

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

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| Course Category | Major |
| Level | 4.5 |
| Course Title | Introduction to Mass Communication |
| Semester | I |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Introduction to Mass Communication

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| Course Outcomes | <p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ➤ Understand basic concepts of communication. ➤ will be able to make effective oral presentations on a variety of topics in public settings. |
| Module 1 (Credit 1) | Title of the Module: Concept of Mass Communication |

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| <p>Learning Outcomes</p> <p><i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i></p> | <p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To understand the process of communication ● To have better understanding of concept and models of mass communication |
| <p>Content Outline</p> | <p>1.1 Definition, characteristics, scope, Evolution of mass communication and models of mass Communication.</p> <p>1.2 (Two-step flow of communication, Magic bullet theory, Cultivation theory)</p> |
| <p>Module 2 (Credit 1) Title of the Module: Need, Importance and Functions of Mass Communication</p> | |
| <p>Learning Outcomes</p> <p><i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i></p> | <p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● To recognize the need and importance of Mass communication. ● To understand functions of mass communication in present day society. |
| <p>Content Outline</p> | <p>2.1 Need and importance of mass communication Role of Technology Functions.</p> <p>2.2 Information, instruction, entertainment, surveillance, linkage, transmission of values, cultural integration.</p> |

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| <p>Module 3 (Credit 1) Title of the Module: History & Development of Mass communication</p> | |
| <p>Learning Outcomes</p> | <p>After learning the module, learners will be able to</p> |

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| <p><i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i></p> | <ul style="list-style-type: none"> ● To know how technology constitutes a medium of mass communication. ● To examine how Media and its Audiences are related with each other |
| <p>Content Outline</p> | <p>3.1 History of Print & electronic media Concept of audiences and their access and usage of different media: Newspapers Films 3.2 Radio Television Magazines and Journals Computer/Internet E-books and E- magazines Social Media</p> |
| <p>Module 4 (Credit 1) Title of the Module: Media and Society-Values and social development</p> | |
| <p>Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i></p> | <p>After learning the module, learners will be able to To understand how Members of the Society creates and consumes media.</p> |
| <p>Content Outline</p> | <p>4.1 Media & socialization Process and agents of Socialization Impact of mass media on process of socialization Media as a powerful agent of socialization 4.2 Media & Minority Rights Media & violence</p> |

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

- Group project documenting functionality of any one mass media.
- Assignment On understanding uses and media preferences of particular audiences and presentation in the class.

- Street play on role of media or comment on media in society.

B. External Examination: Written exam

References:

Essential Reading:

1. Andal, 2004, Communication Theories and Models, Himalayan publishing House, Mumbai
2. Narula, Uma, 2009, Mass Communication Theory & Practice, Haranand, Mumbai.
3. Dominick, Joseph R., 1996, Dynamics of Mass communication.
4. Denis Mc Quail, 2010, Mc Quail's Mass Communication theory; Sage Publications
5. Melvin L. Defleur, 1981, Understanding mass communication; Houghton Mifflin Company.
6. Brent D. Ruben Richard W. Budd, 1987, Beyond Media: New approaches to mass communication; Transaction Publishers
7. Richard Harris, Lawrence Erlbaum, 2004 A Cognitive psychology of mass communication

Additional Reading

1. Mary B Cassata, 1979, Mass Communication: Principles and Practices, New York,
2. Michael gurevitch, tony Bennett, James Curran, Janet woollacott 1983. Culture, Society and Media –London. Methuen & Co. Ltd
3. De Fleur, Melvin & Dennis, Everett, November 1993, *Understanding Mass Communication*

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

Programme Name: Bachelor of Arts in Mass Media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

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|---|--------------------------------------|
| Course Category | Open/General Elective |
| Level | 4.5 |
| Course Title | Management Studies and Events |
| Semester | I |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Management Studies and Events

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| Course Outcomes | After going through the course, learners will be able to <ul style="list-style-type: none"> ● Have a basic understanding fundamentals of Management so as to develop base for a professional approach. ● How to plan and manage events |
| Module 1 (Credit 1) | Title of the Module: Introduction to management |
| Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i> | After learning the module, learners will be able to <ul style="list-style-type: none"> ● learn the basics of Management studies ● Understand the levels of management |
| Content Outline | 1.1 Introduction to Management_Definitions, Features of management, 1.2 Management as an art, science and profession, Levels of management |
| Module 2 (Credit 1) | Title of the Module: Principles and functions of management |
| Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i> | After learning the module, learners will be able to <ul style="list-style-type: none"> ● To understand role of marketing and HR in the management arena. ● Students will learn functions and process of management. |

