

FYBAMMC Syllabus Semester I & II



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the FYBAMMC

(CBCS)

w.e.f.

2019-2020

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMC

**DISTRIBUTION OF TOPICS AND CREDITS
FYBAMMC SEMESTER I**

FYBAMMC Syllabus Semester I & II

Course Code	Nomenclature	Credits	Topics
RJAUBAMMC101	Effective Communication- I	03	<ol style="list-style-type: none"> 1. Introduction to Communication 2. Reading (English, Marathi or Hindi) 3. Thinking and Presentation 4. Introduction of Translation & Views of Translation.
RJAUBAMMC102	Foundation Course –I	02	<ol style="list-style-type: none"> 1. Overview of Indian Society 2. Concept of Disparity – 1 3. Concept of Disparity – 2 4. The Indian Constitution 5. Significant Aspects of Political Processes 6. Growing Social Problems in India
RJAUBAMMC103	Visual Communication	04	<ol style="list-style-type: none"> 1. Development of visual communication 2. Theories of visual communication 3. Impact of colors 4. Channels of visual communication 5. Language and culture in the age of social media.
RJAUBAMMC104	Fundamentals Of Mass Communication	04	<ol style="list-style-type: none"> 1. Introduction and overview 2. History of Mass communication 3. Major forms of mass media 4. Impact of Mass Media on Society 5. The New Media and Media Convergence
RJAUBAMMC105	Current Affairs	04	<ol style="list-style-type: none"> 1. Current National stories 2. Polity and governance 3. International Affairs 4. Maharashtra Issues 5. Technology
RJAUBAMMC106	History Of Media	03	<ol style="list-style-type: none"> 1. Introduction 2. Language Press 3. Documentaries & Films 4. Broadcasting 5. Media Icons
RJAUSEC101	Computer Literacy- I	01	<ol style="list-style-type: none"> 1. Computer Fundamentals 2. MS Word 3. MS Powerpoint

FYBAMMC SEMESTER II

Course Code	Nomenclature	Credit	Topics
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FYBAMMC Syllabus Semester I & II

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RJAUBAMMC201	Effective Communication- II	03	<ol style="list-style-type: none"> 1. Writing 2. Editing 3. Paraphrasing and summarizing. 4. Interpretation of technical data
RJAUBAMMC202	Foundation Course – II	02	<ol style="list-style-type: none"> 1. Globalization and Indian Society 2. Human Rights 3. Ecology 4. Understanding Stress and Conflict 5. Managing Stress and Conflict in Contemporary Society 6. Contemporary Societal Challenges
RJAUBAMMC203	Content Writing	04	<ol style="list-style-type: none"> 1. Foundation 2. Editing Skills 3. Writing Tips and Techniques 4. Presentation Tools and techniques 5. Writing For The Web
RJAUBAMMC204	Introduction to Advertising	04	<ol style="list-style-type: none"> 1. Introduction to Advertising 2. Integrated marketing communication and tools 3. Creativity in advertising 4. Types of advertising agency, department, careers and latest trends in advertising
RJAUBAMMC205	Introduction to Journalism	04	<ol style="list-style-type: none"> 1. History of Journalism in India 2. News and its process 3. Principles and format 4. Careers in journalism 5. Covering an event (flip class)
RJAUBAMMC206	Media Gender and Culture	03	<ol style="list-style-type: none"> 1. Introduction to Cultural Studies 2. Culture and Media 3. Gender and Media Culture 4. Globalization and Media Culture
RJAUSEC201	Computer Literacy- II	01	<ol style="list-style-type: none"> 1. MS Excel Basic 2. MS Excel Advance 3. Google Account & Workspace

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME**SEMESTER I**

Course Name: Effective Communication- I		
Course Code: RJAUBAMMC101		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Introduction to Communication		12
<ol style="list-style-type: none"> The concept of communication <ul style="list-style-type: none"> Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication <ul style="list-style-type: none"> Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication. Oral communication and media <ul style="list-style-type: none"> Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion. Listening Skills <ul style="list-style-type: none"> Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in WorkPlace. 		
UNIT II		12
Reading (English, Marathi or Hindi)		
<ol style="list-style-type: none"> Types of Reading <ul style="list-style-type: none"> Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling. Various aspects of Language <ul style="list-style-type: none"> Recognizing various aspects of language particularly related to media, Vocabulary 100 media words. Grammar & Usage <ul style="list-style-type: none"> Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (Kindly provide practice session- Test , Quiz etc) 		
UNIT III		12
Thinking and Presentation		
<ol style="list-style-type: none"> Thinking <ul style="list-style-type: none"> Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking Presentation <ul style="list-style-type: none"> Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation 		

UNIT IV	12
Introduction of Translation & Views of Translation	
<ol style="list-style-type: none"> 1. Introduction To Translation <ul style="list-style-type: none"> ● Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation. 2. Interpretation <ul style="list-style-type: none"> ● Interpretation: Meaning, Difference between interpretation and translation 3. Role of a translator <ul style="list-style-type: none"> ● Translator and his role in media, Qualities, Importance of Translator, Challenges faced by translator. 	

