

Resolution number: AC/II (21-22).2.RUM

S. P. Mandali's
Ramnarain Ruia Autonomous College
(Affiliated to University of Mumbai)



Syllabus for
Program: BACM
Program Code: (Communication and Media)
RUACM

(Choice Based Credit System for
academic year 2022–2023)

PROGRAM OUTCOMES

PO	PO Description
	A student completing Bachelor's Degree in Arts program (Humanities & Social Sciences) will be able to:
PO 1	Demonstrate understanding and skills of application of knowledge of historical and contemporary issues in the social and linguistic settings with a transdisciplinary perspective to make an informed judgement.
PO 2	Analyze and evaluate theories of individual and social behavior in the familiar contexts and extrapolate to unfamiliar contexts in order to resolve contemporary issues.
PO 3	Effectively and ethically use concepts, vocabularies, methods and modern technologies in human sciences to make meaningful contribution in creation of information and its effective dissemination
PO 4	Explore critical issues, ideas, phenomena and debates to define problems or to formulate hypotheses; as well as analyze evidences to formulate an opinion, identify strategies, evaluate outcomes, draw conclusions and/or develop and implement solutions
PO5	Demonstrate oral and written proficiency to analyze and synthesize information and apply a set of cognitive, affective, and behavioral skills to work individually and with diverse groups to foster personal growth and better appreciate the diverse social world in which we live
PO6	Develop a clear understanding of social institutional structures, systems, procedures, and policies existing across cultures, and interpret, compare and contrast ideas in diverse social- cultural contexts, to engage reasonably with diverse groups

P07	React thoughtfully with emotional and moral competence to forms of expressive direct action and apply social strategies toward eradicating threats to a democratic society and a healthy planet.
P08	Articulate and apply values, principles, and ideals to the current societal challenges by integrating management and leadership skills to enhance the quality of life in the civic community through actions that enrich individual lives and benefit the community
P09	Recognize and appreciate the diversity of human experience and thought, and apply intellect and creativity to contemporary scenario, to promote individual growth by practicing lifelong learning

PROGRAM SPECIFIC OUTCOMES

PSO	Description
	A student completing Bachelor's Degree in Arts program in the subject of Communication and Media will be able to:
PSO 1	Learners will be able to interpret the knowledge of journalism in filed reporting.
PSO 2	Learners will be able to use explore scope in content generation through practical assignments.
PSO 3	Learners will be able to work practically in making of newspaper/magazine as per the industry requirement.
PSO 4	Recognize and appreciate the role various socio-economic, political and cultural institutions.
PSO5	Understand the present-day problems and challenges and its implications on development in media & society.
PSO6	Learners will be able to develop reading habits that keep them aware of current affairs, local, national, and world.
PSO7	Learners will be able to gain a perspective on the evolution of media in the last 25 years and on key current trends.

PROGRAM OUTLINE

YEAR	SEM	COURSE CODE	COURSE TITLE	CREDITS
FYBACM	I	RUACM101	Effective Communication Skills - I	4
FYBACM	I	RUACM102	Foundation Course I	4
FYBACM	I	RUACM103	Visual Communication	4
FYBACM	I	RUACM104	Fundamentals Of Mass Communication	4
FYBACM	I	RUACM105	Current Affairs	4
FYBACM	I	RUACM106	History Of Media	4
FYBACM	II	RUACM201	Effective Communication Skills – II	4
FYBACM	II	RUACM202	Foundational Course- II	4
FYBACM	II	RUACM203	Content Writing	4
FYBACM	II	RUACM204	Introduction To Advertising	4
FYBACM	II	RUACM205	Introduction To Journalism	4
FYBACM	II	RUACM206	Media, Gender & Culture	4
SYBMM	III	RUACM301	Corporate Communication and Public Relations	4

SYBMM	III	RUACM302	Electronic Media and Radio Program Production	4
SYBMM	III	RUACM303	Media Studies	4
SYBMM	III	RUACM304	Film Communication- I	4
SYBMM	III	RUACM305	Computers And Multimedia- I	4
SYBMM	III	RUACM306	Introduction To Photography	4
SYBMM	IV	RUACM401	Writing And Editing for Media	4
SYBMM	IV	RUACM402	Mass Media Research	4
SYBMM	IV	RUACM403	Media Laws And Ethics	4
SYBMM	IV	RUACM404	Organizational Behaviour	4
SYBMM	IV	RUACM405	Film Communication- II	4
SYBMM	IV	RUACM406	Computers And Multimedia- II	4
<u>JOURNALISM SPECIALIZATION</u>				
TYBMM	V	RUAMMJ501	Reporting	4
TYBMM	V	RUAMMJ502	Editing	4
TYBMM	V	RUAMMJ503	Feature & Opinion	4
TYBMM	V	RUAMMJ504	Journalism & Public Opinion	4
TYBMM	V	RUAMMJ505	Indian Regional Journalism	4
TYBMM	V	RUAMMJ506	Newspaper And Magazine Making	4

TYBMM	VI	RUAMMJ601	Press Laws And Ethics	4
TYBMM	VI	RUAMMJ602	Broadcast Journalism	4
TYBMM	VI	RUAMMJ603	News Media Management	4
TYBMM	VI	RUAMMJ604	Issues In Global Media	4
TYBMM	VI	RUAMMJ605	Speciality Journalism (Combination Of Business, Magazine And Niche Media)	4
TYBMM	VI	RUAMMJ606	Contemporary Issues	4
TYBMM	VI	RUAMMJ607	Digital Media	4
<u>ADVERTISING SPECIALIZATION</u>				
TYBMM	V	RUAMMA501	Advertising In Contemporary Society	4
TYBMM	V	RUAMMA502	Copywriting	4
TYBMM	V	RUAMMA503	Brand Building	4
TYBMM	V	RUAMMA504	Consumer Behaviour	4
TYBMM	V	RUAMMA505	Media Planning and Buying	4
TYBMM	V	RUAMMA506	Advertising Design	4
TYBMM	VI	RUAMMA601	Advertising And Marketing Research	4
TYBMM	VI	RUAMMA602	Legal Environment and Advertising Ethics	4

TYBMM	VI	RUAMMA603	Financial Management for Marketing and Advertising	4
TYBMM	VI	RUAMMA604	Agency Management	4
TYBMM	VI	RUAMMA605	The Principles and Practice of Direct Marketing	4
TYBMM	VI	RUAMMA606	Contemporary Issues	4
TYBMM	VI	RUAMMA607	Digital Media	4

Course Code: RUACMEM101 & RUACMMM101
Course Title: Effective Communication Skills I
Academic year 2022-23

COURSE OUTCOMES:	
COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO1	To make the students aware of functional and operational use of language in media.
CO2	To equip or enhance students with structural and analytical reading, writing and thinking skills.
CO3	To equip students with structured and analytical thinking skills
CO4	To teach presentation skills and effective use of presentation aids in Marathi, Hindi and English

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM101 RUACMMM101		Effective Communication Skills I	4
	I.	The concepts of communication process and barriers	1
		Reading (English, Hindi, or Marathi) i. Types of reading (skimming and scanning) ii. Types of reading (same with examples Newspaper/ Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi) iii. Recognizing aspects of language particularly in media a. Vocabulary 100 media words Writing (English, Marathi, or Hindi) i. Letter Writing – Application Letter, Resume, ii. Personnel Correspondence, Informal, Paragraph writing. iii. Introduction to feature and scriptwriting iv. E-mail writing v. Precis writing Oral Communication presentation, anchoring, viva voce, interview, public speaking, skits/plays, panel discussions, voice over, elocution, debates and group discussion. Basic communication – one to one (for interview)	15
	II.	<u>Thinking and Listening Skills</u>	1

		<ul style="list-style-type: none"> • Errors in thinking • Partialism • Timescale • Egocentricity • Prejudices Types of listening, Barriers to listening 	15
	III.	<ul style="list-style-type: none"> • <u>Introduction of Translation & Views of Translation</u> 	1
		<p>Concept and importance of translation, External view of translation – Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs.</p> <p>Internal view of translation –</p> <ul style="list-style-type: none"> • Translator as a learner, • Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding. • The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven. • 	15
	IV.	Unit IV: Processing in Translation	1
		<ul style="list-style-type: none"> • Input and Processing: Input – Visual, Auditory and Kinetic Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings). • The process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention. 	15
References: <ol style="list-style-type: none"> 1. Communication Skills in English – Aspi Doctor 2. Business Communication - Rhoda A.Doctor and Aspi H.Doctor 			

3. Teaching Thinking - Edward De Bono			
4. De Bono's Thinking Course – Edward De Bono			
5. Serious Creativity – Edward De Bono			
6. The Mind Map Book – Buzan Tony			
7. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson			
8. A Textbook of Translation - by Peter Newmark, Newmark			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM101 & RUACMMM101		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM102 & RUACMMM102			
Course Title: Foundation Course I			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To introduce students to the overview of the Indian Society.		
CO 2	Students will be aware of current political scenario		
CO 3	To help them understand the constitution of India.		
CO4	To acquaint them with the socio-political problems of India.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM102 RUACMMM102		Foundation Course I	4
	I.	Macro aspects of Indian	1
		Circular Flow of National income. Functions of Commercial Banking , Role of Central Bank. Balance of payment. Introduction to Public Economics (Government Revenue and Expenditure). Salient challenges and economic issues – poverty, unemployment	15
	II.	Overview of Social Aspects of India	1
		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. Social movements - Definition, features, types of social movement, elements, stages of social movement, examples.	15
	III.	Concept of Disparity	1
		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.	15

		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.	
	IV.	Elements in Social Institution	1
		Social Institution. Need, Types: Family, Marriage, education, religion, economy, polity, and media. Culture: meaning, elements, types, features. Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag). Discussion of Core Indian values. Establish the link between culture and media. Sociological significance of news. Social media and society.	15
References:			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM102 & RUACMMM102		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM103 & RUACMMM103			
Course Title: Visual Communication			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide students with tools that would help them visualize and communicate.		
CO 2	Understanding Visual communication as part of Mass Communication		
CO 3	To acquire basic knowledge to be able to carry out a project in the field of visual communication		
CO4	To acquire basic knowledge in theories and languages of Visual Communication		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM103 RUACMMM103		Visual Communication	4
	I.	INTRODUCTION TO VISUAL COMMUNICATION	1
		1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process and as an expression, Language and visual communication 4. Visible concepts <ul style="list-style-type: none">Plans and organisational chartsMapsChronologies 5. Invisible Concepts <ul style="list-style-type: none">Generalisation Theories Feelings or attitudes	15
	II.	THEORIES OF VISUAL COMMUNICATION & IMPACT OF COLORS	1
		Gestalt <ul style="list-style-type: none">ConstructivismEcologicalSemioticsCognitiveColor theoryPsychological implications of colorColors and visual pleasureElements of Design	15
	III.	CHANNELS OF VISUAL COMMUNICATION	1
		1. Painting & Photography	15

		2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre	
	IV.	LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA	1
		<ul style="list-style-type: none">• Ethics• Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)• Audience Behavior• Citizen Journalism, Going Viral• Visual stereotyping in social media	15
References: <ul style="list-style-type: none">1. Learn Microsoft Office in 24 hrs.2. Photoshop CS2 in simple step: By Dream Tech CS2 Bible: By Dream Tech.3. Photoshop Savvy: By Dream Tech Classroom in a book: Tech Media CS2 Bible:4. Tech Media 5 for windows and mac: Tech Media Visual Quickstart Guide: Tech5. Media Adobe Illustrator CS6 on Demand By. Perspection Inc., Steve Johnson Adobe6. Illustrator CS6 Classroom in a Book by Adobe Creative Team The Adobe Illustrator7. CS6 WOW! Book by Sharon Steuer			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM103 & RUACMMM103		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM104 & RUACMMM104			
Course Title: Fundamentals of Mass Communication			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.		
CO 2	To study the evolution of Mass Media as an important social institution.		
CO 3	To understand the development of Mass Communication models		
CO4	To develop a critical understanding of Mass Media.		
CO5	To understand the concept of New Media and Media Convergence and its implications.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM104 RUACMMM104		Fundamentals of Mass Communication	4
	I.	Introduction and overview	1
		<ul style="list-style-type: none">• Meaning and need for Mass Communication• Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.• Elements and process of communication• Models of Mass Communication: Gerber’s Model, Sociological Model, Gatekeeping Model, De fleur’s Model of the Taste-differentiated Audience Model, Hub Model• Functions of Mass Communication• Barriers of Mass Communication. Major forms of mass media <ul style="list-style-type: none">• Traditional & Folk Media:• Print: Books, Newspapers, Magazines• Broadcast: Television, Radio• Films Internet	15
	II.	Impact of Mass Media on Society	1

		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) <ul style="list-style-type: none"> B. Impact of mass media on - 1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development. 	15
	III.	<u>Mass Communicators and Movements</u>	1
		<ul style="list-style-type: none"> Linguistic movements of mass communication – case studies approach Varkari Movement, ISKCON Movement Mass Communicators – Karl Marx, Raja Rammohan Roy, LokamanyaTilak, M. K. Gandhi, B. R. Ambedkar, Swami Vivekanand, Atal Bihari Vajpayee, Barack Obama, Oprah Winfrey	15
	IV.	<u>The New Mass Media</u>	1
		<ul style="list-style-type: none"> Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to ‘Mass Communication’. Developments in the Economy, Society, and Culture and its impact on current communication media. Introduce key terms such as “information economy” and “information society”, “Digital,” “multimedia convergence”, “information superhighway”, “channel abundance” and “interactivity.” Impact of social media on Mass Communication ZEN Communication 	15

		<ul style="list-style-type: none"> Impact of Mass Media on Education, Women, Children, Youth, Culture Development 	
References: <ol style="list-style-type: none"> 1. Mass Communication Theory: Denis Mcquail 2. Mass Communication: Rowland Lorimer 3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education) 4. Mass Communication Effects: Joseph Klapper 5. Mass Communication & Development: Dr. Baldev Raj Gupta 6. Mass Communication in India: Keval J Kumar 7. Mass Communication Journalism in India: D S Mehta 8. The Story of Mass Communication: Gurmeet Singh 9. Towards a Sociology of Mass Communication: Denis Mcquail 10. Perspective Human Communication: Aubrey B Fisher. 11. Communication Technology & Development: I P Tiwari 12. The Process of Communication: David K Berlo 13. Cinema & Television: Jacques Hermabon & Kumar Shahan 14. Mass Media Today: Subir Ghosh 15. You & Media: Mass Communication & Society: David Clark 16. Mass Culture, Language & arts in India: Mahadev L Apte 			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> Duration - These examinations shall be of 2 Hours duration. Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM104& RUACMMM104		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM105 & RUACMMM105			
Course Title: Current Affairs			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide learners with overview on current developments in various fields.		
CO 2	To generate interest among the learners about burning issues covered in the media		
CO 3	To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.		
CO4	Twenty minutes of newspaper reading and discussion is mandatory in every lecture		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM105 RUACMMM105		Current Affairs	4
	I.	Polity and Governance	1
		<ul style="list-style-type: none">Basic Structure of the GovernmentIndia's Political Process – Political Systems, Political Parties, One Party Dominance to Coalition Government73rd and 74th Amendments and their impact on politics in India The Role of Social Media in Politics	15
	II.	International Affairs	1
		<ul style="list-style-type: none">UN – Roles and FunctionsAny two major international conflicts in the last eight monthsThe Role of Social Media in International Conflicts – Case Study Approach	15
	III.	Environmental Issues	1
		<ul style="list-style-type: none">Global Environmental Issues – Climate Change, Carbon Footprints, Measures Taken – Kyoto Protocol, Paris Agreement, Solar Alliance India and Environment – Chipko Movement,	15

		Narmada Bachao Aandolan, Save the Tigers or any other Movement	
	IV.	Socio-Economic Issues	1
		<ul style="list-style-type: none">Urbanisation and Issues pertaining to it, India and Urban developmentMigration and Regional Disparity with special respect to MaharashtraIssues of Marginalised Sections in India – North Eastern States and Tribal IssuesMaoism and its impact	15
References: 1. Manorma Yearbook published by Malayala Manorma 2. Competition Success Review 3. Competition Master 4. Yogana published by Publication Division, Ministry of Information and Broadcasting 5. The Virtual Reality Primer- Casey Casey Larijani 6. The Secret of Viral Content Creation- Priyanka Agarwal 7. https://www.lucidpress.com/blog/top-30-social-media-automation-tools 8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">Duration - These examinations shall be of 2 Hours duration.Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM & RUACMMM		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM106 & RUACMMM106			
Course Title: History of Media			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Learner will be able to understand Media history through key events in the cultural history		
CO 2	To enable the learner to understand the major developments in media history.		
CO 3	To understand the history and role of professionals in shaping communications.		
CO4	To understand the values that shaped and continues to influence Indian mass media.		
CO5	Learner will develop the ability to think and analyze about media.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM106 RUACMMM106		History of Media	4
	I.	EVOLUTION OF PRESS IN THE WORLD	1
		<ul style="list-style-type: none">• Evolution of media – from Print to Broadcast• The First World War and Media• The role of media in the rise of dictatorship in Europe• Media and the Second World War	15
	II.	MEDIA AND THE COLD WAR ERA	1
		<ul style="list-style-type: none">• Changing nature of media during the Cold War• Cold War and Media Espionage – the Cuban Missile Crisis• Vietnam War and Media• The Gulf Conflict and Media• Social Media Revolution	15
	III.	HISTORY AND EVOLUTION OF INDIAN MEDIA	1
		<ul style="list-style-type: none">• Indian Media and Partition of India• The Role of Media in Sino-Indo War• India Pakistan Conflict and Media – 1965 War, 1971	15

		Bangladesh Liberation War, Kargil War of 1999	
	IV.	MEDIA AND MAHARASHTRA	1
		<ul style="list-style-type: none"> Samyukt Maharashtra Movement and the Role of Press Regional Media of Mumbai and its Evolution 	15
References: <ol style="list-style-type: none"> Mass communication in india paperback – by keval j. Kumar journalism in india: history, growth, development by k. C. Sharma media's shifting terrain: five years that transformed the way india communicates by pamela philipose Indian news media: from observer to participant by usha m. Rodrigues & maya ranganathan documentary films and indian awaken by jagmohan, publications divisions ministry of broadcasting and information, government of india History of indian cinema paperback – 1 jan 2012 by renu saran History of broadcasting in india by dr. P. Thangamani 			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> Duration - These examinations shall be of 2 Hours duration. Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM106 & RUACMMM106		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM201 & RUACMMM201			
Course Title: Effective Communication Skills II			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To make the students aware of use of language in media and organization.		
CO 2	To equip or enhance students with structural and analytical reading, writing and thinking skills		
CO 3	To introduce key concepts of communications.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM201 RUACMMM201		Effective Communication Skills II	4
	I.	<u>Grammatical Skills and Report writing</u>	1
		(English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news) Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses.	15
	II.	<u>Editing and Summarization</u>	1
		(English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re- structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing. (English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content, Types of translation and Practical Exercises:	15

		Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.	
	III.	Interpretation of technical data:	1
		Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them. Info graphics / Data Visualization	15
	IV.	Writing for the Web:	1
		Importance of content Writing for print media/ social media like Twitter, etc Ad campaigns (creative, witty and attractive) Difference in writing for print vs digital Designing keywords for Search Engine Optimization	15

References:

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

Modality of Assessment
Theory Examination Pattern:
A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration - These examinations shall be of 2 Hours duration.**
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM201 & RUACMMM201		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM202 & RUACMMM202			
Course Title: Foundation Course II			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To introduce students to the overview of the Indian Society.		
CO 2	To help them understand the constitution of India.		
CO 3	To acquaint them with the socio-political problems of India.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM202 RUACMMM202		Foundation Course II	4
	I.	Globalisation and Indian Society	1
		Understanding the concepts of liberalization, privatization and globalization. Growth of Tertiary sector, growth of information technology. Impact of globalization on agrarian sector due to globalization; rise in corporate farming and increase in farmers’ suicides. Farmers’ suicides and agrarian distress. Changing lifestyles and impact on culture in a globalized world.	15
	II.	Principles of Management	1
		Management –Concept, Contribution of F.W. Taylor, Henri Fayol.	15

		Recent Trends in Management: Social Responsibility of Business. Management of Crisis, Total Quality Management, Just in Time	
	III.	Indian Political System & political process.	1
		Concepts – Nation, State, Nationalism, Patriotism, Left, Right. Features of the Constitution. Fundamental Rights & Duties. Local self-government in urban and rural areas; Judicial system in India, Structure and role.	15
	IV.	Psychological issues with respect to media.	1
		Motivation- Definition- Types- Need hierarchy theory. Theories of Sigmund Freud, skinner, kohler, Bandura, Young children and media- socialization through media. Media use and influence during adolescence. Impact of Cartoons, Films, Television series, YouTube etc.	15

References:

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
2. Politics, 2nd Edition, Andrew Heywood, Ane Books.
3. Dictionary of Politics, D. Robertson, Penguin Books India.
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
7. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola
– Ntalaja Georges Stallings Barbara B. Weir Margaret, OxfordUniversity Press New York.
8. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
9. Introduction to the Indian Constitution, BasuD.D., Wadhwa Publications.
10. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
11. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
12. Our Constitution KashyapSubhash, National Book Trust.
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
14. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
15. Introduction to Media and Politics, Sarah Oates, Sage publishers.
16. Principles of Modern Political Science, J.C. Johari, Sterling publishers.

17. Democracy in India, JayalNiraja Gopal, Oxford University Press.			
18. Book by Christophe Jaffrelot			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM202 & RUACMMM202		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM203 & RUACMMM203			
Course Title: Content Writing			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide students with tools that would help them communicate effectively.		
CO 2	Understanding crisp writing as part of Mass Communication		
CO 3	The ability to draw the essence of situations and develop clarity of thought.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM203 RUACMMM203		Content Writing	4
	I.	Foundation	1
		With special emphasis on use of punctuations, prepositions, capital letters and lower case Meaning, usage of words , acronyms Homophones and common errors in English usage	15

		With emphasis on writing with clarity, logic and structure Creative usage of phrases and idioms.	
	II.	Editing Skills	1
		Identifying redundant words and phrases and eliminating these. Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	15
	III.	Writing Tips and Techniques	1
		For television news Twitter and for other social networks News briefs, Lifestyle and entertainment snippets Picture stories etc News headlines and feature headlines For television news Twitter and for other social networks News briefs, Lifestyle and entertainment snippets Picture stories etc News headlines and feature headlines	15
	IV.	PRESENTATION TOOLS AND TECHNIQUES	1
		Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact Content for single slide Uses of phrases Effective word selection Effective presentation How to select relevant information	15

		Locating authentic information How to gather information for domestic and international websites How to do a plagiarism check Paraphrasing Citation and referencing style	
References: 1 Essentials of Management Koontz H & W McGraw Hill, New York 2 Principles of Management Ramaswamy Himayala, Mubai 3 Management Concepts and Practice Hannagain T. McMillan, Delhi 4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India 5 Management - Text & Cases VSP Rao Excel Books, Delhi 6 Essentials of Management Massie Joseph Prentice Hall of India. 7 Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra 8 Management Concepts and OB P.S. Rao & N.V. Shah Ajab Pustakalaya			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM203 & RUACMMM203		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM204 & RUACMMM204			
Course Title: Introduction to Advertising.			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide the students with basic understanding of advertising, growth, importance and types.		
CO 2	To understand an effective advertisement campaigns, tools, models etc.		
CO 3	To comprehend the role of advertising, various departments, careers and creativity		
CO4	To provide students with various advertising trends, and future		
CO5	Students will learn the basics of Advertising		
CO6	Students will gain the knowledge of global advertising		
CO7	Students will learn about cultures and ethics of advertising in various societies		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM204 RUACMMM204		Introduction to Advertising.	4
	I.	Introduction to Advertising	1
		Evolution , characteristics, importance, Features , benefits , , effects and 5M's of advertising <ul style="list-style-type: none">• The limitations of advertising• Effects of Advertising on the Economy, on Society• The Ethical Issues in Advertising• The criticism of advertising• Types of appeal	15
	II.	<u>The need for Research</u>	1
		Copy research, pretesting, post testing, concept testing Product research, Media research <u>Segments and Trends in Advertising</u> Types of Advertising, Political advertising ,B to B, Advertising and Women Advertising and Children, Advertising and old people, Consumer advertising Retail advertising Industrial advertising Financial advertising Rural advertising ,Ambush advertising, Internet advertising , email	15

		advertising Advertainment, advertorial, mobile advertising	
	III.	The role of Advertising in the Marketing Mix and Concepts	1
		<ul style="list-style-type: none"> • The communication Process • The steps involved in creating an Advertising Strategy • (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief) Post Campaign Research <p> Concepts IMC – Dagmar – USP – AIDA Integrated marketing communication and tools Emergence, Role, Tools, 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 Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages </p>	15
	IV.	Structure of Ad Agency & Types of Ad Agency	1
		<ul style="list-style-type: none"> • The Role of Ad Agency • The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualization-layout) • Media Dept. and Production Dept. • The functions of each department (in brief) • The Advertising Budget and how the Agency earns its income, The relationship between the Client – Agency-Media-Consumers 	15

		<p>The relationship between the Client – Agency-Media-Consumers</p> <p>Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others</p> <p>Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals</p> <p>Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.</p> <p>Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board</p> <p>Types of Ad Agency:-</p> <p>Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others</p>	
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References:

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

Modality of Assessment
Theory Examination Pattern:
A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration - These examinations shall be of 2 Hours duration.**
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two

3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM204 & RUACMMM204		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM205 & RUACMMM205			
Course Title: Introduction to Journalism			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To give students an understanding of the history and development of journalism in the global and the Indian context		
CO 2	Introduce students to concepts related to news and journalistic practice		
CO 3	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM205 RUACMMM205		Introduction to Journalism	4
	I.	History of Journalism in India	1
		<ul style="list-style-type: none">• Changing face of journalism from Guttenberg to new media• Journalism in India:• 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	15

		New media with special reference to rise the Citizen Journalism	
	II.	News and its process	1
		<ul style="list-style-type: none"> • Definition of News , • The news process from the event to the reader • What makes a good story • Anatomy of a news story <p>Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc</p>	15
	III.	Principles and format	1
		<ul style="list-style-type: none"> • What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity • Criteria for news worthiness • Hard News / Soft News and blend of the two • News Reports, Features Editorials <p>Photo Journalism</p>	15
	IV.	Career in journalism	1
		<ul style="list-style-type: none"> • Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist • Citizen Journalism <p>Doyens in Journalism – Raja Rammohan Roy, Dr. Ambedkar, P. K. Atre, Lokmanya Tilak</p>	15

References:			
1. Writing and Reporting News by Carole Rich; Thomson Wadsworth			
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition			
3. Recommended reading Nalin Mehta on Indian TV			
4. M V Kamath: ‘Behind the by-line’ journalist’s Handbook, Professional Journalism.			
5. Introduction to Journalism: Essential Technique Richard Rudin			
6. Introduction to Journalism: Carole Fleming			
7. Introduction to Journalism: James glen stowal			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM205 & RUACMMM205		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM206 & RUACMMM206	
Course Title: Media, Gender & Culture	
Academic year 2022-23	
COURSE OUTCOMES:	
COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	To discuss the significance of culture and the media industry.
CO 2	To understand the association between the media, gender and culture in the society.
CO 3	To stress on the changing perspectives of media, gender and culture in the globalised era.

Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM206 RUACMMM206		Media, Gender & Culture	4
	I.	Evolution, Need, significance theories	1
		Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media Theories: <ul style="list-style-type: none"> • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk – Ulrich Beck 	15
	II.	Construction of culture	1
		1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society.	15
	III.	Re- representation and media culture	1
		1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)	15

		2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news)	
	IV.	Globalisation and cultural studies	1
		1. Media imperialism 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 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power.	15
References:			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> • Duration - These examinations shall be of 2 Hours duration. • Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM206 & RUACMMM206		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM301 & RUACMMM301			
Course Title: Corporate Communication and Public Relations			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide the students with basic understanding of the concepts of corporate communication and public relations.		
CO 2	To introduce the various elements of corporate communication and consider their roles in managing media organizations.		
CO 3	To introduce the various elements of corporate communication and consider their roles in managing media organizations.		
CO4	To introduce the various elements of corporate communication and consider their roles in managing media organizations.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM301 RUACMMM301		Corporate Communication and Public Relations	4
	I.	Foundation of Corporate Communication	1
		1. Introduction to Corporate Communication Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario 2. Key concepts in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation 3. Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	15
	II.	Understanding Public Relations	1
		1.Introduction and Growth of Public Relations- Indian Scenario Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations. 2.Role of Public Relations in various sectors Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	15

		3.Theories and Tools of Public Relations Grunting's (4 models), Pseudo-events, Publicity, Propaganda, Persuasion, Situational theory, Diffusion theory and various tools of Public Relations (Press conference, Press release, Media Dockets, Advertorials, Sponsorship.	
	III.	Corporate Communication and Public Relation's range of functions	1
		1.Media Relations Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations, Media analysis and evaluation 2.Employee Communication Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications Program, Role of Management in Employee Communications 3.Crisis Communication Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc.	15
	IV.	Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations	1
		1.Emerging trends, tools and technology Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication. 2.New Media Tools Website, Online press release, Article marketing, Online newsletters, Blogs 3.Role of Social Media Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.	15
References: 1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg			

3. Principals of Public Relations-C.S Rayudu and K.R. Balan			
4. Public Relations -Diwakar Sharma			
5. Public Relations Practices-Center and Jackson			
6. The Art of Public Relations by CEO of leading PR firms			
7. Corporate Communications Principles and Practice – Jaishree Jethwaney			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM301 & RUACMMM301		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM302 & RUACMMM302			
Course Title: Electronic Media and Radio Program Production			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The course is intended to explore the art of audio production.		
CO 2	The students are made familiar with the aesthetics of sound and its application in various radio programme formats.		
CO 3	To provide them with the basic knowledge and understanding of radio business and production		
CO4	To make the students acquainted with working of the two powerful media; i.e. radio and television.		
CO 5	The content is useful for both advertising and journalism students in order to further their careers in their respective fields.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM302		Electronic Media and Radio Program Production	4

RUACMMM302			
	I.	Introduction and History of radio and Tv	1
		1. A short history of radio & TV in India and abroad 2. Introduction to Prasar Bharati 3. FM radio and Community radio 4. Convergence Trends 5. Satellite radio – The evolution & growth 6. Different Roles and contributions in the society. a. Community Radio-role and importance b. Contribution of All India Radio c. The Satellite and Direct to Home challenge 7. Regional channels a. Rise of regional channels and Importance of regional channels in India & Globally b. Trends in regional radio and Television channels. 8. Current and Emerging trends in electronic media a. 24/7 news broadcast – Features/ Audience effectiveness, advertisements and dumbing down of News b. Convergence and Multimedia – Use of Facebook and twitter handles by Radio and TV channels c. Internet TV/Radio d. Mobile TV/Radio 9. Emerging Trends – Mobile technology, social media and Web: eg a. Hotstar b. Voot c. Sony Live 10. Digital story telling/Features – a. Story idea b. Development and presentation Web Series	15
	II.	Introduction to sounds for both TV and radio	1
		A. Introduction to Sounds 1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup	15

		3. Types of recording- Tape Recording, Digital Recording 4. Outdoor Recording 5. Types of Microphones 6. Radio Jockey – Understanding your audience first, voice modulation, clear diction, accurate pronunciation B. Introduction to visuals 1. The Power and Influence of Visuals n to Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. Ddifference between Studio and on-location shoots C. Electronic News Gathering (ENG) 1. Single camera News 2. Two men crew Gathering (ENG) D. Electronic Field Production (EFP) 1. Single camera set up Field 2. Multi-camera set up Production 3. Live show production (EFP)	
	III.	Introduction to Formats (Fiction and non-fiction)	1
		1. Introduction News to Radio – <ul style="list-style-type: none"> • News • Documentary • Talk Show • Music shows • Radio Drama Radio interviews • Sports broadcasting 2. Introduction News to Television <ul style="list-style-type: none"> • News • Documentary • Talk Shows • TV serials and soaps • Introduction to web series • Docudrama • Sports • Reality • Animation 	15

		Web series	
	IV.	Introduction to Production process	1
		1. Pre-production – Script Storyboard Camera plot Lighting plot 2. Production Camera angles Sequence Scene Shot Log keeping 3. Post- Production Linear editing Non-linear editing Library shots Library sounds Dubbing	15
References:			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM302 & RUACMMM302		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM303 & RUACMMM303			
Course Title: Media Studies			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Students will be familiar with media theories		
CO 2	Students will understand the process of media evolutions		
CO 3	Students will be able to draw a relationship between theories and reality		
CO 4	To expose students to the well-developed body of media theory and analysis		
CO 5	To foster analytical skills that will allow them to view the media critically		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM303 RUACMMM303		INTRODUCTION TO MEDIA STUDIES	4
	I.	Relevance of Media Studies in Contemporary Times.	1
		Historical perspectives to media studies	15
	II.	The Mid 20 th Century Media Evolution Theory	1
		<ul style="list-style-type: none">• Agenda Setting• Uses and Gratification• Two Step How• Mc. Luhan – Medhini is the message• Foucault – Power & Authority• Propaganda Model	15
	III.	Media and Globalisation	1
		<ul style="list-style-type: none">• Division and contradiction in the Global Information Infrastructure• Racist Ideologies and the Media (Stuart Ha) Media and Diaspora	15

		<ul style="list-style-type: none"> New Media Theory Cognitive Theory	
	IV.	Media and Its Commercial Impact	1
		<ul style="list-style-type: none"> Advertising Magazine Culture and the new man Trends in Media Feminist Strategies of Detection Media Power and Political Culture Constituents of Media <ul style="list-style-type: none"> Language Religion Discourse Technology Challenges to contemporary Media <ul style="list-style-type: none"> Media and Consumerism Intellectual Property and New Media Young people as consumers of Advertising Art.	15

REFERENCES

Media Studies – Eoin Devereux

- Media & Diaspora Pg. 363 and 369.

