



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : BMM

Proposed Course : Mass Media

Semester IV

**Credit Based Semester and Grading System (CBGS) with
effect from the academic year 2020-21**

S.Y.B.M.M. Syllabus
Academic year 2020-2021

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
ABMM401	Introduction to Advertising	4	4
ABMM402	Introduction to Journalism	4	4
ABMM403	Radio and Television	4	4
ABMM404	Mass Media Research	4	4
ABMM405	Organisational Behaviour	4	4
ABMM406	Understanding Cinema	4	4

Semester IV

Course: ABMM401	Introduction to Advertising (Credits :04 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - To teach and expose students to various media vehicles through which advertising is done - Importance of synergy in advertising <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the various forms and styles of advertising, and their application. 	
Unit I	<p>Advertising - Meaning: Definition and functions. Evolution of Advertising National & International level The structure of and Ad agency and the functions and service of each department Relationship between various participants of advertising (Client, agency, media, consumer) Research in Advertising - Pre and post campaign testing Economic and Social Aspects of Advertising</p>	15L
Unit II	<p>Types of Advertising - Consumer advertising Industrial advertising Classified advertising Retail advertising Financial advertising PR advertising B2B advertising Political advertising Image advertising Lifestyle advertising Internet and Viral advertising</p> <p>The www as an advertising medium Internet v/s conventional media</p>	15L

Unit III	Introduction to Integrated Marketing Communication Techniques and strategies of web advertising Public Service advertising its role and importance Introduction to advertising strategies: AIDA, DAGMAR, Information processing model.	15L
Unit IV	The Concept of USP Introduction to Agency Commissions /retainer ships, media commission. Future Trends in Advertising: Advertising as a career; Advertising opportunities in community networking/ blogging/chat marketing	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Essentials of advertising, Robert Cluley, Kogan Page Publishers, 2017 2. Advertising and Promotion: An Integrated Marketing Communications Perspective, George E. Belch and Michael A. Belch, McGraw-Hill/Irwin, 2012 3. Kleppner's Advertising Procedure, Thomas Russell and W. Ronald Lane, Prentice Hall, 1999 4. Advertising Age: Handbook of Advertising; Herschel Gordon Lewis and Carol Nelson; McGraw-Hill, 1999 5. Advertising: Principles and Practice; William Wells, John Burnett and Sandra Moriarty; Prentice Hall, 2006 6. Contemporary Advertising; William F Arens and Courtland L Bovee; McGraw-Hill Education, 1994 7. Advertising on the Internet: Getting your message across the World Wide Web, Neil Barrett, Kogan Page, 1997 		

Course: ABMM402	Introduction to Journalism (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Exposes students to fundamental principles of journalism - Exposes students to the evolution of journalism from the 18th century media to digital media Outcomes: <ul style="list-style-type: none"> - The study of the history of journalism as a communication tool, and the role of media in India and the global scenario. 	
Unit I	<p>History - from Guttenberg to the Internet; changing face of the news internationally and how each new medium has impacted the other and journalism itself.</p> <p>Printing technology and its evolution</p> <p>Journalism in India - stages of development and changing role: Early development and the role of the press in reform movements The rise of the nationalist Press Post-independence Nehruvian era The Emergency Post-Emergency magazine boom The nineties</p>	15L
Unit II	<p>The Role and Functions of Journalism - Interpretation, Linkage, transmission of values, entertainment, development</p> <p>Organisation and structure of the newspaper Editorial, Management, Advertising and Circulation departments The structure of the Editorial department and the roles of each element in the editorial chain.</p>	15L

<p>Unit III</p>	<p>Definitions of 'News', 'hard' and 'soft' news</p> <p>News sources - Staff reporters, correspondents, news agencies and syndicate</p> <p>Journalistic writing formats: Report – Style, Structure, basic principles and types of reports Leads – types and functions News angles Feature Editorial</p>	<p>15L</p>
<p>Unit IV</p>	<p>Principles/Canons of Journalism: Objectivity Accuracy Freedom Independence Impartiality and fairness Balance</p> <p>New mediums of news distribution/creation & their positive and negative impacts</p>	<p>15L</p>