FYBAMMC	Semester I
<p>RJAUBAMMC101</p> <p>Paper 1: Effective Communication- I</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain knowledge and understanding about the basics of effective communication, advantages, barriers to communication, how the learners can overcome those barriers, various aspects of communication in media and how the learned can hone effective listening skills to improve their communication. 2. The learners will be able to enhance their reading skills, grammar usage and knowledge of the media related words. 3. The learners shall be able to enhance their thinking and presentation skills. Additionally, they also develop understanding to give effective presentations. 4. The learners shall gain effective translation skills, understand the qualities needed and challenges faced by translators in the professional field. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Impart knowledge of the key concepts of communications, need for effective and efficient communication in today's competitive world and imparting knowledge and skills related to functional and operational use of language in media.

	<ul style="list-style-type: none"> ➤ Develop effective oral and written communication skills, analytical reading, writing, interpretation and thinking skills. ➤ Introduce the learners to the various career options in the media industry that learners can pursue going forwards. Additionally, it imparts an understanding of the various communications skills that are essential in a workplace.
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SEMESTER I		
Course Name: Foundation Course-I		
Course Code: RJAUBAMMC102		
Credits: 02	Total Lecture: 48	
UNIT I		Lectures
Overview of Indian Society		06
<ol style="list-style-type: none"> 1. Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender 2. Appreciate the concept of linguistic diversity in relation to the Indian situation 3. Understand regional variations according to rural, urban and tribal characteristics 4. Understanding the concept of diversity as difference. 		
UNIT II		08
Concept of Disparity - 1		
<ol style="list-style-type: none"> 1. Understand the concept of disparity as arising out of stratification and inequality 2. Explore the disparities arising out of gender with special reference to violence against women, female feticide (declining sex ratio), and portrayal of women in media 3. Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities. 		
UNIT III		08
Concept of Disparity - 2		
<ol style="list-style-type: none"> 1. Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof 2. Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences. 		
UNIT IV		08

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The Indian Constitution	
<ol style="list-style-type: none"> 1. Philosophy of the Constitution as set out in the Preamble 2. The structure of the Constitution-the Preamble, Main Body and Schedules 3. Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society 4. Basic features of the Constitution. 	
UNIT V	08
Significant Aspects of Political Processes	
<ol style="list-style-type: none"> 1. The party system in Indian politics; Local self-government in urban and rural areas 2. The 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics. 	
UNIT VI	10
Growing Social Problems in India	
<ol style="list-style-type: none"> 1. Substance abuse- impact on youth & challenges for the future. 2. HIV/AIDS- awareness, prevention, treatment and services. 3. Problems of the elderly- causes, implications and response. 4. Issue of child labour- magnitude, causes, effects and response. 5. Child abuse- effects and ways to prevent. 6. Trafficking of women- causes, effects and response. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p>	

FYBAMMC	Semester I
RJAUBAMMC102 Paper 2: Foundation Course- I	Course Outcomes: <ol style="list-style-type: none"> 1. The learners will gain an overview of the Indian Society. 2. The learners will be acquainted with the Constitution of India. 3. The learners shall gain knowledge and understanding of the socio-political problems faced in the country. Learning outcomes: <ul style="list-style-type: none"> ➤ The learners will be able to understand the role of media in creating awareness with regards to various challenges in the socio-political fabric of our country.

	➤ The learners will be sensitized towards the various socio-political issues in India and encourage them to find possible solutions to these issues with the help of the media.
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SEMESTER I	
Course Name: Visual Communication	
Course Code: RJAUBAMMC103	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Development Of Visual Communication	10
1. Introduction To Visual Communication <ul style="list-style-type: none"> History and development of Visuals Need and importance of visual communication Visual Communication as a process and as an expression, Language and visual communication Visible concepts Plans and organizational charts Maps Chronologies Invisible Concepts Generalization Theories Feelings or attitudes 	
UNIT II	10
Theories Of Visual Communication	
1. Sensual Theories Gestalt <ul style="list-style-type: none"> Constructivism Ecological 2. Perceptual Theories <ul style="list-style-type: none"> Semiotics Cognitive 	
UNIT III	08
Impact Of Colors	
1. Colors and Design in Visual Communication <ul style="list-style-type: none"> Color theory Psychological implications of color Colors and visual pleasure Elements of Design 	
UNIT IV	12
Channels Of Visual Communication	
1. Tools/Mediums of Visual communication <ul style="list-style-type: none"> Painting & Photography Film & Television, Documentaries, Script writing & visualization Comics & Cartoons, Digital Images, Animation & VFX News Papers, Advertisements, Photojournalism 	

● Folk & Performing Arts , Theater	
UNIT V	08
Language And Culture in the Age of Social Media	
1. Visual communication in the age of social media <ul style="list-style-type: none"> ● Ethics ● Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) ● Audience Behavior ● Citizen Journalism, Going Viral ● Visual stereotyping in social media 	

FYBAMMC	Semester I
RJAUBAMMC103 Paper 3: Visual Communication	Course Outcomes: <ol style="list-style-type: none"> 1. Learners will be provided with tools that would help them visualize and communicate. 2. Learners will gain understanding of visual communication as part of Mass Communication 3. The students shall acquire basic knowledge in theories and languages of Visual Communication which shall assist them to carry out a project in the field of visual communication. 4. The learners shall gain the ability to understand and analyze visual communication from a critical perspective Learning outcomes: <ul style="list-style-type: none"> ➤ Learners are introduced to the various concepts of different visual mediums of mass communication. ➤ Developing a critical understanding of various visual mediums to be able to effectively use them to aid their communication goals. ➤ The learners will acquire basic knowledge to be able to carry out a project in the field of visual communication.

