stringer. eds. The Concise Oxford Companion to English Literature. 3rd edition. New York: Oxford University Press, 2007
4. Mehrotra, Arvind Krishna. A Concise History of Indian Literature in English. Delhi: Orient Black Swan, 2010.
5. Mehrotra, Arvind Krishna. ed. An Illustrated History of Indian Literature in English. Delhi: Permanent Black, 2003.
6. Naik, M.K. A History of Indian English Literature. Kolkata: SahityaAkademi, 2004
7. Rogers, Pat, ed. The Oxford Illustrated History of English Literature. New York: Oxford University Press, 2001.
8. Sanders, Andrew. The Short Oxford History of English Literature. 3rd edition. New York: Oxford University Press, 2004.
9. Stauffer, Donald Barlow. A Short History of American Poetry. London: E.P. Dutton & Co, 1974.
10. Walsh, William. Indian Literature in English. London & New York: Longman Literature in English Series, 1990.

Course: ABMM203	Advanced Computers (Credits:03 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - To teach media related contemporary software. - To facilitate editing and filmmaking skills. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the various applications of computers, with in-depth and hands on understanding of media related software. 	
Unit I	Basics of Online Marketing Building an online marketing foundation Planning a Website Content Marketing & Blogging Social Media Marketing Tracking Web Analytics Introduction to Search Engine Optimization Online Advertising/SEM Email Marketing Online Public Relation Managing Multi-tasking Web Marketing	15 L

Unit II	HTML & WordPress Features of a good website Basics of HTML Tags & CSS Building a WordPress Website Forms E-commerce	15 L
Unit III	Audio Editing Introduction to Audacity Introduction to Adobe Audition Working with Audio Editing Working with Multi-Track Editor and Recording Audio Working with Audio Effects	15 L
Unit IV	Video Editing Getting started with Adobe Premier Pro CS6 Capturing Clips and Using Tools with options Effects and Transitions Introduction to Adobe After Effects Animating using Key Frames Creating Titles and Superimposing Previewing and Rendering Output Introduction to Adobe After Effects	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. An Editor's guide to Adobe Premier Pro, Richard Harrington, Peachpit Press, 1stedition, 2011 2. WordPress for Dummies, Lisa Sabin-Wilson, John Wiley & Sons, 8th edition, 2017 3. Understanding Digital Marketing, Damien Ryan, Calvin Jones, Kogan Page, 2009 4. Photoshop CS2 in simple steps, Shalini Gupta, Adity Gupta, Dream Tech Press, 2006 5. Photoshop CS Savvy, Stephen Romaniello, John Wiley & Sons, 2006 6. Adobe Illustrator CS6 on Demand By . Perspection Inc., Steve Johnson Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team The Adobe Illustrator CS6 WOW! Book by Sharon 7. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Scratch 1.4) Version 1.0 (http://stwww.weizmann.ac.il/g-cs/scratch/scratch-14-textbook-1-0-two-side.pdf) 8. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Supplement for Scratch 2.0) Version 1.0 (Free download from: http://stwww.weizmann.ac.il/g-cs/scratch/scratch-20-supplement-1-0-two-side.pdf) 		

Course: ABMM204	Political Concepts and Indian Political System (Credits:03 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - To understand the strength of the Indian Constitution. - To understand how the Constitution empowers its people. - To understand global systems, vise a vise India and the dichotomy between political science and politics. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the political dynamic in the country and its role in media 	
Unit I	<p>Concepts: Interaction between State and Society - Definition and Elements of State and factors building a Nation - Democracy: Principles, Institutions and Challenges - Non-Democratic forms of government: Characteristics</p> <p>Indian Constitution: Features of the Constitution - Preamble and Philosophy of the Constitution - Fundamental Rights - Fundamental Duties - Directive Principles of State Policy - Federal structure</p> <p>Political Dynamics (India): Indian Party System: Evolution - Major National and Regional Parties - Caste and Reservation - Role of Religion in Indian Politics - Local Self Government - Electoral System and Reforms - Coalition governments</p>	15 L
Unit II	<p>Political Dynamics (Maharashtra): Party system in Maharashtra: Evolution</p> <p>Regional Imbalance Dominant Caste The Dalit movement in Maharashtra and its present status. The Naxal movement in Maharashtra. Mumbai's political history.</p>	15 L
Unit III	<p>Global Democratic Systems Global Diplomacy WTO BRICS Nuclear Policy Indo-Pak Water Treaty (Indus Water Treaty)</p>	15 L
Unit IV	<p>Politics and Media Role of Media in democracy Media and formation of Public opinion Political Campaigning and advertising in new media</p>	15 L

References:

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press, 2000.
2. Politics, Andrew Heywood, 2nd Edition, Ane Books, 1997.
3. Dictionary of Politics, D. Robertson Penguin Books India, 2005.
4. Oxford Companion to Politics of the World, Krieger Joel Joseph William A. Kahler Miles Nzongola - Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York, 2006.
5. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House, 2000.
6. Introduction to the Indian Constitution, Basu D. D., Wadhwa Publications, 1998.
7. Our Constitution, Kashyap Subhash, National Book Trust, 2001.