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| Content Outline | <p>2.1 Functions of management Planning- Role, meaning, Importance, Process, MBO Organizing- Role, meaning, Importance,</p> <p>2.2 Types of organizations- line, staff, lined staff, committee, matrix Coordinating, Motivating, Communication, Controlling Human Resource Management- Importance of human resource in management</p> <p>2.3 Marketing Management- Media marketing, Social marketing</p> |
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| Module 3 (Credit 1) Title of the Module: Event Management | |
| Learning Outcomes <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i> | <p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • understand planning, execution and management of events. • understand different kinds of events |
| Content Outline | <p>3.1 Types of events, scope & its role. Event logistics (includes sound, light, catering, laws etc.)</p> <p>3.2 Events & Marketing- Role of events in the promotional mix (i.e. advertisement, public relations, publicity, promoting product)</p> |
| Module 4 (Credit 1) Title of the Module: Scope of event management | |
| Learning Outcomes <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i> | <p>Students will Be able to plan and execute an event based on various steps involved in event management</p> |

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| Content Outline | <p>4.1 Modern event management scenario</p> <p>Rules, regulations, permission, governing laws for organizing events</p> <p>4.2 Major events related to media industry in India and event management companies</p> <p>Role of event planner</p> |
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

- Case studies on national and international level events.
- Presentation on importance of management on day to day life.
- Assignment on various types of planning and marketing strategies for an event.

Semester End Examination (SEE) Paper pattern: Written exam

References:

Essential Reading

1. Tulsian P C , 2008– Business Organization & Management
2. Prasad L.M.1987, Principle of Management
3. Anton Shone & Bryn Parry Successful Event Management
4. Udai Pareek, 1997, Understanding Organisational /Behaviour, Oxford Publication
5. Mishra : Organizational Behaviour

Additional Reading

1. Mirza Saiyadain : Organizational Behaviour
2. Chandan : Organizational Behaviour, Vikas
3. Helga Drummond : Organizational Behaviour, Oxford

SEVA MANDAL EDUCATION SOCIETY'S
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Programme Name: Bachelor of Arts in Mass Media
Proposed Syllabus under NEP
Year of Implementation: 2023-24

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|---|-----------------------------|
| Course Category | Major |
| Level | 4.5 |
| Course Title | Indian Social System |
| Semester | I |
| Course Credit | 2 |
| No. of Lecture per week | 2 |
| Marks of Comprehensive Continuous Evaluation | |
| Marks of Semester End Examination | 50 |

Course Title: Indian Social System

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| Course Outcomes | <p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ➤ provides initial knowledge about society, social life and social interactions ➤ learn about institutions, folkways, mores, culture, social control, social inequality, population composition, population policy, society |
| Module 1 (Credit 1) | Title of the Module: Social system and Society |
| Learning Outcomes <i>(Specific related to the</i> | After learning the module, learners will be able to |

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| <p><i>module..</i> <i>e.g. Define,</i> <i>Differentiate, Carry out, Design, etc. ...)</i></p> | <ul style="list-style-type: none"> ● understand set up of Indian Social system ● have better understanding of norms, values and social institutions |
| <p>Content Outline</p> | <p>1.1 Evolution of Indian Society: Traditional bases of Indian Society Unity and Diversity in India India as a Pluralistic Society.</p> <p>1.2 Structure of Human Society- Social groups, Social Structure</p> <p>1.3 Basic Social Institutions Marriage, Family and Kinship, Religion, Economy, Education</p> |
| <p>Module 2 (Credit 1) Title of the Module: Social Change and Social Movements</p> | |
| <p>Learning Outcomes <i>(Specific related to the module..</i> <i>e.g. Define,</i> <i>Differentiate, Carry out, Design, etc. ...)</i></p> | <p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● learn how social movements create social change in the society ● briefly explain how social change initiates a social movement. |
| <p>Content Outline</p> | <p>2.1 Social Movement Stages of Social Movement Types of social movement, social change Collective Behavior, Crowd</p> <p>2.2 Social Change- Role of technology in bringing social change. Importance of Modernization in relation to social change</p> |

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

- Class presentation on social institutions
- Individual project on research on a trending social movement
- Assignment on understanding existent social control mechanisms.