References:

1. News Reporting and Writing, Mencher, Melvin, Columbia Univ. Press, 7th edition, 1997
2. Newspaper History from the 17th century to the present day; George, Curran, James; Wingate, Pauline; Sage, 1978
3. Understanding Journalism, Wilson & John, Routledge, 1966
4. Indian Press and Freedom Stuggle, Mazumdar & Aurobindo, Orient Longman, 1993
5. Here is the news, Parthasarthy & Ramaswamy, Sterling, 1994
6. A Journalism Reader, Brumley and O'Malley, Routledge, 1997
7. News: A Reader, Howard Tumber, Oxford University Press, 1999
8. Dangerous Estate, Francis Williams, Longman, Green, 1957
9. Only the Good News: On the Law of the Press in India, Rajeev Dhavan, Manohar Publications, 1987
10. The press in India, Sarkar, R.C.S, S. Chand and Co. Ltd., 1984
11. PTI Story, Raghavan G.N.S, Indraprastha Press, 1987
12. The press she could not whip; Rao, Amiya and Rao B.G, Popular Prakashan, 1977
13. Crusaders of the 4th Estate, Srinivasan. R, Bhartiya Vidya Bhavan, 1989
14. The News: An International History; Smith Anthony, Thames and Hudson, 1979
15. The Professional Journalist, John Hohenberg, Holt Rinehart & Winston, 1983

Course: ABMM403	Radio and Television (Credits :04 Lectures/Week:04)
	Objectives: <ul style="list-style-type: none">- Evolution of radio from AM to FM- Television programme production To make students understand the broadcast media Outcomes: <ul style="list-style-type: none">- The study of the evolution of radio and television, and creation of radio and television programming.

<p>Unit I</p>	<p>The history of radio: The growth and development of radio abroad The growth and development of radio in India</p> <p>Radio as a medium: The uses and characteristics of radio</p> <p>Radio transmission: Types of signal – AM, FM, shortwave, digital Satellite radio Community radio Internet radio</p> <p>Professions in the industry: The production staff The talent – the radio jockey, the news anchor, the talk show ho Management staff - station director, programming heads, etc.</p>	<p>15L</p>
<p>Unit II</p>	<p>The radio programme: The music programme The talk show and the discussion The phone-inprogramme Radio documentaries and features</p> <p>The production and recording process: The broadcast process – an overview The work of the radio producer Types of studios – Live Radio Studio Vs. Recording Studios Types of microphones–Types of pick up patterns; ribbon, moving coil & condenser microphones Sound editing Recorders and mixers - Virtual (DAW)</p> <p>Ownership: AIR and public service broadcasting Major FM channels in India</p> <p>Current trends in radio: The growth of FM Development communication</p>	<p>15L</p>

<p>Unit III</p>	<p>The history of television: The growth and development of television abroad The growth and development of television in India</p> <p>The technology of television: Types of signal – UHF, VHF, digital, analog</p> <p>Professions in the industry: Production staff Post production staff Newsroom staff</p> <p>The television script: The treatment The two-column script The screenplay format The storyboard Interactive scripts Narration scripts</p>	<p>15L</p>
<p>Unit IV</p>	<p>Producing the television programme: The proposal Preproduction Production – types of camera shots and movements Post-production – linear vs. non-linear editing, online, offline, chroma, Audio sweetening</p> <p>Research for radio and television: Programme research Audience research Ratings and calculation Audience feedback</p> <p>Ownership: Media monopoly</p>	<p>15L</p>

References:

1. Radio Production: A Manual for Broadcasters, Robert McLeish, Focal Press, 3rd edition, 1994
2. Corporate Media Production, Ray DiZazzo, Focal Press, 2nd edition, 2003
3. Television: The Critical View, Horace Newcomb, Oxford University Press, 7th edition, 2006
4. Digital Broadcasting Journalism, Jitendra Kumar Sharma, Authors Press, 2003
5. Advanced Level Media; Angela Bell and Mark Joyce and Danny Rivers; Hodder Arnold, 1999
6. Media Impact: An Introduction to Mass Media, Shirley Biagi, Thomson Wadsworth, 2011
7. Television Production Handbook, Herbert Zetl, Cengage Learning, 12th edition, 2014
8. Writing for Television, Radio and New Media.; Robert Hilliard; Cengage Learning, 10th edition, 2011
9. Encyclopaedia of Mass Communication in 21st Century, Nayyar Shamsi, Anmol Publications Pvt. Ltd., 2006



Course: ABMM404	Mass Media Research (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Educate students on the importance of research in media communications. Outcomes: <ul style="list-style-type: none"> - The study of the fundamentals of research with specific reference to media objectives. 	
Unit I	Introduction to Research concepts: Introduction to Research - Definition, types, need for research Scientific Research - basic principles, Empiricism, verifiability, generalization.	15L
Unit II	Steps in conducting research – I: Selection of a problem Formulation of the problem Objectives Hypothesis – Definition, types, conditions of hypothesis, features Research design – case study, survey, experiment, longitudinal research, observation, concepts analysis, introduction to ethnography concepts and their operationalisation Steps in conducting research – II: Measurement and scaling techniques Sources of data – primary and secondary Tools of data collection – observation, interview, questionnaire, schedule	15L
Unit III	Determination of sample size Sampling procedure – probability sampling and non-probability sampling and its types Processing of data Analysis and interpretation Writing of a report Statistical procedure – Mean, median, mode, standard deviation and co-relation.	15L

Unit IV	Application of research in mass media Content analysis – Definition and users, steps, limitations Research in print media Research in Advertising Research in Public Relations Mass media Research and the Internet Research in Media Effects	15L
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References:

1. Research Methodology, C.R. Kothari, New Age International Publication, New Delhi, 2004
2. A Handbook of Social Science Research, B.R. Dixon, G.D. Bouma, G.B.J. Atkinson - Oxford University Press, 1987
3. Mass Media Research: An Introduction, Roger D. Wimmer and Joseph R. Dominick - Thomson Wadsworth, 2006
4. Milestones in Mass Communication Research, Shearon A. Lowery and Melvin L. DeFleur, Allyn& Bacon, 1995
5. Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunther, Sage Publications, 2000
6. Analyzing Media Messages: Using Quantitative Content Analysis in Research, Daniel Riffe, Stephen Lacy, and Frederick G. Fico, Lawrence Erlbaum AssocInc, 2005
7. Research Methodology and Analysis, Sharma R.P., DPH Publication, New Delhi
8. Methodology of Research in Social Science, Krishna Swami, Himalaya Publication
9. Marketing Research - An applied Orientation, Naresh K. Malhotra, Pearson, 2009
10. Mass Communication Theory: Foundations, Ferment and Future; Stanley J. Baron and Dennis K. Davis, Cengage Learning, 2015

Course: ABMM405	Organisational Behaviour(Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To prepare students for corporate job experience with special reference to structure, behaviour models, group dynamics, and systemic hierarchy Outcomes: <ul style="list-style-type: none"> - The study of organisational structures and the related human behaviour. 	
Unit I	<p>Nature of Organisation Behaviour Concept of Organisation Behaviour Organisational Behaviour Models</p> <p>Structural Dimensions of Organisation and its Environment Organisation and its Environment Formal Organisation: Design and Structure Division of work and task interdependence</p> <p>Organisational Culture: Sources of organisational culture Types of organisational culture Manifestation of organisational culture Managing organisation culture Organisational sub-cultures Socio-cultural features of India and their impact on organisational culture</p>	15L