SEMESTER I	
Course Name: Fundamentals of Mass Communication	
Course Code: RJAUBAMMC104	
Credits: 04	Total Lecture: 48
UNIT I	Lectures

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Introduction and Overview	10
<ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication, etc 3. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Tastedifferentiated Audience Model, Hub Model, Sadharanikaran. 	
UNIT II	10
History of Mass Communication	
<ol style="list-style-type: none"> 1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape 	
UNIT III	10
Major Forms of Mass Media	
<ol style="list-style-type: none"> 1. Traditional & Folk Media 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet 	
UNIT IV	10
Impact of Mass Media On Society	
<ol style="list-style-type: none"> 1. Social Impact (With social reformers who have successfully used mass communication) 2. Political Impact (With political leaders who have successfully used mass communication) 3. Economic Impact (With how economic changes were brought about by mass communication) 4. Developmental Impact (With how the government has successfully used mass communication) 5. Impact of mass media on <ul style="list-style-type: none"> ● Education ● Children ● Women ● Culture ● Youth ● Development 	
UNIT V	08
The New Media and Media Convergence	
<ol style="list-style-type: none"> 1. Elements and features of new media, technologies used in new media 2. Major challenges to new media acquisition-personal, social and national, future prospects. 	

FYBAMMC	Semester I
RJAUBAMMC104	Course Outcomes:
Paper 4: Fundamentals of Mass Communication	<ol style="list-style-type: none"> 1. The learners will gain an understanding of the development of Mass Communication models. 2. The learners shall develop a critical understanding of Mass Media. 3. The course will Initiate the understanding of the concept of New Media and Media Convergence and their implications. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Acquaint students knowledge on current happenings in the society. ➤ Students will be able to evaluate and apply diversity, objectivity, and balance to any form of mass communication.

SEMESTER I		
Course Name V: Current Affairs		
Course Code: RJAUBAMMC105		
Credits: 04		Total Lecture: 48
UNIT I		Lectures
Current National Stories		10
<ol style="list-style-type: none"> 1. Three political stories of national importance. 2. Political leaders : newsmakers of the season (Brief profile of any three) 3. One dominating economic /business news 4. One dominating environment news stories 5. One story of current importance from any other genre. 		
UNIT II		08
Polity And Governance		
<ol style="list-style-type: none"> 1. Ministries of Government of India Autonomous government bodies 2. Ministry of Home Affairs: Enforcement Organizations Internal Security Police 3. Communal tensions: Review of latest episodes of communal tensions 4. The tensions in J&K: Background, Political players Update on the current situation 5. Review of any three Central Government projects and policies 		
UNIT III		10
International Affairs		

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<ol style="list-style-type: none"> 1. Security Council: Structure and role 2. Issues that currently engage the SC 3. Role of United Nations ,General Assembly ,Other main organs of the UNO 4. Issues that currently engage the UNO 5. Four conflicts/ issues of international importance 	
UNIT IV	10
Maharashtra Issues	
<ol style="list-style-type: none"> 1. Political parties reach and challenges, political leaders 2. An update on the current political dynamics of Maharashtra 3. News relating to the marginalized and displaced tribes 4. The latest news on floods and drought, unemployment, health issues, etc 5. Update two ongoing state projects 	
UNIT V	10
Technology	
<ol style="list-style-type: none"> 1. Mobile application for journalists: Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide 2. Artificial Intelligence & Content Automation tools: Introduction to AI and data science, Introduction to Content Automation tools. Examples of content automation tools in content creation 3. Augmented Reality & Virtual Reality in media:Introduction to Augmented Reality, Introduction to Virtual Reality, Examples of Augmented Reality games and apps, Examples of Virtual Reality news websites worldwide 4. Digital gaming industry: Introduction to digital gaming industry 5. Digital gaming in India: Overview of Indian digital gaming 	

FYBAMMC	Semester I
RJAUBAMMC105 Paper 5: Current Affairs	Course Outcomes: <ol style="list-style-type: none"> 1. The learners shall gain an overview of the recent developments in various fields on a national and international level. 2. Generation of interest amongst the learners about burning issues covered in the media. Learning outcomes: <ul style="list-style-type: none"> ➤ The learners will be equipped with basic understanding of politics, economics, environment and technology so that they can grasp the relevance of related news. ➤ The course shall enable developing a critical understanding of the relationship between media and current affairs.