- Media Power and Political Culture – Four factors of change pg. 216

Paul F. Lazarfeld, 'Remarks on Administrative and Critical Communications Research' Studies in Philosophy and Social Change P 2-16

- Marshall McLuhan – Understanding Media: the extension of man p8 11 & 15-21, 31-3, 68-9.
- Norman Faciclough – Media Discourse pg.53-74
- M.E. Brown (ed) Television and Women's Culture P.117 – 33.
- R.C. Aven (ed.) Channels of Discourse Reanimbled P.327-51.
- Joke – Cultural Studies (1993) P.493-506.
- S. Nixon, Hard books – Masculinities, Spectatorship and Contemporary consumption P.103, 116-22, 131-37, 143-44.
- Television and Post Modernism, Jim Collins, media studies – A Reader (ed) Paul Marris & Sui Thomham (Edinburgh University Press).
- New Technologies and Domestic Consumption – Eric Hersch (same as no.9)

M. Nava, changing cultures : Feminism, Youth and Consumerism P. 171-82

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM303 & RUACMMM303		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM304 & RUACMMM304			
Course Title: Film Communication- I			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO1	Understand Film as a technological, commercial and aesthetic medium and develop a broadly interdisciplinary approach to an understanding of film.		
CO 2	Employ key concepts in film language and will be competent enough in employing theoretical and disciplinary tools in the analysis and assessment of film.		
CO 3	Demonstrate a broad knowledge of film history, national cinemas and modes of production.		
CO4	Analyze a film text with greater clarity and vocabulary of its own.		
CO5	Be conversant with the history of World cinema and be able to use that history to provide context for other works they encounter.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM304 RUACMMM304		Film Communication- I	4
	I.	What is Cinema? Understanding Technological, Commercial and Artistic Aspects of Cinema.	1
		From Script to Screen: Aspects of Film Making.	15

	II.	Introduction to Film Language.	1
		Mise-en-Scene, Cinematography, Sound & Editing. In reference to specific Film Text.	15
	III.	Introduction to World Cinema.	1
		Brief History & Overview of Contemporary World Cinema. Along with studies in two film texts.	15
	IV.	Introduction to Indian Cinema.	1
		Brief History & Overview of Contemporary Indian Cinema. Along with studies in two film texts.	15
References: <ol style="list-style-type: none"> 1. How to Read a Film – James Monaco / Oxford University press. 2. Film Art: An Introduction – Bordwell, Thomson / McGraw Hill. 3. Film: A Critical Introduction – Maria Pramaggiore, Tom Wallis/ Laurence King. 4. Film Studies – Ed Sikov / Columbia University press. 5. An Introduction to Film Studies - Jill Nelmes/ Routledge. 6. The Pocket Essential Film Studies – Andrew Butler. 7. Film As Art- Rudolf Arnheim / University of California press. 8. Key Concepts in Cinema Studies – Susan Haywards/ Routledge. 9. Key Concepts in Communication, Culture and Mass Media- John Hartley/ Routledge. 10. Film History- Bordwell, Thomson/ McGraw Hill. 11. The History of Cinema for Beginners- Jarek Jupsc/ Orient Longman. 12. A History of Film – V. W. Wexman/ Pearson Education. 13. A History of Narrative Film- David A. Cook/ Norton. 14. The Oxford History of World Cinema/ Oxford University Press. 15. The Most Memorable Films of The World from The diaries of Film Societies- H. N. Narahari Rao. 16. So Many Cinemas- B.D. Garga. 17. Concepts in Film Theory – Andrew Dudley/ Oxford University Press. 18. What is Cinema ? (volume 1 and 2)-Andre Bazin /University of Columbia. 19. चित्रपटाचे सौंदर्यशास्त्र – सतीश बहादूर सुषमा दातार .अनु./ लोकवाडमयगृह प्रकाशन. 20. गुरुदत्त : तीन अंकी शोकांतिका अरुण खोपकर –/ ग्रंथाली.लोकवाडमयगृह प्रकाशन , 21. अभिजात - चिदानंद दासगुप्ता सुधीर नांदगांवकर .अनु./ ग्रंथाली 22. अविस्मरणीय १३० रेखा देशपांडे .अनु ,नरहरी राव .एन .एच –/ परममित्र प्रकाशन 23. शब्देविण संवादू राणी दुर्वे –/ परममित्र प्रकाशन 24. पट माहितीचा कुंदा प्रमिला नीळकंठ –/ परममित्र प्रकाशन 25. सिनेमाची चित्तरकथा अशोक राणे –/ अक्षर प्रकाशन 26. सिनेमाची गोष्ट अनिल झणकर –/ राजहंस प्रकाशन 			
Modality of Assessment			

Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">Duration - These examinations shall be of 2 Hours duration.Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM304 & RUACMMM304		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM305 & RUACMMM305			
Course Title: Computers and Multimedia- I			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.		
CO 2	To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.		
CO 3	To prepare learner skilled enough for independency during project papers in TY sem.VI.		
CO 4	To help learners work on small scale projects during the academic period.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM305 RUACMMM305		Computers and Multimedia- I	4
	I.	Photoshop: Pixel based Image editing Software	1
		1. Introduction to Photoshop Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools 2. Photoshop Workspace	15

		<p>The tools, Toolbox controls Property bar, Options bar, Floating palates</p> <p>3. Working with images</p> <p>Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution?</p> <p>Cropping to size and resolution Resizing v/s resampling</p> <p>4. Image Editing</p> <p>Levels, Curves, Contrast adjustment, Colour adjustment Photo filters</p> <p>5. Working with Text</p> <p>Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design</p>	
	II.	Photoshop: Advanced Image Editing	1
		<p>1. Working with multiple images</p> <p>Mixing Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool</p> <p>2. Image Effects</p> <p>Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, choosing colour Swatches, Colour pick Filters</p> <p>3. Working with Layers</p> <p>Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers</p> <p>4. Wonders of Blend</p> <p>Modes Blend modes Advanced blending options Layer blends.</p> <p>5. Fully Editable Text</p> <p>Text as art, Glyphs, Creative text Type mask tool, Image in Text to path and Direct selection Path selection (black arrow)</p> <p>Creating Professional design using all the tools</p>	15
	III.	CorelDraw: Vector based Drawing software	1
		<p>1. Introduction to CorelDraw</p> <p>Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats</p> <p>2. Using text</p> <p>Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:</p>	15

		<p>3. Exploring tools Basic shapes: Cut, Erase, Combine, shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos</p> <p>4. Applying effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips</p> <p>5. Exporting in CorelDraw Exporting, Types of export, Exporting for other software</p>	
	IV.	Adobe Illustrator: Vector based Drawing software	1
		<p>1. Introduction to Adobe Illustrator Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats</p> <p>2. Using text Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects</p> <p>3. Creating Simple designs Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity</p> <p>4. Applying effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips</p> <p>5. Exporting in Illustrator Exporting, Types of export, Exporting for other soft wares</p>	15
References: <ol style="list-style-type: none">1. Photoshop Bible McLeland Willey Publication2. Corel Draw Practical Learning: BPB Publication3. Adobe Illustrator Classroom in a book: Adobe House			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			

Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM305 & RUACMMM305		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM306 & RUACMMM306			
Course Title:			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To introduce to media learner the ability of image into effective communication.		
CO 2	To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.		
CO 3	To practice how picture speaks thousand words by enlightening the learner on how.		
CO4	To develop the base of visualization among learners in using pictures in practical projects.		
CO5	To help learner work on given theme or the subject into making a relevant picture or photo feature.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM306 RUACMMM306		Introduction to Photography	4
	I.	Camera: The Story teller	1
		1. The Body: The faithful middleman The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirrorless	15

		<p>2. Aperture: The iris of the camera The control room cum monitor Display's camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc</p> <p>3. Shutter: The Click magic Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.</p> <p>4. Shutter: The Click magic The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)</p> <p>5. Viewfinder: The interactive monitor The control room cum monitor Display's camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc</p>	
	II.	Lens: Imaging device	1
		<p>1. Lens: Imaging device Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc</p> <p>2. Focal length: Which lens is suitable The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length</p> <p>3. Focal length: Which lens is suitable The magnification ratio of a lens Longer focal length = Bigger image size</p> <p>4. Focal length: Which lens is suitable Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pin-cuision</p> <p>5. Types of lenses: The right one for the task at hand</p>	15

		Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	
	III.	Light: Parameters of Light- The essential raw material	1
		1. Intensity and Exposure: Perfect tone. How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure 2. Direction and Lighting: Lighting for Cinema, Television and Advertising From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama 3. Quality and Ambience: Why there are umbrellas and reflectors How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos 4. Colour and Mood: What tells Cozy or Cool Colour of light concept: Main distinguishing factor Kelvin: Colour temperature Pure light>True colours White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool) 5. Measure the Director in you is the King Light meter: Main input of exposure	15

		Incident v/s Reflective(advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering>Exposure compensation	
	IV.	Composition: Art of Seeing Way of portraying a subject & Digital Imaging: Electronic format	1
		1. Frame and Aspect ratio Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD) 2. Visual indicators Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects 3. Rules of composition Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking... 4. Breaking the rules Cropping, Panorama, Flattening 5. Viewpoint and Perspective: What Pros do 1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application 6. Image sensor Format, 135mm/ APS-C, Medium format, Large format 7. Megapixel Pixel and its values, Total number of pixels, File size 8. Resolution Pixel Per Inch:Quality of Image, Magnification ratio 9. Image magnification Viewing distance, Image size and Pixilation How large an image can be for given megapixel 10. File Formats RAW, JPEG, TIFF (Bit and Compression)	15

		advantages and limitations of Raw format		
References:				
1. Collins Books series: Pentax Inc.				
1. Taking successful pictures,				
2. Making most of colour,				
3. Expanding SLR system,				
4. Lighting techniques				
Minolta Photographer's handbook				
<input type="checkbox"/> Indoor Photography,				
<input type="checkbox"/> Outdoor photography:				
Life Book series:				
Colour,				
<input type="checkbox"/> Camera,				
<input type="checkbox"/> Light				
<input type="checkbox"/> Portrait				
Photography course:				
o Volume 1: Understanding Camera				
o Volume 2: Secrets behind successful pictures				
o Volume 3: Practicing Photography				
o Volume 4: Handling Professional assignments				
Me and My Camera				
o Portrait photography				
o Glamour photography				
o Do it in Dark (Darkroom Techniques)				
Pro-technique (Pro-photo)				
o Night Photography				
o Beauty and Glamour				
o Product Photography				
Modality of Assessment				
Theory Examination Pattern:				
A) Internal Assessment- 40%- 40 Marks				
Sr No	Evaluation type			Marks
1	Class Test			20
2	Viva/ Project/ Assignment / Presentation			20
	TOTAL			40
B) External Examination- 60%- 60 Marks Semester End Theory Examination:				
• Duration - These examinations shall be of 2 Hours duration.				
• Theory question paper pattern				
Paper Pattern:				
Question	Options	Marks	Questions Based on	
1	Practical Question (Compulsory)	15	Case study	
2	Full Length Practical Question (Internal choice)	15	Unit one & two	
3	Full Length Practical Question (Internal choice)	15	Unit three & four	
4	Short notes Internal choice	15	All Units	
	TOTAL	60		
Overall Examination & Marks Distribution Pattern				
Course	RUACMEM306 & RUACMMM306			Grand Total
Mode of Evaluation	Internal	External		Total
Marks	40	60		100

Course Code: RUACMEM401 & RUACMMM401			
Course Title: Writing and Editing for Media			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Provide the ability to understand writing styles that fit various media platforms.		
CO 2	It would help the learner acquire information gathering skills and techniques.		
CO 3	On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.		
CO4	The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.		
CO5	The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences.		
CO6	Provide acquire basic proficiency in proof-reading and editing.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM401 RUACMMM401		Writing and Editing for Media	4
	I.	Print Media	1
		Writing for Print Media 1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing for various forms 9. Writing for Advertisement	15
	II.	Radio and Television	1
		Writing for Broadcast Media 1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends Storyboarding for Television commercials	15
	III.	Digital Media	1

		Digital Media: A sunrise opportunity 1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs	15
	IV.	Editing Evaluation of Content 1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design	1
		References: 1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India) 2. Artwick, Clauddete G., Reporting and Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005 3. The associated press stylebook. Associated press (current edition) 4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing) By Brooke Borel 5. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content By Paul Lima 10 April 2013 6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill 7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger 8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University of Pennsylvania, Usa And Andrew Lingwall- Sage Publications 9. Writing for journalists (media skills) by Wynford Hicks 10. Feature writing for Journalists (Media Skills) by Sharon Wheeler 11. Writing for News Media: The Storyteller's Craft by Ian Pickering 27 November 2017	15

Modality of Assessment			
<u>Theory Examination Pattern:</u>			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM401 & RUACMMM401		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM402 & RUACMMM402			
Course Title: Mass Media Research			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Students will understand the importance of data research in media		
CO 2	Students will understand the basic research methods being used in media research		
CO 3	To introduce students to debates in Research approaches and equip them with tools to carryon research		
CO4	To understand the scope and techniques of media research, their utility and limitations		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM402 RUACMMM402		Mass Media Research	4
	I.	Relevance, Scope of Mass Media Research and Role of research in the media.	1
		<ul style="list-style-type: none">• Steps involved in the Research Process.	15

		<ul style="list-style-type: none"> Qualitative and Quantitative Research Discovery of research problem, identifying dependent and independent variables, developing hypothesis.	
	II.	Concept, types and uses of Research Designs	1
		<ul style="list-style-type: none"> Exploratory Descriptive and Causal. Data – Collection Methodology a. Primary Data – Collection Methods <ul style="list-style-type: none"> Depth interviews Focus group Surveys Observations Experimentations b. Secondary Data Collection Methods Literature review	15
	III.	Designing Questionnaire and measurement techniques:	1
		<ul style="list-style-type: none"> Types and basics of questionnaire Projective techniques Attitude measurement scales Sampling process Data Tabulation and Research Report Format	15
	IV.	Application of research in mass media	1
		Use of Statistics in Media Analysing and interpretation of data collected. Tests in statistics. (only interpretation is expected) Introduction to Semiology <ul style="list-style-type: none"> The semiotic approach to the construction of meaning Barthes Primary level and secondary level signification. Semiotic analysis Content Analysis Definition and uses Quantitative and Qualitative approach Steps in content analysis Devising means of a quantification system Limitations of content analysis 	15

References:			
1. Kothari; Research Methodology; Wiley Eastern Ltd.			
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP			
3. Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates			
4. Gunter, Brrie; Media Research Methods; (2000); Sage			
5. Wimmer and Dominick; Mass Media Research			
6. De Fleur; Milestones in Mass Communication Research			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
• Duration - These examinations shall be of 2 Hours duration.			
• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM402 & RUACMMM402		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM403 & RUACMMM403			
Course Title: Media Laws and Ethics			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide the learners with an understanding of laws those impact the media.		
CO 2	To sensitize them towards social and ethical responsibility of media.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM403 RUACMMM403		Media Laws and Ethics	4
	I.	Constitution, Regulatory bodies and Media	1
		1. Core values of the Constitution Refreshing Preamble, unique features of the Indian Constitution 2. Freedom of Expression Article 19 (1) (a), Article 19(2) 3. Press Council of India Brief history: Statutory status Structure. Powers and limitations 4. TRAI Role of Telecom Regulatory Authority of India 5. IBF 1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council 6. ASCI 1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council 7. NBA 1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	15
	II.	Media Laws	1
		1. Copyright and IPR What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies 2. Defamation 1. Definition.	15

