



Hindi Vidya Prachar Samiti's

# **Ramniranjan Jhunhunwala College**

**of Arts, Science & Commerce**

**(Autonomous College)**



**Affiliated to**

## **UNIVERSITY OF MUMBAI**

**Syllabus for FYBAMMC**

**Program: BA in Multimedia and Mass  
Communication**

**Semester I and II**

*(Adapted from the Credit Based Semester and Grading System FYBAMMC Syllabus of  
University of Mumbai 2019-20)*

**DISTRIBUTION OF TOPICS AND CREDITS**

**FYBAMMC SEMESTER I**

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

**FYBAMMC SEMESTER II**

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

<b>SEMESTER I</b>	
<b>Course Name: Effective Communication- I</b>	
<b>Course Code: RJAUBAMMC101</b>	
<b>Credits: 03</b>	<b>Total Lecture: 48</b>
<p style="text-align: center;"><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. 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.</li> <li>2. Develop effective oral and written communication skills, analytical reading, writing, interpretation and thinking skills.</li> <li>3. 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.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to Communication</b>	<b>12</b>
<ol style="list-style-type: none"> <li><b>1. The concept of communication</b> <ul style="list-style-type: none"> <li>• 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.</li> </ul> </li> <li><b>2. Types of Communication</b> <ul style="list-style-type: none"> <li>• Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.</li> </ul> </li> <li><b>3. Oral communication and media</b> <ul style="list-style-type: none"> <li>• Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion.</li> </ul> </li> <li><b>4. Listening Skills</b> <ul style="list-style-type: none"> <li>• 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.</li> </ul> </li> </ol>	
<b>UNIT II</b>	<b>12</b>
<b>Reading (English, Marathi or Hindi)</b>	

<p><b>1. Types of Reading</b></p> <ul style="list-style-type: none"> <li>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.</li> </ul> <p><b>2. Various aspects of Language</b></p> <ul style="list-style-type: none"> <li>Recognizing various aspects of language particularly related to media, Vocabulary 100 media words.</li> </ul> <p><b>3. Grammar &amp; Usage</b></p> <ul style="list-style-type: none"> <li>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)</li> </ul>	
<b>UNIT III</b>	<b>12</b>
<b>Thinking and Presentation</b>	
<p><b>1. Thinking</b></p> <ul style="list-style-type: none"> <li>Types of thinking (rational ,logical, critical , lateral etc ) Errors in thinking ,Partialism, Time scale ,Egocentricity</li> <li>Prejudices ,Adversary Thinking</li> </ul> <p><b>2. Presentation</b></p> <ul style="list-style-type: none"> <li>Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation</li> </ul>	
<b>UNIT IV</b>	<b>12</b>
<b>Translation</b>	
<p><b>1. Introduction To Translation</b></p> <ul style="list-style-type: none"> <li>Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation.</li> </ul> <p><b>2. Interpretation</b></p> <ul style="list-style-type: none"> <li>Interpretation: Meaning, Difference between interpretation and translation</li> </ul> <p><b>3. Role of a translator</b></p> <ul style="list-style-type: none"> <li>Translator and his role in media, Qualities, Importance of Translator, Challenges faced by translator.</li> </ul>	

<b>SEMESTER I</b>	
<b>Course Name: Foundation Course-I</b>	
<b>Course Code: RJAUBAMMC102</b>	
<b>Credits: 02</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The learners will gain knowledge about the overview of Indian Society, the Constitution of India, and the socio-political problems faced in the country.</li> <li>2. 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.</li> <li>3. 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.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Overview of Indian Society</b>	<b>08</b>
<ul style="list-style-type: none"> <li>Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.</li> </ul>	
<b>UNIT II</b>	<b>10</b>
<b>Concept of Disparity - 1</b>	
<ul style="list-style-type: none"> <li>Understand the concept of disparity as arising out of stratification and inequality; 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; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>Concept of Disparity - 2</b>	
<ul style="list-style-type: none"> <li>Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.</li> </ul>	
<b>UNIT IV</b>	<b>10</b>
<b>The Indian Constitution</b>	

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

<b>SEMESTER I</b>	
<b>Course Name: Visual Communication</b>	
<b>Course Code: RJAUBAMMC103</b>	
<b>Credits: 04</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>Learners are introduced to the various concepts of different visual mediums of mass communication.</li> <li>Developing a critical understanding of various visual mediums to be able to effectively use them to aid their communication goals.</li> <li>The learners will acquire basic knowledge to be able to carry out a project in the field of visual communication.</li> </ol>	

<b>UNIT I</b>	<b>Lectures</b>
<b>Development Of Visual Communication</b>	<b>10</b>
<b>1. Introduction To Visual Communication</b> <ul style="list-style-type: none"> <li>History and development of Visuals</li> <li>Need and importance of visual communication</li> <li>Visual Communication as a process and as an expression,</li> <li>Language and visual communication</li> <li>Visible concepts <ul style="list-style-type: none"> <li>Plans and organizational charts</li> <li>Maps</li> <li>Chronologies</li> </ul> </li> <li>Invisible Concepts <ul style="list-style-type: none"> <li>Generalization Theories</li> <li>Feelings or attitudes</li> </ul> </li> </ul>	
<b>UNIT II</b>	<b>10</b>
<b>Theories Of Visual Communication</b>	
<b>1. Sensual Theories Gestalt</b> <ul style="list-style-type: none"> <li>Constructivism</li> <li>Ecological</li> </ul> <b>2. Perceptual Theories</b> <ul style="list-style-type: none"> <li>Semiotics</li> <li>Cognitive</li> </ul>	
<b>UNIT III</b>	<b>08</b>
<b>Impact Of Colors</b>	
<b>1. Colors and Design in Visual Communication</b> <ul style="list-style-type: none"> <li>Color theory</li> <li>Psychological implications of color</li> <li>Colors and visual pleasure</li> <li>Elements of Design</li> </ul>	
<b>UNIT IV</b>	<b>12</b>
<b>Channels Of Visual Communication</b>	
<b>1. Tools/Mediums of Visual communication</b> <ul style="list-style-type: none"> <li>Painting &amp; Photography</li> <li>Film &amp; Television, Documentaries, Script writing &amp; visualization</li> <li>Comics &amp; Cartoons, Digital Images, Animation &amp; VFX</li> <li>News Papers, Advertisements, Photojournalism</li> <li>Folk &amp; Performing Arts , Theatre</li> </ul>	



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

<b>SEMESTER I</b>	
<b>Course Name: Fundamentals of Mass Communication</b>	
<b>Course Code: RJAUBAMMC104</b>	
<b>Credits: 04</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The learners will gain an understanding of the development of Mass Communication models.</li> <li>2. The learners shall develop a critical understanding of Mass Media.</li> <li>3. The course will Initiate the understanding of the concept of New Media and Media Convergence and their implications.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction &amp; Overview</b>	<b>12</b>
<ul style="list-style-type: none"> <li>● Meaning and importance of Mass Communication</li> <li>● Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication, etc</li> <li>● Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste Differentiated Audience Model, Hub Model, Sadharanikaran.</li> </ul>	
<b>UNIT II</b>	<b>12</b>
<b>History of Mass Communication</b>	
<ul style="list-style-type: none"> <li>● From oral to communication (kirtan, Davandi, Powada, Nagara)</li> <li>● From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</li> </ul>	

<b>UNIT III</b>	<b>12</b>
<b>Major Forms of Mass Media</b>	
<ul style="list-style-type: none"> <li>● Traditional &amp; Folk Media</li> <li>● Print: Books, Newspapers, Magazines</li> <li>● Broadcast: Television, Radio</li> <li>● Films</li> <li>● Internet</li> </ul>	
<b>UNIT IV</b>	<b>12</b>
<b>Impact of Mass Media On Society</b>	
<ul style="list-style-type: none"> <li>● Social Impact (With social reformers who have successfully used mass communication)</li> <li>● Political Impact (With political leaders who have successfully used mass communication)</li> <li>● Economic Impact (With how economic changes were brought about by mass communication)</li> <li>● Developmental Impact (With how the government has successfully used mass communication)</li> <li>● Impact of mass media on                             <ul style="list-style-type: none"> <li>○ Education</li> <li>○ Children</li> <li>○ Women</li> <li>○ Culture</li> <li>○ Youth</li> <li>○ Development</li> </ul> </li> </ul>	
<b>UNIT V</b>	<b>12</b>
<b>The New Media Convergence</b>	
<ul style="list-style-type: none"> <li>● Elements and features of new media, technologies used in new media</li> <li>● Major challenges to new media acquisition-personal, social and national, future prospects.</li> </ul>	

<b>SEMESTER I</b>	
<b>Course Name V: Current Affairs</b>	
<b>Course Code: RJAUBAMMC105</b>	
<b>Credits: 04</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The learners will be equipped with basic understanding of politics, economics, environment and technology so that they can grasp the relevance of related news.</li> <li>2. The course will generate interest among the learners about burning issues covered in the media.</li> <li>3. The course shall enable developing a critical understanding of the relationship between media and current affairs.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Current National Stories</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Three political stories of national importance.</li> <li>• Political leaders : newsmakers of the season ( Brief profile of any three)</li> <li>• One dominating economic /business news</li> <li>• One dominating environment news stories</li> <li>• One story of current importance from any other genre.</li> </ul>	
<b>UNIT II</b>	<b>08</b>
<b>Policy And Governance</b>	
<ul style="list-style-type: none"> <li>• Ministries of Government of India Autonomous government bodies</li> <li>• Ministry of Home Affairs: Enforcement Organizations Internal Security Police</li> <li>• Communal tensions: Review of latest episodes of communal tensions</li> <li>• The tensions in J&amp;K: Background, Political players Update on the current situation</li> <li>• Review of any three Central Government projects and policies</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>International Affairs</b>	
<ul style="list-style-type: none"> <li>• Security Council: Structure and role</li> <li>• Issues that currently engage the SC</li> <li>• Role of United Nations ,General Assembly ,Other main organs of the UNO</li> <li>• Issues that currently engage the UNO</li> <li>• Four conflicts/ issues of international importance</li> </ul>	

<b>UNIT IV</b>	<b>10</b>
<b>Maharashtra Issues</b>	
<ul style="list-style-type: none"> <li>• Political parties reach and challenges, political leaders</li> <li>• An update on the current political dynamics of Maharashtra</li> <li>• News relating to the marginalized and displaced tribes</li> <li>• The latest news on floods and drought, unemployment, health issues, etc</li> <li>• Update two ongoing state projects</li> </ul>	
<b>UNIT V</b>	<b>10</b>
<b>Technology</b>	
<ol style="list-style-type: none"> <li>1. Mobile application for journalists <ul style="list-style-type: none"> <li>• Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide</li> </ul> </li> <li>2. Artificial Intelligence &amp; Content Automation tools: <ul style="list-style-type: none"> <li>• Introduction to AI and data science, Introduction to Content Automation tools. Examples of content automation tools in content creation</li> </ul> </li> <li>3. Augmented Reality &amp; Virtual Reality in media: <ul style="list-style-type: none"> <li>• Introduction to Augmented Reality, Introduction to Virtual Reality, Examples of Augmented Reality games and apps, Examples of Virtual Reality news websites worldwide</li> </ul> </li> <li>4. Digital gaming industry: <ul style="list-style-type: none"> <li>• Introduction to digital gaming industry</li> </ul> </li> <li>5. Digital gaming in India: <ul style="list-style-type: none"> <li>• Overview of Indian digital gaming</li> </ul> </li> </ol>	

<b>SEMESTER I</b>	
<b>Course Name VI: History of Media</b>	
<b>Course Code: RJAUBAMMC106</b>	
<b>Credits: 02</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The learners will be able to understand Media history through key events in the cultural history, and the values that shaped and continue to influence Indian mass media.</li> <li>2. The course will enable the learners to understand the history and role of professionals in shaping communications.</li> <li>3. The learners will develop the ability to think and analyze about the media.</li> </ol>	

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

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

<b>SEMESTER II</b>	
<b>Course Name: Effective Communication - II</b>	
<b>course Code: RJAUBAMMC201</b>	
<b>Credits: 03</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. Enhancement in the communication and translation skills acquired by the learners in the first semester.</li> <li>2. Develop editing skills, paraphrasing, summarization, report writing, letter writing skills.</li> <li>3. Enable the learners to effectively read and analyse technical data.</li> <li>4. Gain knowledge about plagiarism.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Writing</b>	<b>14</b>
<ol style="list-style-type: none"> <li>1. Report writing:(English, Hindi or Marathi) <ul style="list-style-type: none"> <li>● General report and News report writing</li> <li>● Basics and Format (Headline, Sub-headline,etc)</li> <li>● Various type of report</li> </ul> </li> <li>2. Organizational writing: (English, Hindi or Marathi) <ul style="list-style-type: none"> <li>● Internal communication , E- mails, Email E-mail Etiquette, Overcoming Problems in E-mail Communication,</li> </ul> </li> </ol>	

<ul style="list-style-type: none"> <li>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.</li> </ul> <p>3. Writing for Publicity materials: (English, Hindi or Marathi)</p> <ul style="list-style-type: none"> <li>Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot</li> </ul>	
<b>UNIT II</b>	<b>12</b>
<b>Editing</b>	
<ul style="list-style-type: none"> <li>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.</li> <li>Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing</li> </ul>	
<b>UNIT III</b>	<b>12</b>
<b>Paraphrasing and Summarizing</b>	
<p>1. Paraphrasing</p> <ul style="list-style-type: none"> <li>Meaning , how to use paraphrase in communication, Paraphrase and plagiarism, Translation</li> </ul> <p>2. Summarizing:</p> <ul style="list-style-type: none"> <li>Content , the points and sub- points and the logical connection between the points.</li> </ul>	
<b>UNIT IV</b>	<b>08</b>
<b>Interpretation of Technical Data</b>	
<ul style="list-style-type: none"> <li>Read graphs, maps, charts, Write content based on the data provided</li> </ul>	

<b>SEMESTER II</b>	
<b>Course Name: Foundation Course- II</b>	
<b>Course Code: RJAUBAMMC202</b>	
<b>Credits: 02</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> 1. Understanding and exposure given to the learners of the dynamics and complexities of the socio-political problems in India. 2. Learning about the relationship of media with the country's socio-political system.	
<b>UNIT I</b>	<b>Lectures</b>
<b>Globalization and The Indian Society</b>	<b>07</b>
<ul style="list-style-type: none"> <li>Understanding the concepts of liberalization, privatization and globalization</li> <li>Growth of information technology and communication and its impact manifested in everyday life</li> <li>Impact of globalization on industry: changes in employment and increasing migration</li> <li>Changes in the agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.</li> </ul>	
<b>UNIT II</b>	<b>10</b>
<b>Human Rights</b>	
<ul style="list-style-type: none"> <li>Concept of Human Rights; origin and evolution of the concept</li> <li>The Universal Declaration of Human Rights</li> <li>Human Rights constituents with special reference to Fundamental Rights stated in the Constitution</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>Ecology</b>	
<ul style="list-style-type: none"> <li>Importance of Environment Studies in the current developmental context</li> <li>Understanding concepts of Environment, Ecology and their interconnectedness</li> <li>Environment as natural capital and connection to quality of human life</li> <li>Environmental Degradation- causes and impact on human life</li> <li>Sustainable development- concept and components</li> <li>Poverty and environment.</li> </ul>	



<b>UNIT IV</b>	<b>10</b>
<b>Understanding Stress and Conflict</b>	
<ul style="list-style-type: none"> <li>• Causes of stress and conflict in individuals and society</li> <li>• Agents of socialization and the role played by them in developing the individual</li> <li>• Significance of values, ethics and prejudices in developing the individual</li> <li>• Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.</li> </ul>	
<b>UNIT V</b>	<b>10</b>
<b>Managing Stress and Conflict in Contemporary Society</b>	
<ul style="list-style-type: none"> <li>• Types of conflicts and use of coping mechanisms for managing individual stress</li> <li>• Maslow's theory of self-actualisation</li> <li>• Different methods of responding to conflicts in society</li> <li>• Conflict-resolution and efforts towards building peace and harmony in society.</li> </ul>	
<b>UNIT VI</b>	<b>15</b>
<b>Contemporary Societal Challenges</b>	
<ul style="list-style-type: none"> <li>• Increasing urbanization, problems of housing, health and sanitation</li> <li>• Changing lifestyles and impact on culture in a globalised world.</li> <li>• Farmers' suicides and agrarian distress.</li> <li>• Debate regarding Genetically Modified Crops.</li> <li>• Development projects and Human Rights violations.</li> <li>• Increasing crime/suicides among youth.</li> </ul> <p><b>Note:</b>  <b>15 lectures will be allotted for project guidance</b>  <b>Unit Number 6 will not be assessed for the Semester End Exam.</b></p>	

<b>SEMESTER II</b>	
<b>Course Name: Content Writing</b>	
<b>Course Code: RJAUBAMMC203</b>	
<b>Credits: 04</b>	<b>Total Lecture: 48</b>
<p align="center"><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Understanding the importance of crisp writing as part of Mass Communication and development of editing skills</li> <li>3. The ability to draw the essence of situations and develop clarity of thought.</li> <li>4. Development of presentation skills and ability to develop techniques of writing for the television, web and newspapers.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Foundation</b>	<b>08</b>
<ol style="list-style-type: none"> <li>1. <b>Grammar Refresher:</b> With special emphasis on use of punctuations, prepositions, capital letters and lower case</li> <li>2. <b>Vocabulary building:</b> Meaning, usage of words, acronyms</li> <li>3. <b>Common Errors:</b> Homophones and common errors in English usage.</li> <li>4. <b>Essentials of Good Writing:</b> With emphasis on writing with clarity, logic and structure</li> <li>5. <b>Phrases and Idioms:</b> Creative usage of phrases and idioms.</li> </ol>	
<b>UNIT II</b>	<b>10</b>
<b>Editing Skills</b>	
<ol style="list-style-type: none"> <li>1. <b>Redundant words:</b> Identifying redundant words and phrases and eliminating these.</li> <li>2. <b>Editing Sentences:</b> Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors.</li> <li>3. <b>Editing Captions:</b> Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors.</li> </ol>	

<p><b>4. Editing Headlines:</b> Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors.</p> <p><b>5. Editing Copy:</b> Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors.</p>	
<b>UNIT III</b>	<b>10</b>
<b>Writing Tips and Techniques</b>	
<p><b>1. Writing tickers/ scrolls:</b> For television news.</p> <p><b>2. Writing social media post :</b> Twitter and other social networks.</p> <p><b>3. Writing briefs/snippets:</b> News briefs, Lifestyle and entertainment snippets.</p> <p><b>4. Caption writing:</b> Picture stories etc.</p> <p><b>5. Writing headlines:</b> News headlines and feature headlines.</p>	
<b>UNIT IV</b>	<b>10</b>
<b>Presentation Tools And Techniques</b>	
<p><b>1. PowerPoint Presentation:</b> Use of Powerpoint tools, PowerPoint to Pdf, PowerPoint to self animated presentation, Auto timing of PowerPoint presentation</p> <p><b>2. Infographics:</b> Colour selection, Use of clip art, Use of Powerpoint smart tools, Minimalist animation for maximum impact.</p> <p><b>3. Three minute presentation:</b> Content for single slide, Uses of phrases, Effective word selection, Effective presentation</p> <p><b>4. Google advanced search:</b> How to select relevant information, Locating authentic information, How to gather information for domestic and international websites.</p> <p><b>5. Plagiarism:</b> How to do a plagiarism check, Paraphrasing, Citation and referencing style</p>	
<b>UNIT V</b>	<b>10</b>
<b>Writing For The Web</b>	
<p><b>1. Content is King:</b> Importance of content.</p> <p><b>2. Less is more:</b></p>	

<p>Writing for print media/ social media like Twitter, etc.</p> <p><b>3. Copywriting:</b> Ad campaigns (creative, witty and attractive).</p> <p><b>4. Realtime Content:</b> Difference in writing for print vs digital</p> <p><b>5. Keywords:</b> Designing keywords for Search Engine Optimization</p>	
<b>Internal Project/ Exercise Suggestions</b>	
<p><b>1. Writing Captions and Headlines:</b> 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</p> <p><b>2. A three- minutes powerpoint presentation:</b> This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes.</p> <p><b>3. Word Game/ Quiz:</b> This is an exciting way to get learners engaged in vocabulary building</p>	

<b>SEMESTER II</b>	
<b>Course Name: Introduction to Advertising</b>	
<b>Course Code: RJAUBAMMC204</b>	
<b>Credits: 04</b>	<b>Total Lecture: 48</b>
<p><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>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.</li> <li>Gain knowledge about different aspects of advertising and their relationship with the media.</li> <li>The learners acquire crucial skills in developing their own ad creatives and plan campaigns.</li> <li>Provide a perspective into various aspects of an Ad Agency.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction to Advertising</b>	<b>12</b>
<p><b>1. Introduction to advertising:</b> Evolution , importance, Features, benefits, limitation, effects and 5 M's of advertising.</p> <p><b>2. Types of advertising:</b> Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social ( CSR) and Advocacy</p>	

<p><b>3. Ethics and Laws in Advertising:</b>  Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations</p> <p><b>4. Social, Cultural and Economic impact of Advertising:</b>  Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising</p> <p><b>5. Theories:</b>  Stimulus theory, AIDA, Hierarchy ,MeansEnd Theory</p>	
<b>UNIT II</b>	<b>10</b>
<b>Integrated marketing communication and tools</b>	
<p><b>1. Integrated marketing communication:</b>  Emergence, Role, Tools, Communication process, The IMC Planning Process.</p> <p><b>2. Print Media and Out-of Home Media:</b>  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</p> <p><b>3. Broadcast Media:</b>  Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages</p> <p><b>4. Public Relation:</b>  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</p> <p><b>5. Sales Promotion and Direct marketing:</b>  Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages</p>	
<b>UNIT III</b>	<b>14</b>
<b>Creativity in Advertising</b>	
<p><b>1. Introduction to Creativity:</b>  Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals.</p> <p><b>2. Role of different elements in ads:</b>  Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc</p> <p><b>3. Elements of Copy:</b>  Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating storyboard</p>	

<b>UNIT IV</b>	<b>06</b>
<b>Types of advertising agency, department, careers and latest trends in advertising</b>	
<ol style="list-style-type: none"> <li><b>Types of Advertising agency:</b> Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others.</li> <li><b>Various departments in an agency:</b> Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others</li> <li><b>Latest Trends:</b> Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising.</li> </ol>	

<b>SEMESTER II</b>	
<b>Course Name: Introduction To Journalism</b>	
<b>Course Code: RJAUBAMMC205</b>	
<b>Credits: 04</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>Understanding of the history and development of journalism in the global and the Indian context</li> <li>The learners are introduced to concepts related to news and journalistic practice.</li> <li>Acquainting the learners with journalism- an influential medium of information, which holds the key to opinion formation.</li> <li>Provide technical understanding of the process of news creation and sensitize the learners with the principles of journalism and how to produce quality output.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>History of Journalism in India</b>	<b>08</b>
<ul style="list-style-type: none"> <li>Changing face of journalism from Guttenberg to new media</li> <li>Journalism in India:</li> <li>Earliest publications</li> <li>The rise of nationalist press, Post 1947</li> <li>The emergency 1975, Post Emergency</li> <li>Post liberalization of the economy boom in magazines and niche journalism</li> <li>How technology advancement has helped media</li> <li>New media with special reference to rise the Citizen Journalism</li> </ul>	

<b>UNIT II</b>	<b>10</b>
<b>News and Its Processes</b>	
<ul style="list-style-type: none"> <li>● Definition of News</li> <li>● The news process from the event to the reader</li> <li>● What makes a good story</li> <li>● Anatomy of a news story</li> <li>● Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc</li> </ul>	
<b>UNIT III</b>	<b>10</b>
<b>Principles and format</b>	
<ul style="list-style-type: none"> <li>● What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity</li> <li>● Difference between a PR and a journalist</li> <li>● Criteria for newsworthiness</li> <li>● Hard News / Soft News and blend of the two News Reports</li> <li>● Features Editorials</li> </ul>	
<b>UNIT IV</b>	<b>10</b>
<b>Career in Journalism</b>	
Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In Depth journalist , lifestyle journalist.	
<b>UNIT V</b>	<b>10</b>
<b>Covering an event ( flip class)</b>	
<ul style="list-style-type: none"> <li>● Background research</li> <li>● Finding a news angle</li> <li>● Capturing the right pictures for a photo feature</li> <li>● Writing Headline, captions and lead</li> </ul>	

<b>SEMESTER II</b>	
<b>Course Name: Media Gender and Culture</b>	
<b>Course Code: RJAUBAMMC206</b>	
<b>Credits: 02</b>	<b>Total Lecture: 48</b>
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. 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.</li> <li>2. Gain understanding of the changing perspectives of media, gender and culture in the globalised era.</li> <li>3. 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.</li> </ol>	
<b>UNIT I</b>	<b>Lectures</b>
<b>Introduction To Cultural Studies: Evolution, Need, Concepts And Theories</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Evolution, features of cultural studies,</li> <li>• Need and significance of cultural studies and media</li> <li>• Concepts related to culture Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</li> <li>• Theories: <ul style="list-style-type: none"> <li>○ Stuart Hall : encoding and decoding, Circuit of culture</li> <li>○ John Fiske: culture and industry</li> <li>○ Feminism and Post feminism</li> <li>○ Techno culture and risk – Ulrich Beck</li> </ul> </li> </ul>	
<b>UNIT II</b>	<b>12</b>
<b>Culture and Media: Construction, Commodification, Impact And Recent Trends</b>	
<ul style="list-style-type: none"> <li>• Construction of culture- social, economic, political, religion and technology</li> <li>• Culture, industry and media commodification, memes, representation, articulation, popular culture, power, cyber culture</li> <li>• Media and its impact on the cultural aspect of the society.</li> <li>• Culture industry and communication - with reference to reference to film, TV, social media, advertisements etc.</li> <li>• Recent trends in Culture consumption: Changing values, Ideologies &amp; its Relevance in Contemporary society.</li> </ul>	



<b><i>UNIT III</i></b>	<b>10</b>
<b>Gender And Media Culture: Role And Influence Of Media</b>	
<ul style="list-style-type: none"> <li>• The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</li> <li>• Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li> <li>• Gender equality and media</li> <li>• Hegemonic masculinity in media</li> <li>• Gender issues in news media (TV, radio, newspapers &amp; online news)</li> </ul>	
<b><i>UNIT IV</i></b>	<b>12</b>
<b>Globalisation And Media Culture: Global, Local, Consumer And The Recent Trends</b>	
<ul style="list-style-type: none"> <li>• Media imperialism</li> <li>• Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li> <li>• Consumer culture and media in the era of globalisation.</li> <li>• Digital Media culture: Recent trends and challenges</li> <li>• Media and Globalisation: Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power</li> </ul>	

### **SCHEME OF EXAMINATIONS**

1. Two Internal Assessment examinations of 20 marks each. Duration 30 minutes for each.
2. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Powerpoint/ Audio – Visual presentation/ Oral Presentation.
3. One External (Semester End Examination) of 60 marks. Duration: 2 hours.
4. Minimum marks for passing the Semester End Theory Exam is 40 %.
5. Students must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
6. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.
8. Due to COVID-19, any changes in the pattern will be subject to the decision taken by the college.

**REFERENCE BOOKS AND READING MATERIAL**

<b>Effective Communication - I</b>	<ol style="list-style-type: none"> <li>1. Word Power Made Easy by Norman Lewis</li> <li>2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar</li> <li>3. Wren and martin for English Grammar</li> </ol>
<b>Visual Communication</b>	<ol style="list-style-type: none"> <li>1. Handbook Of Visual Communication Edited By Ken Smith/Sandra Moriarty/Gretchen Barbatsis &amp; Keith Kenny</li> <li>2. Visual Communication Theory And Research By Shahira Fahmy, Mary Angela Bock &amp; Wayne Wanta</li> <li>3. Visual Communication By Ralph E Wileman</li> </ol>
<b>Fundamentals of Mass Communication</b>	<ol style="list-style-type: none"> <li>1. Mass Communication Theory: Denis Mcquail</li> <li>2. Mass Communication: Rowland Lorimer</li> <li>3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)</li> <li>4. Mass Communication Effects: Joseph Klapper</li> <li>5. Mass Communication &amp; Development: Dr. Baldev Raj Gupta</li> <li>6. Mass Communication in India: Keval J Kumar</li> <li>7. Mass Communication Journalism in India: D S Mehta</li> <li>8. The Story of Mass Communication: Gurmeet Singh</li> <li>9. Perspective Human Communication: Aubrey B Fisher.</li> <li>10. Communication Technology &amp; Development: I P Tiwari</li> <li>11. The Process of Communication: David K Berlo</li> <li>12. Cinema &amp; Television: Jacques Hermabon &amp; amp; Kumar Shahan.</li> <li>13. Mass Media Today: Subir Ghosh</li> <li>14. Mass Culture, Language &amp; arts in India: Mahadev L Apte</li> <li>15. Communication Facts &amp; Ideas in Business: L. Brown (Prentice Hall).</li> <li>16. India's Communication Revolution: ArvindSinghal and Everett Rogers.</li> <li>17. The Myth of Mass Culture: Alan Swing wood</li> <li>18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).</li> <li>19. Communication-concepts &amp;Process: Joseph A Devito</li> <li>20. Lectures on Mass Communication: S Ganesh.</li> </ol>
<b>Current Affairs</b>	<ol style="list-style-type: none"> <li>1. Manorama Yearbook published by Malayala Manorma</li> <li>2. Competition Success Review</li> <li>3. Competition Master Publications</li> <li>4. Yogana published by Publication Division, Ministry of Information and Broadcasting</li> <li>5. The Virtual Reality Primer- Casey Casey Larijani</li> </ol>

	<ol style="list-style-type: none"> <li>6. The Secret of Viral Content Creation- Priyanka Agarwal Papers</li> <li>7. <a href="https://www.lucidpress.com/blog/top-30-social-media-automation-tools">https://www.lucidpress.com/blog/top-30-social-media-automation-tools</a></li> <li>8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig</li> <li>9. <a href="https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-isgrowing-fast-into-a-billion-dolla">https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-isgrowing-fast-into-a-billion-dolla</a></li> <li>10. 70 years in Indian politics and policy <a href="https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htm#market/#7e8eddbd55b6">https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htm#market/#7e8eddbd55b6</a></li> </ol>
<b>History of Media</b>	<ol style="list-style-type: none"> <li>1. Mass Communication In India Paperback – By Keval J. Kumar</li> <li>2. Journalism In India: History, Growth, Development By K. C. Sharma</li> <li>3. Media's Shifting Terrain: Five Years That Transformed The Way India Communicates By Pamela Philipose</li> <li>4. Indian News Media: From Observer To Participant By Usha M. Rodrigues &amp; Maya Ranganathan</li> <li>5. Documentary Films And Indian Awaken By Jagmohan, Publications Divisions Ministry Of Broadcasting And Information, Government Of India</li> <li>6. History Of Indian Cinema Paperback – 1 Jan 2012 By Renu Saran</li> <li>7. History Of Broadcasting In India By Dr. P. Thangamani</li> <li>8. India On Television By Nalin Mehta(HarperCollins Publishers)</li> <li>9. Press In India: New History Hardcover – 1 Aug 1995 By G.S.C. Raguavan</li> <li>10. Communication In History: Stone Age Symbols To Social Media By David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)</li> </ol>
<b>Effective Communication - II</b>	<ol style="list-style-type: none"> <li>1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor</li> <li>2. Communication Skills in English – Aspi Doctor</li> <li>3. Teaching Thinking - Edward De Bono De Bono's</li> <li>4. Thinking Course – Edward De Bono Serious Creativity –</li> <li>5. Edward De Bono The Mind Map Book – Buzan Tony 19</li> <li>6. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson</li> <li>7. A Textbook of Translation - by Peter Newmark, Newmark</li> </ol>
<b>Content Writing</b>	<ol style="list-style-type: none"> <li>1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication</li> <li>2. Writing for the Mass Media by James Glen Stovall</li> <li>3. A Handbook of Rhetorical Devices by Robert A Harris</li> </ol>

<b>Introduction To Advertising</b>	<ol style="list-style-type: none"> <li>1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty</li> <li>2. Adland: Global History of advertising by mark Tungate</li> <li>3. Copy paste : How advertising recycle ideas by Joe La Pompe</li> <li>4. Indian Advertising: Laughter &amp; Tears by Arun Chaudhuri</li> <li>5. Adkatha The Story Of Indian Advertising by Halve Anand</li> <li>6. Pandeymonium by Piyush Pandey</li> <li>7. Introduction to Advertising – Amita Shankar</li> <li>8. Contemporary Advertising – Loudon &amp; Britta</li> <li>9. Advertising – Pearson Education</li> <li>10. www.afaqs.com</li> <li>11. www.exchange4media.com</li> <li>12. www.adweek.com</li> </ol>
<b>Introduction To Journalism</b>	<ol style="list-style-type: none"> <li>1. Writing and Reporting News by Carole Rich; Thomson Wadsworth</li> <li>2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition</li> <li>3. Recommended reading Nalin Mehta on Indian TV</li> <li>4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.</li> <li>5. Introduction to Journalism: Essential Technique Richard Rudin</li> <li>6. Introduction to Journalism: Carole Fleming</li> <li>7. Introduction to Journalism: James glen stowal</li> </ol>
<b>Media Gender &amp; Culture</b>	<ol style="list-style-type: none"> <li>1. Media And Cultural Studies: Meenakshi Gigi Durham And Douglas M.Kellner</li> <li>2. Cultural Studies- Theory And Practice – Chris Barker</li> <li>3. An Introduction To Cultural Studies- Promod K. Nayar</li> <li>4. Culture Change In India- Identity And Globalisation – Yogendra Singh</li> <li>5. Indian Media In A Globalised World- Maya Ranganathan Usha M. Rodgrigues</li> <li>6. Media Gender And Popular Culture In India- Tracking Change And Continuity – Sanjukthe- Dasgupta</li> </ol>