JAI HIND COLLEGE AUTONOMOUS

Syllabus for F.Y.BMM

Course : Bachelor of Mass Media(BMM)

Semester : II

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Bachelor of Mass Media **Semester: II**

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBMM				
1	ABMM201	Effective Communication Skills II (Writing for Media)	04	03
2	ABMM202	Introduction to English Literature	04	03
3	ABMM203	Introduction to Management/ Advanced Computers	04	03
4	ABMM204	Political Concepts and Indian Political System	04	03
5	ABMM205	Introduction to Psychology	04	03
6	ABMM206	Introduction to Marketing	04	03

Semester II

Course: ABMM201	**Effective Communication Skills II (Writing for Media) (Credits:03 Lectures/Week:04)**	
	Objectives: - It's a more evolved tool of communication. - Focus learning with contextual reference to media. **Outcomes:** - The study of a practical overview of the various methods of communication	
Unit I	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. Writing for Stand Ups	**15 L**
Unit II	Copywriting: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box) 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)	**15 L**
Unit III	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.	**15 L**
Unit IV	Feature Opinion Hard News and Soft News Parallel Entertainment Industry (Internet) Content variety on Digital Platforms	**15 L**

References:

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 ofTranslation, Douglas Robinson,Routledge Publication,1995.

Course: ABMM202	**Introduction to English Literature (Credits:03 Lectures/Week:04)**	
	Objectives: - To study language and literature as a communication tool. - To study literature as a reflection of society through the ages. **Outcomes:** - To expose students to the various forms of literature	
Unit I	The Novel: Orwell, George, Animal Farm OR Sahni, Bhisham, Tamas	**15 L**
Unit II	Short Stories: (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	Poetry: (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	Drama: Osborne, John, Look Back in Anger OR Tendulkar, Vijay, Silence, the Court is in Session	**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)**	
	Objectives: - To teach media related contemporary software. - To facilitate editing and filmmaking skills. **Outcomes:** - 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**
References:		

1. An Editor's guide to Adobe Premier Pro, Richard Harrington, Peachpit Press, 1st edition, 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)

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Course: ABMM204	**Political Concepts and Indian Political System (Credits:03 Lectures/Week:04)**	
	Objectives: - 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. **Outcomes:** - The study of thepoliticaldynamic in the country and its role in media	
Unit I	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 Indian Constitution: Features of the Constitution - Preamble and Philosophy of the Constitution - Fundamental Rights - Fundamental Duties - Directive Principles of State Policy - Federal structure 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	**15 L**
Unit II	Political Dynamics (Maharashtra): Party system in Maharashtra: Evolution Regional Imbalance Dominant Caste The Dalit movement in Maharashtra and its present status. The Naxal movement in Maharashtra. Mumbai's political history.	**15 L**
Unit III	Global Democratic Systems Global Diplomacy WTO BRICS Nuclear Policy Indo-Pak Water Treaty (Indus Water Treaty)	**15 L**
Unit IV	Politics and Media Role of Media in democracy Media and formation of Public opinion Political Campaigning and advertising in new media	**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,KashyapSubhash, National Book Trust,2001.

Course: ABMM205	**Introduction to Psychology (Credits:03 Lectures/Week:04)**	
	Objectives: - To understand human behavior. - The study of fundamental theories in Psychology. - Symbiotic relation between Society and Psychology. **Outcomes:** - The study of a comprehensive understanding of the human psychology and its inter-relation in media.	
Unit I	Evolution of Psychology Definition of psychology. • Branches of psychology- Overview of the fields. • Media psychology- Definition, scope & objectives. • Psychology and media- An uneasy relationship. 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. Cognitive and behavioral effects of media. (Focus on print, interactive medium and web advertising).	**15 L**
Unit II	Psychological Effects and Influence of Media Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media. Social influence. (Definition, Conformity, Compliance, Obedience & Indoctrination) Effects of media violence Effects of Fantasy Effects of pro-social media.	**15 L**
Unit III	Developmental Psychological Issues with Respect to Media Learning Theories- Classical conditioning and Operant conditioning • Cognitive Learning. • Observation learning. • Social cognition- Script and schema. • Motivation: Definition, Types & Role and Importance in Media Young children and media- socialization through media. Media use and influence during adolescence.	**15 L**

Unit IV	Social Psychology of The Media. Attitude formation - Theories, cognitive dissonance, role of media in attitude formation. • Persuasion • Influence- 6 tools of influence • Prejudice. Gender representation in media. • Representation of minority groups. • Media representation of disability. • Media representation of mental health. • Audience participation and reality T.V.	**15 L**

References:

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)**	
	Objectives: - To give a basic understanding about marketing and its various techniques and tools used in the contemporary world. **Outcomes:** - The study of the various elements of marketing.	
Unit I	Marketing - scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India. Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature & importance suggestion for improvement of Rural Marketing.	**15 L**
Unit II	New product strategies – Innovation, Market entry, Product line extension. Pricing of products: Pricing considerations and approaches, strategies and methods. Competition analysis – Porter's 5 forces model for competitive environment Added Benchmarking exercise, understanding competitive moves and postures, Sustainable competitive advantage – Porter's generic strategies Portfolio models – BCG and GE McKinsey matrix.	**15 L**
Unit III	Focusing on Media Products and FMCG 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. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	**15 L**
Unit IV	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 Market Segmentation - Bases for market segmentation of consumer goods, industrial goods and services - Market Targeting and positioning strategies Concept & components of a Marketing Information System.	**15 L**

References:

1. Marketing Management, Kotler, Philip; Prentice Hall of India Publications, 2012.
2. Marketing Management Strategy and Cases,Dalyrample, 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