Semester End Examination (SEE) Paper pattern:

References:

Essential Reading

- Ram Ahuja , 2018, Indian Social System Rawat Publications, New Delhi.
- Ram Ahuja,1992 Social Problems in India. Rawat Publications, New Delhi.
- M.N. Srinivas,1969 : Indian Social Structure, Hindustan Public Corporation (India) , Delhi.
- Patricia Uberoi (Ed) 1993,: Family, Kinship And Marriages in India, Oxford University Press, New Delhi.

Additional Reading

- S. C. Dubey, 2005, Indian Society National Book Trust, India, New Delhi.
- David Mandlebaum ,2016,Society in India,Popular Prakasan, Bombay.
- Victor S D' Souza Inequality and its Perpetuation, Manohar Publications, New Delhi.

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Programme Name: Bachelor of Arts in Mass Media
Proposed Syllabus under NEP
Year of Implementation: 2023-24

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|---|------------------------------------|
| Course Category | Vocational Enhancement |
| Level | 4.5 |
| Course Title | Introduction to Photography |
| Semester | Sem 1 |
| Course Credit | 2 |
| No. of Lecture per week | 2 |
| Marks of Comprehensive Continuous Evaluation | |
| Marks of Semester End Examination | 50 |

Course Title: Introduction to Photography

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| Course Outcomes | <p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Gain basic knowledge of computers. • Application of computers in other subjects. • Do research work and obtain information for presentations through internet. <p>Prepare documentation & PowerPoint presentations.</p> |
| Module 1 (Credit 1) | Title of the Module: Handling Camera and its accessories |
| Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i> | To become proficient at the technical aspect of photographing with a digital camera. |

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| Content Outline | <ul style="list-style-type: none"> • A History of Photography and the Camera, Black and White Photography, Analog photography, DSLR Camera • Types of cameras and camera lenses- their uses and functions Apertures- f number and their effects Manual and auto focus. • Basic lighting for photography Essential accessories- filters, converters, flashgun, tripod, Memory card, Charger |
| Module 2 (Credit 1) | Title of the Module: Learning types of photography |
| Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i> | To develop and practice skills using digital photography |
| Content Outline | <ul style="list-style-type: none"> • Rules of Composition • Landscape • People • Events • Photo Journalism • Food Photography • New Born baby's photoshoot |

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

- Scrap book with collection of Photographs cropped from newspaper and Magazine
- Screen shots captured of a movie
- Shooting, i.e. actual working on given topics or themes.

Semester End Examination (SEE) Paper pattern: Written Exam

References:

A. Essential Reading

1. Freeman Patterson, 1989, Photography and the Art of Seeing
2. DK 15 July 2016, The Beginner's Photography Guide
3. David Bate, 2016, The art of photography
4. Collins Books series: 2019, Pentax Inc.
5. Minolta, 1989, Photographer's handbook

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Year of Implementation: 2023-24

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|---|----------------------------------|
| Course Category | Skill Enhancement |
| Level | 4.5 |
| Course Title | Introduction to Computers |
| Semester | Sem 1 |
| Course Credit | 2 |
| No. of Lecture per week | 2 |
| Marks of Comprehensive Continuous Evaluation | |
| Marks of Semester End Examination | 50 |

Course Title: Introduction to Computers

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| <p>Course Outcomes</p> | <p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● Gain basic knowledge of computers. ● Application of computers in other subjects. ● Do research work and obtain information for presentations through internet. ● Prepare documentation & PowerPoint presentations. |
| <p>Module 1 (Credit 1) Title of the Module: Basic of Computer, Hardware software, Internet</p> | |
| <p>Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i></p> | <p>After learning the module, learners will be able to understand</p> <ul style="list-style-type: none"> ● Basics of Computer Software and Hardware ● Networking, LAN, MAN, WAN, Internet. ● Input, Output and Storage Devices. |
| <p>Content Outline</p> | <p>1.1 Evolution, Advantages and Disadvantages Features-Hardware and Software, Networking, LAN, MAN, WAN, Internet.</p> <p>1.2 Input, Output and Storage Devices. Input, Output Devices- Keyboard, Monitor Joystick, MICR, Scanner, Digital Camera Output Devices- Monitor, Printer (Impact and Non-Impact Printers - Character Printer, Continuous Character Printers, Golf Ball- Daisy Wheel-Dot Matrix- Line-Page- Inkjet- Drum-Band-Laser Printer), Plotters, Speakers.</p> <p>1.3 Storage Devices - Punch Card, Floppy Disk, Winchester Disk (Hard Disk), Compact Disk, Magnetic Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive.</p> |
| <p>Module 2 (Credit 1) Title of the Module: Microsoft Office</p> | |

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| <p>Learning Outcomes</p> <p><i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i></p> | <p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Do research work and obtain information for presentations through internet. • Prepare documentation & PowerPoint presentations Packages • Create Different Types of Slide layouts, Slide View, Slide Sorter View & Slide Show. • Create Templates and Backgrounds • Do Transition & Custom Animation Effects. • Record Voice in Presentation. |
| <p>Content Outline</p> | <p>2.1 Role and importance of Presentation. Presentation Packages. Overview of Presentation Packages. Different Types of Slide layouts.</p> <p>2.2 Slide View, Slide Sorter View & Slide Show. Buttons, Setup Show, Applying Design. Templates and Backgrounds.</p> <p>2.3 Transition & Custom Animation Effects. Recording Voice in Presentation. Electronic Presentations</p> |

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

- Power point presentation, Writing Emails, Preparing CVs
- Creating Email Ids, Downloading images, videos, and study materials
- Assignment on using Corel Draw and Photoshop to design things like posters banners, visiting cards etc Online banners and Pop up ads

Semester End Examination (SEE) Paper pattern: Written exam

References:

Essential Reading

1. Peter Shirley and Steve Marschner, 2005, Fundamentals of Computer Graphics
2. Marlin Thomas, 2000, Basics of computers :Review of Second Edition
3. Balagurusamy 2019, Fundamentals of Computers

Additional Reading

1. Ron White 2014, How computers work?
2. Gralla, 2019, How The Internet Works ?

SEVA MANDAL EDUCATION SOCIETY'S

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

(AUTONOMOUS)

Programme Name: Masters of Arts in Mass Media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

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|---|---|
| Course Category | Major- Mandatory |
| Level | 6.0 |
| Course Title | Mass Communication and Media Studies |
| Semester | 1 |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Mass Communication and Media Studies

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| Course Outcomes | After learning the subject, learners will be able to <ul style="list-style-type: none">• Learn concepts of communication, mass communication and forms of mass communication.• Learn the inter-connection of mass communication & society |
| Module 1 (Credit 1) | Title of the Module: Introduction to Mass Communication and Media Studies |

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| Learning Outcomes | After learning the module, learners will be able to <ul style="list-style-type: none"> • get better understanding on concepts of mass communication • relate the connection of media with society. |
| Content Outline | 1.1 History of Communication and mass communication, Relevance of Media Studies in Contemporary Times. Historical perspectives to media studies 1.2 Forms of communications-oral, print, theatrical, photographic, broadcast, cinematic, and digital forms 1.3 The inter connection between Mass Society and culture |
| Module 2 (Credit 1) | Title of the Module: Media theories and perspectives |
| Learning Outcomes | After learning the module, learners will be able to <ul style="list-style-type: none"> • Will get to learn different forms of mass communication theories. |
| Content Outline | 2.Mass Communication theories- Media Dependency theory Gate keeping and Framing theory Agenda Setting Theory Harold Innis- Bias of Communication Lazarsfeld Theory-Two step flow |

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| Module 3 (Credit 1) | Title of the Module: Print, Electronic and Social Media |
| Learning outcomes | <ul style="list-style-type: none"> • To understand the nuances of Print, electronic and Social media • To learn the historical development and growth from print to new media |