		2. Civil, Criminal 3. Exceptions 4. Recent case studies 3. IT Act 1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies 4. Contempt 1. Contempt of Court 2. Contempt of Parliament 5. More acts 1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	
	III.	Media Laws	1
		1. Right to Privacy 2. Evolution 3. Right to Privacy a Fundamental Right 2. Morality and Obscenity 1. Indecent Representation of Women's Act 2. 19.2, IPC 292, 293 3. Change in perception with time 3. Unfair Practices Unfair Trade Practices and the Competition Act 2002 4. OSA 1. Official Secrets Act 2. Controversies 3. Case Studies 5. RTI 1. Right to Information Act 2005 2. Brief History 3. Importance and current status	15
	IV.	Media Ethics and Social Responsibility	1
		Why Ethics? What is ethics? And why do we need ethics? Ethical responsibility of journalist 1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value Fake News 1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification Ethical responsibility of advertisers 1. Violation of ethical norms by advertisers	15

		2. Case Studies Stereotyping Stereotyping of minorities, women, senior citizens, regions, LGBT	
References: 1. Basu, D.D.(2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none"> • Duration - These examinations shall be of 2 Hours duration. • Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM403 & RUACMMM403		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM404 & RUACMMM404			
Course Title: Organizational Behaviour			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Students will learn the types of various media organizations		
CO 2	Students will understand organizational ethics and culture		
CO 3	Orienting students to issues in organizational functioning		
CO4	To introduce students to the concepts given below at a preliminary level		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM404 RUACMMM404		Organizational Behaviour	4
	I.	Nature of Organizational behavior, structure& its Environment.	1
		<ul style="list-style-type: none">• Definition of Organisation & Types.• Types of Business Organisation• Concept of OB & its scope.• Models of Organisational Behaviour.• Organisation and its environment.• Formal Organisation: Design & Structure. Divisions of work and task interdependence.	15
	II.	Organisation Culture.	1
		<ul style="list-style-type: none">• Sources of Organisational Culture.• Types of Organisational Culture.• Manifestation & Managing Organisational Culture.• Work force diversity-Gender, Ethnic & Community issues; personality factors. Motivation. <ul style="list-style-type: none">• Theories of Motivation – Need & Process Theory. Application of Motivation Theories.	15
	III.	Group Dynamics in Organisation.	1
		<ul style="list-style-type: none">• Concepts of group & types of group.• Group norms & Group cohesion.• Concept of teamwork. Decision-making. <ul style="list-style-type: none">• Decision making – definition & process.• Group Think, risky shift & Polarisation.	15

		<ul style="list-style-type: none">Techniques for improving decision making- MIS (Management Information System).	
	IV.	Leadership and Dynamics of stress.	1
		<ul style="list-style-type: none">Importance & Characteristics of control.Qualities of an effective Leader.Leadership Style & effective Communication.Concept.Causes & effect.Coping Strategies.	15
References: <ul style="list-style-type: none">1. Newstorm, J.W & Davis, K.(2002) Organisational Behaviour, Human Behaviour at Work (11th Edition)., Tata McGraw Hills.2. Khanka, S.S. (2006) Organisational Behaviour-Text & Cases (5th Edition) S.Chand& Co Ltd.3. Robbins, S.P. (2012) Organisational Behaviour (15th Edition) Prentice Hall International, Inc.4. Luthans& Fred (2010) Organisational Behaviour (12th edition) McGraw Hills.			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM404 & RUACMMM404		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM405 & RUACMMM405			
Course Title: Film Communication- II			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understand film with Socio-Cultural and Commercial Context.		
CO 2	Employ Key concepts in Film Studies.		
CO 3	Demonstrate a broad knowledge of Film Culture.		
CO4	Analyze a film as a Cultural Product.		
CO5	Develop a critical response to cinematic work based upon aesthetic or cultural values other than the entertainment model that dominates the mainstream.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM405 RUACMMM405		Film Communication- II	4
	I.	Understanding Film Industry.	1
		Making-Distribution, Promotion-Marketing. Star System. Etc. In reference to specific Film Text.	15
	II.	Understanding Film Culture.	1
		Film Audience, Film Genre, Film Censorship, Other Media, Cinema in Digital Age , Film Awards, Film Festivals, Film Institutes, etc.	15
	III.	Overview of Film Theories.	1
		Focus on: Auteur Theory, Gender and Cinema. In reference to specific Film Text.	15
	IV.	Introduction to Film and Other Arts	1
		Focus on: Visual Arts, Literature, and Theatre Arts. In reference to specific Film Text.	15
References:			
1. The Major Film Theories: An Introduction- Andrew Dudley/ Oxford University press.			
2. Film Theory and Criticism: Introductory Readings- Leo Braudy, Marshall Cohen / McGraw Hill.			
3. An Introduction to Film Criticism: Major Critical Approches- Tim Bywater, Thomas Sobchack/ Longman.			
4. Movies and Methods (volume 1 and 2)- Edited by Bill Nicholls/ Seagull Books.			
5. Film Theory – Stam and Miller.			
6. Film and Theory – Stam and Miller.			
7. Film Form / Film Sense- S. Eisenstein.			
8. Thae Philosophy of Motion Pictures- Noel Carroll/ Blackwell.			

9. Deluze- Cinema 1, Cinema 2- Deluze./ Viva.
10. Our Films, Their films- Satyajit Ray.
11. The Film Society movement in India H. N. Narahari Rao.
12. Chitra Bani- Gaston Roberge.
13. The Subject of Cinema- Gaston Roberge.
14. Another cinema for another society- Gaston Roberge.
15. The Cinema of Satyajit Ray- Chidanand Dasgupta.
16. Seeing is Believing- Chidanand Dasgupta.
17. The Cinematic Imagination: Indian Popular Films as Social History- Jyotika Viridi.
18. मौताज- अशोक राणे / प्राजक्त प्रकाशन
19. सिनेमाचे दिवस पुन्हा – विजय पाडळकर / मौज प्रकाशन
20. सिनेमायाचे जादूगार – विजय पाडळकर / मौज प्रकाशन
21. गर्द रानात भर दुपारी – विजय पाडळकर / मौज प्रकाशन
22. शेक्सपिअर आणि सिनेमा – विजय पाडळकर / मौज प्रकाशन
23. फिल्ममेकर्स – गणेश मतकरी / मॅजेस्टिक
24. सिनेमॅटीक – गणेश मतकरी / मॅजेस्टिक
25. चौकटीबाहेरचा सिनेमा – गणेश मतकरी / अक्षर प्रकाशन
26. दादासाहेब फाळके : काळ आणि कर्तृत्व – जया दडकर / मौज
27. सिनेमा संस्कृती – सुधीर नांदगांवकर / आशियायी फाऊंडेशन
28. सत्यजित राय आणि भारतीय मन्वंतर – श्यामला वनारसे / मौज
29. सिनेमा तंत्र, आठवणी, चिंतन – सत्यजित राय, अनु. विलास गिते / मैत्रेय प्रकाशन

Modality of Assessment
Theory Examination Pattern:
A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration - These examinations shall be of 2 Hours duration.**
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUACMEM405 & RUACMMM405		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM406 & RUACMMM406			
Course Title: Computers and Multimedia- II			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understand basic image processing techniques.		
CO 2	Pull mattes using various image processing techniques including Chroma-keying		
CO 3	Identify opportunities in the broadcast and film making industries.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMEM406 RUACMMM406		Computers and Multimedia- II	4
	I.	Camera and Lights	1
		1. Camera types Types of camera and their usages. 2. Shutter and aperture Understanding shutter and aperture with lights. 3. Lights Types of lights and their usages. 4. Effects of lights Using camera and lights to simulate a 3D experience. 5. Objects Creating Objects and their usage with camera and lights	15
	II.	Chroma Keying	1
		1. Keying What is Chroma Keying? 2. Green and Blue screens What is Blue/Green Screen Imaging? Why Blue/Green color be used. 3. Chroma Screen Application of Chroma (Green and Blue screen effect). 4. Application Using Chroma to work on simple shoots. Wire removals and cleaning up footage. 5. Exporting to Premiere Using visual effects into Premiere Pro timeline videos.	15
	III.	Premiere Pro: Audio-visual	1
		1. Introduction to editing	15

		<p>Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)</p> <p>2. Exploring Premiere Pro How premiere helps in editing, Understanding the toolbar, importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)</p> <p>3. Right application of various file formats Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, performing video checks while editing Using inbuilt transitions,</p> <p>4. Using colour grading What is color grading, Examples of color grading, using filters and presents in color mixing, Applying presents on layers for editing</p> <p>5. Exporting and rendering Exporting in different formats, choosing right formats for exposing, managing quality while exporting, Rendering and maintain file format, improving quality and time to render techniques</p>	
	IV.	Sound Forge/Sound Booth: Sound Editing Software	1
		<p>1. Introduction to Digital Audio Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate</p> <p>2. Concept of Dolby Digital Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three-way sound speaker</p> <p>3. Sound Recording Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software</p> <p>4. Working with Sound Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter</p> <p>5. Advanced Sound Processing Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output</p>	15

		Create your audio CD and mark chapters	
References:			
1. Digital Music and Sound ForgeDebasis Sen BPB Publications 2. Adobe Premiere Pro: Practical Video Editing			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> Duration - These examinations shall be of 2 Hours duration. Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMEM406 & RUACMMM406		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM501 & RUACMJMM501			
Course Title: Reporting			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The subject will make students aware of basic principles of Reporting		
CO 2	Students will get more familiar with ethics of Reporting		
CO 3	Students will be able to analyse the reality of world media reporting		
CO4	Certain basic principles: Accuracy, Objectivity, Clarity and speed		
CO5	The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories		
CO6	Understanding New Values		
CO7	The subject will make students aware of basic principles of Reporting		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM501 RUACMJMM501		Reporting	4
	I.	Basic Understanding to News and Reporting	1
		What is News? <ul style="list-style-type: none">• Definition of News.• News values.• Elements of news/news sense.• What makes news as news. Basic Principles of Reporting <ul style="list-style-type: none">• ABC of Reporting Accuracy, Balance/Brevity and Clarity.• Objectivity as the basic principle.• Is it possible to adhere to the principle?• Other basic principles such Verification, Attribution of Sources, Speed.• Do these principles clash with each other? News GatheringA) How do reporters gather news. <ul style="list-style-type: none">• Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage. B) Sources <ul style="list-style-type: none">• Primary & Secondary Official & Unofficial or Hidden or Confidential. Off the record sources/ Self Developed sources. Role of anonymous sources.	15

		New age technological sources. How to develop sources. Reliability and confidentiality of sources.	
	II.	<u>News Writing and News Organs</u>	1
		<p>➤ News-writing</p> <p>How to write a news story</p> <p>Construct the news. – Intro, Dateline, Credit-line, Body-text. Inverted Pyramid style as the basic requirement.</p> <p>Use of news parlance. Use of verbs, adjectives, comment.</p> <p>➤ Follow-up Story</p> <p>➤ Beats System in Reporting</p> <ul style="list-style-type: none"> • What is beat system, why it is necessary, how does it help, what are requirements of various beats. • The basic beats such as. <p>Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defence. New Upcoming Beats:</p> <p>Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer</p>	15
	III.	<u>Changing nature of Journalism</u>	1
		<p>➤ Citizen Journalism</p> <p>Participation of citizens in breaking news-stories.</p> <p>A new branch.</p> <p>➤ Importance of New Tools in the hands of Reporters</p> <p>RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. The use/misuse of these tools, Authenticity and credibility of these tools.</p> <p>Significance of pictorial/graphic element and support to your news story or any such extra audio- visual material supporting your story.</p> <p>Can it add value; efforts to get hold of it, Can it have negative impact.</p>	15

		<p>➤ Coverage of Disasters</p> <p>Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.</p> <p>The references of Tsunami, Nepal Earthquake and Uttarakhand floods may be studied.</p>	
	IV.	<u>Investigative Journalism</u>	1
		<ul style="list-style-type: none"> History of Investigative Journalism in the world and India. How to cover an investigative story, Do's and don'ts. The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system. Limitations/Obstacles in covering an investigative story. Role of Whistle Blowers and also news tools. Sting Operations. Ethical Issues in reporting/credibility of Reporters. Yellow Journalism and its comparison with other forms. Privileges/Extra Powers to Reporters. Myth or Reality? Imminent threats or dangers in Journalism. <p>Case Studies</p> <ol style="list-style-type: none"> Watergate Scandal Tehelka – West End Deal Sting Bofors Gun scandal Nira Radia Case 2 G Scam Anna Hazare Movements Coverage Maharashtra Irrigation Scam Nirav Modi Scam Kingfisher Airline Scam 	15
References: <ol style="list-style-type: none"> Modern Newspaper Editing, Gene Gilmore Modern News Editing, Mark Ludwig Newspaper Writing and Editing, Willard Grosvenor 			

4. Newspaper Layout and Editing, Ole Munk and Major Ribergard			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM501 & RUACMJMM501		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM502 & RUACMJMM502			
Course Title: Editing			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Students will learn the important aspects of editing		
CO 2	Students will learn various methods of editing which they will be utilising in their professional life		
CO 3	Students will be familiar with the media technicalities		
CO4	To allow improvement in language skills		
CO5	To impart skills required of a sub-editor		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM502 RUACMJMM502		Editing	4
	I.	<u>Introduction and Approaches to Editing</u>	1
		<ul style="list-style-type: none">➤ Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.➤ Rewriting news. Holistic composition with general rules regarding editing. Familiarizing national, international abbreviations, local usages, etc.➤ Rewriting news. Holistic composition with general rules regarding editing. Familiarizing national, international abbreviations, local usages, etc.➤ Justification of news placements. Beat specialty in writing news.	15
	II.	<u>Headlines and Designing</u>	1
		<ul style="list-style-type: none">➤ Art of writing headlines. Types of headlines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.	15

		<ul style="list-style-type: none"> ➤ Layout- and design. Different types of layouts. ➤ Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc. 	
	III.	<u>Copy Editing, Newsworthiness and Organisational Structure</u>	1
		<ul style="list-style-type: none"> ➤ Copy editing techniques for digital media and e-editions, multi-edition papers. ➤ Judging newsworthiness and knowing wire services ➤ Organisation and hierarchy chart for editorial department and functions at each level. 	15
	IV.	<u>Changing Aspects of Editing</u>	1
		<ul style="list-style-type: none"> ➤ Vocabulary, changing usages of mixed coding and guidelines for writing according to style books. ➤ Photo and visual selection, writing captions, ethics for visuals <p>1. Case Studies:</p> <ol style="list-style-type: none"> Tabloid- Broadsheet- International tabloid 	15

References:

1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard

Modality of Assessment
Theory Examination Pattern:
A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

<ul style="list-style-type: none"> • Duration - These examinations shall be of 2 Hours duration. • Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM502 & RUACMJMM502		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM503 & RUACMJMM503			
Course Title: Features and Opinion			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Commenting on differences between reporting and feature writhing, the special skills needed for feature / Opinion writing		
CO 2	Role of opinion writing the need for mature thinking and professional experience		
Detailed Syllabus			
Course Code/ Unit	Un it	Course/ Unit Title	Credit s/ Lectu res
RUACMJEM503 RUACMJMM503			4
	I.	<u>Understanding the Feature</u>	1
		Difference between ‘hard’ news, ‘soft’ news and how the demarcation is blurring. What is a feature <ul style="list-style-type: none">➤ difference between news reports and features➤ difference between features for newspapers and magazines	15

		Writing a feature <ul style="list-style-type: none"> ➤ formulating a story idea and writing apitch Other aspects of feature writing ➤ collecting facts and opinions/anecdotes/quotes ➤ types of leads ➤ adding colour and imagery 	
	II.	<u>Types and Art of Feature Writing</u>	1
		Outline of <ul style="list-style-type: none"> ➤ seasonal stories ➤ nostalgic stories ➤ human interest stories trend stories Art of interviewing <ul style="list-style-type: none"> ➤ preparing for face-to – face interview ➤ structuring the questions ➤ attitude during interview ➤ transcribing: notes or recording ➤ writing the interview : question-answer format and descriptive format Outline and special techniques needed for the following interviews <ul style="list-style-type: none"> ➤ phone ➤ email television 	15
	III.	<u>Review, Obituary and Column Writing</u>	1
		Writing reviews : Format ,ethics involved and qualities/ skilled required <ul style="list-style-type: none"> ➤ books ➤ films Obituary <ul style="list-style-type: none"> ➤ what is an obituary ➤ how to write an obituary 	15

