Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus Framework As Per LOCF

Program: MA in Entertainment, Media, and Advertising
Program Code: RJAPEMA

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THE PREAMBLE

Why MA in Entertainment, Media and Advertising?

Media is a key cornerstone in the growth of modern society. The functions of mass media include dissemination of information, spreading awareness, imparting education and providing entertainment, to name a few. Driven by high demand, competitiveness and government policy support, the media sector has seen unprecedented growth in recent times. With the percolation of media into all walks of life, it is the right time to be a part of this sector and develop proficiency in the same. MAEMA is a 2-year post-graduate programme that encompasses the study of many forms of communication such as advertising, marketing, television, radio, film, events, digital etc. The learners also learn about management and administration aspects of this industry etc. Candidates can also choose from specialisations, such as advertising and marketing or films and television. Media is currently a fulfilling and lucrative career option for Indian youngsters, and applicants with a MAEMA degree have access to a wide range of professional prospects. The course enables the learners to apply conceptual knowledge and the skills gained through hands-on projects ensuring applicability and utility in the domain of society and nation.

Why MA in Entertainment, Media and Advertising at R J College?

We at RJ College believe that theoretical knowledge when supplemented with hands-on projects, cooperative and inclusive learning enables us to impart a firm foundation to our learners. Additionally, under the autonomous status, we have the freedom of altering the syllabus, which enables us to enhance the learning thereby giving an edge to our students. Our initiatives to meet the learning outcome include:

- Project based approach with focus on extensive practical applications of concepts.
- Comprehensive and continuous evaluation with a balance between theoretical, practical, hands-on and research-based methodology is carried out. Learners are given a variety of projects such as documentary making, carrying out marketing research, photography, brand building, developing entrepreneurship skills, designing and printing adverts for magazines and newspapers, etc.
- Periodic guest lectures by eminent professionals in the media and entertainment industry helps bridge the gap between theory and the practical world.
- Alumni engagement with lecture series enabling regular interaction between students

and the alumni of the department.

- Computer lab support is provided assisting in provision of hands-on education for industry focused multimedia softwares.

- Professional visiting faculties who are experts from their respective fields regularly teach subjects such as film production, event management, media planning and buying etc.

- Provision of learning and evaluations support is extended to special need learners thereby fostering an inclusive learning atmosphere and encouraging self-reliance.

- Student Induction sessions, Open house with learners after semester end exams and Parent Faculty Sessions helps in creating an inclusive and open learning environment.

- Focus on holistic learning and encourage students to be socially responsible with activities like, Cleaning Dadar Chaupati, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest- Mediosa and other activities.

- Placement support and internship opportunities extended to our learners.

Our Curriculum, Your Strength

The syllabus for MAEMA spans a total of four semesters with the first two semesters focusing on a variety of aspects of media and entertainment and the last two offering a choice of specialization between advertising and marketing and film and television to the students. The curriculum is meticulously designed to enable the learners to gain understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Being an autonomous institution empowers us to undertake revisions in the syllabus and evaluations thereby incorporating the developments of the industry into our curriculum and strengthening the same. This further strengthens our students, equipping them to better adjust in the professional world and enabling them to demonstrate their knowledge and ability in a variety of creative, cinematic, organizational, professional and managerial venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni are given a platform to remain in constant touch with our every new batch of students in providing them guidance in their studies and assisting in the internship and placement. Focus on inclusive, integrated and holistic learning environments equips our students to be highly focused professionals and socially responsible citizens.

PROGRAMME OUTCOMES (PO)

PO 1: Post completion of the two-year course, the learners will be able to gain theoretical knowledge and conceptual understanding of various aspects of the Media and Entertainment industry.

PO 2: The course shall enable the learners to be equipped with communication skills both written and oral presentation skills, enhance creativity, develop critical thinking and mastery of various mass communications media in our global information age.

PO 3: The course shall enable the learners to apply conceptual knowledge and the knowledge gained through hands-on projects, develop research acumen and problem-solving skills, thereby ensuring applicability and utility in the domain of society and nation.

PO 4: The inclusive course, with a wide offering of courses and specializations, ensures learners are trained with skills and contemporary knowledge to cater to the growing demand of the job market related to Entertainment industry, Cinema, Television, OTT Platforms, Social Media platforms etc

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO 1: The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.

PSO 2: This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media.

PSO 3: The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.

PSO 4: It will enable them to have a 360 degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.

PSO 5: This program highlights amalgamation of humanities, Social Sciences & New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.

PSO 6: In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world.

PSO 7: This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

PSO 8: Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media.

PSO 9: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints.

PSO 10: They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individuals, social, and professional practices.

PSO 11: Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences.

TABLE OF MAPPING PROGRAM SPECIFIC OUTCOMES

	Disciplinary Knowledge	Research Skills	Critical Thinking	Communication Skills	Global Awareness	Cultural Awareness	Technical/ Digital Skills	Ethical Values	Creative Thinking
SEMESTER I									
RJAPEMA101	✔	✔	✔	✔	✔		✔	✔	✔
RJAPEMA102	✔	✔	✔	✔	✔	✔	✔		✔
RJAPEMA103	✔	✔	✔	✔	✔		✔		✔
RJAPEMA104	✔	✔	✔	✔	✔	✔	✔	✔	✔
SEMESTER II									
RJAPEMA201	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMA202	✔	✔	✔	✔	✔	✔	✔		✔
RJAPEMA203	✔	✔	✔	✔	✔	✔	✔		✔
RJAPEMA204	✔	✔	✔	✔	✔		✔	✔	✔
SEMESTER III: ADVERTISING AND MARKETING									
RJAPEMAAM301	✔	✔	✔	✔	✔		✔		✔
RJAPEMAAM302	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAAM303	✔	✔	✔	✔	✔	✔	✔		✔
RJAPEMAAM304	✔	✔	✔	✔	✔		✔		✔
RJAPEMAAM305	✔	✔	✔	✔	✔	✔	✔		✔
SEMESTER III: FILM AND TELEVISION									
RJAPEMAFT301	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAFT302	✔	✔	✔	✔	✔	✔	✔		✔
RJAPEMAFT303	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAFT304	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAFT305	✔	✔	✔	✔	✔	✔	✔	✔	✔
SEMESTER IV: ADVERTISING AND MARKETING									
RJAPEMAAM401	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAAM402	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAAM403	✔	✔	✔	✔	✔	✔	✔	✔	✔
SEMESTER IV: ADVERTISING AND MARKETING									
RJAPEMAFT401	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAFT402	✔	✔	✔	✔	✔	✔	✔	✔	✔
RJAPEMAFT403	✔	✔	✔	✔	✔	✔	✔	✔	✔

TEACHING LEARNING METHODS

The teaching learning method has been designed with student centric focus. The main aim of the teaching pedagogy is to teach domain knowledge to the students. It further aims to develop critical thinking, logical analysis and comprehensive development of the students studying the subject. The teaching learning methods include:

- Classroom teaching: Explaining concepts, theories, methodologies related to the subject with a focus on analysis of case studies, practical implications in the industry. Flipped classroom technique is also incorporated to encourage learning.

- Blended learning: Use of EdTech platforms like zoom, explainer videos, movies, short films, radio, podcasts, documentaries, etc.

- Knowledge repository: Use of Google classroom, Kahoot, Jamboards, MiroBoards, online libraries, etc.

- Group discussion: Online and offline based on topics covered in the syllabus.

- Presentations: Online and offline on topics covered in the syllabus. Learners are encouraged to use a variety of techniques such as role play, documentary making, etc and make use of software like Photoshop, QuarkXPress, Deramweaver, Illustrator, Canva, etc. and not just restrict themselves to PowerPoint presentations.

- Field visits: Virtual and physical relevant to the subjects offered in the program.

- Digital learning: Training students with the digital tools and technologies

ASSESSMENT METHODS

1. Two Internal Assessment examinations of 20 marks each.

2. One External (Semester End Examination) of 60 marks. Duration: 2 hours.

3. Minimum marks for passing the subject is 40% individually in internal and external assessment.

4. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.

5. Due to COVID-19, any changes in the pattern will be subject to the decision taken by the college.

6. HOD's decision, in consultation with the principal, shall remain final and abiding to all.

Evaluation Details

Total marks per course - 100.

Internal Assessment- 40 marks

Internal Assessment 1 and 2: 20 marks each- Assignment / Projects as per the subject specific requirements.

- These may include, Documentary filmmaking, Script writing, Copywriting for an advertisement, Radio jingle, Book and movie reviews, Mini group project, blogs and vlogs, photography assignments, role play of talk shows, designing advertisements, market research, subject portfolios, group discussions, viva voce, shooting an interview for a Television channel or scripting and recording a chat show for a radio channel or a fictional program, recording news for TV and Radio, editing of news bulletins, making a docudrama, etc.

- Innovative evaluation techniques can be used in consultation and agreement with the exam committee.

- Some papers have additional project and research components. Those have been communicated to the faculties and details have been given in the syllabus .

- The evaluation parameters for the internal assessment 2 needs to be given to the learners in advance. Class participation and attendance are to be added in the evaluative parameters.

- A minimum of 7 days to be given to the students to prepare and complete the internal assignments 2.

Semester End Examination – 60 marks

- Semester End Examination will be organized after all modules of the course are

taught in the class.

● It will be a written examination / or as per the needs of the course a practical examination or a combination of both.

● Duration of the exam is 2.5 hours (150 minutes).

● Question paper covering all units and ensuring appropriate weightage given to evaluation parameters.

● Paper pattern as prescribed by the exam committee.

Format is as follows:

Question	Particulars	Marks
Q1	Case Study	15 marks
Q2	Full length question ● 15 marks can be one question or two questions of 7 and 8 marks each. ● Internal choice given	15 marks
Q3	Full length question ● 15 marks can be one question or two questions of 7 and 8 marks each. ● Internal choice will be provided	15 marks
Q4	Short Notes ● 5 marks each ● Internal choice given (Any 3 out of 5)	15 marks

Weightage To Evaluation Parameters.

The subjects in Semesters have units running from 4-6.

The weightage to evaluation parameters can be as per the table for 4 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	06	05	04	15
II	06	05	04	15
III	06	05	04	15
IV	06	05	04	15
TOTAL- Per objective	24	20	16	**60**
% WEIGHTAGE	40	33	27	**100%**

The weightage to evaluation parameters can be as per the table for 5 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	04	03	12
III	05	04	03	12
IV	05	04	03	12
V	05	04	03	12
TOTAL- Per objective	25	20	15	**60**
% WEIGHTAGE	42	33	25	**100%**

The weightage to evaluation parameters can be as per the table for 6 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT

I	04	04	02	10
II	04	04	02	10
III	04	04	02	10
IV	04	04	02	10
V	04	04	02	10
VI	04	04	02	10
TOTAL-Per objective	24	24	12	**60**
% WEIGHTAGE	40	40	20	**100%**