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| Content Outline | <p>3.1 Print media: History and development of Print Media. News Value and News Sources. Reporting and Editing for Print Media Advertising –History and growth</p> <p>3.2 Electronic Media: Brief history of radio and television Public and private radio systems and television networks.</p> <p>3.3 Introduction to New Media Social media platforms. the role and power of media in society in influencing our social values, political beliefs, identities and behaviors.</p> |
| Module 4 (Credit 1) | Title of the Module: Intra-cultural and international Communication |
| Learning Outcomes | <ul style="list-style-type: none"> • To understand the cross- cultural communication. • To learn the different laws related to media. |
| Content Outline | <p>4.1 Intercultural and International communication</p> <p>4.2 Media Laws and ethics</p> <p>4.3 Development communication</p> <p>4.4 Environment communication</p> <p>4.5 Media and Society</p> <p>4.6 Advertising and Marketing</p> |

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

- Report/Script, writing/Making, Advertisements, Creating Facebook, Instagram and Twitter handles
- Report on laws pertaining to media in various countries

Semester End Examination (SEE) Paper pattern:

Written exam

References:

Baran and Davis, Thomas- Wadsworth(2000), Mass Communication Theory

Susan Sontag., 2008, On Photography. London: Penguin

John Berger, 2008, Ways of Seeing. London: Penguin

McQuail, Denis. 2010, McQuail's Mass Communication Theory. Sixth Ed.

SEVA MANDAL EDUCATION SOCIETY'S

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

Programme Name Masters of Arts in Mass Media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

| | |
|---|-----------------------------------|
| Course Category | Major- Mandatory |
| Level | 6.0 |
| Course Title | Journalism and Print media |
| Semester | 1 |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Journalism and Print media

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| Course Outcome Learners will develop better understanding of history and development of journalism in the global and the Indian context. | |
| Module 1 (Credit 1) Title of the Module: Introduction to Journalism | |
| Learning Outcomes | <ul style="list-style-type: none">• To learn the basic concepts of journalism the roles and duties of a journalist• To have better understanding of the legal and moral implications of their work. |
| Content Outline | <p>1.1 Definition of journalism, Nature, Scope, Functions, Principles, contents, techniques, target audiences, languages and the economics of journalism.</p> <p>1.2 Origin, evolution, traditions and most significant models of journalism News Agencies the Journalistic genres. Selection and evaluation of information. Profile of the journalist and characteristics of the work of a journalist. Systems of information sources.</p> |
| Module 2 (Credit 1) Title of the Module: Regional Language Journalism | |
| Learning Outcomes | <ul style="list-style-type: none">• To learn structure of Indian press• To understand the role of regional press in India. |

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| Content Outline | 2.1 Brief History of the Press in India, Indian Press after Independence, The Structure and Nature of the Indian Press, Rural press in India, Language Press in India, Bengali journalism, Urdu journalism, Marathi Journalism, Hindi Journalism, Malayalam Journalism, Gujarati journalism |
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| Module 3 (Credit 1) | Title of the Module: Introduction to print media |
| Learning Outcomes | <ul style="list-style-type: none"> To learn the principles and method of different journalistic writing |
| Content Outline | <p>3.1 Newspapers, Magazines, Newsletters, Brochures, Posters., Newspaper layout</p> <p>3.2 Journalistic writing, The Difference between Creative Writing and Journalism, Feature Stories, Editorials. News: Meaning, Definitions. News Values, Kinds of News. Principles of News Writing. Methods of Writing a News Story.</p> <p>3.3 Inverted pyramid structure, Headline Leads: Types of Leads. Sources of News. Qualifications of a Reporter.</p> <p>3.4 Reporting, News writing skills for covering Conference, Seminar, Press Conference, Press Releases. Writing Interview Stories</p> |
| Module 4 (Credit 1) | Title of the Module: Trends in Journalism |
| Learning Outcomes | <ul style="list-style-type: none"> To have a better understanding of how journalists and news organizations are using emerging forms of social media and mobile platforms. To help students understand the principles and practice of photography in journalism |

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| Content Outline | <p>4.1 Journalism, Tabloid Journalism.</p> <p>4.2 Branding of News using beats, Lifestyle.</p> <p>4.3 Photo Journalism: Basic Concepts of photography and photo editing Fields of Photojournalism, Digital Photography, Camera Topology and Operations.</p> |
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

- PowerPoint presentation on models of journalism
- Case study regional language newspapers
- Write a news report and press release

Semester End Examination (SEE) Paper pattern:

Written exam

References:

Essential Reading

Mazumdar, Aurobindo, 1993, Indian Press and Freedom Struggle, Orient Longman

Vir Bala Aggarwal, 2006, Essentials of Practical Journalism, Concept publication Company

Pramod K. Sinha, 2007, Elements of electronic Media, Kanishka Publishers

Davis, Anthony, Heinemann, 1988, Magazine Journalism Today

Natarajan, S. 1962, A History of the Press in India, Asia Publishing House, Bombay

Natarajan, 1955 History of Indian Journalism, Publishing Division, New Delhi

Rayudu C S and Nageswara Rao 2010, Mass Media Laws and Regulations, Himalaya Publishing House

Ahuja B N: 2009, History of Press Laws & Communications, Surjeet Publications, Delhi.

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

(AUTONOMOUS)

Programme Name: Masters of Arts in Mass Media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

| | |
|---|---|
| Course Category | Major- Mandatory |
| Level | 6.0 |
| Course Title | Integrated Marketing Communication |
| Semester | 1 |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Integrated Marketing Communication

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| Course Outcome | To prepare students for the contemporary digital media world with regard to communication and marketing |
| Module 1 (Credit 1) | Title of the Module: Integrated Marketing Communication: |
| Learning Outcomes | To learn concepts of IMC, analytics and marketing communication process and models |
| Content Outline | 1.1 Meaning of IMC, Features of IMC, Objectives of IMC Evolution of IMC, Reasons for Growth of IMC. 1.2 Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing, DAGMAR, Communication process, Traditional and alternative Response Hierarchy Models. |
| Module 2 (Credit 1) | Title of the Module: Digital/Direct Marketing and Management |
| Learning Outcomes | To learn key concepts of Digital Media management |
| Content Outline | 2.1 Introduction to Digital Media: Understanding Digital Media, Principles, Key Concepts and Marketing Objectives, Evolution of the Internet, Traditional and Digital Marketing Content Writing: Blog, Microblog, Mobile |

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| Module 3 (Credit 1) | Title of the Module: Accounts Planning and Management and campaign designing |
| Learning Outcomes | To learn the Global context of IMC and its creation To be able to Identify the core factors that need to be examined for understanding consumer behavior. |

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| Content Outline | 3.1 Introduction and Need for accounts planning 3.2 Introduction and Need for accounts planning 3.3 THE PITCH PROCESS: What is a pitch? The process of pitching, Preparation required, Teams involved, coming up with a strategy, Creating a brief, Campaign idea, Campaign plan |
| Module 4 (Credit 1) | Title of the Module: Trends in Advertising |
| Learning Outcomes | To have better understanding of concepts related to advertising and its role in IMC. To learn the types of advertising |
| Content Outline | 4.1 Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. |

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

- Comparative case study on past and contemporary Indian advertisement
- Design a campaign for any social cause or hypothetical commercial product
- Class exercise on budgeting and account planning
- Creating advertisement using different media

Semester End Examination (SEE) Paper pattern: Written exam

References:

1. Bovee, Courtland L. 1995, Advertising excellence., McGraw Hill Inc, New York.
2. Duncan, Tom, 2005, Principles of Advertising and IMC, , Tata-McGraw Hill, Second Edition New Delhi.
3. Lancaster G and Paul Reynolds, 2003, Introduction to marketing- A step-by-step guide to all the tools of Marketing, Crest Publishing House, New Delhi.
4. Percy Larry,2016, Strategic Integrated Marketing Communication: Theory and Practice
5. Rege, G.M, 1972,Advertising Art and Ideas. Ashutosh Prakashan, Mumbai.
6. Rosenberg, Jerry M. 1995,Dictionary of Marketing and Advertising, New York.
7. Sandage, C H; Fryburger, Vernon; Rotzoll, Kim, 1996, Advertising: theory and practice. Publisher: India: Virender Kumar Arya

SEVA MANDAL EDUCATION SOCIETY'S

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

(AUTONOMOUS)

Programme Name: Masters of Arts in mass media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

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|---|---------------------------------|
| Course Category | Major- Electives |
| Level | 6.0 |
| Course Title | Audio -Visual Production |
| Semester | 1 |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Audio -Visual Production

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| Course Outcome Students will learn how to create quality audio, video, and/or work using current and evolving technologies while learning the production process for radio, television, film, and online content. | |
| Module 1 (Credit 1) Title of the Module: Audio - Production | |
| Learning Outcomes | To learn Importance of Sound and Sound SFX |
| Content Outline | 1.1 Learn about the basic of sound Understand the nature of sound and recording devices Learn the basics of sync sound, mixing console, analog v/s digital workflow Understand the need for sound and importance of sound in film. 1.2 Introduction to Sound: Types of Sound: Natural, Ambient, Recorded, The Studio Setup, Types of recording- Tape Recording, Digital, Recording, |
| Module 2 (Credit 1) Title of the Module: Visual Production | |
| Learning Outcomes | To learn different TV formats & Digital video |
| Content Outline | 2.1 Operational Expose to the latest digital audio-video technologies, Photo and Video |

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| Module 3 (Credit 1) Title of the Module: Editing & Post production | |
| Learning Outcomes | <ul style="list-style-type: none">● To learn how to make a movie, digital video.● To learn editing of audio-video and produce a final movie Export movie and burn to a disc. |

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| Content Outline | 3.1 Editing, (Tempo, Pace, rhythm, types of transitions- cuts, fades, dissolve) 3.2 ASSEMBLING AV- Merging audio with visual, packaging, |
| Module 4 (Credit 1) | Title of the Module: Animation/Multimedia |
| Learning Outcomes | To learn 3D modelling and post production techniques |
| Content Outline | 4.1 3D modelling/Texturing/Lighting/Animation Post- production |

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

- Exercises in sound recording, dubbing and music videos
- Create a AV film (5-7 minutes)
- Create a movie
- 3D Commercial advertisement of 30 seconds

Semester End Examination (SEE) Paper pattern: Written exam

References:

Walter Murch , 1995, In the Blink of an Eye: A Perspective on Film Editing

Maxim Jago ,2015 ,Adobe Premiere Pro CC Classroom in a Book

Walter Murch, Some Procedures for Sound Editing on Videotape: Using JVC Editing Control Unit

Richard Raskin -RM-86U and 6-Channel Mixer MI 5000”

Rick Young ,2018,The Focal Easy Guide to Final Cut Pro X

SEVA MANDAL EDUCATION SOCIETY'S

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

(AUTONOMOUS)

Programme Name: Masters of Arts in mass media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

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|---|----------------------------|
| Course Category | Major-RM |
| Level | 6.0 |
| Course Title | Mass Media Research |
| Semester | 1 |
| Course Credit | 4 |
| No. of Lecture per week | 4 |
| Marks of Comprehensive Continuous Evaluation | 50 |
| Marks of Semester End Examination | 50 |

Course Title: Mass Media Research

Course Outcome The student will understand how to use social medium platforms for marketing.

Module 1 (Credit 1) Title of the Module: Introduction to Mass Media Research

Learning Outcomes
To have better understanding the meaning & types of Research
To understand importance and application of research in mass media.

Content Outline
1.1 Meaning and objectives of research
Role of research in the media
Relevance and scope of mass media research
1.2 Steps involved in research process
Qualitative and Quantitative research
Discovery of research problem identifying dependent and independent variables and developing hypothesis.

Module 2 (Credit 1) Title of the Module: Research Design Sampling

Learning Outcomes
To learn Sampling Methods and techniques

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| Content Outline | <p>2.1 Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design,</p> <p>2.2 Sampling–</p> <p>a) meaning of sample and sampling,</p> <p>b) methods of sampling-</p> <p>i) Non Probability Sampling– Convenient, Judgment, Quota, Snow ball</p> <p>ii) Probability– Simple Random, Stratified, Cluster, Multi Stage</p> |
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| Module 3 (Credit 1) Title of the Module: Data collection and Processing | |
| Learning Outcomes | To have better understanding various kind of Data Collection |
| Content Outline | <p>3.1 Types of data and Sources-Primary and Secondary data sources Methods of collection of primary data:</p> <p>a) Observation</p> <p>b) Experimental</p> <p>c) Interview</p> <p>d) in- depth</p> <p>3.2 a) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</p> <p>b) Survey instrument– Questionnaire designing.</p> |
| Module 4 (Credit 1) Title of the Module: Role of Research in Mass Media | |
| Learning Outcomes | To learn the significance of Research on Mass Media |

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|------------------------|---|
| Content Outline | <p>4.1 Ethics in research. Plagiarism. Readership & circulation survey TRP, RRP Exit polls, Advertising Consumer research Media Analysis, views, news, data and opinion Messages & audience</p> <p>4.2 Role of Research in Media Research in electronic Media Research in Print Media</p> |
|------------------------|---|

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

- Presentation of Research Paper
- Presentation on topics and case studies
- Executing a Research Paper

Semester End Examination (SEE) Paper pattern: Written exam

References:

Essential Reading

1. Neuman, W.L., 2011 ,(Social Research Methods: Qualitative and Quantitative Approaches ,7th edition, International edition, Pearson).
2. Yin, R. K. 2009, Case Study Research: Design and Methods, 4th edition, Sage, Thousand Oaks, CA.
- 3.
4. Kothari, 2004, Research Methodology, Wiley Eastern Ltd.
5. Dixon, Bouma, Atkinson, 1995, A Handbook Of Social Science Research, Oxford University Publications
6. Reffe, Daniel; Lacy, Stephen And Fico, Fred 1998Analysing Media Message:
7. Berger, Arthur Asa, 2000, Media & Communication Research Methods: An introduction to Qualitative & quantative Approaches. Thousand Oaks , Sage Publication

SEVA MANDAL EDUCATION SOCIETY'S

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

(AUTONOMOUS)

Programme Name: Masters of Arts in mass media

Proposed Syllabus under NEP

Year of Implementation: 2023-24

| | |
|---|--|
| Course Category | Major- Mandatory |
| Level | 6.0 |
| Course Title | Introduction to Digital Marketing |
| Semester | 1 |
| Course Credit | 2 |
| No. of Lecture per week | 2 |
| Marks of Comprehensive Continuous Evaluation | |
| Marks of Semester End Examination | 50 |

Course Title: Introduction to Digital Marketing

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|----------------------------|---|
| Course Outcome | The student will understand how to use social medium platforms for marketing. |
| Module 1 (Credit 1) | Title of the Module: Introduction to Digital Marketing |
| Learning Outcomes | <ul style="list-style-type: none"> • To learn about the scope, meaning and opportunities of digital marketing • To understand the difference between the digital marketing and traditional marketing. |
| Content Outline | <p>1.1 Overview, Scope, and opportunity web marketing', 'online marketing' or 'internet marketing'</p> <p>1.2 Digital Marketing: Website, social media like Facebook, Twitter, or Instagram, Business networking sites like LinkedIn, Paid pop-ups / push notification, Blogs.</p> <p>1.3 Advantages of DM over Traditional Marketing</p> |
| Module 2 (Credit 1) | Title of the Module: Web Analytics and Search Engine |
| Learning Outcomes | <p>To learn various terms in metrics & dimensions and understand the google analytics via practical session</p> <p>To have knowledge in keyword search for SEO</p> |
| Content Outline | <p>2.1 Introduction Tracking pixel</p> <p>Google analytics</p> <p>Metrics & Dimensions</p> <p>Practical session</p> <p>2.2 Search Engine & SERP</p> <p>Search Engine Workflow Overview</p> <p>Search Engine Optimization</p> <p>Keyword Research.</p> |

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

- PPT presentations
- Project
- Create reports, try to use different features of Google Analytics to make reports meaningful (features like Metrics groups, more than one report tab in one Custom Report, etc.)
- Keyword Research prepare a set of 40-50 keywords strategically MMP shah's MA in MM should target in their phase

Semester End Examination (SEE) Paper pattern: Written exam

References:

Swaminathan T. N./Karthik Kumar,2019, Digital Marketing: From Fundamentals to Future

Deepa Sayal,2019, Digipedia: The Basic Guide to Digital Marketing and Transformation

Puneet Singh Bhatia,2019, Mobile Marketing

Philip Kotler, 2017, Marketing 4.0: Moving from Traditional to Digital