		<ul style="list-style-type: none"> ➤ can obituaries be critical <p>Columns</p> <ul style="list-style-type: none"> ➤ what is a column ➤ types: analytical, advisory, interactive and agony aunt columns ➤ ethics involved 	
	IV.	<u>Editorial Page, Travel Writing and Profile Writing</u>	1
		<p>Editorial page (4)</p> <ul style="list-style-type: none"> ➤ what is an editorial ➤ importance of editorial page ➤ layout of editorial page ➤ transformation of the page: fading of op-ed, middle, ➤ erosion of editorial independence with growing commercialization <p>Travel writing</p> <ul style="list-style-type: none"> ➤ how to write a travel story ➤ tips and tools ➤ understanding cultural, political and social nuances <p>Profile</p> <ul style="list-style-type: none"> ➤ what is profile ➤ how to write profile ➤ profile of: S Sadanand, Kumar Ketkar, Shyam Lal, Vinod Mehta, P Sainath <p>Snippets</p> <ul style="list-style-type: none"> ➤ what are snippets <p>writing snippets with catchy headlines</p>	15
References: <ul style="list-style-type: none"> • The Art of Feature Writing by Hunad Contractor , • Icon Publications Writing Opinion: Editorials by William L.Rivers, Bryce McIntyre, Alison Work, Iowa State University • Press Writing Features for Newspapers by Daniel R. Williamson , Hastings House Publishers New York • The Art of Interview: A Guide to Insightful Interviewing by Martin Perlich , Silman James Press 			

Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">Duration - These examinations shall be of 2 Hours duration.Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM503 & RUACMJMM503		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMEM504 & RUACMMM504			
Course Title: Journalism and Public Opinion			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The course targets at making students aware of various media theories and their evolution with respect to historical perspective		
CO 2	This subject will enlighten the students to draw the parallel between media content and public opinion		
CO 3	To examine critically the relationship between the media and public, how much does the media influence public opinion Which are the agencies manipulating this process of influencing public opinion		
Detailed Syllabus			
Course Code/ Unit	Un it	Course/ Unit Title	Credit s/

			Lectures
RUACMJEM504 RUACMJMM504		Journalism and Public Opinion	4
	I.	<u>Public Opinion and Theories of Public Opinion</u>	1
		<p>Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media.</p> <p>Media Theories and their understanding of public opinion. Water Lippman – Modern Media and Technocracy. Paul Lazarsfeld – Research, Two-Step flow of information. Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda. Model Agenda Setting Vs Uses and Gratifications.</p>	15
	II.	<u>Media and War Propaganda</u>	1
		<p>Media and Political Opinion:</p> <ul style="list-style-type: none"> • World War I & II Rise of United States as a superpower and its geo political impact - • Use of Media and Propaganda (UK, USA and Germany) Global issues in Media - <p>Presidential/General elections (Global), its analysis, Geo Political impacts. (Events in recent 24 months to be considered).</p> <p>Coverage of Political Parties, Personalities and General Elections by national and international media; media biases.</p> <p>Use of Media for election campaigns; Democrats in U.S.A.; BJP in India</p> <p>Media shaping opinion with respect to government's policies (reference to India):</p> <p>Nuclear policy; Economic policy; Current Foreign Policy.</p> <p>Role of Media in shaping public opinion during conflicts</p>	15

		Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014	
	III.	<u>Media in Post-Cold War Conflicts</u>	1
		<p>How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya; Egypt; Syria- role of social media</p> <p>War on international terrorism – media coverage -Islamic State (IS); Al-Qaeda; Taliban</p> <p>Internal conflicts and media coverage: Post Kargil insurgency National media vis-à-vis regional media in India's North East – Manipur, Nagaland Bodo conflict</p>	15
	IV.	<u>Media and Society</u>	1
		<p>Portrayal of Women's issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases.</p> <p>Media Coverage of Marginalised sections of Society : Perspective from Above' [ignoring the marginalised] Dalits; Tribals; reservation; displacement, Forest Rights Act</p>	15
References: <ul style="list-style-type: none"> • Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis • Sardesai Rajdeep: "2014: The Election that Changed India" • Walter Lippmann : "Public Opinion" by • Herman Edward S. & Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by • Lall John: Nature and Opinion of Public Opinion. • Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Election. – academia .edu • Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies • Coleman Benjamin: Conflict, Terrorism and Media in Asia • Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications • en.qantara.de/content/the-arab-spring-and-the-media-distorted-images 			

<ul style="list-style-type: none">•Alexanrova Ekaterina – Using Media Effectively; Barack Obama’s Election Campaign Academia.edu•EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu•Babla Maya – Arab Spring Media Monitor Report : One year of Cverage. UDC Centr of Public Diplomacy• Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog•Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.• Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.• Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM504 & RUACMMJM504		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM505 & RUACMJMM505			
Course Title: Indian Regional Journalism			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The course aims to make students aware of the contribution of vernacular press in India		
CO 2	It exhibits the diversity of India’s regional press and its importance in history and in contemporary times.		
CO 3	Study the evolution, growth and role in modern-day India of Indian newspapers other than in English		
CO4	Case studies of Hindi, Marathi, Telugu and Urdu newspapers		
CO5	Role of language papers in fostering socio – cultural development in their areas of circulation		
CO6	Study intimacy between readers and language newspaper		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM505 RUACMJMM505		Indian Regional Journalism	4
	I.	<u>Regional Media – brief overview, Marathi and Hindi Press</u>	1
		<ul style="list-style-type: none">➤ Regional press during the British Raj: an overview➤ Hindi Press<ul style="list-style-type: none">➤ Birth and earliest publications➤ Role during the freedom movement➤ Role in social reforms➤ Evolution post-1947➤ Hindi media today(overview)➤ Marathi Press<ul style="list-style-type: none">➤ Role during the freedom movement➤ Role in social reforms and shaping cultural identity➤ Contribution of Kesari➤ Evolution post1947➤ Role in the Samyukta Maharashtra Movement➤ Marathi media today(overview)➤ Sakal. Samna and Lokmat	15

	II.	<u>Bengali, Malayalam and Urdu Press</u>	1
		<ul style="list-style-type: none"> ➤ Bengali Press <ul style="list-style-type: none"> ➤ Earliest publications ➤ Role in social reforms and renaissance ➤ Role during the freedom movement ➤ Amrit Bazar Patrika, Anand Bazar Patrika ➤ Bengali Media today(overview) ➤ Urdu <ul style="list-style-type: none"> ➤ Birth and growth pre1947 ➤ Contribution of Al Hilal ➤ Role in freedom movement Press ➤ Role in social reforms and establishing cultural identity ➤ Urdu press today ➤ Malayalam Press <ul style="list-style-type: none"> ➤ Birth and earliest publications ➤ Role during freedom struggle and social awakening ➤ Malayalam Manorama and Mathrubhumi <p>Malayam media today(overview)</p>	15
	III.	<u>Telugu and Tamil Press Personality Profiles</u>	1
		<ul style="list-style-type: none"> ➤ Telugu <ul style="list-style-type: none"> ➤ Evolution &Development ➤ Eenadu ➤ Tamil <ul style="list-style-type: none"> ➤ Evolution &Development ➤ Tamil media today(overview) 	15

		Profile of the following legends <div><div>➤ Raja Rammohan Roy</div><div>➤ Bal GangadharTilak</div><div>➤ KP Kesava Menon</div><div>➤ K.C Mammam Mapallai</div><div>➤ Maulana Abdul KalamAzad</div><div>➤ GovindTalwalkar</div></div> S.Sadanand	
	IV.	Regional Media in Contemporary World	1
		<div><div>➤ Comparison of English and regionalism journalism. Difference in <div><div>➤ Impact</div><div>➤ Reporting</div><div>➤ Editorial policy</div><div>➤ Reach</div></div></div><div>➤ Regional television channels <div><div>➤ Growth</div><div>➤ Content</div><div>➤ Ownership</div><div>➤ Political patronage</div></div></div><div>Increasing ownership and dominance of families with political connections over regional newspapers.</div></div>	15
References: <div><div>1. Jeffery Robin: India’s Newspaper Revolution, Oxford union publication,2000</div><div>2. Rangaswami Parthasarathy: Journalism in India, Sterling Publication</div><div>3. P.K Ravindrath : Indian Regional Journalism, Authorpress</div></div>			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <div><div>• Duration - These examinations shall be of 2 Hours duration.</div><div>• Theory question paper pattern</div></div>			
Paper Pattern:			
Question	Options	Marks	Questions Based on

1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM505 & RUACMJMM505		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM506 & RUACMJMM506			
Course Title: Newspaper and Magazine Making			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understanding technical aspects is equally important as writing or producing news		
CO 2	The journalism students in this course will not only learn to produce the content; but, they will also be able to design and publish their magazine		
CO 3	They will be aware of A to Z aspects of news media – from gathering news to designing the final product.		
CO4	This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper - magazine making.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM506 RUACMJMM506		Newspaper and Magazine Making	4
	I.	<u>Why & How we read. The need of updates & favourite topics.</u>	1
		Analyzing the newspaper from layout point of view a. Understanding parts of newspaper; Style Book b. Total Page Concept(TPC) c. Terminology, Regulars, Weekly columns, Supplements, d. Headline, Deck, Kicker –Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part e. Errors: Orphan, Widow, Dog legging etc	4 15

		<ul style="list-style-type: none"> ➤ Grid structure: Introduction about space distribution in the newspaper by way of column & grid pattern. These are latitude & longitude of the paper. 	
	II.	<u>Understanding Different Style</u>	1
		<ul style="list-style-type: none"> ➤ Comparison between various newspaper layouts/distinguishing factors. ➤ Types of Newspapers: Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference ➤ Introduction to Typography: <ul style="list-style-type: none"> a) Typefaces, Fonts; Measures, leading, kerning, tracking, units etc. b) Classification of typefaces: Serif/Sans Serif/ Decorative etc. Combination of Typefaces/ To achieve contrast & harmony/ Alignment 	15
	III.	<u>Understanding Quark Express</u>	1
		Introduction to Quark Express <ul style="list-style-type: none"> a) Runaround, Inset, Box colour & Tone, Frame, Linking. b) Shortcuts & keys. Style Sheets, Colour palate, Measurement bar. Introduction to Graphic Principles: <ul style="list-style-type: none"> a) Introducing how Contrast, Balance, Harmony work in overall organized look of a paper. b) Visual path in a picture & Visual syntax. Introduction to the Types of Layout: <ul style="list-style-type: none"> a) Modular/ Brace/ Contrast & Balance. b) Adaption of one layout over other for a purpose. 	15

	IV.	Final Project and Submission	1
		<p>Final project: (Rest of the lectures in guidance on the project to completion)</p> <ul style="list-style-type: none"> a) Discussing ideas to improve visual appeal as well as organized layout. b) Introduction to Content plan (Magazine). c) Introduction to Flat plan (Magazine) d) Working of Rough Layout on paper (Sketch). <p>Introduction to print production: Taking the project towards finishing.</p> <ul style="list-style-type: none"> a) Pagination & page set up, Guiding on print ready copy/ cut marks etc. b) Types of paper/ Surface nature/ Weight/ Std sizes. <p>Collating/Gathering/ staple binding & Saddle stitch.</p> <p>Preparation for Viva Voce</p> <p>Mock Viva/ Rectifying mistaken ideas</p>	15
References: <ul style="list-style-type: none"> • Newspaper Layout & Design: Daryl & Moen Surjeet publication • Visual Journalism: Rajesh Pandey Adhyayan publication • Editorial Art & Design Randy Stano Miyami Herald • The Magazine Handbook: NcKay J. Routledge • The Art of Feature Writing by Hunad Contractor , Icon Publications • Writing Opinion: Editorials by William L. Rivers, Bryce McIntyre, Alison Work, Iowa State University Press • Writing Features for Newspapers by Daniel R. Williamson , Hastings House Publishers New York • The Art of Interview: A Guide to Insightful Interviewing by Martin Perlich , Silman James Press 			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> Duration - These examinations shall be of 2 Hours duration. Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM506 & RUACMJMM506		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM601 & RUACMJMM601			
Course Title: Press Laws and Ethics			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The students will be aware of legal aspects involved in journalism		
CO 2	They will also understand the limitations and shortcomings involved in the field		
CO 3	Free press comes with certain ethical issues.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM601 RUACMJMM601		Press Laws and Ethics	4
	I.	<u>Introduction to Press Laws, Institutions and IPC</u>	1
		Introduction to law- A brief introduction to Indian Constitution- (Salient features, Fundamental Rights) a) India’s legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. b) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code)	15

		<p>Press Council of India–</p> <ul style="list-style-type: none"> • Its organisational structure, functions, history and rationale behind its establishment. • Powers – the debate over punitive powers • PCI’s intervention in cases of communal rioting and protection of Press freedom. • Code of conduct for journalists • Comparison with the News Broadcasting Standards Authority(NBSA) <p>Laws regulating the media</p> <ul style="list-style-type: none"> • Laws related to freedom of the Press — Article 19 clause (1) sub clause (a) of Indian Constitution and how it guarantees freedom of the press. • Clause 2 of article 19 and reasonable restrictions. • Defamation –sections499,500 • Contempt of Courts Act1971 • Public Order – sections 153A&B,295A,505 • Sedition(124A) • Obscenity(292,293) 	
	II.	<u>Contemporary Legal Framework</u>	1
		<p>Introduction to laws connected with internet</p> <ul style="list-style-type: none"> • Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet. <p>Article 21 of the constitution and Right to Privacy</p> <ol style="list-style-type: none"> a) Right to Privacy versus Right to Know b) Right to Information Act2005 c) Official Secrets Act and conflict with RTI <p>Whistle Blowers Protection Act 2011-Implications and challenges</p> <p>Indian Evidence Act –</p>	15

		<ul style="list-style-type: none"> Primary, Secondary, Direct and Indirect evidence <p>Confession and its evidentiary value</p>	
	III.	<u>Intellectual Property Constitutional Institutions</u>	1
		<p>Copyright Act 1957- A Discussion on Intellectual Property Rights in the context of changing Global environment. Contempt of Parliament –</p> <ul style="list-style-type: none"> Breach of Privilege rules. Clash between Judiciary and Legislature Is it a threat to media freedom? <p>Working Journalists Act- Its effectiveness in current scenario. Press and Registration of Books Act</p>	15
	IV.	<u>Ethics</u>	1
		Introduction to Ethics <ul style="list-style-type: none"> Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. Conflict of Interest Paid News Trial by Media Ethical Issues related to Television debates Confidentiality of sources Ethics of Sting Operations Fakery and Fabrication of news Using Shock value in language and visuals 	15
References: <ol style="list-style-type: none"> 1. Introduction to the Constitution of India by Durga Das Basu 2) Law of the Press by Durga Das Basu 3) Press Laws and Ethics of Journalism by P.K. Ravindranath 4) Journalism in India by Rangaswami Parthasarthy. 5) Textbook on the Indian Penal Code Krishna Deo Gaur 6) The law of Intellectual Property Rights edited by Shiv Sahai Singh 			

7) The Journalist's Handbook by M V Kamath			
8) Media and Ethics by S.K.Aggarwal			
9) Introduction to Media Laws and Ethics by Juhi P Pathak			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM601 & RUACMJMM601		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM602 & RUACMJMM602	
Course Title: Broadcast Journalism	
Academic year 2022-23	
COURSE OUTCOMES:	
COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	The course will attempt to make students aware of the evolution of television media
CO 2	It will enable them to generate content for broadcast media including script writing
CO 3	To understand the development of broadcast journalism in India Learn skills and techniques required for broadcast journalism to learn how to handle equipment- a camcorder and recorder – for a story Regional language broadcast journalism to be examined as a growing and flourishing field
CO4	Learn skills and techniques required for broadcast journalism
CO5	To learn how to handle equipment- a camcorder and recorder – for a story
CO6	Regional language broadcast journalism to be examined as a growing and flourishing field

Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM602 RUACMJMM602		Broadcast Journalism	4
	I.	<u>History and Evolution of Broadcast Media</u>	1
		History and Development of Broadcast Journalism Regional Journalism – News Channels, Radio, Entertainment, Movie Channels, Music Channels	15
	II.	<u>Writing for Broadcast</u>	1
		Broadcast Formats – Radio, TV, Writing in Broadcast Style	15
	III.	<u>Production</u>	1
		<ul style="list-style-type: none"> • The Power & Influence of Visuals • The Video-camera: types of shots, camera positions, shot sequences, shot length • Lighting: The importance of lighting • Television setup: The TV studio, difference between Studio & on-location shoots 	15
	IV.	<u>Broadcasting Careers and technical aspects</u>	1
		Career Opportunities in Broadcasting Journalism <ul style="list-style-type: none"> • Presentation Production and Editing - Field Reporting, Capturing Sound, Radio, Television, Production Case Studies	15
References: <ol style="list-style-type: none"> 1. Ben Badgikian: Media Monopoly 2. India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers) 3. Advertising and Integrated Marketing Communications, (Kruti Shah) 4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles) 5. Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya) 6. Understanding Company Law, (Alstair Hudson) 			