Course: ABMM205	Introduction to Psychology (Credits:03 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - To understand human behavior. - The study of fundamental theories in Psychology. - Symbiotic relation between Society and Psychology. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of a comprehensive understanding of the human psychology and its inter-relation in media. 	
Unit I	<p>Evolution of Psychology Definition of psychology.</p> <ul style="list-style-type: none"> • Branches of psychology- Overview of the fields. • Media psychology- Definition, scope & objectives. • Psychology and media- An uneasy relationship. <p>Role of Psychology in Media Memory- Definition- Information processing model, LOP. Thinking - Definition - Lateral thinking and creative thinking. Imagination Emotions - Theories and role in media Perception – Visual and depth perception.</p> <p>Cognitive and behavioral effects of media. (Focus on print, interactive medium and web advertising).</p>	15 L
Unit II	<p>Psychological Effects and Influence of Media Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media.</p>	15 L

	<p>Social influence. (Definition, Conformity, Compliance, Obedience & Indoctrination)</p> <p>Effects of media violence</p> <p>Effects of Fantasy</p> <p>Effects of pro-social media.</p>	
Unit III	<p>Developmental Psychological Issues with Respect to Media</p> <p>Learning Theories- Classical conditioning and Operant conditioning • Cognitive Learning.</p> <ul style="list-style-type: none"> • Observation learning. • Social cognition- Script and schema. • Motivation: Definition, Types & Role and Importance in Media <p>Young children and media- socialization through media.</p> <p>Media use and influence during adolescence.</p>	15 L
Unit IV	<p>Social Psychology of The Media.</p> <p>Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.</p> <ul style="list-style-type: none"> • Persuasion • Influence- 6 tools of influence • Prejudice. <p>Gender representation in media.</p> <ul style="list-style-type: none"> • Representation of minority groups. • Media representation of disability. • Media representation of mental health. • Audience participation and reality T.V. 	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Psychology; Ciccarelli, S.K. & Meyer, G.E.; Pearson Education inc. and Dorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008. 2. Media Psychology, David, G.; Lawrence Erlbaum Associates Inc. New Jersey, 2003 3. Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. (2008). Social Psychology. (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009. 4. Feldman, R.S.; Understanding Psychology. (8thed.) McGraw- Hill Publication, New York, 2008 5. Lahey, B.B.. Psychology: An Introduction. (9th ed.). McGraw- Hill Publications, New York. 2007 6. Karen, E.D.; Oxford Handbook of media Psychology. (1st ed.). Oxford Library of Psychology, 2012 		

Course: ABMM206	Introduction to Marketing (Credits:03 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - To give a basic understanding about marketing and its various techniques and tools used in the contemporary world. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the various elements of marketing. 	
Unit I	<p>Marketing - scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.</p> <p>Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature & importance suggestion for improvement of Rural Marketing.</p>	15 L
Unit II	<p>New product strategies – Innovation, Market entry, Product line extension.</p> <p>Pricing of products: Pricing considerations and approaches, strategies and methods.</p> <p>Competition analysis – Porter's 5 forces model for competitive environment Added</p> <p>Benchmarking exercise, understanding competitive moves and postures,</p> <p>Sustainable competitive advantage – Porter's generic strategies</p> <p>Portfolio models – BCG and GE McKinsey matrix.</p>	15 L
Unit III	<p>Focusing on Media Products and FMCG</p> <p>Developing the concept of marketing mix, managing the product - types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.</p> <p>Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.</p>	15 L
Unit IV	<p>Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing Communication Process, The Promotion Mix. The IMC planning Process</p> <p>Market Segmentation - Bases for market segmentation of consumer goods, industrial goods and services - Market Targeting and positioning strategies</p> <p>Concept & components of a Marketing Information System.</p>	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Marketing Management, Kotler, Philip; Prentice Hall of India Publications, 2012. 2. Marketing Management Strategy and Cases, Dalrymple, J.D. & Parson, J.L.; John Wiley & Sons, , Wiley Publications 2002. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

(i) C.A.-I :Project-Assignment- 20 Marks

(ii) C.A.-II : Project-Assignment- 20 Marks

II. Semester End Examination (SEE)- 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable

