

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)
Programme Name: BMM
Bachelors of Arts in Mass Media
Proposed Syllabus under NEP
Year of Implementation: 2023-24 Sem -II

Sr.No	Course	Type of Course	Credit	Marks
1	Folk Media	Major	2	50
2	Media Studies	Major	4	100
3	Media Psychology	Minor	2	50
4	Environmental Studies	Open/General Electives	4	100
5	Advanced Photography	Vocational Enhancement	2	50
6	Advanced Computer	Skill Enhancement	2	50
7	1.Communication Skills-II 2.Lekhan aur Vachan Kaushal-II	Ability Enhancement	2	50
8	Integrated Wellness and Personal Growth-II	Value Education	2	50

**SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)**

Programme Name: **BAMM**

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major
Level	4.5
Course Title	Media Studies
Semester	II
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Media Studies

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● To understand the relationship of media with culture and society. ● To understand Media Studies in the context of trends in Global Media
Module 1 (Credit 1) Media studies:	Title of the Module: Introduction to key terms and concepts in

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand forms of media and its functions. ● To analyze the importance of communication in media
Content Outline	<p>1.1 Introduction to Media</p> <p>1.2 Media Institution and their characteristics</p> <p>1.3 Form of media</p> <p>1.4 Media and Government</p> <p>1.5 Media and Communication</p>
Module 2 (Credit 1)	Title of the Module: Understanding Media
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● Understand impact of media on society ● Understand the role of media in democracy
Content Outline	<p>2.1 Role of Media in our Life</p> <p>2.2 Media Time Line</p> <p>2.3 Functions of Mass Media</p> <p>2.4 Types of Mass Media</p> <p>2.5 Role of Media in a Democracy</p>
Module 3 (Credit 1)	Title of Module : Print Media
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand the different types of print media and writing styles.
Content Outline	3.1 Types and Characteristics of Print Media

	<p>3.2 Different Types of Print Media</p> <p>3.3 Journey of Newspaper From Hickey’s Gazette to Online Newspapers</p> <p>3.4 Content of Newspaper: News Stories, Features, Articles, Editorial, Advertorial, Advertisements & Public Relations</p> <p>3.5 Alternatives to Mainstream Journalism</p>
Module 4 (Credit 1)	Title of Module: Advertising and Media
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand functions and types of advertising
Content Outline	<p>4.1 Role of Advertising in Marketing</p> <p>4.2 Evolution of Advertising</p> <p>4.3 Functions of Advertising</p> <p>4.4 Types of Advertisements</p> <p>4.5 Ethics in Advertising</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

PPT on Comparative study of different types of media

Internal Examination

MCQ;S

Semester End Examination (SEE) Paper pattern: Written Exam

Essential Reading

1. Lee Wilkins, The Handbook of Mass Media Ethics, Routledge, (2008)
2. Steve Jones, Encyclopedia of New Media: An Essential Reference to Communication and Technology, SAGE Publication, (2003).
3. Ziauddin Sardar, Introducing Media Studies: A Graphic Guide, Icon Books, (2010).

4. Marshall McLuhan, *Understanding Media*, McGraw-Hill, Canada, (1964).

Additional reading

1. Joe Goetz, *Media Studies*, Rice University, (2021)

2. Hausken, Liv, *Thinking media aesthetics: media studies, film studies and the arts*, Peter Lang International Academic Publishing Group, (2013).

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Programme Name: BAMM

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Open/General Electives
Level	4.5
Course Title	Environmental Studies
Semester	II
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Environmental Studies

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● To realize the need and importance of environmental issues. ● To create a pro–environmental attitude and a behavioral pattern which is based on creating sustainable lifestyles
Module 1 (Credit 1)	Title of the Module: Natural Resources