7. Newspaper organization and Management (Rucket and Williams)			
8. The paper tigers by Nicholas Coleridge			
9. News Media Management: Mr P.K Ravindranath			
10. Print Media Communication and Management by Aruna Zachariah			
11. News Culture by Stuart Allan			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM602 & RUACMJMM602		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM603 & RUACMJMM603	
Course Title: News Media Management	
Academic year 2022-23	
COURSE OUTCOMES:	
COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	The course will enable students to view media from the entrepreneurial perspective
CO 2	It will make students aware of the financial and other management issues involved in media understanding
CO 3	To make students aware of the structure, functioning and responsibilities of managements of media organisations

CO4	To create awareness of laws governing media organisations and their complexities in a globalised world in the wake of an information explosion.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM603 RUACMJMM603		News Media Management	4
	I.	<u>The Role of Management</u>	1
		<i>Making News: Truth, Ideology and News work</i> News, Audiences and Everyday Life a) Ideal Management Structure b) Role of Management in ensuring editorial freedom Legacy Media- Broadcast Media Overview and Print Publishing Overview	15
	II.	<u>Contemporary Elements</u>	1
		Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media Specialized training for skilled workers, HRD Integrated Marketing Communications Overview of Marketing Theory Applying marketing strategy to consumer media <ul style="list-style-type: none">direct to consumer: for readers/consumers circulation/distribution/channelsbusiness to business (B2B): for advertisers/partners	15
	III.	<u>Technology Costing</u>	1
		Disruptive Technology and Media Business Models: a) The role of advertising b) From Web 1.0 to 2.0 c) Yahoo, Craigslist, Google, Facebook, Twitter, WhatsApp, Pinterest Becoming a digital Media Brand Financial Management	15

		<ul style="list-style-type: none">• Break up of expenditure for the year• Raw Material Costs• Fixed and Variable Costs Unforeseen Factors	
	IV.	<u>Challenges in Contemporary Times</u>	1
		Challenges of Globalization and Liberalization <ul style="list-style-type: none">• Foreign Direct Investment• Cross Media Ownership• Commercialization of Media Understanding Company Law	15
References: <ol style="list-style-type: none">1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth5. Television Production by Phillip Harris6. CNN Student Bureau7. Broadcast Journalism by David Keith Cohler (Prentice Hall)8. Introduction to Mass Communication by Stanley Baran (McGraw Hill)9. Journalism Matters by Schaffer, McCutcheon, and Stofer (National Textbook Company)10. Journalism Today by Ferguson, Patten, and Wilson (National Textbook Company)11. Scholastic Journalism by English, Hach, and Rolnicki12. Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart (Amphoto)			
Modality of Assessment			
<u>Theory Examination Pattern:</u>			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM603 & RUACMJMM603		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM604 & RUACMJMM604			
Course Title: Issues in Global Media			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The course outlines the distinction between national and international press		
CO 2	It will help the students to view socio-economic-political issues from local to global perspective		
CO 3	The course outlines the distinction between national and international press		
CO4	Examine global journalism as a newly emerging reality – it’s implications, strengths and weakness		
CO5	To examine the journalistic scene in S.Asia Learning about the Internet as a news medium		
CO6	Equipping students with basic skills required for internet reporting and editing		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM604 RUACMJMM604		Issues in Global Media	4
	I.	Issues in Global Media	1
		Media Monopolies, NWICO and MacBride Report	15
	II.	Relevance of McBride report in contemporary times	1
		Relevance of McBride report in contemporary times	15
		Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage	
		Global Monopolies’ regional presence including big tech. [redefining local news]	
	III.	Understanding the media globally and independent media	1
			15

		Understanding the media scenarios in various countries – Russia, North Korea, China (including Firewall), Japan (Kisha Kirabu system) and Africa (relevance of Community Radio System) Al Jazeera's arrival as an alternate voice [from Gulf War II to Arab Spring and beyond] Independent Media's space	
	IV.	Coverage of Disasters	1
		Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents] Coverage of natural disaster by global media and regional media. Parachute Journalism with reference to Arab Spring, Nepal Earthquake (2015) Global Media Perceptions Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists] – Sri Lanka (LTTE), Kashmir and Israel-Palestine.	15
References: 1. Why NWICO never had a chance? by Joseph 2. Mehan, Columbia University Global Media Journal Spring 2013 3. New War Journalism, Trends and Challenges, Stig. A. Nohrstedt 4. Dynamics of Social Media, David C.Coulson 5. Al Jazeera Advocacy and Media Values..., Mamoud M.Galander 6. Media Imperialism, Oliver Boyd –Barrett			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> • Duration - These examinations shall be of 2 Hours duration. • Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two

3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM604 & RUACMJMM604		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM605 & RUACMJMM605			
Course Title: Specialty Journalism (Combination of Business, Magazine, Niche Media)			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	The course will take journalism students beyond the clichés of contemporary media		
CO 2	It will explore a very niche media world of magazine journalism		
CO 3	The students will also be aware of very basic economic issues and media coverage of them.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM605 RUACMJMM605		Specialty Journalism (Combination of Business, Magazine, Niche Media)	4
	I.	<u>Introduction to Indian Markets and Indian</u>	1
		<u>conomic Institutions</u>	15
		BUSINESS JOURNALISM	
		Introduction to Business Journalism. Business journalism- a brief study of leading business magazines, leading financial dailies in India.	
		A general overview of the financial systems in India	
		A. Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A general understanding about, RBI’s involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.	
		B. Securities and Exchange Board of India	

		<p>(SEBI) – Role, function and objectives.</p> <p>C. The banking Sector in India – a brief analytical study.</p> <p>D. Functions of commercial banks</p> <p>E. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion.</p> <p>Government schemes related to banking- Jan Dhan Yojana, Pension Plans, Cash Subsidy Transfer via Bank Account</p> <p>Union Budget (The Finance Bill) – salient features of the latest Union Budget. 3L</p> <p>GST Basic concept –</p> <p>Difference between Old and GST Taxation system.</p> <p>The Concept of “Subsidies” in the context of the Indian economy; an introductory study.</p> <p>Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility</p> <p>“Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem w.r.t Indian Economy.</p> <p>Scams in Indian financial system</p> <ul style="list-style-type: none"> • The Satyam saga • The Sahara Scam • 2 G Scam • Saradha chit fund embezzlement 	
	II.	<u>Speciality Journalism</u>	1
		<p>Introduction to Magazine Journalism.</p> <p>Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines</p> <p>Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media.</p>	15

		A general analytical study of magazines of different genre: <ul style="list-style-type: none"> • Women's magazines • Travel Magazines • General Interest Magazines • Health Magazines • Technology Magazines • Automobile Magazines 	
	III.	<u>Specialty Journalism</u>	1
		A detailed study of women's magazines covering specific female related issues and other routine issues. Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press. Environmental Journalism and its importance A very brief study of global warming, ozone deflation, issues related to deforestation. Civic issues and their coverage in various modern-day alternative media, social networking avenues. (Critical evaluation). Civic issues of latest year to be considered.	15
	IV.	<u>Speciality Journalism</u>	1
		Sports Journalism – Sports writing, Olympics and major sports events and coverage, features related to sports. Online sports journalism. Photo Journalism – Photo journalism, Photo journalism in the digital age, The role of photo journalism in a violent world Investigative journalism – Introduction, scope, types, corporate corruption, social issues and stories, fact findings and strategy of plotting stories. (Case study approach) Urbanisation and Metro News coverage – Emergence of Urban issues in Maharashtra and coverage in State level and local newspapers.	15

		Governance and Civic issues and its reflection in public life.	
References: 1. Indian Economy, Dutt and Sundaram. S Chand Publication. 2. The Economic Survey – A Government of India Publication (Ministry of Finance) 3. www.indiabudget.nic.in for updates related to budget. 4. Western Ghats ecology expert panel report (available on Web). 5. Websites of magazines, newspapers.			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none"> • Duration - These examinations shall be of 2 Hours duration. • Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM605 & RUACMJMM605		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM606 & RUACMJMM606			
Course Title: Contemporary Issues			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To sensitise students to the environment around them		
CO 2	Developing a perspective towards issues related to the marginalized sections of the society		
CO 3	The students will review various current issues concerning the planet		
CO4	Students will be made aware of the role of media in creating an awareness regarding such issues		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM606 RUACMJMM606		Contemporary Issues	4
	I.	<u>Ecology and its related concerns:</u>	1
		<ul style="list-style-type: none">• Climate change and Global warming- causes, consequences and remedial measures• Deforestation- causes, consequences and remedial measures• Coastal regulatory Zone- need and importance, CRZ Act• Sustainable development- concept, need and significance• Movements related to environmental protection – Western Ghat Environmental Crisis	15
	II.	<u>Human Rights</u>	1
		UDHR and its significance CRC and CEDAW DRD <i>(a) Legislative measures with reference to India.</i> Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013 Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act	15

		with new amendments, Juvenile Justice (Care and Protection of Children Act)2000. Education: Right to Education Act2009	
	III.	<u>Economic Development and Challenges</u>	1
		Development of Maharashtra – Rural and Urban Inequality -Urbanisation and its related issues; Agglomeration, -Infrastructural challenges, environmental issues. -Agrarian issues: rural indebtedness, farmers’ suicides and its implications	15
	IV.	<u>Social development and challenges & Political concerns and challenges</u>	1
		Social development and challenges -Tribal Issues: Marginalisation of the Tribals, Forest Rights Act, Land Acquisition Act. -Illegal immigration from Bangladesh: Challenges and impact -Developmental Issues: Displacement and rehabilitation- Case Study approach Political concerns and challenges -Crime and Politics -Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill. -Whistle Blowers- Whistle Blowers protection act2011. -Anti- State violence- Naxalism and its Impact. -Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact. -Terrorism- causes, consequences and remedial measures -Police Reforms	15
References: Rush Ramona, Oukrop Carole, CreedonPamola (2013), ‘Seeking equity for women in Journalism and Mass Communication education: A 30 year Update’, Taylor and Francis Coleman Benjamin: Conflict, Terrorism and Media in Asia Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.			

Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19- 45)

Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.

Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.

KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.

Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation V. K Puri and S.KMisra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House. Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.

R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.

J.Shivanand, Human Rights:Concepts and Issues,

Ram Ahuja , (2012),Indian social Problems, Rawat Publications.

Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.

A. R Desai, Rural Sociology.

Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.

Bill McKibben, The End of Nature.

David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration** - These examinations shall be of **2 Hours** duration.
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUACMJEM606& RUACMJMM606		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMJEM607 & RUACMJMM607			
Course Title: Digital Media			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	This is a new subject that deals with new media		
CO 2	Students will learn about the various tools of new media and their technical aspects		
CO 3	Students will utilise these tools to promote their own content.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMJEM607 RUACMJMM607		Digital Media	4
	I.	<u>Introduction to Digital Media</u>	1
		<p>-Understanding -Digital Media -Principles -Key Concepts -Evolution of the Internet -Traditional Vs. Digital</p> <p>Search Engine Optimization (SEO): What are Search Engines:</p> <ul style="list-style-type: none">• Types of Search Engines• How Search Engines work and how they rank websites based upon a search term? <p>Introduction to SEO and what it involves:</p> <ul style="list-style-type: none">• What is the importance of search for websites?• What are the areas of operation for Search Engine Optimization Professionals?• How do you search for the right keywords that will help bring in the most traffic? <p>What is On-Page Optimization?</p> <ul style="list-style-type: none">• Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder	15

		<p>Naming, What are Meta Tags, Redirection Tags,</p> <p>What is OFF-Page Optimization?</p> <ul style="list-style-type: none"> • What are Backlinks?, How to Get Backlinks? • What is Google Page Rank? How to Increase PageRank? <p>Search Engine Algorithms:</p> <p>What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	
	II.	<u>Social Media</u>	1
		<ol style="list-style-type: none"> 1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs 2. Using Facebook: What Can You DoWith Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar 3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: Tweet Deck, Klout, PeerIndex 4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 5. Using Blogs: How Blogging can be used as atool. <p>Tools and Trends</p> <ol style="list-style-type: none"> 1. Key terms and concepts 	15

		2. Web analytics Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,	
	III.	<u>Features of a Website</u>	1
		1. Homepage 2. Links 3. Navigation 4. Multimedia Content Writing <ul style="list-style-type: none"> • Blog • Twitter Mobile	15
	IV.	<u>New Challenges -Cyber Crime and Challenges of the new media</u>	1
		Cyber Laws <ul style="list-style-type: none"> • Information Technology Act • Copyright • Ethics • Digital Security 	15
References: <ol style="list-style-type: none"> 1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital 2. Generation (Paperback) - Damian Ryan - Gives an overview 3. .Socialnomics: How Social Media Transforms the Way We Live and Do Business 4. (Hardcover) - Eric Qualman 5. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 6. 2000 7. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 8. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 9. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990 			
Modality of Assessment			
<u>Theory Examination Pattern:</u>			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20

2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMJEM607 & RUACMJMM607		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM501 & RUACMAMM501			
Course Title: Advertising in Contemporary Society			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understand the contemporary changes in post globalization trends in advertising.		
CO 2	Capture differences between culture of various regions, study the aspects related to marketing.		
CO 3	Study market segmentation & its use in campaign.		
CO4	To recognize the roles of advertising in modern society		
CO5	To understand the current developments and problems concerning advertising as an economic and social force		
CO6	Appreciate the increasingly international nature of advertising.		
CO7	To analyze the interdependent nature of advertising and popular culture		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM501 RUACMAMM501		Advertising in Contemporary Society	4
	I.	<u>Economic Policies and Markets</u>	1
		Change in Environment <ul style="list-style-type: none">• Policy post-independence• Policy 1990 onwards Study of Environment post-independence and post 1991 Liberation Policy Effects of Liberalisation on <ol style="list-style-type: none">Economy.Business EmploymentAdvertising Life Style	15
	II.	<u>Global Advertising and Social Marketing</u>	1
		International & Global Advertising & Marketing The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising. Social Marketing Definition <ul style="list-style-type: none">• Need for Social Marketing• The difficulties of Social Marketing	15

		<ul style="list-style-type: none">The various subjects for Social Marketing Effects of social marketing	
	III.	International Marketing	1
		International Product Decision International Product Line Decisions, Product Standardization v/s Adaptation Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning International Promotion Decisions • Concept of International Promotion Decision Planning International Promotional Campaigns: Steps - Determine the Target Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness Standardization V/S Adaptation of International Promotional Strategies International Promotional Tools/Elements	15
	IV.	<u>New Age Advertising</u>	1
		Internet Digital Marketing	15
References: 1. 1. Advertising Amita Shankar 2. Advertising London & Britta 3. Advertising Ramaswamy & Namakeeman			
Modality of Assessment			
<u>Theory Examination Pattern:</u>			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">Duration - These examinations shall be of 2 Hours duration.Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study

2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM501 & RUACMAMM501		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM502 & RUACMAMM502			
Course Title: Copywriting			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Develop creative aspect of advertising.		
CO 2	Write advertising campaign.		
CO 3	Write creative brief and prepare practical content in print and digital advertising.		
CO4	To familiarize the students with the concept of copywriting as selling through writing		
CO5	To develop their inherent writing skills		
CO6	To train students to generate, develop and express ideas effectively		
CO7	To familiarize students with contemporary advertising techniques and Practices		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM502 RUACMAMM502		Copywriting	4
	I.	<u>Introduction</u>	1
		Introduction to Copywriting <ul style="list-style-type: none">Basics of copywritingResponsibility of Copywriter Creative Thinking <ul style="list-style-type: none">How to inculcate a 'creative thinking attitude'.Left brain thinking; Right Brain thinkingConscious mind; unconscious mindRole of Heuristics and assumptions in creative thinkingFive steps of Creative process Idea Generation Techniques <ul style="list-style-type: none">Theories of ideationIdea generation techniques: eg.	15

		a. Brainstorming, b. Triggered brain walking, c. Questioning assumptions, d. Picture prompts, e. Scamper, f. Observation, g. Referencing, h. Interaction, i. Imagination,	
	II.	<u>Concepts in Copywriting</u>	1
		Writing persuasive copy <ul style="list-style-type: none"> The CAN Elements (connectedness, appropriateness, and novelty) Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling 	15
	III.	<u>Writing Copy for various sections</u>	1
		Writing copy for various Media <ul style="list-style-type: none"> Print: Headlines, sub headlines, captions, body copy, and slogans Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's Outdoor posters Radio Digital: email, web pages Children, Youth, Women, Senior citizen and Executives How to write copy for: <ul style="list-style-type: none"> Direct mailer, Classified, Press release, B2B, Advertorial, Informercial	15
	IV.	<u>Copy Impact</u>	1

		<p>Various types of Advertising appeals and execution styles</p> <ul style="list-style-type: none">• Rational appeals• Emotional appeals: Humor, Fear, Sex appeal,• Various advertising execution techniques <p>The techniques Evaluation of an Ad Campaign</p> <p>a) Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;</p> <p>Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.</p>	15
References:			
Copywriting by J.Jonathan Gabay FRSA			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM502 & RUACMAMM502		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM503 & RUACMAMM503			
Course Title: Brand Building			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To provide an introduction to the concepts and practices of contemporary brand management.		
CO 2	To understand the appropriate strategies and tactics to build, measure and manage Brand Equity.		
CO 3	To learn to plan an effective advertising campaign		
CO4	Understand the process of branding of a product.		
CO5	Design and learn advertising campaign.		
CO6	Study various brand building strategies		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM503 RUACMAMM503		Brand Building	4
	I.	Understanding Brand as a Concept	1
		BRAND <ul style="list-style-type: none">• Definition• Importance of branding• Difference between Brand and Product• Process of branding Brand Identity <ul style="list-style-type: none">• Core Identity• Extended Identity• Brand Identity Traps Brand Positioning <ul style="list-style-type: none">• Definition• Importance of Brand Positioning Perceptual Mapping	15
	II.	Brand Personality, Brand Leverage, Branding Strategies	1
		Brand Personality <ul style="list-style-type: none">• Definition• The importance of creating Brand Personality• Attributes that affect Brand Personality• Factors that affect Brand Personality• Brand Personality Models	15

		<ul style="list-style-type: none"> ○ Relationship Model ○ Self-Expressive Model ○ Functional Benefit Model ● The Big Five <p>User Imagery</p> <p>Brand Leverage</p> <ul style="list-style-type: none"> ● Line Extension ● Brand Extension ● Moving Brand up /down ● Co-branding <p>Branding Strategies</p> <ul style="list-style-type: none"> ● The three perspective of Brand ● Strategic customer analysis ● Completion self-analysis ● Multi Product Branding ● Multi Branding ● Mix Branding ● Brand Licensing ● Brand Product Matrix ● Brand Hierarchy ● Brand Building Blocks 	
	III.	<u>Brand Repositioning and Brand Equity</u>	1
		<p>Brand Repositioning</p> <ul style="list-style-type: none"> ● Meaning ● Occasion of use ● Falling sales ● Making the brand contemporary ● New customers ● Changed market conditioning ● Differentiating brands from competitors ● Case studies such as Vicks Vapour, Milkmaid etc. ● Case studies of Indian Brands <p>Brand Equity</p> <ul style="list-style-type: none"> ● Definition ● Step in creating Brand Equity ● Awareness ● Perceived Quality ● Brand Association ● Brand Loyalty 	15

		Other Brand Asset	
	IV.	Brand Equity Management Models, Brand Building Imperative	1
		Brand Equity Management Models <ul style="list-style-type: none"> • Brand Equity Ten • Y & R(BAV) • Equi Trend • Inter brand Brand Building Imperative <ul style="list-style-type: none"> • Co-ordination across organization • Co-ordination across media Co-coordinating strategy & tactics across markets 	15

References:

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

Modality of Assessment
Theory Examination Pattern:
A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration - These examinations shall be of 2 Hours duration.**
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUACMAEM503 & RUACMAMM503		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM504 & RUACMAMM504			
Course Title: Consumer Behaviour			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To introduce the students to the complexities of consumer behaviour		
CO 2	Understand the connection between psychology and advertising.		
CO 3	Follow Components, Process of Marketing Communication.		
CO4	Study Social& Cultural aspects of Marketing & its impact on Consumer Behaviour.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM504 RUACMAMM504		Consumer Behaviour	4
	I.	<u>Introduction and Understanding of Consumer Behaviour</u>	1
		A. Introduction to Consumer Behavior. <ul style="list-style-type: none">• Concepts• Need to study Consumer Behavior.• Factors influencing Consumer Behavior.• Changing Trends in Consumer Behavior B. Consumer Behavior &Marketing. <ul style="list-style-type: none">• Marketing Segmentation. –VALS.• Components, Process of Marketing Communication.• Message.• Persuasion. -Need &Importance.<ul style="list-style-type: none">- ELM. Appeal.	15
	II.	<u>Relevance of Perception & Learning in Consumer Behavior.</u>	1
		(a) Concepts, Elements in Perception, Subliminal Perception. (b) Learning. <ul style="list-style-type: none">• Elements of Consumer Learning.• Cognitive Theory. – Social Learning. Behavioural Learning. – Classical, Instrumental Theory	15
	III.	Psychological Determinants &Consumer Behaviour	1

		Psychological Determinants & Consumer Behaviour. (a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour. (b) Personality & Attitude. – Theories of Personalities & its application. - Freudian, Trait, Jungian, Self-concept. (c) Formation of Attitude. – Theories & its relevance in Consumer Behaviour. - Cognitive Dissonance. - Tri component. Changing attitude in Consumer Behaviour	15
	IV.	<u>Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.</u>	1
		Social & Cultural aspects of Marketing & its impact on Consumer Behaviour. <ul style="list-style-type: none"> • Family. • Social Stratification. – Class, Age, Gender. • Group. – Reference Group. • Culture. – Sub-Culture. • Changing Indian Core Values. A. Consumer Decision Making. <ul style="list-style-type: none"> • Process. • Models. • Levels. • Opinion Leaders & Consumer Decision Making. Adoption & Diffusion Process	15
References: 1. Leon. G. Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour, Prentice Hall 2014. 2. David L. Loudon, Albert J. DelloBitta, Consumer Behaviour – McGraw – Hill 1993. 3. Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000. 4. S. Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009. 5. Satish.K.Batra, Consumer Behaviour. Test & Cares, Excel Books India. Jan 2009.			

Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">Duration - These examinations shall be of 2 Hours duration.Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM504 & RUACMAMM504		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM505 & RUACMAMM505			
Course Title: Media Planning and Buying			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.		
CO 2	Study function of Media planning in advertising.		
CO 3	Follow Digital Media Buying policies.		
CO4	Study selection of media vehicles		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM505 RUACMAMM505		Media Planning and Buying	4
	I.	<u>Introduction to Media Planning and Selection</u>	1
		<ul style="list-style-type: none">An Overview of Media PlanningBasic Terms and ConceptsThe function of Media	15

		<p>planning in advertising</p> <ul style="list-style-type: none"> • Role of Media planner • Challenges in Media planning • Media Brief • Media Audit • NCCS Grid <p>Sources of media research</p> <ul style="list-style-type: none"> • Nielson Clear Decision (NCD for Print) • Broadcast Audience Research Council • Audit Bureau of Circulation • RAM <p>Comscore –Digital</p>	
	II.	<u>Media planning process</u>	1
		<ul style="list-style-type: none"> • Situation analysis and Marketing strategy plan • Setting Media objectives • Determining Media strategy • Selecting broad Media classes • Selecting Media within classes • Budget and Media Buying • Evaluation <p>Criterion for selecting media vehicles</p> <ul style="list-style-type: none"> • Reach • Frequency • GRPS/GVT Ratings • TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation <p>Pass-along rate (print)</p>	15
	III.	<u>Selecting suitable Media options and Media Buying</u>	1
		<p>Newspaper</p> <ul style="list-style-type: none"> • Magazine 	15

		<ul style="list-style-type: none"> • Television (National, Regional and Local) • Radio • Outdoor and out of home • Cinema Advertising • Digital Advertising <p>Communication Mix</p> <ul style="list-style-type: none"> • Events • Sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising word of mouth • Ambient advertising <p>Negotiation skills in Media Buying</p> <ul style="list-style-type: none"> • Negotiation Strategies • Laws of Persuasion 	
	IV.	<u>Digital Media Planning & Buying</u>	1
		<ol style="list-style-type: none"> 1. Various Digital channels <ol style="list-style-type: none"> a. Search Engine Optimisation b. Search Engine Marketing c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead(CPL) d. Targeting/Remarketing e. Mobile advertising (WAP &APP) 2. Various types of digital <ol style="list-style-type: none"> a. Display Advertising ads and its various Ad formats b. Video Advertising and its various Ad formats <p>Types of social media (Text + Visual, FB,Twitter,Instagram,Snap Chat, etc)</p> <p>Digital Media Buying</p> <ul style="list-style-type: none"> • Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). • Direct buys from the websites • Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 	15

		<ul style="list-style-type: none">a. Cost per action (CPA), or pay per action(PPA) Cost per conversion or Revenue sharing or cost per sale,Advertising via Premium PublishersAdvertising via Networks and ExchangesAffiliate Network (Click bank Commission junction, adfuncky,7search.com) The Local Publishing Market	
References: <ul style="list-style-type: none">Advertising Media Planning, by Roger Baron, JackSissors, McGraw Hill, Seventh EditionAdvertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">Duration - These examinations shall be of 2 Hours duration.Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM505 & RUACMAMM505		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM506& RUACMAMM506			
Course Title: Ad Design			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To expose students to the creative and technical aspects of art direction		
CO 2	Understand Design as a language of emotions/ Communication		
CO 3	Design Logo as a company face/ Brand identity/ Character/ Class		
CO4	Develop process of Idea generation (Brainstorming/Mind-mapping)		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM506 RUACMAMM506		Ad Design	4
	I.	<u>Understanding Ad Design in Corporate World</u>	1
		Introduction to Agency Departments & Role of each department. a. Basic depts.: i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief. ii. Media Dept: Media research/ Media planning/ Media booking, buying. iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/Graphic designer/ Storyboarding/ Web tree iv. Production Dept: In house or outsource. Production 1. Print: Hoardings/ Brochures/ Packaging etc 2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/Dubbing 3. Photography: In-house or location/ Model/ Costume/ Shoot/Editing Understanding Design: Design as a language of emotions/ Communication. a. Introducing to students to: Elements of design (as vocabulary). i. Point/ Line/ Shape/ Tone/ Colour/ Texture b. Introducing to students to: Principles of Design: (grammar of design Language) i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity	15

		<p>c. Introducing students to the Rules: Gestalt principles</p> <p>i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground</p> <p>Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.</p> <p>Introduction to Optical illusions:</p> <p>a. Influence of surrounding shapes on shape & size</p> <p>b. Influence of surrounding colour/tone on object colour & tone</p> <p>Appearance of space & depth/form</p>	
	II.	<u>Word Expression, Logo Unit, Layout</u>	1
		<p><i>Introduction to Word expression: (Expressive words)</i></p> <p>a. How word meaning is expressed through the appearance of word/ visual impact.</p> <p>b. Calligraphy & graceful typography</p> <p><i>Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class</i></p> <ul style="list-style-type: none"> • Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression. • Tagline: typeface/ alignment/ placement etc <p><i>Introduction to Layout:</i></p> <p>Choosing right format/ right canvas/ Optical center/Equilibrium</p> <p>d. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</p> <p>e. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/Comprehensive</p> <p><i>Use of picture (visual) as means to select Target audience</i></p> <p>a. Choosing a picture</p> <p>b. Expression of Problem (Hair-fall,)</p> <p>c. Expression of benefit (Glowing face, fitness)</p>	15

		etc) d. Irresistible presentation of product (Watch/Car etc)class e. Dramatization (Cold drinks/ Mentos etc) f. Association of ideas g. Headline size/ break/ highlight/ two tone head h. Subhead size/style i. Body copy type: Descriptive/ pointer/bulleted.	
	III.	<u>Typography and Text Treatment, Art Direction</u>	1
		<i>Introduction to Typography & Text treatment:</i> a. Classification of typefaces & combinations. b. Size/Weight/posture etc <i>Layout:</i> Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand <i>Introduction to Art direction for diff media</i> 3. Role of an Art Director a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/reading habits etc b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV e. Web ad: Advantage of pop up/ Key word SEO etc f. Direct mailers: Advantage of prior knowledge/ prior relation etc	15
	IV.	<u>Campaign planning</u>	1
		Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/Mind-mapping)	15

		a. Understanding Brand (Brand building) b. Understanding TA's favorite place, shows, reading (Media research/planning) c. Understanding buying motives/ habits/ influences (Consumer behaviour) d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief e. Arriving to a Big idea /Copy platform (Copy writing) considering all the factors above. Layout stages & final design Corporate stationary & Brand manual (Logo design philosophy) Ad Campaign (system work) Prints & presentation	
References: 1. Advertising Art & Ideas G. M. Rege 2. Art & Production N. N. Sarkar 3. Brand Positioning Subroto Sengupta 4. Ogilvy on Advertising David Ogilvy 5. The Advertising Handbook Dell Denison 6. Advertising by Design Robin Landa			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none"> Duration - These examinations shall be of 2 Hours duration. Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM506 & RUACMAMM506		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM601 & RUACMAMM601			
Course Title: Title Advertising and Marketing Research			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understand Need and Importance, Scope of Research Design.		
CO 2	Study Advertising Research		
CO 3	Develop techniques of good report writing		
CO4	To discuss the foundations of research and audience analysis that is imperative to successful advertising.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM601 RUACMAMM601		Advertising and Marketing Research	4
	I.	<u>Fundamentals of Research</u>	1
		1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process Hypothesis-Meaning, Nature, Significance, Types of Hypothesis	15
	II.	<u>Research Design & Sampling</u>	1
		Meaning, Definition, Need and Importance, Scope of Research Design Types- Descriptive, Exploratory and Causal. Sampling Meaning of Sample and Sampling, Process of Sampling Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snowball. Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.	15
	III.	<u>Data Collection</u>	1
		Types of data and sources- Primary and Secondary data sources Methods of collection of primary data: Observation	15

		Experimental Interview Method: Personal Interview Focused group, in-depth interviews- Survey Survey instrument i) Questionnaire designing. Scaling techniques- i) Likert scale ii) Semantic Differential scale, iii) Projective Techniques a. Association, b. Completion, c. Construction d. Expressive Report Writing Essential of a good report, Content of report, Steps in writing a report, Footnotes and Bibliography	
	IV.	<u>Advertising Research</u>	1
		1. Introduction to Advertising Research 2. Copy Research: a. Concept testing. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups 4. Pretesting: A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test. B. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests C. Challenges to pre-testing. Example: The Halo effect 4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests,	15

		e. Sales results tests, f. Enquires test Neuroscience in Advertising Research 1. Neuroscience: A New Perspective 2. When to Use Neuroscience Physiological rating scales 1. Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis Marketing Research 1. Introduction to Advertising Research 2. New product research, 3. Branding Research, 4. Pricing research 5. Packaging research, 6. Product testing	
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References:

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf

Modality of Assessment
Theory Examination Pattern:
A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration** - These examinations shall be of **2 Hours** duration.
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUACMAEM601 & RUACMAMM601		Grand Total
Mode of Evaluation	Internal	External	Total

Marks	40	60	100
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Course Code: RUACMAEM602 & RUACMAMM602			
Course Title: Legal Environment and Advertising Ethics			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understand the legal aspect related to advertising.		
CO 2	Study ethical aspect of advertising.		
CO 3	Study Laws pertaining to Media		
CO4	To provide a perspective on the Legal Environment in India		
CO5	To guide students of media through the various ethics connected to Advertising.		
CO6	Maharashtra state centric cases to be discussed in class as the situation demands.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM602 RUACMAMM602		Legal Environment and Advertising Ethics	4
	I.	<u>Legal Environment, Government Policies & Cyber Laws</u>	1
		The importance & the relationship between Self – Regulation, Ethics & the Law The laws of the land: - Constitutional Laws – Fundamental Rights -Personal laws- Criminal & Civil laws -Corporate laws -Consumer laws -Laws pertaining to Media Laws of Defamation & Contempt of Court with respect to cases specific to Media -Government Policies governing advertisements -The role of Prasar Bharati for advertisements in Public Broadcast Services -Cyber laws including Section 66; Laws pertaining to advertising in cyberspace. -The Question of Net Neutrality & its relevance in Media - Right to Information Act	15
	II.	<u>Laws pertaining to Media (I)</u>	1

