

Mahatma Education Society's  
**Pillai College of Arts, Commerce & Science**  
(Autonomous)

Affiliated to University of Mumbai  
New Panvel



**Syllabus for F. Y. BAMMC. Semester II**  
**Program: B.A. Mass Media and**  
**Communication**

(Semester based Credit and Grading system for the  
academic year 2019-20)

**F. Y. B.A Mass Media and Communication**

<b>Semester II</b>						
<b>Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Theory/ Practical</b>	<b>Marks</b>	<b>Credits</b>	<b>Lectures /Week</b>
PUAMC101	Core	Effective Communication II	Theory	100	3	3
PUAMC 102	Core	Foundation Course II	Theory	100	3	3
PUAMC 103	Core	Content Writing	Theory	100	3	3
PUAMC 104	Core	Introduction to Advertising	Theory	100	3	3
PUAMC 105	Core	Introduction to Journalism	Theory	100	3	3
PUAMC 106	Core	Media Gender & Culture	Theory	100	3	3
Total				600	18	18

BOS	Communication
Class	F. Y. BAMMC
Semester	II
Subject Name	Effective Communication Skills II
Subject Code	PUAMC201
Level of Subject	Basic

### Objectives:

1. To make the students aware of use of language in media and organization.
2. To equip and enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
I	Writing	1.1	Report Writing(English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report) Analytical Writing (Editorials, Opinion Columns, Need for Analytical Writing)	12
		1.2	Organizational writing (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor	
		1.3	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
II	Editing	2.1	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words.	12
		2.2	Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words.	
		2.3	Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
III	Paraphrasing and Summarizing	3.1	Meaning , how to use paraphrase in communication, Paraphrase in plagiarism	12
		3.2	Translation	

		3.3	Summarizing content , the points and sub- points and the logical connection between the points	
IV	Interpretation of technical Data	4.1	Reading Graphs, Tables	09
		4.2	Analyzing Graphs, Tables etc	
		4.3	Write Content Based on Data Provided	
TOTAL LECTURES				45

**Expected outcomes:**

1. Increased Understanding of media writing
2. Enhanced ability to write sensitive content sensibly.

**Reference Books:**

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
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
8. <https://www.geneseo.edu/~bennett/EdWrite.htm>

BOS	Economics
Class	F. Y. BAMMC
Semester	II
Subject Name	Foundation Course II
Subject Code	PUAMC202
Level of Subject	Basic

**Objectives:**

1. To make students aware about the basic knowledge relating to Human rights, environment and several problems associated with Indian society.
2. To make students more known regarding stress and conflicts.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
I	Globalisation and Indian Society	1.1	Understanding the concepts of liberalization, privatization and globalization	12
		1.2	Growth of information technology and communication and its impact manifested in everyday life; Changes in employment sector due to globalization, Changes in agrarian sector due to globalization	
		1.3	Corporate farming and increase in farmer's suicides; Migration- Types, Causes and Effects.	
II	Human Rights	2.1	Concept of Human Rights- Characteristics of Human Rights	10
		2.2	Fundamental Rights stated in the Constitution	
		2.3	Recent developments in Human rights.	
III	Ecology	3.1	Importance of Environment Studies in the current developmental context	11
		3.2	Components of Environment, Types and Structure of Ecology	
		3.3	Environmental Degradation- causes and impact on human life; Sustainable development- concept and components.	
IV	Understanding and Managing Stress and Conflict in	4.1	Causes of stress and Types of conflict in individuals and society;	12
		4.2	Agents of socialization and the role played by them in developing the individual; Teenage stress; Aggression and violence as the public expression of conflict.	

	Contemporary Society	4.3	Use of coping mechanisms for managing stress. Methods and strategies for responding to conflicts. Maslow's theory of self-actualisation.	
<b>TOTAL LECTURES</b>				<b>45</b>

**Expected outcomes:**

1. The students would have increased awareness and accountability as a citizen.
2. It would bring increased competitiveness and empathy among the students.

**Reference Books:**

1. How to Have a Beautiful Mind- Edward De Bono. (Ebury Press).
2. F.C. II –Mascarenhas & Mody (Marvel Publication).
3. F.C. II –Micheal Vaz, Meeta Seta &Madhu Nair ( Manan Prakashan).
4. Foundation Course in Contemporary Issues- II, P.G. Shinde, Sheth Publication.
5. Foundation Course-II in Contemprory Issues, Pragati Publications.
6. Deshpande, Satish 2003. Contemporary India- A Sociological View.

BOS	B.M.M
Class	F. Y. BAMMC
Semester	II
Subject Name	Content Writing
Subject Code	PUAMC203
Level of Subject	Basic

**Objectives:**

3. To provide students with tools that would help them communicate effectively.
4. To develop writing skills for mass media.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
I	Foundation	1.1	Grammar Refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case	10
		1.2	Acronyms, Phrases and Idioms	
		1.3	Essentials of good writing and common errors	
II	Editing Skills	2.1	Redundant words: Identifying redundant words and phrases and eliminating these.	10
		2.2	Editing sentences: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
		2.3	Editing for media: Headline, copy and caption	
III	Writing Tips and Techniques	3.1	Writing for traditional media: print and broadcast	12
		3.2	Writing for internet: website and social media	
		3.3	Writing briefs: News briefs, Lifestyle and entertainment snippets	
IV	Presentation Tools and Plagiarism	4.1	Power Point Presentation and Info graphics	13
		4.2	Google Advance search : How to select relevant information Locating authentic information How to gather information for domestic and international websites	

		4.3	Plagiarism: How to do a plagiarism check Paraphrasing Citation and referencing style	
<b>TOTAL LECTURES</b>				<b>45</b>

**Expected outcomes:**

1. Understanding crisp writing as part of Mass Communication
2. The ability to draw the essence of situations and develop clarity of thought.

**Reference Books:**

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



BOS	B. M. M
Class	F. Y. BAMMC
Semester	II
Subject Name	Introduction to Advertising
Subject Code	PUAMC204
Level of Subject	Basic

### Objectives:

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To provide the students with basic understanding of imc.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
I	Introduction to Advertising	1.1	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising, Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy	13
		1.2	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations , Forms of untruthful advertising	
		1.3	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	
II	Integrated Marketing Communication	2.1	Role, Tools of IMC, Communication process, The IMC Planning Process, Basic concepts, Types of Newspapers advertising, advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On-premise advertising , Transit advertising , Posters , Directory advertising	13
		2.2	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising <b>and its</b> Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	
		2.3	Meaning of Public Relations, Types of public relations, Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of	

			Publicity, Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	
III	Creativity and advertising	3.1	Importance of creative process, Creative strategy development , Determining message theme, Big idea, positioning strategies, Types of appeals,	10
		3.2	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	
		3.3	Headline, Sub headline Layout , Body copy , Types of copy and slogan , creating story board	
IV	Trends in advertising	4.1	Ad Agency concept, Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	09
		4.2	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	
		4.3	Rural advertising, Ambush advertising, Internet advertising , Advertainment, advertorial, mobile advertising, Careers in advertising	
TOTAL LECTURES				45

**Expected outcomes:**

1. It will enable the students to make creative ads.
2. It will enable the students to know the scope in advertising.
3. It will enable the students to understand the opportunities available in ad agencies.

**Reference Books:**

- 1) Advertising Principles and Practices ( 7<sup>th</sup> 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

BOS	B. M. M
Class	F. Y. BAMMC
Semester	II
Subject Name	Introduction to Journalism
Subject Code	PUAMC205
Level of Subject	Basic

**Objectives:**

- 1) To give students an understanding of the history and development of journalism in the global and the Indian context.
- 2) To Introduce students to concepts related to news and journalistic practice

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
I	History of Journalism in India	1.1	Name of Topic	12
		1.2	Changing face of journalism from Guttenberg to new media	
		1.3	Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism How technology advancement has helped media	
II	News and its process	2.1	New media with special reference to rise the Citizen Journalism	09
		2.2	Definition of News The news process from the event to the reader Top 5 Indian Journalists	
		2.3	Anatomy of a news story	
III	Principles and Formats	3.1	Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	13
		3.2	What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity	
		3.3	Difference between a PR and a journalist Criteria for news worthiness	
IV	Covering an event	4.1	Hard News / Soft News and blend of the two News Reports, Features Editorials	11

		4.2	Background research Finding a news angle	
		4.3	Capturing the right pictures for a photo feature Writing Headline, captions and lead	
			<b>TOTAL LECTURES</b>	<b>45</b>

**Expected outcomes:**

1. Students will gain an insight about the news value.
2. They will be able to report and cover different types of events

**Reference Books:**

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

BOS	B. M. M
Class	F. Y. BAMMC
Semester	II
Subject Name	Media Gender and Equality
Subject Code	PUAMC206
Level of Subject	Basic

### Objectives:

1. To demonstrate the practicality of cultural studies theory to new situations and practices relevant to everyday life experience.
2. To introduce a historical overview of the cultural studies approach, with a special emphasis on the relevance of this approach to understanding media and popular culture.
3. To equip students with the ability to understand and articulate themselves as cultural beings through their knowledge of key concepts and approaches in the subject.
4. Students will learn to use interdisciplinary critical perspectives to examine the diverse meanings of cultural objects and processes.

Unit No.	Name of Unit	Topic No.	Name of Topic	Number of Lectures
I	Introduction to Cultural Studies : Evolution, Need, Concepts and Theories	1.1	Evolution, Features of Cultural Studies, Need and significance of cultural studies and Media. Basic concepts related to culture-	13
		1.2	Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock- Relevance of these concepts and its relevance in media Industrial Revolution and Marxism Popular Culture and Mass Culture High Culture and Low Culture and Folk Culture	
		1.3	Theories and its relevance in media Stuart Hall- Circuit of Culture, Encoding and Decoding John Fiske- Culture Industry Feminism and Post feminism Techno culture and risk – Ulrich Beck	
II	Culture and Media: Construction, Commodification, Impact and Recent Trends	2.1	Construction of culture 1)Social 2)Economic 3)Political 4)Religion 5) Technology	13
		2.2	Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture	
		2.3	Media and its impact on the cultural aspect of the society.	

			Culture for Social Change Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society.	
III	Gender and Media Culture: Role and Influence of media	3.1	The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)	09
		3.2	Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change	
		3.3	Gender equality and media Hegemonic masculinity and gender issues in media	
IV	Globalisation and media Culture: Global , Local, Consumer and the recent trends	4.1	Media imperialism Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power.	10
		4.2	Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender	
		4.3	Consumer culture and media in the era of globalization. Digital Media culture: Recent trends and challenges	
			<b>TOTAL LECTURES</b>	<b>45</b>

**Expected outcomes:** By the end of the course the students will have a better understanding of

1. Theories related to language and the representation of culture[s] and cultural construction of race, class, gender, ability, and sexuality.
2. Major theories that both influenced and came out of cultural studies and its approach to popular culture

**Reference Books:**

1. Media and Cultural Studies: Meenakshi Gigi Durham and Douglas M. Kellner
2. Cultural Studies- Theory and Practice – Chris Baker
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
7. Perspectives in Cultural Studies- Nath, Debarshi Prasad and Parasmoni Dutta