SEMESTER I		
Course Name VI: History of Media		
Course Code: RJAUBAMMC106		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Introduction		10
1. Evolution of press in India: <ul style="list-style-type: none"> ● Newspaper – the rise of the voice of India during British rule ● India's Freedom Struggle and Role of Media ● Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India ● Press during the emergency period. 		
UNIT II		10
Language Press		
1. History of Indian Language Press In India: <ul style="list-style-type: none"> ● Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) ● Regional Press and its popularity of Indian regional languages in various regions ● Vernacular Press Act 1876 		
UNIT III		08
Documentaries & Films		
1. History of documentaries and films: <ul style="list-style-type: none"> ● Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe) ● Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Bilimoria Anandpatwardhan ● Evolution of film making in India - brief history, Photography to moving films. ● Origin of Hindi cinema. ● Origin of Short films to what it is today, role of youtube and WhatsApp ● Great masters of world cinema. 		
UNIT IV		10
Broadcasting		

1. History of radio: <ul style="list-style-type: none"> ● Radio & television as mass media ● Radio and television broadcasting ● The beginning of Radio and Television Shows : A new era in broadcasting in India, Satellite television and privatization in broadcasting, advertising in India ● Internet protocol television 	
UNIT V	08
Media Icons	
1. Role of media icons in the history of media: <ul style="list-style-type: none"> ● Raja Rammohan Roy ● Bal GangadharTilak ● M.K.Gandhi ● B.R. Ambedkar ● KP Kesava Menon ● K.C Mammen Mappillai ● Maulana Abdul Kalam Azad 	

FYBAMMC	Semester I
RJAUBAMMC106 Paper 6: History Of Media	Course Outcomes: <ol style="list-style-type: none"> 1. The learners will be able to understand Media history through key events in the cultural history. 2. The learners will gain understanding of the major developments in media history. 3. The course will enable the learners to understand the history and role of professionals in shaping communications. 4. The learners will develop the ability to think and analyze about the media. Learning outcomes: <ul style="list-style-type: none"> ➤ The learners will gain understanding and insight into the values that shaped and continue to influence Indian mass media. ➤ The learners will be able to enhance their reading, writing, speaking and listening skills which shall assist them to gain perspective on the development of Media.

SEMESTER I
Course Name: Computer Literacy - I

Course Code: RJAUSEC101		
Credits: 01	Total Lectures: 15	
UNIT I		Lectures
Computer Fundamentals/ Basics of Computer		3
<ol style="list-style-type: none"> 1. Introduction of computers: (Computer as machine, Uses of computer, Advantages & Disadvantages of computer) 2. Devices: (Keyboard, Mouse, Printer , Scanner , Pen drive, Headphone, Speaker, Joystick, Touch screen, Plotter, Light pen, HDD , CD, Microphone) 3. Operating system and softwares: What is Operating system, types of software's (editors, spreadsheets, antivirus, compressing, programming languages, browser). 4. File organization and management: (folder and file creation, saving, searching, deleting, hiding, file properties, recycle bin, protection) 		
UNIT II		6
MS Word		
<ol style="list-style-type: none"> 1. Introduction: Interface overview, common buttons, tabs and ribbons, what's the flashing line. 2. Manipulating text, Formatting Paragraphs, Formatting characters: Page layout, cut, copy, Paste, Move, Find and Replace, How formatting makes a difference, changing fonts, typical text format options, Bullet and Numbered Lists, other Formatting Tools, line spacing, paragraph marks, what are quick styles, creating a new quick style. 3. Themes Templates, Preparing document for printing: Applying themes, opening existing templates, creating templates, working with existing content, spelling and grammar check, saving a document, printing and preview options. 4. Organizing content, Tabs, columns and charts, links, Headers and Footers: Creating lists, creating and formatting tables, converting text to tables, table borders and shading, Creating columns, creating Tabular Lists, creating charts, creating web links, creating document location links, creating email links, creating headers and footers, 5. Adding Graphics: You can insert various types of graphics(pictures, shapes or clip art) into your microsoft word document. 6. Creating Table of Contents: Table of contents are ideal for situation where the user wants to provide a visual guide for readers by providing associated page numbers, direct link to different headings and more 		
UNIT III		6
MS Powerpoint		
<ol style="list-style-type: none"> 1. Getting Familiar With Powerpoint , Creating Basic Presentations <ol style="list-style-type: none"> a. Applying Presentation Views (Normal View, Slide Sorter View, Notes Page View, Slide Show View) b. Applying Text (Basic Object Manipulation, Font Formatting, Paragraph Formatting, Applying Custom Bullets and Numbering, Using Tabs, Setting Text Box Options 		

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<p>c. Applying Clip Art (Inserting Clip Art and Pictures, Basic Graphic Manipulation, Using Picture Tools, The Format Picture Dialog Box)</p> <p>d. Applying Smart Art (Inserting and Manipulating SmartArt, Formatting SmartArt)</p> <p>2. Inserting Charts, Tables And Objects, Drawing Objects (Inserting Shapes, Formatting Shapes, WordArt), ADDING VIDEO AND SOUND (Inserting Videos & Audios, Animating Multimedia Playback, Recording a sound)</p> <p>3. Applying Animation(Adding Slide Transition Animation, Adding Custom Animation), Applying Slide Show View (Running a Slide Show, Using Custom Shows), Printing Your Presentation (Using Page Setup, Setting the Slide Header and Footer, Using Print Preview, Printing)</p> <p>4. Applying Themes (Applying & Customizing Themes, Formatting the slide background.</p>	
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FYBAMMC	Semester I
<p>RJAUSEC101</p> <p>Computer Literacy- I</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Gain understanding on how to use the computer for basic purposes of preparing his personal/business letter, view information on the Internet, send and receive mail. 2. Gain knowledge about how to design professional documents, create and organize contents, use graphical effects, animations and multimedia objects. 3. Develop skills to enable students to design professional presentations, create and organize contents according to the objectives, use graphical effects, animations and multimedia objects, manage the publishing and the delivery of a presentation. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain fundamental knowledge of computer hardware and operating systems. ➤ The learners will be able to create, access and share any document with visual effects using MS Word. ➤ The learners will gain understanding of the basic and advanced features of PowerPoint and develop skills to create professional presentations.

SEMESTER II

Course Name: Effective Communication - II		
Course Code: RJAUBAMMC201		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Writing		14
1. Report writing:(English, Hindi or Marathi) <ul style="list-style-type: none"> ● General report and News report writing ● Basics and Format (Headline, Sub-headline,etc) ● Various type of report 2. Organizational writing: (English, Hindi or Marathi) <ul style="list-style-type: none"> ● Internal communication , E- mails, Email E-mail Etiquette, Overcoming Problems in E-mail Communication, ● Stakeholder communication: Circulars, Guidelines for writing a circular, Languages and writing style of a circular, Format of a circular, Notices- Purpose, Format, Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. 3. Writing for Publicity materials: (English, Hindi or Marathi) <ul style="list-style-type: none"> ● Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot 		
UNIT II		12
Editing		
1. Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words. 2. Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing		
UNIT III		12
Paraphrasing and Summarizing		
1. Paraphrasing <ul style="list-style-type: none"> ● Meaning , how to use paraphrase in communication, Paraphrase and plagiarism, Translation 2. Summarizing: <ul style="list-style-type: none"> ● Content , the points and sub- points and the logical connection between the points. 		
UNIT IV		10
Interpretation of Technical Data		
1. Read graphs, maps, charts. 2. Write content based on the data provided		

FYBAMMC	Semester II
RJAUBAMMC201	Course Outcomes:

<p>Paper 1: Effective Communication- II</p>	<ol style="list-style-type: none"> 1. The learners will be able to enhance their report writing, organizational writing and publicity material writing skills. 2. The course aims to introduce the learners to editing in writing and develops the said skills. 3. The learners shall be able to develop and enhance their paraphrasing and summarization skills. 4. The learners are equipped to understand, interpret and analyze technical data. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Enhancement in the communication and translation skills acquired by the learners in the first semester. ➤ Develop editing skills, paraphrasing, summarization, report writing, letter writing skills. ➤ Enable the learners to effectively read and analyse technical data. ➤ Gain knowledge about plagiarism.
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SEMESTER II		
Course Name: Foundation Course- II		
Course Code: RJAUBAMMC202		
Credits: 02		Total Lecture: 48
UNIT I		Lectures
Globalization and The Indian Society		06
<ol style="list-style-type: none"> 1. Understanding the concepts of liberalization, privatization and globalization 2. Growth of information technology and communication and its impact manifested in everyday life 3. Impact of globalization on industry: changes in employment and increasing migration 4. Changes in the agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides. 		
UNIT II		08
Human Rights		
<ol style="list-style-type: none"> 1. Concept of Human Rights; origin and evolution of the concept 2. The Universal Declaration of Human Rights 3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution 		

UNIT III	08
Ecology	
<ol style="list-style-type: none"> 1. Importance of Environment Studies in the current developmental context. 2. Understanding concepts of Environment, Ecology and their interconnectedness. 3. Environment as natural capital and connection to quality of human life. 4. Environmental Degradation- causes and impact on human life. 5. Sustainable development- concept and components. 6. Poverty and environment. 	
UNIT IV	08
Understanding Stress and Conflict	
<ol style="list-style-type: none"> 1. Causes of stress and conflict in individuals and society. 2. Agents of socialization and the role played by them in developing the individual. 3. Significance of values, ethics and prejudices in developing the individual 4. Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict. 	
UNIT V	08
Managing Stress and Conflict in Contemporary Society	
<ol style="list-style-type: none"> 1. Types of conflicts and use of coping mechanisms for managing individual stress 2. Maslow's theory of self-actualisation 3. Different methods of responding to conflicts in society 4. Conflict-resolution and efforts towards building peace and harmony in society. 	
UNIT VI	10
Contemporary Societal Challenges	
<ol style="list-style-type: none"> 1. Increasing urbanization, problems of housing, health and sanitation 2. Changing lifestyles and impact on culture in a globalized world. 3. Farmers' suicides and agrarian distress. 4. Debate regarding Genetically Modified Crops. 5. Development projects and Human Rights violations. 6. Increasing crime/suicides among youth. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.</p>	

FYBAMMC	Semester II
RJAUBAMMC202	Course Outcomes:
Paper 2:	

Foundation Course-II	<ol style="list-style-type: none"> 1. The learners will be able to understand the concepts of liberalization, privatization and globalization. 2. The course aims to introduce the learners to human rights and their importance. 3. The learners shall be able to gain knowledge about the importance of Environment Studies in the current developmental context. 4. The learners will be able to understand the causes of stress and conflict in individuals and society. 5. The course enables the learners to gain insight into types of conflicts and use of coping mechanisms for managing individual stress 6. The learners will gain knowledge about contemporary societal challenges. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Understanding and exposure given to the learners of the dynamics and complexities of the socio-political problems in India. ➤ Learning about the relationship of media with the country's socio-political system.
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SEMESTER II		
Course Name: Content Writing		
Course Code: RJAUBAMMC203		
Credits: 04	Total Lecture: 48	
UNIT I		Lectures
Foundation		08
<ol style="list-style-type: none"> 1. Grammar Refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case 2. Vocabulary building: Meaning, usage of words, acronyms 3. Common Errors: Homophones and common errors in English usage. 4. Essentials of Good Writing: With emphasis on writing with clarity, logic and structure 5. Phrases and Idioms: Creative usage of phrases and idioms. 		
UNIT II		10
Editing Skills		
<ol style="list-style-type: none"> 1. Redundant words: Identifying redundant words and phrases and eliminating these. 		