		<p>1. Standard Contract between Advertiser & Agency</p> <p>2. Laws:</p> <ul style="list-style-type: none"> - Drugs & Cosmetics Act - Drugs & Magic Remedies (Objectionable Advertisements) Act - Drugs Price Control Act - Emblems & Names (Prevention of Improper Use) Act - Indecent Representation of Women's Act - Intellectual Property Rights- - Copyright Act - Trademarks Act - Patents Act <p>A. Ethics in Advertising</p> <ol style="list-style-type: none"> 1. What is Ethics? Why do we need Ethics? 2. The philosophy of Ethics- Absolutist & Situational 3. Ethics in Advertising & Stereotyping: <ul style="list-style-type: none"> - Religious minorities - Racial minorities - Ethnic groups - Cultural Minorities - Senior Citizens - Children - Women - LGBT 4. Advertising of Controversial products 5. Surrogate & Subliminal Advertising 6. Political Advertising 7. Manipulation of Advertising Research <p>B. Bodies helping to maintain a Code of Ethical conduct in Media:</p> <ul style="list-style-type: none"> - ASCI - AAAI - BCCC - IBF - CENSOR BOARD FOR FILMS - Press Council 	15
	III.	<u>Laws pertaining to Media (II)</u>	1

		<p>Unfair Trade Practices & the Competition Act 2002</p> <p>1.Unfair Trade Practices & Restrictive Trade Practices to Consumers:</p> <ul style="list-style-type: none"> -False Promises -Incomplete Description -False & Misleading Comparisons -Bait & Switch offers -Visual Distortions -False Testimonials -Partial Disclosures -Small print Clarifications <p>2. Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry</p> <p>3.The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.</p> <p>Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non-Government initiatives</p> <p>(i) Consumerism – The rising need for consumer guidance & awareness</p> <p>(ii) Government Initiatives:</p> <ul style="list-style-type: none"> -Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management -Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO -International Bodies- ISO, FDA, CMMI, Six Sigma & CE -Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silk mark, Wool mark, Cotton, Forever mark (Diamonds) <p>Laws:</p> <ul style="list-style-type: none"> (i) Essential Commodities Act 1955 (ii) Consumer protection Act 1986 (iii) Standards of Weights & Measures Act (iv) Standards of Weights & Measures (Packaged Commodities) Act (v) Prevention of Food Adulteration Act <p>Other Initiatives: PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)</p> <p>Consumer Co-operatives</p> <p>Non- Government initiatives:</p>	15
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		-CGSI -CFBP -CERC -Grahak Panchayat -Customer care centers	
	IV.	<u>Advertising & Society</u>	1
		Questionnaire A Socio- Economic Criticisms of advertising -Increasing prevalence of Materialism -Creating Artificial Needs -Idealizing the “GoodLife” -Stressing Conformity with Others -Encouraging instant gratification & a throw away society -Promoting the good of the individual over the good of society -Creating Unrealistic Ideal characterizations Using appeals that prey on feelings of inadequacy -Manipulation by advertising B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values Critique of Advertising -A study of Vance Packard- The Hidden Persuaders(1957) -A study of Jean Kilbourne – Can’t buy My love -A study of Naomi Klein – No Logo -A study of Naomi Woolf- The Beauty Myth -A study of Noam Chomsky- Understanding Power	15
References: (1) P. B. Sawant & P.K. Bandhopadhyaya- Advertising Laws & Ethics – Universal Law Publishing Co. (2)VidishaBarua, Press & Media: Law Manual- Universal law Publishing Co. (3) Cyber Law Simplified – Vivek Sood Tata McGraw Hill			
Modality of Assessment			
<u>Theory Examination Pattern:</u>			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: • Duration - These examinations shall be of 2 Hours duration.			

<ul style="list-style-type: none"> Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM602 & RUACMAMM602		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM603 & RUACMAMM603			
Course Title: Financial Management for Marketing and Advertising			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Study how to do Financial Planning for a Marketing Unit		
CO 2	Study the relevance of costing in marketing decision making.		
CO 3	Read and understand various financial statements		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM603 RUACMAMM603		Financial Management for Marketing and Advertising	4
	I.	<u>Introduction of financial management</u>	1
		Meaning of financial management– Definition – Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance.	15
	II.	<u>Financial Planning & Budgets</u>	1
		Financial Planning for a Marketing Unit –Through Budgets Performa financial Statements and Spread sheets.	15

		<p>Budgeting - Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget</p> <p>Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media.</p> <p>Introduction of costing: Costing -Types of cost- their relevance in marketing decision making. Classification of costs- Traceability, Functionality and level of activity. Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Breakeven point, Margin of safety, Sales required in units and rupees (Theory and application) Job Costing</p>	
	III.	<u>Working Capital Estimation</u>	1
		<p>Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital (theory and basic application)</p>	15
	IV.	<u>Financial statements & Ratio analysis</u>	1
		<p>Vertical Financial Statements – Financial Decision Making using financial statements analysis. Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.</p>	15
References: <ol style="list-style-type: none"> Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication 			

5. 3.Accounting and financial Analysis – J.C. Varshney, wisdom publications 4. Financial management, Recent Trends & Practical applications- Chandra 6. Hariharan Iyer International Book house 7. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar 8. Goyal - International Book House 9. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication 10. Adverttising and Promotion an Integrated Marketing Communication 11. perspective-George E. belch & Michael A. Bela, Tata Mcgrawhill publication 12. Marketing payback- Is your Marketing Profitable? Robert Shaw & David 13. Merrick Pearson publication 14. 9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb ,Ane 15. Books Pvt.Ltd. 16. Financial management using Excel spreadsheet- RuzbehJ.Bodhanwala 17. Fundamentals of financial Mangement- James C. Van Home& John M.			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM603 & RUACMAMM603		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM604 & RUACMAMM604			
Course Title: Agency Management			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Understand the role, Functions of an advertising agency.		
CO 2	Study Advertising campaign management		
CO 3	Develop Promotion Management techniques.		
CO4	To expose students to the business of advertising		
CO5	To familiarize students with the different aspects of running an ad agency		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM604 RUACMAMM604		Agency Management	4
	I.	<u>Advertising Agencies</u>	1
		-Their role, Functions, Organization and Importance -Different types of ad agencies Client Servicing <ul style="list-style-type: none">• The Client- Agency Relationship• 3P's of Service: Physical evidence, Process and People• The Gaps Model of service equality• Stages in the client-agency relationship• How Agencies Gain Clients• Why Agencies Lose Clients• Evaluation Criteria in Choosing an Ad Agency• The roles of advertising Account executives Account Planning <ul style="list-style-type: none">• Role of account planning in advertising• Role of Account Planner Account Planning Process	15
	II.	<u>Advertising campaign management</u>	1
		Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation Digital Advertising Strategy / Campaigns Ad Film Making	15

		Converting story board to TVC Editing and post production Marketing Plan of the Client The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems Modules Review, STP, Executing the plan, Evaluating the plan	
	III.	<u>The Response Process</u>	1
		Traditional Response Hierarchy Models: AIDA Sales-Oriented Objectives Communications Objectives DAGMAR: An Approach to Setting Objectives Setting up an Agency Business plan introduction, Various Stages in setting up a new Agency Agency Compensation Various methods of Agency Remunerations	15
	IV.	Growing the Agency	1
		The Pitch: request for proposal, speculative pitches, Pitch Process References, Image and reputation, PR Sales Promotion Management <ul style="list-style-type: none"> • The Scope and Role of Sales Promotion • Reasons for the Increase in Sales Promotion • The psychological theories behind sales promotion • Consumer Franchise-Building versus Non franchise-Building Promotions • Designing Loyalty, continuous and frequency programs • Objectives of Trade-Oriented Sales Promotion 	15

		<ul style="list-style-type: none"> Techniques of Trade-Oriented Sales Promotion Objectives of Consumer-Oriented Sales Promotion Techniques of Consumer-Oriented Sales Promotion 	
References: 1. Advertising and Promotion by G Belch and M Belch			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20
2	Viva/ Project/ Assignment / Presentation		20
	TOTAL		40
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none"> Duration - These examinations shall be of 2 Hours duration. Theory question paper pattern 			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM604 & RUACMAMM604		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM605 & RUACMAMM605			
Course Title: The Principles and Practice of Direct Marketing			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	Study the customers mix and management of the Key customers		
CO 2	Study Relationship of IMC with Direct Marketing		
CO 3	Develop Direct Marketing Strategies.		
CO4	What Direct marketing is, including direct marketing terminology		
CO5	How direct marketing differs from “traditional marketing”		
CO6	Direct marketing techniques		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM605 RUACMAMM605		The Principles and Practice of Direct Marketing	4
	I.	<u>Traditional versus Direct Marketing Technique</u>	1
		Meaning, Definition, Importance of Direct Marketing Advantages and Disadvantages of Direct Marketing Approaches of Direct Marketing Reasons for the growth of Direct Marketing Economics of Direct Marketing 3 Tasks of Direct and Interactive Marketing Customer Acquisition, Development and Retention	15
	II.	<u>Customer Relationship Management</u>	1
		What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty A. Database Management Meaning, Importance, Functions of Database Sources and uses of E-database	15

		<p>Techniques of Managing Database - Internal/External Steps in developing a database Advantages and Disadvantages of Database Management</p> <p>B. Direct Marketing Strategies Meaning of Marketing Strategies - Why it is needed Internal and External Analysis Objectives of Strategies Creating a Direct Marketing Budget</p> <p>C. Direct Marketing Research and Testing What is customer Life time Value (LTV) Factors affecting Life time Value How we use LTV LTV - Sums (3 methods - Present/Historical and Discounted) Using LTV analysis to compare the effectiveness of various marketing strategies</p> <p>D. Direct Marketing Analysis List Selection, Prospecting Market Segmentation Product Customization Response Modelling and Experimentation Mail order, Lead generation, Circulation, Relationship/loyalty programs ,Store traffic/Site traffic generation Fund raising ,Pre-selling ,selling(Cross selling, Up selling) and Post-Selling</p>	
	III.	<u>Introduction of IMC</u>	1
		<p>Meaning Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing Importance of IMC Tools of IMC – Advantages ,Sales Promotion ,Publicity, Personal Selling, etc. Person to person ,Group Selling, Direct Mail Direct response Television(DR-TV), Direct Response Print Advertising Catalogues, Inserts, Videos, E-mail, Trade shows</p>	15
	IV.	<u>Growth of Direct Marketing in future</u>	1

		Indian and Global Perspective in Direct Marketing Product offering, regeneration, database management and methodology	15
References: <ol style="list-style-type: none">1. Alan Tapp, Principles of Direct and Database marketing- Financial Times- Prentice Hall 20002. Drayton Bird, Commonsense Direct Marketing – Kogan Page 19963. Jim Sterne and Anthony Prior- E-mail Marketing – John Wiley and Sons 20004. Robin Fairlie, Database Marketing and Direct Mail – Exley Publications 1990.			
Modality of Assessment			
Theory Examination Pattern:			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type	Marks	
1	Class Test	20	
2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination: <ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM605 & RUACMAMM605		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM606 & RUACMAMM606			
Course Title: Contemporary Issues			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	To sensitise students to the environment around them		
CO 2	Developing a perspective towards issues related to the marginalized sections of the society		
CO 3	The students will review various current issues concerning the planet		
CO4	Students will be made aware of the role of media in creating an awareness regarding such issues		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM606 RUACMAMM606		Contemporary Issues	4
	I.	<u>Ecology and its related concerns:</u>	1
		<ul style="list-style-type: none">• Climate change and Global warming- causes, consequences and remedial measures• Deforestation- causes, consequences and remedial measures• Coastal regulatory Zone- need and importance, CRZ Act• Sustainable development- concept, need and significance• Movements related to environmental protection – Western Ghat Environmental Crisis	15
	II.	<u>Human Rights</u>	1
		UDHR and its significance CRC and CEDAW DRD <i>(b) Legislative measures with reference to India.</i> Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013 Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act	15

		with new amendments, Juvenile Justice (Care and Protection of Children Act)2000. Education: Right to Education Act2009	
	III.	<u>Economic Development and Challenges</u>	1
		Development of Maharashtra – Rural and Urban Inequality -Urbanisation and its related issues; Agglomeration, -Infrastructural challenges, environmental issues. -Agrarian issues: rural indebtedness, farmers’ suicides and its implications	15
	IV.	<u>Social development and challenges & Political concerns and challenges</u>	1
		Social development and challenges -Tribal Issues: Marginalisation of the Tribals, Forest Rights Act, Land Acquisition Act. -Illegal immigration from Bangladesh: Challenges and impact -Developmental Issues: Displacement and rehabilitation- Case Study approach Political concerns and challenges -Crime and Politics -Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill. -Whistle Blowers- Whistle Blowers protection act2011. -Anti- State violence- Naxalism and its Impact. -Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact. -Terrorism- causes, consequences and remedial measures -Police Reforms	15
References: Rush Ramona, Oukrop Carole, CreedonPamola (2013), ‘Seeking equity for women in Journalism and Mass Communication education: A 30 year Update’, Taylor and Francis Coleman Benjamin: Conflict, Terrorism and Media in Asia Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.			

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Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.

KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.

Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation V. K Puri and S.KMisra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House. Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.

R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.

J.Shivanand, Human Rights:Concepts and Issues,

Ram Ahuja , (2012),Indian social Problems, Rawat Publications.

Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.

A. R Desai, Rural Sociology.

Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.

Bill McKibben, The End of Nature.

David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test	20
2	Viva/ Project/ Assignment / Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks Semester End Theory Examination:

- **Duration** - These examinations shall be of **2 Hours** duration.
- **Theory question paper pattern**

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUACMAEM606& RUACMAMM606		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100

Course Code: RUACMAEM607 & RUACMAMM607			
Course Title: Digital Media			
Academic year 2022-23			
COURSE OUTCOMES:			
COURSE OUTCOME	CO DESCRIPTION		
	After completing this course, a student will be able to		
CO 1	This is a new subject that deals with new media		
CO 2	Students will learn about the various tools of new media and their technical aspects		
CO 3	Students will utilise these tools to promote their own content.		
Detailed Syllabus			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACMAEM607 RUACMAMM607		Digital Media	4
	I.	Introduction to Digital Media	1
		<div>-Understanding -Digital Media -Principles -Key Concepts -Evolution of the Internet -Traditional Vs. Digital Search Engine Optimization (SEO): What are Search Engines:<ul style="list-style-type: none">Types of Search EnginesHoe Search Engines work and how they rank websites based upon a search term?Introduction to SEO and what it involves:<ul style="list-style-type: none">What is the importance of search for websites?What are the areas of operation for Search Engine Optimization Professionals?How do you search for the right keywords that will help bring in the most traffic?What is On-Page Optimization?<ul style="list-style-type: none">Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder</div>	15

		<p>Naming, What are Meta Tags, Redirection Tags,</p> <p>What is OFF-Page Optimization?</p> <ul style="list-style-type: none"> • What are Backlinks?, How to Get Backlinks? • What is Google Page Rank? How to Increase PageRank? <p>Search Engine Algorithms:</p> <p>What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	
	II.	<u>Social Media</u>	1
		<p>3. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p> <p>4. Using Facebook: What Can You DoWith Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar</p> <p>6. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: Tweet Deck, Klout, PeerIndex</p> <p>7. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>8. Using Blogs: How Blogging can be used as atool.</p> <p>Tools and Trends</p> <p>3. Key terms and concepts</p>	15

		4. Web analytics Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,	
	III.	<u>Features of a Website</u>	1
		5. Homepage 6. Links 7. Navigation 8. Multimedia Content Writing <ul style="list-style-type: none"> • Blog • Twitter Mobile	15
	IV.	<u>New Challenges -Cyber Crime and Challenges of the new media</u>	1
		Cyber Laws <ul style="list-style-type: none"> • Information Technology Act • Copyright • Ethics • Digital Security 	15
References: <ol style="list-style-type: none"> 10. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital 11. Generation (Paperback) - Damian Ryan - Gives an overview 12. .Socialnomics: How Social Media Transforms the Way We Live and Do Business 13. (Hardcover) - Eric Qualman 14. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 15. 2000 16. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 17. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 18. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990 			
Modality of Assessment			
<u>Theory Examination Pattern:</u>			
A) Internal Assessment- 40%- 40 Marks			
Sr No	Evaluation type		Marks
1	Class Test		20

2	Viva/ Project/ Assignment / Presentation	20	
	TOTAL	40	
B) External Examination- 60%- 60 Marks Semester End Theory Examination:			
<ul style="list-style-type: none">• Duration - These examinations shall be of 2 Hours duration.• Theory question paper pattern			
Paper Pattern:			
Question	Options	Marks	Questions Based on
1	Practical Question (Compulsory)	15	Case study
2	Full Length Practical Question (Internal choice)	15	Unit one & two
3	Full Length Practical Question (Internal choice)	15	Unit three & four
4	Short notes Internal choice	15	All Units
	TOTAL	60	
Overall Examination & Marks Distribution Pattern			
Course	RUACMAEM607 & RUACMAMM607		Grand Total
Mode of Evaluation	Internal	External	Total
Marks	40	60	100