



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : BMM

Proposed Course : Mass Media

Semester III

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2020-21**

S.Y.B.M.M. Syllabus

Academic year 2020-2021

Semester III			
Course Code	Course Title	Credits	Lectures /Week
ABMM301	Introduction to Public Relations	4	4
ABMM302	Introduction to Culture Studies	4	4
ABMM303	Introduction to Media Studies	4	4
ABMM304	Photography and Videography	4	4
ABMM305	Introduction to Creative Writing	4	4
ABMM306	Principles of Management	4	4

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
ABMM401	Introduction to Advertising	4	4
ABMM402	Introduction to Journalism	4	4
ABMM403	Radio and Television	4	4
ABMM404	Mass Media Research	4	4
ABMM405	Organisational Behaviour	4	4
ABMM406	Understanding Cinema	4	4

Semester III

Course: ABMM301	Introduction to Public Relations (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Applying principles of public relations. - To inculcate in students the various concepts and theories of public relations. Outcomes: <ul style="list-style-type: none"> - The study of the various public relations techniques 	
Unit I	<p>Definition, concept and use of Public Relations & Communication-an individual, or a group</p> <p>Internal PR & External PR-The various stakeholders to which PR is responsible- Consumer, Shareholder, Government, Employee, General Public.</p> <p>Public Relations & related fields like Advertising, Marketing, and Journalism.</p> <p>Strategies of PR and current Industry Scenario- Relevant Case Studies</p>	15 L
Unit II	<p>Press Release</p> <p>Press Conference & Other media tools used.</p> <p>Role of Public Relations in different sectors (with relevant Case Studies from each sector):</p> <p>PR in Manufacturing Sector.</p> <p>PR in Services sector – Public & Private.</p> <p>PR in Non- profit organisations.</p>	15 L
Unit III	<p>Code of Ethics in Public Relations:</p> <p>Need to establish professional standards</p> <p>Guidelines for ethical practice</p> <p>Code of ethics of the American PR Association.</p> <p>PRSI (Public Relations Society of India)</p>	15 L

<p>Unit IV</p>	<p>An Overview of the following: Understanding laws governing commercial enterprises Study, research & understanding of business of employer Evaluation and adaptability to corporate culture Understanding socio - economic issues, political issues, and legal / commercial issues impacting on business. Understanding Transactional Analysis and its relevance to Public Relations. Maintaining and building strong organisation through communications. Understanding the Media and the handling of Media Relations Understanding the Consumer & keeping him informed Introduction to Corporate Communications Human Resources and how to promote commercial films In-depth study on Internal PR - administration, vision, media, within the company, and structure of the company. Types of PR – Corporate, Sports, Entertainment, NGO, Public Sector, etc.</p>	<p>15 L</p>
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References:

1. A Handbook of Public Relations and Communication, Lesle Philip, McGraw Hill Professional, 1998
2. This is PR: The Realities of Public Relations; Dean Kruckeberg, Doug Newsom, and Judy Turk ; Wadsworth Cengage Learning, 2010
3. Corporate Public Relation, K.R.Balan, Sterling
4. The profession and the practice, Baskin Otics, Craig Aronoff, Dan Lattimore, Brown and Benchmark
5. Cutlip and Center ‘s Effective Public Relations, Glen M. Broom, Bey-Ling Sha, Pearson, 2012
6. The Practical Handbook of Public Relations, Robert S. Cole, Prentice Hall, 1981
7. Introduction to Mass Communication; Warren K. Agee, Philip H. Ault, Edwin Emery; Longman, 1997
8. The Practice of Public Relation; Wilfred Howard; Elsevier, 2016
9. Public Relations in India, Jolly Mohan Kaul, Naya Prokash, 1976
10. Teach Yourself Public Relations, Herbert Lloyd, English Universities Press, 1963
11. Making it in Public Relations, Leonard Mogel, Collier Books Macmillan Publishing Company, 1993

Course: ABMM302	Introduction to Culture Studies (Credits :04 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - Comprehending the various concepts of culture. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the importance of culture. 	
Unit I	<p>Evolution and need to study cultural studies & Concept of 'Culture': examining definitions and theories of culture</p> <p>Mathew Arnold Johann Herder Max Weber S. N. Balagangadhara Homi K. Bhabha</p> <p>Popular and Mass Culture Stuart Hall – circuit of culture Fiske – 'culture industry' vs. reading popular culture</p>	15 L
Unit II	<p>Culture and Conditioning: Language, Gender, Class and Race</p> <p>Construction of Culture Political, social, economic and religious aspects of cultural construction.</p>	15 L
Unit III	<p>Cultural and Critical Theories</p> <p>Emergence of Cultural and critical theories: Marxism The Frankfurt School The British Cultural School Raymond Williams' Technological Determinism</p>	15 L

<p>Unit IV</p>	<p>Globalization Case Study of satellite television in India – trends and transformations, not history Global – Local</p> <p>Studying Representation in Cultural Expressions and Artifacts, Oral traditions – folklore – festivals - cuisine - sports - art and architecture - all forms of media expressions</p> <p>Media and Culture Technology, Urbanism as factors of cultural change Positive and negative relationship of media and culture</p>	<p>15 L</p>
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References:

1. Cultural studies reader, Simon Durring, Routledge, 1993
2. Cultural Theory : The Key Concepts; Andrew Edgar, Peter Sedgwick; Routledge, 2008
3. Cultural Theory and Popular Culture: An Introduction; John Storey; Routledge, 2015
4. Orientalism: Western Conceptions of the Orient, Edward Said, Penguin, 2016
5. Doing Cultural Studies: The Story of the Sony Walkman; Paul du Gay, Stuart Hall, Linda Janes, Anders Koed Madsen, Hugh Mackay, Keith Negus; Sage Publications, 2013
6. Cultural Imperialism - A Critical Introduction, John Tomlinson, Continuum, 2001
7. Production Of Culture/Cultures of Production, Paul Du Gay, Sage/Open University, 1997
8. Power, Politics, and Culture: Interviews with Edward W. Said; Edward Said, Gauri Vishwanathan; A&C Black, 2014
9. Writing Caste/Writing Gender: Narrating Dalit Women's Testimonies; Sharmila Rege, Zubaan, 2013
10. Bal Gandharva, the nonpareil thespian, Mohan Nadkarni, National Book Trust, 1988
11. Cultural Anthropology: A Contemporary Perspective; Roger M. Keesing, Andrew Strathern, Harcourt Brace College Publishers, 1998
12. Social Anthropology, R. Godfrey Lienhardt, Oxford University Press, 1972
13. Introduction to Mass Communication: Media Literacy and Culture; Stanley J. Baran; McGraw-Hill, 2007
14. The Ascent of Man, Jacob Bronowski, Random House, 2011

Course: ABMM303	Introduction to Media Studies (Credits :04 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - Grasping the various theories of media - Application of various theories to contemporary situations <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the relationship between media theories and the contemporary world 	
Unit I	<p>Constituents of Media: Language (effect; evolution- e-mail, troll; within religion), Discourse – having a healthy discussion (is not practiced in present day India) Relevance of Technology –e.g. Television. Also, the vices of technology and how it can be abused, e.g. Hacking – Russia vs USA. Magazine Advertising and the creation of a new man Young people as consumers of advertising</p>	15 L
Unit II	<p>Racist Ideologies and Media Division and Contradiction in Global Infrastructure Media and Globalization and Consumerism</p>	15 L
Unit III	<p>Media Theories: -Stuart Hall -Uses and Gratification Theory -Agenda Setting -Propaganda Theory -Two Step Flow -Marshal McLuhan -Social Cognitive Theory</p>	15 L

