

Term Plan – First Half 2020-21

COURSE	FYBAMMC
SEMESTER	I
SUBJECT	FOUNDATION COURSE - I
MONTH	TOPICS TO BE COVERED
SEPTEMBER	<p>Unit 1 Overview of Indian Society</p> <ul style="list-style-type: none"> (i) Understand the multi-cultural diversity of Indian society through its demographic composition and population distribution (ii) Demographic composition according to religion, caste, and gender; (iii) Appreciate the concept of linguistic diversity in relation to the Indian situation; (iv) Understand regional variations according to rural, urban and tribal characteristics; (v) Understanding the concept of diversity as difference. <p>Unit 2 Concept of Disparity – Part 1</p> <ul style="list-style-type: none"> (i) Understand the concept of disparity as arising out of stratification and inequality;
OCTOBER	<ul style="list-style-type: none"> (ii) Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; (iii) Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities. <p>Unit 3 Concept of Disparity – Part 2</p> <ul style="list-style-type: none"> (i) Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof
NOVEMBER	<ul style="list-style-type: none"> (ii) Understand inter-group conflicts arising out of communalism; (iii) Examine the causes and effects of conflicts arising out of regionalism and linguistic differences. <p>Unit 4 The Indian Constitution</p> <ul style="list-style-type: none"> (i) Philosophy of the Constitution as set out in the Preamble; Basic features of the Constitution. (ii) The structure of the Constitution - The Preamble, Main Body and Schedules (iii) Fundamental Duties of the Indian Citizen; (iv) Tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society;
DECEMBER	<p>Unit 5 Significant Aspects of Political Processes</p> <ul style="list-style-type: none"> (i) The party system in Indian politics; (ii) Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (iii) Role and significance of women in politics. <p>Unit 6 – Project Presentations</p>

Teaching Tools	Group assignments during class, Study Material, PPT, Case Study, Group Discussions, Videos / documentary screenings
Course Outcome	<ul style="list-style-type: none">● To introduce students to the overview of the Indian Society.● To help them understand the constitution of India.● To acquaint them with the socio-political problems of India.

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COURSE	FYBAMMC
SEMESTER	I
SUBJECT	EFFECTIVE COMMUNICATION SKILLS - I
MONTH	TOPICS TO BE COVERED
SEPTEMBER	<p>Module 1</p> <p>1. - The concept of communication 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.</p> <p>2. Types of Communication Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.</p>
OCTOBER	<p>3.Oral communication and media Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion</p> <p>4.Listening Skills Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.</p>
NOVEMBER	<p>Module 2</p> <p>1.Types of Reading 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</p> <p>2.Various aspects of Language Recognizing various aspects of language particularly related to media , Vocabulary 100 media words</p> <p>3.Grammar & Usage Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session-Test , Quiz etc</i>)</p>
DECEMBER	<p>Module 3</p> <p>1.Thinking Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity, Prejudices ,Adversary Thinking</p> <p>2 .Presentation Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation</p>

	<p>Module 4</p> <p>1.Introduction To Translation Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation</p> <p>2.Interpretation Interpretation: Meaning, Difference between interpretation and translation</p> <p>3.Role of a translator Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator</p>
Teaching Tools	Classroom Discussion, Writing assignments, Class activity, Presentations, Video assignment
Course Outcome	<ul style="list-style-type: none"> ● To make the students aware of functional and operational use of language in media. ● To equip or enhance students with structural and analytical reading, writing and thinking skills. ● To introduce key concepts of communications.

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FYBMM- Current Affairs

Month	Topics
September	<p>Current National stories -Three political stories of national importance, Three political stories of national importance, Political leaders : news makers of the season, (Brief profile of any three), One dominating economic /business news, One dominating environment news stories, One story of current importance from any other genre</p> <p>Polity and governance- Ministries of Government of India, Autonomous government bodies. Ministry of Home Affairs-Enforcement Organizations Internal Security, Police. Communal tensions- Review of latest episodes of communal tensions.</p>
October	<p>The tensions in J&K- Background, Political players Update on the current situation. Review of any three Central Government projects and policies.</p> <p>International Affairs Security Council- Structure and role, Issues that currently engage the SC. International Affairs - Security Council, Structure and role, Issues that currently engage the SC. Role of United Nations ,General Assembly ,Other main organs of the UNO, Issues that currently engage the UNO Four conflicts/ issues of international importance</p>
November	<p>Maharashtra Issues- Political parties reach and challenges, Technology Mobile Application for Journalists Mobile apps help in content creation, Examples of Mobile apps used by journalists worldwide</p> <p>Artificial Intelligence & Content Automation Tools - Introduction to AI and data science, Introduction to Content Automation tools, Examples of content automation tools in content, Creation</p>
December	<p>Augmented Reality& Virtual Reality in Media. Digital gaming in India- Overview of Indian digital gaming</p>
Teaching Tools	<p>Twenty minutes of newspaper reading and discussion in every lecture. Study material. Projects. Group presentations.</p>
COURSE OUTCOME	<ol style="list-style-type: none"> 1. To provide learners with overview on current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media 3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

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FYBBI -Business Communication

Month	Topics
September	Theory of Communication- Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication Channels, Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine, Objectives of Communication: Methods and Modes of
October	Communication: Business Etiquette Modes: Telephone, SMS Communication, Telegram, Facsimile [Fax] Computers and E- communication Video and Satellite Conferencing
November	Obstacles to Communication in Business World - Problems in Communication /Barriers to Communication, Barriers Listening: Importance of Listening Skills Business Ethics, Corporate Social Responsibility. Business Correspondence Theory of Business Letter Writing: Principles of Effective Letter Writing, Email
December	Writing, Personnel Correspondence: Language and Writing Skills- Commercial Terms used in Business Communication, Paragraph Writing: Developing an idea, using appropriate linking devices,
Teaching Tools	Presentations by students, Classroom Discussion, Role Play, .Practical application
COURSE OUTCOME	To provide learners with overview of business communication. 2. To inform them about various methods, modes and types of business communication 3. To equip them with basic business communication skills

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FIRST YEAR BAMMC
Fundamentals of Mass Communication

	Modules / units
September	<p>I Introduction and overview</p> <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 3. Communication etc.
October	<p>Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Sadharanikaran From oral to written communication (kirtan, Davandi, Powada, Nagara) From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</p>
November	<p>Major forms of Mass media</p> <ol style="list-style-type: none"> 1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet
December	<p>Impact of Mass media</p> <p>A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication)</p> <p>B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p> <p>The New Media and media convergence</p> <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.
Teaching Tools	Videos, internet, PPTs, class discussions, projects
Course Outcome	<ul style="list-style-type: none"> • To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. • To study the evolution of Mass Media as an important social institution. • To understand the development of Mass Communication models. • To develop a critical understanding of Mass Media. • To understand the concept of New Media and Media Convergence and its implications.

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Semester/Term Syllabus Planning
BA in Multimedia and Mass Communication (BAMMC)
History of Media

	Modules / units
September	<p>I EVOLUTION OF PRESS IN INDIA</p> <p>a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period</p>
October	<p>II HISTORY OF INDIAN LANGUAGE PRESS IN INDIA</p> <p>a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions</p>
November	<p>c. Vernacular Press Act 1876</p> <p>III HISTORY OF DOCUMENTARIES AND FILMS</p> <p>a. Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzalaa, The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria, Anand Patwardhan, b. Evolution of film making in India -brief history, Photography to moving films c. Origin of Hindi cinema d. Origin of Short films to what it is today, role of you tube and WhatsApp e. Great masters of world cinema</p>
December	<p>IV HISTORY OF RADIO AND TELEVISION IN INDIA</p> <p>a. Radio & Television as Mass Media b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows <input type="checkbox"/> A New Era in Broadcasting in India <input type="checkbox"/> Satellite Television & Privatization in Broadcasting <input type="checkbox"/> Advertising in India d. Internet Protocol Television</p> <p>V ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA</p> <ol style="list-style-type: none"> 1. Raja Rammohan Roy 2. Bal Gangadhar Tilak 3. M.K. Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. K.C Mammen Mapillai 7. Maulana Abdul Kalam Azad
Teaching Tools	PPTs, Videos [using internet] Projects/ assignments, projects, Group interactions discussions, Screening of short Films and Documentaries
Course Outcome	<ol style="list-style-type: none"> 1. Learner will be able to understand Media history through key events in the cultural history 2. To enable the learner to understand the major developments in media history. 3. To understand the history and role of professionals in shaping communications. 4. To understand the values that shaped and continues to influence Indian mass media.

	<p>5. Learner will develop the ability to think and analyze about media.</p> <p>6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media</p>
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