<p>Unit II</p>	<p>Motivation: Theories of motivation a) Need theories i. Maslow's Need Theory ii. McClelland's Need Theory b) Process theories i. Reinforcement theory ii. Vrooms' Expectancy theory iii. Equity theory iv. Goal setting theory</p> <p>Motivation Theory: Application Job Design Job Enrichment and enlargement Job rotation and cross training Quality of Work Life Positive reinforcement programmes Productivity gainsharing approaches</p>	<p>15L</p>
<p>Unit III</p>	<p>Groups in organisation and Group Dynamics: Concept of group Types of groups Group norms Group cohesion</p> <p>Group Decision making: Group think Risky Shift and Polarization Techniques for improving group decision making Decision making in networked organisations</p>	<p>15L</p>

Unit IV	<p>Power and Authority: Concept of Power Types of Power Concept of organisational politics Reasons of organisational politics Minimizing organisational politics Concept of Authority Sources of Authority</p> <p>Dynamics of Stress: Concept of Stress Causes of Stress Effects of Stress Coping strategies</p>	15L
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References:

1. Managing Organisational Behavior; Henry L. Tosi, John R. Rizzo, Stephen J. Carroll; Pitman, 1986
2. Organisational Behaviour: Concepts, Controversies, Applications; Stephen P. Robbins and Nancy Langton; Prentice Hall Canada, 2000
3. Organisational Behaviour, Fred Luthans, McGraw-Hill Education, 12th edition, 2010
4. Organisational Behaviour: Human behaviour at work, John W. Newstrom and Keith Davis, Tata McGraw Hill, 12th edition
5. Communication in the Organisation, Dalmer Fisher, Jaico Publishing, 1st edition, 1999
6. Organisational Behaviour, L M Prasad, Sultan Chand & Sons Ed., 2004
7. Organisational Behaviour, S.S.Khanka, S. Chand & Co. Ltd. Ed. 2002
8. Cases & Problems in OB & Human Relations, Sanjay Kaptan, Everest Publishing House, 1st edition, 1999
9. Organisational Behaviour, Sandra J Hartman and O Jeff Harris, Jaico Books, 2006

Course: ABMM406	Understanding Cinema(Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Students are exposed to the aesthetics to cinema - Students are able to appreciate and critically analyse various genres in cinema Outcomes: <ul style="list-style-type: none"> - The study of the various styles of cinema, the history of celluloid, the various forms of cinema and the USP of each form. 	
Unit I	<p>A discussion of early narrative cinema</p> <p>A screening and discussion on Early Indian Cinema films, along with a discussion of early Indian Cinema, and the development of the studio system in India.</p> <p>Screening and discussion on Early Hollywood Cinema, with lecture and clips on evolution of Hollywood Studio System</p>	15L
Unit II	<p>A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy</p> <p>A discussion of French New Wave cinema</p> <p>A discussion of its impact on Hollywood cinema and Hindi cinema.</p> <p>A discussion on Hollywood classical narrative.</p>	15L
Unit III	<p>A discussion on the Super Star system and the Hindi formula film</p> <p>A discussion of Indian-global cinema</p> <p>Discussion on Award winning Indian Regional films and film maker</p> <p>Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar</p>	15L

<p>Unit IV</p>	<p>The Business of Cinema – Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.</p> <p>Major Film Awards and Institutions.</p> <p>Documentary Film Making</p> <p>Short Film Making</p> <p>Demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound.</p> <p>Trends in filmmaking through a pandemic.</p>	<p>15L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. Movies and Method (2 Volumes), Ed. Bill Nichols, University of California Press, 1976 2. Chitra Bani : A Book on Film appreciation, Gaston Roberge, Chitra Bani, 1st edition, 1974 3. Image, Sound & Story: The Art of Telling in Film, Cherry Potter, Secker & Warburg, 1992 4. The Ways of Film Studies: Film Theory & the Interpretation of Films, Gaston Roberage, Ajanta Publications, 1992 5. A short history of the Movies, Gerald Mart and Bruce Kawin, Pearson, 11th edition, 2011 6. Indian Film, Erik Barbouw and S.Krishnaswamy, Oxford University Press, 1980 7. Moving Pictures: A New Theory of Film Genres, Feelings, and Cognition; Torben Grodal; Clarendon Press, 1999 		

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