<p>Unit IV</p>	<p>Commercial impact: Magazine culture Trends Feminism Power of Media –e.g. Conglomerates- corporations owning media-houses</p> <p>Media and Globalization: Racism as a belief Media and Diaspora</p> <p>Challenges of Media: Intellectual property – measures to protect one’s content New media</p>	<p>15 L</p>
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References:

1. McQuail's Reader in Mass Communication Theory, McQuail, Denis (ed.), Sage Publications, 2004
2. The Media Student's Book, Branston, Gill, and Roy Stafford, Routledge, Fifth edition (2010)
3. AS Media Studies: The Essential Introduction, Rayner, Philip, Peter Wall, and Stephen Kruger, Routledge, Second edition (2004)
4. Introduction to Mass Communication, Baran, Stanley J., McGraw Hill Education, 2011
5. Dynamics of Mass Communication, Dominick, Joseph R., McGraw-Hill Higher Education, 2011
6. Television: Technology and Cultural Form, Williams, Raymond, Routledge, 1990
7. Mass Communication theory, Baran and Davis, Thomas Wadsworth, 2000
8. Introduction to Communication Studies, John Fiske, 1982
9. Building Communication Theory, Deanna F. Womack, Andrew S. Rancer, Dominic A. Infante, Waveland Press, 2nd edition (1993)
10. Media Analysis Techniques, Arthur Berger, Sage Publications, 2005

Course: ABMM304	Photography and Videography (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To develop visual narratives through technical and visual language in the field of filmography and photography Outcomes: <ul style="list-style-type: none"> - The study of the Visual Language through practical approach towards developing visual story 	
Unit I	History of Photography- How Photography was discovered Key Players. Tracing history from Daguerreotype to Kodak Camera Obscura & Pin Hole Camera Daguerreotype Calotype Wet Plate Collodion/Glass Plate Kodak Compact Camera Profiles: Louis Daguerre, Henry Fox Talbot, George Eastman	15 L

<p>Unit II</p>	<p>Role of Photography in Our Daily Lives: Photography and its use is wide and varied.</p> <p>Each Category should be introduced in this part. It should include a deep understanding of its impact, use of equipment, techniques, its use etc.</p> <p>Portrait Photography Photojournalism and Documentary Photography Fashion/Editorial Commercial Fine Art</p> <p>Types of Cameras & Lenses: A brief look at cameras of the past. A detailed working of a DSLR and other equipment associated with it. Demonstration required.</p> <p>Large Format Camera Medium Format Camera How does a DSLR work? Difference between Digital System vs Film System Why use Manual Mode Why shoot RAW</p> <p>Video: Objective- Practical based information where students understand how to shoot effectively various narratives through camera movements, storyboards, and editing. Synopsis- Students need to understand how to execute simple narratives effectively and publish on various digital media platforms. Emphasis will be on storytelling and visual language taught through compositions, scripts, story boarding and editing. The student will have to use only a DSLR to shoot their final project.</p>	<p>15 L</p>
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<p>Unit III</p>	<p>Lighting: Students should be taught about different forms, types, quality and usage of light. Modifying a light through studio equipment should be demonstrated along with using Hot-Shoe Flash as both on and off camera. Properties of light Quality of light</p> <p>Exposure: Understanding Exposure Aperture Shutter ISO White Balance How to read a histogram Expose to the right Reading a light meter Equivalent Exposure How to use Aperture, Shutter and ISO creatively</p> <p>Composition: Understanding the visual grammar of a photographic frame Nature of photographs Language of Photographs Different types of composition</p>	<p>15 L</p>
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<p>Unit IV</p>	<p>Image Editing:</p> <p>Adobe Photoshop Converting Raw through Camera RAW Customizing Photoshop Environment Tool Bar Menu Bar Creating Layers Non-Destructive Editing Selection Tools & Masking Blend Modes Converting to Black and White How to Clean up a picture</p> <p>Adobe Lightroom Lightroom and its Environment Converting Raw Cataloguing Lightroom to Photoshop Transfer</p> <p>Video Editing: Adobe Premiere Pro Import/Export Transitions Storyline Workflow Motion Graphics (Discussion)</p>	<p>15 L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. The Art of Colour Photography, John Hedgecoe, Mitchell Beazley, 1998 2. John Hedgecoe's Creative Photography, John Hedgecoe, Collins & Brown, 1999 3. Digital Photography: A No-nonsense, Jargon-free Guide for Beginners, Steve Bavister, Collins & Brown, 2000 4. John Hedgecoe's Photography Basics, John Hedgecoe, Sterling, 2006 		