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<ol style="list-style-type: none"> Editing Sentences: Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. Editing Captions: Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. Editing Headlines: Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. Editing Copy: Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. 	
UNIT III	10
Writing Tips and Techniques	
<ol style="list-style-type: none"> Writing tickers/ scrolls: For television news. Writing social media posts: Twitter and other social networks. Writing briefs/snippets: News briefs, Lifestyle and entertainment snippets. Caption writing: Picture stories etc. Writing headlines: News headlines and feature headlines. 	
UNIT IV	10
Presentation Tools And Techniques	
<ol style="list-style-type: none"> PowerPoint Presentation: Use of Powerpoint tools, PowerPoint to Pdf, PowerPoint to self animated presentation, Auto timing of PowerPoint presentation Infographics: Colour selection, Use of clip art, Use of Powerpoint smart tools, Minimalist animation for maximum impact. Three minute presentation: Content for single slide, Uses of phrases, Effective word selection, Effective presentation Google advanced search: How to select relevant information, Locating authentic information, How to gather information for domestic and international websites. Plagiarism: How to do a plagiarism check, Paraphrasing, Citation and referencing style 	
UNIT V	10
Writing For The Web	
<ol style="list-style-type: none"> Content is King: Importance of content. Less is more: Writing for print media/ social media like Twitter, etc. Copywriting: Ad campaigns (creative, witty and attractive). Realtime Content: Difference in writing for print vs digital Keywords: Designing keywords for Search Engine Optimization 	
Internal Project/ Exercise Suggestions	
<ol style="list-style-type: none"> Writing Captions and Headlines: Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions 	

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2. A three- minutes powerpoint presentation: This assignment challenges the learners to draw the essence of elaborate reports, research papers and present the same in three minutes. 3. Word Game/ Quiz: This is an exciting way to get learners engaged in vocabulary building.	
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FYBAMMC	Semester II
RJAUBAMMC203	Course Outcomes:
Paper 3: Content Writing	1. Enabling the learners to develop skills essential for good writing, emphasizing the development of professional writing skills without any errors, encouraging a better command over written English language and providing them with tools that would help them communicate effectively. 2. Understanding the importance of crisp writing as part of Mass Communication and development of editing skills Learning outcomes: ➤ Enhance the ability of students to draw the essence of situations and develop clarity of thought while writing a piece of information. ➤ The learners will be able to improvise on their presentation skills and develop techniques of writing for the television, web and newspapers.

SEMESTER II		
Course Name: Introduction to Advertising		
Course Code: RJAUBAMMC204		
Credits: 04		Total Lecture: 48
UNIT I		Lectures
Introduction to Advertising		12
1. Introduction to advertising: Evolution , importance, Features, benefits, limitation, effects and 5 M's of advertising. 2. Types of advertising: Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy 3. Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations 4. Social, Cultural and Economic impact of Advertising: Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising		

5. Theories: Stimulus theory, AIDA, Hierarchy, MeansEnd Theory	
UNIT II	10
Integrated marketing communication and tools	
<ol style="list-style-type: none"> 1. Integrated marketing communication: Emergence, Role, Tools, Communication process, The IMC Planning Process. 2. Print Media and Out-of Home Media: Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising, Magazines, Factors to consider for magazine advertising, Out-of home Advertising, On- premise advertising, Transit advertising, Posters, Directory advertising 3. Broadcast Media: Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages 4. Public Relation: Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity 5. Sales Promotion and Direct marketing: Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages. 	
UNIT III	14
Creativity in Advertising	
<ol style="list-style-type: none"> 1. Introduction to Creativity: Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals. 2. Role of different elements in ads: Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc 3. Elements of Copy: Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating storyboard. 	
UNIT IV	12
Types of advertising agency, department, careers and latest trends in advertising	
<ol style="list-style-type: none"> 1. Types of Advertising agency: Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others. 2. Various departments in an agency: Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others 3. Latest Trends: Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising. 	

FYBAMMC	Semester II
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<p>RJAUBAMMC204</p> <p>Paper 4: Introduction To Advertising</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain a basic understanding of advertising, growth, importance and types. 2. The learners will be equipped with knowledge about effective advertising campaigns, tools, models etc. 3. To enable the learners to comprehend the role of advertising, various departments, careers and creativity. 4. The learners shall gain insight into the various latest advertising trends. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain understanding and insight into the world of advertising along with various theories of persuasion that enable learners to get a better understanding of human behaviour which is a crucial skill for a manager/leader. ➤ Gain knowledge about different aspects of advertising and their relationship with the media. ➤ The learners acquire crucial skills in developing their own ad creatives and plan campaigns. ➤ Provide a perspective into various aspects of an Ad Agency.
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SEMESTER II		
Course Name: Introduction To Journalism		
Course Code: RJAUBAMMC205		
Credits: 04		Total Lecture: 48
UNIT I		Lectures
History of Journalism in India		08
<ol style="list-style-type: none"> 1. Changing face of journalism from Guttenberg to new media 2. Journalism in India: 3. Earliest publications 4. The rise of nationalist press, Post 1947 5. The emergency 1975, Post Emergency 6. Post liberalization of the economy boom in magazines and niche journalism 7. How technology advancement has helped media 8. New media with special reference to the rise of Citizen Journalism. 		
UNIT II		10
News and Its Processes		
<ol style="list-style-type: none"> 1. Definition of News 		

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2. The news process from the event to the reader 3. What makes a good story 4. Anatomy of a news story 5. Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.	
UNIT III	10
Principles and format	
1. What makes a great journalist: Objectivity, Accuracy, Without fear or favour, Balance, Proximity 2. Difference between a PR and a journalist 3. Criteria for newsworthiness 4. Hard News / Soft News and blend of the two News Reports 5. Features Editorials	
UNIT IV	10
Careers in Journalism	
Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In Depth journalist , lifestyle journalist.	
UNIT V	10
Covering an event (flip class)	
1. Background research 2. Finding a news angle 3. Capturing the right pictures for a photo feature 4. Writing Headline, captions and lead	

FYBAMMC	Semester II Theory
RJAUBAMMC205 Paper 5: Introduction To Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain knowledge about the history of journalism in India. 2. Learners shall gain insight into various concepts related to news and the process involved in delivering the news to its viewers/readers/ listeners. 3. The learners shall enhance their understanding about what makes a great journalist, what are the principles that form the basis of quality journalism and various formats of news. 4. The learners are introduced to the variety of career choices in the field of journalism. 5. Using a flip class method, the learners will be able to apply the knowledge and understanding gained in covering an event. <p>Learning outcomes:</p>

	<ul style="list-style-type: none"> ➤ Understanding of the history and development of journalism in the global and the Indian context. ➤ The learners are introduced to concepts related to news and journalistic practice. ➤ Acquainting the learners with journalism- an influential medium of information, which holds the key to opinion formation. ➤ Provide technical understanding of the process of news creation and sensitize the learners with the principles of journalism and how to produce quality output.
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SEMESTER II	
Course Name: Media Gender and Culture	
Course Code: RJAUBAMMC206	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
Introduction To Cultural Studies: Evolution, Need, Concepts And Theories	12
<ol style="list-style-type: none"> 1. Evolution, features of cultural studies, 2. Need and significance of cultural studies and media 3. Concepts related to culture Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media 4. Theories: 5. Stuart Hall : encoding and decoding, Circuit of culture 6. John Fiske: culture and industry 7. Feminism and Post feminism 8. Techno culture and risk – Ulrich Beck 	
UNIT II	12
Culture and Media: Construction, Commodification, Impact And Recent Trends	
<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference to reference to film, TV, social media, advertisements etc. 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in Contemporary society. 	
UNIT III	12
Gender And Media Culture: Role And Influence Of Media	
<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, 	

<p>stereotypes, women and men, stereotype images, roles etc.)</p> <ol style="list-style-type: none"> 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	
UNIT IV	12
Globalization And Media Culture: Global, Local, Consumer And The Recent Trends	
<ol style="list-style-type: none"> 1. Media imperialism 2. Globalization and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalization. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalization: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	

FYBAMMC	Semester II
RJAUBAMMC206	Course Outcomes:
Paper 6: Media Gender and Culture	<p>Learners will gain perspective about the significance of culture and the media industry and understand the association between the media, gender and culture in the society and its role in mass media.</p> <p>Gain understanding of the changing perspectives of media, gender and culture in the globalized era.</p> <p>Fostering analytical skills that will allow them to view the media critically and gain knowledge of the study of media and culture as an interdisciplinary approach.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Critically understand the central themes and approaches in the study of media, gender and culture, and apply theoretical perspectives in the analysis of contemporary media culture. ➤ Provide an overview of activist histories and their relationship with contemporary media culture.

SEMESTER II	
Course Name: Computer Literacy - II	
Course Code: RJAUSEC201	
Credits: 01	Total Lectures: 15
UNIT I	Lectures
MS Excel Basic	5
<ol style="list-style-type: none"> 1. MS Excel Basics: Window Parts, Value entering, Workbook (Save, Open, Close), Worksheet (Create, Copy, Hide, Delete). 2. Editing Worksheet: Rows and columns, Insert data, Select data, Delete data, Move data, Copy/Paste, Find/Replace, Special Symbols, Formatting Cells and Worksheets. 3. Formatting Data in Excel (Font formatting, Changing background, adding borders, formatting data as currency, percentage, Conditional formatting, removing duplicates, sorting. 4. Functions: <ol style="list-style-type: none"> a. Text Functions (LOWER, UPPER, TRIM, CONCATENATE, LEFT, MID, RIGHT, LEN, FIND) b. Date & Time (DATE, TIME, NOW, TODAY) c. Statistical (MAX, MIN, AVERAGE, COUNT, SUM) d. Logical (AND, OR, NOT) 	
UNIT II	5
MS Excel Advanced	
<ol style="list-style-type: none"> 1. Creating basic charts in Excel(column chart, Excel chart ribbon, Pie chart, line chart, Bar charts), 2. Logical Functions (If function, Iferror, nested if) 3. Functions: Math & Trig (ABS, SIGN, SQRT, MOD) 4. Advanced Operations: Data Sorting, Filtering, Validations, sum if, vlookup. 5. Excel Advance: Freeze cells in Excel, Insert PDF in Excel, Creating Graph in Excel, Compare Two Excel sheets. 	
UNIT III	6
Google Account and Workspace	
<ol style="list-style-type: none"> 1. Introduction to Drive: Upload and store, Sync and access, View and update, Organize and search, Share and collaborate 2. Working with shared drives: Set up shared drives, Add files and folders, Manage files and folders, Share and collaborate 3. Google form and its features: <ol style="list-style-type: none"> a. Custom forms, Drag-and-drop, Customize values, Reorder questions, b. Add images, videos, and custom logic, c. Real-time response information, Automatic summaries, Access control, Data validation rules, Collect & organize information 	

<ul style="list-style-type: none"> d. Customizable branding, Curated themes, Multiple choice, Dropdowns, Page branching, Question skip logic e. Responsive forms, Real-time response charts f. Export to Google Sheets g. Multi-user collaboration <p>4. Google Classroom and its features: Using Google classroom, join class, submit assignment.</p> <p>5. Introduction to Google photo</p> <ul style="list-style-type: none"> a. Basic features b. Smart features c. Storage features and policies 	
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FYBAMMC	Semester II
<p>RJAUSEC201</p> <p>Computer Literacy- II</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Gain knowledge about how to create effective spreadsheets. 2. Gain understanding on how to manage a large set of data, develop skills to enable the learners to master the use of Excels most popular functions and automate day to day Excel tasks 3. Develop skills and enable the students to create gmail accounts, create and organize contents of Google form, effective use of google classroom and different usage of Google workspace. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain fundamental and advanced knowledge of excel and develop skills on how to use the functions to effectively perform calculations, analyse data and integrate information from different programs. ➤ The learners will gain understanding of the basic and advanced features of Google account and workspace and use the same effectively.

REFERENCE BOOKS AND READING MATERIAL

Effective Communication - I

1. Word Power Made Easy by Norman Lewis
2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar
3. Wren and martin for English Grammar

Visual Communication

1. Handbook Of Visual Communication Edited By Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny
2. Visual Communication Theory And Research By Shahira Fahmy, Mary Angela Bock & Wayne Wanta
3. Visual Communication By Ralph E Wileman

Fundamentals of Mass Communication

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon & Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts & Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.

Current Affairs

1. Manorama Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master Publications
4. Yogana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal Papers
7. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
9. <https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-isgrowing-fast-into-a-billion-dolla>
10. 70 years in Indian politics and policy <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htmmarket/#7e8eddbd55b6>

History of Media

FYBAMMC Syllabus Semester I & II

1. Mass Communication In India Paperback – By Keval J. Kumar
2. Journalism In India: History, Growth, Development By K. C. Sharma
3. Media's Shifting Terrain: Five Years That Transformed The Way India Communicates By Pamela Philipose
4. Indian News Media: From Observer To Participant By Usha M. Rodrigues & Maya Ranganathan
5. Documentary Films And Indian Awaken By Jagmohan, Publications Divisions Ministry Of Broadcasting And Information, Government Of India
6. History Of Indian Cinema Paperback – 1 Jan 2012 By Renu Saran
7. History Of Broadcasting In India By Dr. P. Thangamani
8. India On Television By Nalin Mehta(HarperCollins Publishers)
9. Press In India: New History Hardcover – 1 Aug 1995 By G.S.C. Raguavan
10. Communication In History: Stone Age Symbols To Social Media By David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)

Effective Communication - II

1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono De Bono's
4. Thinking Course – Edward De Bono Serious Creativity –
5. Edward De Bono The Mind Map Book – Buzan Tony 19
6. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
7. A Textbook of Translation - by Peter Newmark, Newmark

Content Writing

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

Introduction To Advertising

1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
2. Adland: Global History of advertising by mark Tungate
3. Copy paste : How advertising recycle ideas by Joe La Pompe
4. Indian Advertising: Laughter & Tears by Arun Chaudhuri
5. Adkatha The Story Of Indian Advertising by Halve Anand
6. Pandeymonium by Piyush Pandey
7. Introduction to Advertising – Amita Shankar
8. Contemporary Advertising – Loudon & Britta
9. Advertising – Pearson Education
10. www.afaqs.com
11. www.exchange4media.com
12. www.adweek.com

Introduction To Journalism

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition

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3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal

Media Gender & Culture

1. Media And Cultural Studies: Meenakshi Gigi Durham And Douglas M.Kellner
2. Cultural Studies- Theory And Practice – Chris Barker
3. An Introduction To Cultural Studies- Promod K. Nayar
4. Culture Change In India- Identity And Globalisation – Yogendra Singh
5. Indian Media In A Globalised World- Maya Ranganathan Usha M. Rodrigues
6. Media Gender And Popular Culture In India- Tracking Change And Continuity – Sanjukthe- Dasgupta