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> To understand various types of natural resources: their uses and exploitation
Content Outline	<p>1.1 Natural Resources Renewable and Non-renewable resources, associated problems</p> <p>1.2 Forest resources deforestation, erosion, afforestation</p> <p>1.3 Water resources; depleting water sources & effects Mineral resources:</p> <p>1.4 Energy resources: Growing energy needs, renewable and non-renewable energy sources.</p> <p>1.5 Land resources: Land as a resource, land degradation</p> <p>1.6 Role of an individual in conservation of natural resources</p>
Module 2 (Credit 1)	Title of Module: Ecosystems, Ecology & Biodiversity
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> To understand concept of ecosystem and interconnectedness of nature system.
Content Outline	<p>2.1 Concept of ecosystems,</p> <p>2.2 Structure and types of ecosystems</p> <p>2.3 Ecological succession.</p> <p>2.4 Biodiversity- at global, national and local levels. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India.</p> <p>2.5 Conservation of biodiversity</p>
Module 3 (Credit 1)	Title of Module: Environmental Pollution
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> To understand the harmful effects of pollutions and also be able to provide possible solutions to them.
Content Outline	<p>3.1 Pollution: Definition, causes, effects and control measures of - Air, water, soil, marine, noise and thermal pollutions; Nuclear hazards</p>

	3.2 Solid Waste Management: causes, effects and control measures of urban and industrial waste 3.4 Role of individual in prevention of pollution. Disaster Management: Floods, earthquake, cyclone and landslides
Module 4 (Credit 1)	Title of module: Social issues, Ethics and the role of Media
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To know problems associated with environment degradation.
Content Outline	4.1 Unsustainable to Sustainable development, Urban problems related to energy 4.2 Environment and Human Health, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. 4.3 Legislative framework: Environment Protection Act, Air (Prevention and Control Pollution) Act, 4.4 Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

- A. Internal Examination: Test, PPT presentation, Skit, Speech & Case Study
- B. PPT presentation types of ecosystem/Visit to nature park

Semester End Examination (SEE) Paper pattern:

- A. External Examination: Written exam

References:

Essential Reading

1. Agarwal KC, Environmental Biology, Nidi Publishers Ltd. Bikaner, 2001.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd, 2003.
3. Brunner RC, Hazardous Waste Incineration, McGraw Hill Inc. Columbus, OH, 1989

Additional Reading

1. Clark RS, Marine Pollution (5th ed), Clarendon Press, OUP, New York 2001
2. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 2001

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)
Programme Name: BAMB
Proposed Syllabus under NEP
Year of Implementation: 2023-24

Course Category	Major
Level	4.5
Course Title	Folk Media
Semester	II
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: Folk Art Theatre

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● To enable students to recognize role of performing arts and its association with mass media. ● To understand nuances of performance and stagecraft.
Module 1 (credit 1) Title of Module: Introduction to Folk Media	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand scope and characteristics of folk media. ● To conduct a comparative study between folk and modern media
Content Outline	<p>Meaning and definition of Folk Media</p> <p>Nature and scope, Characteristics of folk media</p> <p>Merits and demerits of folk media.</p> <p>Influence of Modern media (Radio and TV) on Folk media</p> <p>Folk Media for promoting literacy and social change</p>
Module 2 (credit 1) Title of Module: Types of Folk/Traditional media	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand the various forms of folk media
Content Outline	<p>Types of Folk media-Dance, Theatre & Music</p> <p>Bhavai, Qawwali, Nautanki, Puppetry, Raslila, Ramlila, Yaksah gana, Kirtana, Bhajans, Garba, Lavani, Ghumar, Tamasha, DashavatarBihu, Warli, Madhubhani, pattachitra, Tannjore</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Assignment of examining local folk form still being performed

Performing play on any social issue.

Semester End Examination (SEE) Paper pattern: Written exam

Essential Reading

1. A Chatterjee, Sangeet Natak, Sangeet Natak Akademi Delhi, India, (2012).
2. Kapila Vatsyayan, Traditional Indian Theatre: Multiple Streams, National Book Trust, India, (2005).
3. Shanta Gokhale, The Scenes We Made- An Oral History of Experimental Theatre in Mumbai, Speaking Tiger Publishing Pvt Ltd, India, (2023).
4. M Nagabhushana Sarma, Tolu Bommalata (The Shadow Puppet Theatre of Andhra Pradesh), Sangeet Natak Akademi, India,(1985).

Additional Reading

1. Anita Ratnam Rangaraj, Natya Brahman - Theatric Universe: A Concept of Ancient Indian Theatre, Society For Archaeological Historical And Epigraphical Research Madras, India, (1979).
2. Sohini Roy Chowdhury, Indian Stage Stories Connecting Civilizations, Shubhi Publications, Gurgaon, (2023).
3. Julia Hollander, Indian Folk and Theatres, Routledge, (2013).

**SEVA MANDAL EDUCATION SOCIETY'S
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Programme Name: BAMM

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Minor
Level	4.5
Course Title	Media Psychology
Semester	II
Course Credit	2
No. of lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of semester end examination	25

Course Title: Media Psychology

Course Outcomes	After going through the course, learners will be able to This course enables students to get acquainted with basic psychological concepts. It will help in better understanding relationship of media and human behavior.
Module 1 (credit 1)	Title of Module: Psychology and Media relationship

Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To understand the determinants of behavior. ● To understand impact on media on mental health
Content Outline	1.1 Definition, Brief history; Dimensions of media psychology 1.2 The need for media psychology; Psychology and media relationship 1.3 Media psychology and kindred disciplines Practicing media psychology. 1.4 Forms of media, Impact of media on mental health
Module 2 (credit1)	Title of Module: Psychological Effects and Influence of Media
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To study the impact of various mass media platforms on human behavior
Content Outline	2.1 The effects of media violence – immediate effects, characteristics of the users of violent media, cognitive factors in media violence, cultural and ideological aspects of the media violence debate; Pornography and its effect on different age groups; 2.2 Psychological Effects and Influence of Media – the role of psychology in advertising, cognitive and behavioral effects of advertising, rhetorical effects of advertising; 2.3 Ethical issues in the use of media; Future directions in media.

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

One minute/ video or advertisement on a related topic.

Review of a film with psychological impact

Class presentation on usage of methods in psychology

Semester End Examination (SEE) Paper pattern:

References:

Essential reading

1. Chandel, R. Jit, Surajval & Ashok Sharma Deep, Psychological Implications of Information Technology, Deep Publications, New Delhi.
2. David, G. Media Psychology, Lawrence Erlbaum Associates Inc. New Jersey (2003).
3. Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. Social Psychology. Indian subcontinent adaptation, Pearson Education, New Delhi: (2008-2009).
4. Feldman, R.S. Understanding Psychology. McGraw- Hill Publication, New York. (2008).

Additional reading

1. S.P. Singh, Media Psychology Sublime Publications, Jaipur
2. Schneider, Gruman & Coult. Applied Social Psychology, Sage Publications
3. Baron & Byrne, Introduction to Social Psychology
4. Morgan & King, Introduction to Psychology

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Programme Name: BAMM

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Skill Enhancement
Level	4.5
Course Title	Advanced Computer
Semester	II
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: Advanced Computer

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● To use graphic design software. ● To Learn how to effectively use Internet, Search Engine, Blogs
Module 1 (credit 1)	Title of Module: Internet & Social Media
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To browse and use search engines ● Create blog posts and create Gmail account

Content Outline	<p>1.1 Internet and Social Media Apps. Brief history of evolution of</p> <p>1.2 Internet. Using browsers and search engines.</p> <p>1.3 Managing Files and Folders. Browsing, Surfing & using search engines.</p> <p>1.4 Downloading Pictures and Text, Creating Accounts. Attachments and Changing,</p> <p>1.5 Passwords, Chatting. Practical exploration of Internet.</p> <p>1.6 Creating email accounts, blog or Posting comments, downloading information.</p>
Module 2 (credit1)	Title of module: Graphic designing
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To create visually appealing logos for advertisements ● To learn image editing tools
Content Outline	<p>2.1 Vector and Raster Graphics</p> <p>2.2 Create original art & convert it to desired file formats and platforms.</p> <p>2.3 Retouch, manipulate & enhance photographs of Digital arts for Photo-Albums.</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Creating a logo

Creating a visiting card

Semester End Examination (SEE) Paper pattern: Written Exam

References:

Essential Reading

1. Cath Caldwell, *Graphic Design For Everyone*, DK publishers, California, (2019).
2. Anita Nipane, *Graphic Design for Beginners*, Independently Published, (2020).
3. E. Balagurusamy, *Fundamentals of Computer*, McGraw Hill Education, New York, (2009).

Additional Reading

1. Aaris Sherin, Irina Lee, and Poppy Evans, *The Graphic Design Reference & Specification Book: Everything Graphic Designers Need to Know Every Day*, Rockport Publishers, US, 2013

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 Programme Name: **BAMM**
 Proposed Syllabus under NEP
 Year of Implementation: 2023-24

Course Category	Vocational Enhancement
Level	4.5
Course Title	Advanced Photography
Semester	II
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: Advanced Photography

Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none"> ● To understand of various digital photography technique. ● To Use Adobe Photoshop Software
Module 1 (credit 1)	Title of Module: Basics of Digital Imaging
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> ● To understand technical, experiential and practical knowledge ● To understand of functions and technicalities of the camera.
Content Outline	<p>1.1 What is a digital Image?</p> <p>1.2 Pixel & Mega Pixel.</p> <p>1.3 Understanding Digital Camera.</p> <p>1.4 Digital Sensor- CCD, CMOS. / APSC vs Full Frame Sensor.</p> <p>1.5 Types of Digital Cameras.</p> <p>1.6 Lense Accessories.</p> <p>1.7 Digital photography tools like cameras, lenses, lighting units, accessories etc.</p> <p>1.8 DSLR camera, its settings & its use.</p> <p>1.9 Basics of using DSLR camera, correct exposure, composition, lighting, using of various accessories of DSLR camera.</p>
Module 2 (credit 1)	Title of Module: Genres of photography.
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand of various digital photography tools ● To learn the essentials and explore different genres of photography.
Content Outline	<p>2.1 Practical – Digital Cameras</p> <p>2.2 lighting & taking correct pictures.</p> <p>2.3 Various file formats & digital image processing & image management.</p> <p>2.4 Image enhancement using Adobe Photoshop</p>

	2.5 Image output. Image sharing. Image printing.
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Click 5 photographs of each-nature, candid and group

Editing clicked pictures in Photoshop

Semester End Examination (SEE) Paper pattern: Written Exam

References:

Essential Reading

1. Scott Kelby, The Digital Photography Book, Peachpit Press, California, (2013).
2. Chris Gatcum, The Beginner's Photography Guide, Dk publishers, London, (2013).
3. Chris Gatcum, The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera, Dk Publishers, (2013).

Additional Reading

1. Scott Kelby, The Digital Photography Book, Rocky Nook, California, (2020).

SEVA MANDAL EDUCATION SOCIETY'S

SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)

Masters of Arts in Mass Media (MAMM)

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Sr.no	Course	Type of Course	Credit	Marks
1	Media Management	Major	4	100
2	Corporate Communications	Major	4	100
3	Media Ethics	Major	4	100
4	Broadcast Media	Major	2	50
5	Film Studies	Electives	4	100
6	Internship	OJT/ FP	4	100

**SEVA MANDAL EDUCATION SOCIETY'S
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Programme Name: **MAMM**

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major
Level	6.0
Course Title	Media Management
Semester	II
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Media Management

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● To provide an insight of government policy and media management. ● An understanding on the emerging trends in media ownership
Module 1 (Credit 1)	Title of the Module: Principles of management
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> ● Understand Process of management- organizational structures. ● Get better understanding of principles of management
Content Outline	<p>1.1 Concepts, nature, scope, significance, functions and principles of management, historical evolution of management thoughts.</p> <p>1.2 Planning concepts, components and steps involved in planning process, advantages and limitations of planning.</p> <p>1.3 Organizing – principles and process of organizing, organization structures, line - staff relations, delegation and decentralization, Staffing.</p> <p>1.4 Directing — principles of directing, motivation, theories of motivation Coordination — nature, need, types and methods of coordination.</p> <p>1.5 Control —concept and process of control, principles of controlling, types of controls</p>
Module 2 (Credit 1)	Title of the Module: Media Management
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand the concept associated with media management
Content Outline	<p>2.1 Definition & Concept, Principles & Significance of Media Management</p> <p>2.2 Origin & growth of media management Media as an industry & profession</p> <p>2.3 Types of media management, organizational structure of various media</p>

Module 3 (Credit 1)	Title of Module : Government policy and media
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To understand the government policy and structure of media
Content Outline	<p>3.1 Government Media Organization: Publication Division, Photo Division, PIB, Film Division & CBFC</p> <p>3.2 Doordarshan : organizational structure Three tier service system of DD (National, Regional and Local)</p> <p>3.3 Role of DD in national development (SITE project and Educational TV)</p> <p>3.4 Educational Media: Gyan Darshan, EduSAT, DD news and news based programs. Origin and development of Radio in India</p> <p>3.5 Development of public broadcasting in India Prasar Bharti</p>
Module 4 (Credit 1)	Title of Module: Media Ownership
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To understand the types of media ownership and structure
Content Outline	<p>4.1 Types of media ownership patterns in India- Chain, Cross media, conglomerate and vertical integration</p> <p>4.2 Structure of media ownership</p> <p>4.3 Factors affecting the nature of ownership, Effects of ownership</p> <p>4.4 Global trends in ownership & control</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Project on the history of media management

Visit to Doordarshan or Films Division to study organizational structure

Semester End Examination (SEE) Paper pattern: written Exam

References:

- Essential Reading

1. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth Taylor & Francis, Handbook of Media Management, 2005
2. Business & Economics, Springer Nature, 2020
3. Jan LeBlanc, Routledge, Media Management: A Casebook Approach Ann Hollifield, 2015
4. Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997

- Additional Reading

1. J.M. Mrthews, Hospitality marketing & mgt, Avishkar Publisher, (2006)
2. Gunter, Brrie; Media Research Methods: Sage, (2000).
3. Erick, Lawrence Erlbaum associates, (1998).

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Programme Name: MAMM
Proposed Syllabus under NEP
Year of Implementation: 2023-24

Course Category	Major
Level	6.0
Course Title	Corporate Communication
Semester	II
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Corporate communication

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● To Identify various Communications roles within an organization ● To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. ● To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools in a practical way amongst students.
Module 1 (Credit 1)	Title of the Module: Corporate Communication

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To develop basic understanding of the concepts of corporate communication
Content Outline	<p>1.1 Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario.</p> <p>1.2 Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional)</p> <p>1.3 Corporate Reputation & Management: Meaning, Advantages of Good Corporate Reputation</p>
Module 2 (Credit 1)	Title of Module: Understanding Public Relations
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To develop basic understanding of the concepts of public relations
Content Outline	<p>2.1 Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business.</p> <p>2.2 Tracing Growth of Public Relations, in India, Internal and External PR.</p> <p>2.3 Reasons for Emerging International Public Relations. Advantages and disadvantages of Public Relations Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.</p>
Module 3 (Credit 1)	Title of module: Functions of Corporate Communication
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To develop brief understanding of crisis communication in PR and case studies.

Content Outline	<p>3.1 Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations, Media analysis and evaluation.</p> <p>3.2 Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications Program</p> <p>3.3 Role of Management in Employee Communications</p> <p>3.4 Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc.</p>
Module 4 (Credit 1) Title of Module: Technology & Role of social media in Corporate Communication	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand the importance of technology used in corporate communication ● To understand role of social media in public relation.
Content Outline	<p>4.1 Introduction, Today's Communication Technology,</p> <p>4.2 Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.</p> <p>4.3 Website, Online press release, Article marketing, Online newsletters, Blogs.</p> <p>4.4 Role of social media as Influential marketing, identifying brand threats, influence journalist's stories, Viral marketing, and interacting, storytelling</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Planning for a dummy Crisis Management and its presentation

Writing a press release

PPT of Corporate Communication tools used by some eminent business houses

Semester End Examination (SEE) Paper pattern: Written Exam

References:

- Essential Reading
 1. Butterick, Keith. *Introducing Public Relations*, Introducing Public Relations. New Delhi, India: Sage Publications India Pvt Ltd, New Delhi, (2012).
 2. Dhar, Neemo, *Public Relations and Corporate Communication*. Makhnalal, Bhopal, India: (2014).
 3. Paul A Argentic, Janis Forman, *The Power of Corporate Communication: Crafting the Voice and Image of Your Business*, McGraw Hill Professional, New York, (2002).
 4. Joep Cornelissen, *Corporate Communication: A Guide to Theory and Practice*, SAGE publications, (2014).
- Additional Reading
 1. Center, Allen H. Jackson, Patrick. Smith, Stacey. Stansberry, Frank R, *Public Relations*, Pearson Education International, (2008).
 2. Cees B.M. Van Riel, Charles J. Formburn, *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*, Routledge, (2007).
 3. Sandra Oliver, *A Handbook of Corporate Communication and Public Relations*, Routledge, (2004).

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)
Programme Name: MAMM
Proposed Syllabus under NEP
Year of Implementation: 2023-24

Course Category	Major
Level	6.0
Course Title	Media Ethics
Semester	II
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Media Ethics

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● The learners will understand and observe the importance of ethics in media. ● Make ethical decisions regarding media, whether as providers or consumers, professionals or non-professionals, or as mere users of social media ● Understand the ethical obligations that media providers have towards society
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Module 1 (Credit 1)	Title of the Module: Ethical issues in Indian media
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● Understand and observe the importance of ethics in media.
Content Outline	1.1 Concept, Characteristics, Importance and ethics 1.2 Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)
Module 2 (Credit 1)	Title of Module: Ethics in advertising
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To Understand the code of conduct in advertising
Content Outline	2.1 Ethics in Advertising: Major and Minor ethical issues in Indian Advertising, Religious minorities, Racial minorities, Ethnic group, Cultural minorities, Senior citizens, Children, Women, LBGT. 2.2 Advertising of controversial products, Surrogate and subliminal advertising, Political advertising, Manipulation of advertising research. 2.3 Bodies helping to maintain a code of ethical conduct in media- ASCI, AAI, BCCC, IBF, Centre board for films, Press council.
Module 3 (Credit 1)	Title of Module: Ethics in journalism
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To Understand the code of conduct in advertising

Content Outline	3.1 Ethics of Journalism: Ethical responsibility of Journalist-Code of Conduct for journalist, conflict of interest, misrepresentation, shock value. 3.2 Fake News- Post -truth and challenges of fighting fake news, Techniques of fact verification, Discussion of importance of ethics in the era of TRP 3.3 Conflict of interest, paid news, trial by media, 3.4 fakery and fabrication of news, yellow journalism
Module 4 (Credit 1)	Title of Module: Media: Rules, Regulation & Guidelines
	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To learn nature, role and important aspects of media ethics
Content Outline	4.1 TRAI, BRAC private treaties 4.2 Press council of India 4.3 Ministry of Information and Broadcasting 4.4 Adversarial Journalism 4.5 Media codes of ethics in the digital age, Human Rights

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Group discussion media rule Regulation and PCI

Presentation on case studies of various media organizational bodies

Semester End Examination (SEE) Paper pattern: Written Exam

References:

- Essential Reading
 1. Fred Brown, Cindy Kelley, Media Ethics: A Guide for Professional Conduct, Kelley, Tony Peterson Society of Professional Journalists, (2020).
 2. Stephen J. A. Global Media Ethics: Problems and Perspectives, Ward John Wiley & Sons, (2013).
 3. Kelly McBride, The New Ethics of Journalism: Principles for the 21st Century, Tom Rosenstiel CQ Press, (2013).

- Additional Reading

1. Stephen J. A. Ethics and the Media: An Introduction, Ward Cambridge University Press, (2020).
- Majed Almutairi, The Role of Ethics in Advertising and the Effects of Social Media, Grin Verlag, (2014).
- Thomas Bivins, Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism Routledge, (2017).

SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)

Programme Name: **MAMM**

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Electives
Level	6.0
Course Title	Film Studies
Semester	II
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Film Studies

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none">● To Understand the Process of film making. (Understanding)● To encompass the knowledge from various format to the most effective.● To critically analyze the films of today. (Analyze)● To employ knowledge to be better mass communicators utilizing film as medium. (Apply)
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Module 1 (Credit 1)	Title of the Module: Journey of films
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To understand & learn the History of Films
Content Outline	1.1 Journey of Films Early Films (Birth) Silent Era Talkie Films Aesthetic Progression till 2000 1.2 Different types of films (Documentary, corporate films, Voxpop, Animation, short Films, Features and promos)
Module 2 (Credit 1)	Title of Module: Major film makers & their styles across India
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To Learn the art of story-telling and film making
Content Outline	2.1 Major film makers & their styles across India e.g., Raj Kapoor, V. Shantaram, Govind Nihalani, K. Balachander, K. Vishwanath. Genres in Cinema – Action, Rom-com, Melodrama, Musical, Horror, Thriller etc.
Module 3 (Credit 1)	Title of Module: Celluloid to digital film making
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● Learn the practical aspects of film making from scratch to release
Content Outline	3.1 Celluloid to Digital Film Making & Release Contemporary Era Aspects of Film Grammar, Technology and Art 3.2 Pre- Production: ROI – Financial Planning, Writing, Cast & Crew Actual Production – Shooting stage. (Direction - Framing, Cinematography, Art Direction etc.)

	3.3 Post Production (Editing, Dubbing, VFX, Re-recording, Mixing till Censors Business of Films Distribution, Marketing, Branding to Release (Theatrical, Satellite, Home Video, Internet & OTT)
Module 4 (Credit 1)	Title of Module: Film Trade bodies
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> ● To Understand Film Culture ● To learn various trade bodies & associations
zContent Outline	4.1 Important Film Trade Bodies, Associations, Awards, Festivals. 4.2 FWICE, IFTDA, SGI, WICA, CBFC, NFDC, DFF, FILMS DIVISION, NFA, IFFI etc.

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Making documentary or short film with the use of minimal resources.

Write reviews of film seen by them as per syllabus

Script writing assignments

Semester End Examination (SEE) Paper pattern: Written Exam

References:

- Essential Reading
 1. May Adadol Ingawanji, Benjamin McKay, Glimpses of Cinema Hardcover, Southeast Asia Program Publications, (2011).
 2. Parragon Books, Great Movies 100 Years of Cinema Hardcover, Parragon, (2015).
 3. Russell F. Proctor II, Communication in Film, (1997).
- Additional Reading
 1. Nicole Richter, The Moving Image: A Complete Introduction to Film, Cognella, Inc, India, (2018).
 2. Rakesh Bakshi, Directors' Diaries: The Road to Their First Film, HarperCollins, (2015).

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)
Programme Name: **MAMM**
Proposed Syllabus under NEP
Year of Implementation: 2023-24

Course Category	Major
Level	6.0
Course Title	Broadcast Media
Semester	II
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: Broadcast Media

Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none"> ● To learn technical aspects of Radio and T.V ● To learn writing scripts for audio visual medium.
Module 1 (Credit 1)	Title of the Module: History & Development of Broadcast Journalism
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> ● Acquire the knowledge of functions, history and development of Television and Radio Journalism in India
Content Outline	<p>1.1 Brief History, Evolution & development of Radio journalism- Globally & in India</p> <p>1.2 Brief History of the development of TV journalism- Globally & in India.</p> <p>1.3 Emerging Trends- Doordarshan - News; Entertainment, Culture, Sports & Films.</p> <p>1.4 Private & Satellite channels</p> <p>1.5 Growth of Private International, National & Regional TV Networks & fierce. competition for ratings.</p> <p>1.6 All India Radio- Organizational structure.</p> <p>1.7 Private FM Channels, Digital broadcast & Satellite radio</p> <p>1.8 Autonomy of Expansion of Private FM Radio channels</p>
Module 2 (Credit 1)	Title of Module: Writing for Broadcast Media
Learning Outcomes	<ul style="list-style-type: none"> ● To Draft/write scripts for Television and Radio news format
Content Outline	<p>2.1 Research in Broadcast. Broadcast News Vocabulary.</p> <p>2.2 Genres: Sports, Current Affairs, Lifestyle etc.</p> <p>2.3 Preparation of Audio and Video briefs- Idea generation, Scripting, Storyboard.</p> <p>2.4 Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV.</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Internal Examination

Drafting scripts for Radio and TV

Draft a Radio or TV News brief

Semester End Examination (SEE) Paper pattern: Written Exam

References:

A. Essential Reading

1. S.C. Bhatt, Broadcast Journalism –Basic Principles, New Delhi 2007
2. Rick Thompson- Writing for Broadcast Journalists, November 2004
3. Peter Stewart, Ray Alexander, Broadcast Journalism- Techniques of Radio and Television News 2021

B Additional Reading

1. Robert Thompson, Cindy Malone-The Broadcast Journalism Handbook: A Television News Survival Guide-2003

SEVA MANDAL EDUCATION SOCIETY'S

SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)

Programme Name: **MAMM**

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	OJT
Level	6.0
Course Title	Internship
Semester	II
Course Credit	4
No. of Lecture per week	Practical
Marks of Comprehensive Continuous Evaluation	
Marks of Semester End Examination	100

Objectives:

This course will enable students to:

1. Offer a 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.

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 semester II 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
- d. Feedback form & log sheet filled by the employer

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