Course: ABMM305	Introduction to Creative Writing (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To familiarize students with the elements of different genres of creative writing - To enable students to express their creativity in writing short stories, poems, plays. Outcomes: <ul style="list-style-type: none"> - The study of the basics of various types of writing 	
Unit I	<p>Formal aspects of Short Stories:</p> <p>Theme Plot Character Point of View Setting Tone Symbolism</p> <p>Analyse at least 7 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write a short story as a part of their project work.</p>	15 L
Unit II	<p>Formal aspects of Poetry:</p> <p>Theme Diction Tone Imagery Symbolism Figures of Speech Meter, Rhythm, and sound Structure & form</p> <p>Analyse at least 8 contemporary poems on the basis of each of these formal aspects, which will enable the student in his/her attempt to write poems as a part of their project work.</p>	15 L

Unit III	Formal aspects of Drama Theme Character Plot Form Dialogue writing Analyze at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt to write plays as a part of their project work.	15 L
Unit IV	Screen play writing: Converting short stories into screen plays Audience participation and reality T.V.	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. The Anatomy of Drama, Boulton, Marjorie, Routledge, 2014 2. On Writing the Short Story, Burnett, Hallie, Harper & Row, 1992 3. Fiction Writer's Handbook - Burnett, Hallie, HarperCollins, 1993 4. The Way to write Novels, Kitchen, Paddy, Elm Tree Books, 1981 5. Poetry in the Making, Hughes, Ted, Faber & Faber, 2008 6. The Creative Writer, Writer's Digest, Cincinnati, Ohio 7. The Writer's Handbook, Elfrieda Abbe, Writer Books, 2003 8. Brief Handbook for writers, Howell, James & Dean, Memering, Prentice Hall, 1993 9. Hints for young Writers - Marden, Orison Swett, Fb&c Limited, 2018 10. The Writer's Art, Warren C. Henry, George Newnes Ltd, Classic edition, 1901 		

Course: ABMM20 3/ ABMM30 6	Principles of Management (Credits 03/04: Lectures/Week: 04)	
	Objectives: To give a basic understanding about management and its various techniques and tools used in the contemporary world. Outcomes: The study of the various elements of management principles and processes.	
Unit I	Management - Concept, nature, process and significance. An overview of functional areas of management, Managerial roles by Mintzberg Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management.	15 L
Unit II	Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting. Decision Making - concept, importance and steps in decision making Leadership qualities. The need for different types of leaders for different work force. Different types of Leaders.	15 L
Unit III	Group Dynamics and Team Management: Theories of Group Formation - Formal and Informal Groups and their interaction, Importance of teams - Formation of teams - Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management.	15 L
Unit IV	Recent Trends in Management : Social Responsibility of Management - environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management	15 L

References:

1. Introduction to Management, John R. Schermerhorn, John Wiley & Sons, 2011
2. Management, Ricky W. Griffin, Cengage Learning, 2016
3. An Introduction to the Philosophy of Management, Paul, Griseri, Sage Publications, 2013
4. Introduction to management: Principles, practices, and processes, David Joseph Schwartz, Harcourt Brace Jovanovich, 1980



Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

(i) C.A.-I : Project/Assignment – 20 Marks

(ii) C.A.-II : Project/Assignment – 20 Marks

II. Semester End Examination (SEE)- 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable