

Resolution number: AC/II (20-21).2.RUM

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



Syllabus for

Program: BACM and BMM

Program Code: RUACM/RUAMM

(Credit Based Semester and Grading
System for academic year 2020–2021)

PROGRAM OUTCOMES

	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	Analyse and evaluate theories of individual and social behaviour 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 analyse and synthesise information and apply a set of cognitive, affective, and behavioural 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
PO7	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.
PO8	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
PO9	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	RUAMM301	INTRODUCTION TO CREATIVE WRITING	4
SYBMM	III	RUAMM302	INTRODUCTION TO CULTURE STUDIES	4

SYBMM	III	RUAMM303	INTRODUCTION TO PUBLIC RELATIONS	4
SYBMM	III	RUAMM304	INTRODUCTION TO MEDIA STUDIES	4
SYBMM	III	RUAMM305	UNDERSTANDING CINEMA	4
SYBMM	III	RUAMM306	ADVANCE COMPUTERS	4
SYBMM	III	RUAMM401	INTRODUCTION TO ADVERTISING	4
SYBMM	III	RUAMM402	INTRODUCTION TO JOURNALISM	4
SYBMM	III	RUAMM403	MASS MEDIA RESEARCH	4
SYBMM	III	RUAMM404	ORGANISATIONAL BEHAVIOUR	4
SYBMM	III	RUAMM405	RADIO AND TELEVISION	4
SYBMM	III	RUAMM406	PRINT PRODUCTION AND PHOTOGRAPHY	4
			Journalism Specialisation	
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
TYBMM			Advertising Specialisation	
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: FYBA C.M. RUACM101

Course Title: Effective Communication Skills

Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will be aware of media language
CO 2	Skills will be enhanced in areas of reading , writing and thinking
CO 3	They will understand concepts of communication

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	No of Credits/ Lecture
RUACM101		Effective Communication Skills	4
	I	The concepts of communication process and barriers	1
	I.	<p>Reading (English, Hindi, or Marathi)</p> <p>i. Types of reading (skimming and scanning)</p> <p>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)</p> <p>iii. Recognizing aspects of language particularly in media</p> <p>a. Vocabulary 100 media words</p> <p>Writing (English, Marathi, or Hindi)</p> <p>i. Letter Writing – Application Letter, Resume,</p> <p>ii. Personnel Correspondence, Informal, Paragraph writing.</p> <p>iii. Introduction to feature and scriptwriting</p> <p>iv. E-mail writing</p> <p>v. Precis writing</p> <p>Oral Communication</p> <p>presentation, anchoring, viva voce, interview, public speaking, skits/plays, panel discussions, voice over, elocution, debates</p>	15

		and group discussion. Basic communication – one to one (for interview)	
	II.	<u>Thinking and Listening Skills</u>	1
	II.	<ul style="list-style-type: none"> • Errors in thinking • Partialism • Timescale • Egocentricity • Prejudices Types of listening, • Barriers to listening 	15
	III.	<u>Introduction of Translation & Views of Translation</u>	1
	III.	<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
	IV.	<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

Reference Books:

1. Business Communication - Rhoda A.Doctor and Aspi H.Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono
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:

- 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	RUACM101			Grand Total
	Internal	External		Total
Theory	40	60	100	100

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Course Code: FYBA C.M. RUACM102

Course Title: Foundation Course I

Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will be aware of evolution when it comes to communication
CO 2	Skills will be enhanced in critical understanding of mass media
CO 3	They will be aware of mass communication models
CO4	Understand importance implications of social institution, new media and media convergence

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM102		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. 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.	15
	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:

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. Stanley Baran's mass communication theory edition 8 and 9

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
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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	RUACM102		Grand Total
	Internal	External	
Theory	40	60	100

Course Code: FYBA C.M. RUACM103

Course Title: Visual Communication

Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will be aware of computer usage
CO 2	Skills will be enhanced in areas of presentation
CO 3	They will understand and get knowledge of advancement usage in technology.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM103		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 charts • Maps • Chronologies 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"> • Constructivism • Ecological • Semiotics • Cognitive • Color theory • Psychological implications of color • Colors and visual pleasure • Elements of Design 	15
	III.	CHANNELS OF VISUAL COMMUNICATION	1
		<ol style="list-style-type: none"> 1. Painting & Photography 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 	15
	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

Reference books:-

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: Tech
5. Media Adobe Illustrator CS6 on Demand By. Perspection Inc., Steve Johnson Adobe
6. Illustrator CS6 Classroom in a Book by Adobe Creative Team The Adobe Illustrator
7. 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:

- 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	RUACM103			Grand Total
	Internal	External		Total
Theory	40	60	100	100

Course Code: FYBA C.M. RUACM103**Course Title: FUNDAMENTALS OF MASS COMMUNICATION****Academic year 2020-21****COURSE OUTCOMES :**

COURSE OUTCOME	CO DESCRIPTION
CO 1	After completing this course, a student will be able to Students will get acquainted with ideas and events from history, which will help them to evolve as media personnel

Detailed Syllabus

Course Code/ Unit	Unit No	Course/ Unit Title	Credits/ Lectures
RUACM104		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 • 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	15

		<p>used mass communication)</p> <p>II. Political Impact (With political leaders who have successfully used mass communication)</p> <p>III Economic Impact (With how economic changes were brought about by mass communication)</p> <p>IV. Developmental Impact (With how the government has successfully used mass communication)</p> <ul style="list-style-type: none"> • B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development. 	
	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 <ul style="list-style-type: none"> • 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 • Impact of Mass Media on Education, Women, Children, Youth, Culture Development 	15

Reference Books

REFERENCES

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:

- 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	RUACM104			Grand Total
	Internal	External		Total
Theory	40	60	100	100

Course Code: FYBA C.M. RUACM105

Course Title: Current Affairs

Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will get acquainted with ideas and perception about events happening around them.
CO 2	Students will know to relate society with media
CO 3	Students will also know how to understand media from sociology perspective

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM105		Current Affairs	4
	I.	Polity and Governance	1
		<ul style="list-style-type: none"> • Basic Structure of the Government • India's Political Process – Political Systems, Political Parties, One Party Dominance to Coalition Government • 73rd 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 Functions • Any two major international conflicts in the last eight 	15

		months <ul style="list-style-type: none"> • The Role of Social Media in International Conflicts – Case Study Approach 	
	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, Narmada Bachao Aandolan, Save the Tigers or any other Movement 	15
	IV.	Socio-Economic Issues	1
		<ul style="list-style-type: none"> • Urbanisation and Issues pertaining to it, India and Urban development • Migration and Regional Disparity with special respect to Maharashtra • Issues of Marginalised Sections in India – North Eastern States and Tribal Issues • Maoism and its impact 	15

Reference Book

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
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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	RUACM105		Grand Total
	Internal	External	
Theory	40	60	100

Course Code: FYBA C.M. RUACM106**Course Title: History of Media****Academic year 2020-21****COURSE OUTCOMES :**

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will get acquainted with current economic scenario of nation
CO 2	Students will know to relate fiscal policies and their impact on media
CO 3	Students will also know how to understand growth from media perspective

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lecture s
RUACM106		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 • Bangladesh Liberation War, Kargil War of 1999 	15

	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

Reference Book

1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. DOCUMENTARY FILMS AND INDIAN AWAKEN BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA
6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN
7. 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:

- 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	RUACM106			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: FYBA C.M. RUACM201
Course Title: Effective Communication Skills II
Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will be aware of media language in depth
CO 2	Skills will be vividly enhanced in areas of reading , writing and thinking
CO 3	They will understand concepts of translations in various languages
CO 4	To advance the communication and translation skills acquired in the first semester

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM201		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,	15

		<p>news paper editing and magazine editing.</p> <p>(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,</p> <p>Types of translation and Practical Exercises:</p> <p>Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.</p>	
	III	Interpretation of technical data:	1
	.	<p>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</p>	15
	IV.	Writing for the Web:	1
		<p>Importance of content</p> <p>Writing for print media/ social media like Twitter, etc</p> <p>Ad campaigns (creative, witty and attractive)</p> <p>Difference in writing for print vs digital</p> <p>Designing keywords for Search Engine Optimization</p>	15

Reference Books:

1. Business Communication - Rhoda A.Doctor and Aspi H.Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono
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	RUACM201			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: FYBA C.M. RUACM202

Course Title: Foundational Course II

Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	To establish a link between Politics and Media
CO 2	Students will be aware of current political scenario
CO 3	Students will be founded with strong base in politics and understand its dynamics and complexities
CO 4	Skills will be vividly enhanced in areas of reading , writing and thinking about media in post globalization era.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM202		Foundational 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. Recent Trends in Management: Social Responsibility of Business. Management of Crisis, Total Quality Management, Just in Time	15
	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

Reference books

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:

- 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	RUACM202			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: FYBA CM RUACM203**Course Title: Content Writing****Academic year 2020-21****COURSE OUTCOMES :**

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will be aware of current trends in management
CO 2	Skills will be vividly enhanced in areas of content management

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM203		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 With emphasis on writing with clarity, logic and structure Creative usage of phrases and idioms.	15
	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 Locating authentic information How to gather information for domestic and international websites How to do a plagiarism check Paraphrasing Citation and referencing style	15

Reference Books

- 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:

- 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	RUACM203			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: FYBA CM RUACM204
Course Title: Introduction to Advertising.
Academic year 2020-21

COURSE OUTCOMES :

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Skills will be vividly enhanced in areas of multicultural understanding
CO 2	Differentiate between markets and its importance in advertising
CO 3	Understand the working of an advertising agency

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM204		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 advertising Advertainment, advertorial, mobile advertising	15

	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</p> <p>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 <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,</p>	15

	<p>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:- Full service, Creative boutique, Media buying agency, In-house agency, Specialized Agencies and others</p>	
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Reference

- 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	RUACM204			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: FYBA C.M. RUACM205
Course Title: INTRODUCTION TO JOURNALISM
Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Students will learn various concepts and types of journalism
CO 2	The course will help students to write news reports and get the gist of broadcast journalism
CO 3	Students will discover various aspects of new media

DETAILED SYLLABUS

RAMNARAIN RUIA AUTONOMOUS COLLEGE

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM205		Introduction to Journalism	4
	I.	<ul style="list-style-type: none"> • 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 • New media with special reference to rise the Citizen Journalism 	15
	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 • Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc 	15
	III.	<ul style="list-style-type: none"> • 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 	15

		<ul style="list-style-type: none"> • Hard News / Soft News and blend of the two • News Reports, Features Editorials • Photo Journalism 	
	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 • Doyens in Journalism – Raja Rammohan Roy, Dr. Ambedkar, P. K. Atre, Lokmanya Tilak 	15

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:**

- 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	RUACM205			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: FYBMM RUACM206**Course Title: MEDIA, GENDER AND CULTURE****Academic year 2020-21****COURSE OUTCOMES:**

COURSE OUTCOME	DESCRIPTION
CO 1	Students will learn various concepts and types of cultures
CO 2	The course will help students to discover cultures and their impact on media globally
CO 3	It will build the sensitivities of students towards cultures

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUACM206		MEDIA, GENDER AND 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
		<ol style="list-style-type: none"> 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	15

		images, roles etc.) 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.	<u>Globalisation and cultural studies</u>	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, globalization, creolization, globalization & power.	15

References:

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR
4. CULTURE CHANGE IN INDIA- IDENTITY AND GLOBALISATION – YOGENDRA SINGH
5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODRIGUES
6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINUIUTY – SANJUKTHE- DASGUPTA

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	RUACM206			Grand Total
	Internal	External	Total	
Theory	40	60	100	100

Course Code: RUAMM301

Course Title: INTRODUCTION TO CREATIVE WRITING

Academic year 2020-21

COURSE OUTCOME

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Skills will be enhanced in areas of reading, writing and thinking.
CO 2	They will understand concepts of communication
CO 3	Students will be aware of creative media language

DETAILED SYLLABUS

Course Code	Unit	Course title/ Unit Title	No of Lectures/ Credits.
RUAMM301		INTRODUCTION TO CREATIVE WRITING	04
	Unit I	Concept of Literature, and forms of literature.	01
		Formal structure of the story: a. Theme b. Plot c. Character d. Point of view e. Setting	15 Lectures
	Unit II	Formal aspects of Poetry	01

		<ul style="list-style-type: none"> • Theme • Diction • Tone • Imagery • Symbolism <p>Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.</p>	15 Lectures
	Unit III	Drama	01
		<ul style="list-style-type: none"> • Formal aspects of Drama • Theme • Plot • Character • Dialogue 	15 Lectures
	Unit IV	Publication Aspects Scripting, Screenplay, and dialogue writing	01
		<ul style="list-style-type: none"> • Understanding the intended readership • Revising editing and proof-reading. • Exploring the market for a suitable publisher • Preparing the manuscript as hard and softcopy • Intellectual property rights. <p>The financial aspects of publication</p> <ul style="list-style-type: none"> • Radio • Television • Short film / documentary / ad film <p>These are to be discussed with special reference to</p> <ul style="list-style-type: none"> • The story board • The two-column script • Interactive scripts • Narration scripts in the screenplay format <p>Writing for the internet, with special reference to</p>	15 Lectures

		<ul style="list-style-type: none"> • Alerts • Blogs <p>News on the net</p>	
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REFERENCE:

- Arco, Peterson, S. How to write short stories. Peterson’s, 2002.
- Axelrod, R.B. et al. The St. Martin’s Guide to Writing: Instructor’s Resource Manual. New York: St. Martin’s Press, 1994.
- Bell, Julia. Editor. The Creative Writing Coursebook: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001.
- Brooks, Cleanth& Robert Penn Warren. eds Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston. 1976.
- Ciardi, J. and M. Williams. How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975.
- DevAnjana, AnuradhaMarwah and Swati Paul (eds), Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008
- Gardner, John. The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991.
- Grenville, Kate. The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999.
- Kanar, Carol. The confident Writer: Instructor’s Edition. Boston: Houghton Mifflin Co., 1998.
- Kness, Nancy. Beginnings, Middles and Ends (The Elements of Fiction Writing).
- McCrimmon, James M. Writing with a Purpose. Boston: Houghton Mifflin Co., 1980.
- Muller, Gilbert H. & John A Williams. The McGraw-Hill Introduction to Literature. Second Edition, McGraw-Hill, Inc. 1995.
- Ritter, Robert, M.Editor. The Oxford Dictionary for Writers and Editors. OUP, 2000.
- Roberts, Edgar, V. Writing Themes about Literature. New Jersey: Prentice Hall Inc. 1982.
- Singleton, John and M. Luckhurst. Eds. The Creative Writing Handbook. Plagrave, Macmillan, 1999.
- Sova, Dawn, B. How to write articles for Newspapers and Magazines. Peterson’s, 2002.

Books on Script Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting) Publication details available on website

- The Complete Book of Scriptwriting by J. Michael Straczynski
- Successful Scriptwriting by Jurgen Wolff
- Successful Scriptwriting by Kerry Cox
- Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon
- Film Scriptwriting, Second Edition: A Practical Manual by Dwight V Swain
- Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules by Ken Dancyger
- Trip to Quiapo: Scriptwriting Manual Ni Ricky Lee by Ricky Lee
- Alternative Scriptwriting: Writing Beyond the Rules by Ken Dancyger
- Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition by John Morley
- Global Scriptwriting by Ken Dancyger
- Alternative Scriptwriting by John Greyson
- Radio Scriptwriting by Sam Boardman-Jacobs
- Basics Animation: Scriptwriting (Basics Animation) by Paul Wells
- The Scriptwriting Pack by Ross Smith
- How to Make Money Scriptwriting by Julian Friedmann
- Scriptwriting for Effective Telemarketing by Judy Mckee
- Alternative Scriptwriting 2nd Edition by Ken Dancyger
- Scriptwriting for Animation (Media Manuals) by Stan Hayward
- Scriptwriting for the Screen by Charlie Moritz
- Scriptwriting Updated by Linda Aronson
- Screen Adaptation : A Scriptwriting Handbook, 2nd Edition by Kenneth Portnoy
- Scriptwriting for the Screen (Media Skills) by Charlie Moritz
- Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules by Ken Dancyger
- The Complete Book of Scriptwriting by J. Michael Straczynski
- Complete Book of Scriptwriting Rev Edition by J. Michael Straczynski
- Humbridge: an Everyday Story of Scriptwriting Folk by Anthony Parkin
- Writers on Comics Scriptwriting Volume 2 by Tom Root
- Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage by Ronald Wolfe
- Gardner’s Guide to Animation Scriptwriting : The Writer’s Road Map (Gardner’s Guide series) by Marilyn Webber
- Video Scriptwriting : How to Write for the \$4 Billion Commercial Video Market by Barry Hampe
- Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering,Factual Information, First Edition by John Morley.

- Aristotle in Hollywood: Visual Stories That Work (Studies in Scriptwriting) by Ari Hiltunen
- An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres by Robert B. Musburger, PhD
- The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows by Donna Matrazzo.
- Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production (Bfi Teaching Film and Media Studies) by Mark Readman

Books on Screenplay Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting) Publication details available on website

- Screenplay : The Foundations of Screenwriting by Syd Field
 - Writing the Character-Centered Screenplay by Andrew Horton
 - Writing Your Screenplay by Lisa Dethridge
 - 500 Ways to Beat the Hollywood Script Reader : Writing the Screenplay the Reader Will Recommend by Jennifer Lerch
 - How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay by Christopher Keane
 - Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson
 - Screenplay: Writing the Picture by Robin U. Russin
 - The Writer's Guide to Writing Your Screenplay: How to write Great Screenplays for movies and Television by Cynthia Whitcomb
 - Writing the romantic comedy : how to craft a screenplay that will sell by Billy Mernit
 - Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton
 - Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton
 - The Perfect Screenplay: Writing It and Selling It by Katherine Herbert
 - Writing the Screenplay: TV and Film, 2/E by Alan A. Armer
 - The Everything Creative Writing Book : All You Need to Know to Write a Novel Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley
 - The 3rd Act : Writing a Great Ending to Your Screenplay by Drew Yanno
 - Writing a Screenplay by John Costello
 - The Technique of Screenplay Writing by Eugene Vale
 - Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes
- Useful Websites:
 (Retrieved from <http://education-portal.com/articles/25-Helpful-Websites-for-Creative-Writers.html>)
 General Writing Writer's Digest NoviceWriters.net Writing Fix
 Writer's FM Writing Prompts The Story Starter CreativeWritingPrompts.com

Writing Mechanics:

Grammar Girl SparkNotes Searchable Database The Owl Web English Teacher AutoCrit Editing, Wizard

Getting Published:

First Writer Agent Query Literary Marketplace Duotrope's Digest Funds for Writers

Additional:

40 of the Best Websites for Young Writers The Ultimate Writers Guide to improving Your Blogging Skills www.museindia.com www.languageinindia.com

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test/Assignment	20
2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM301	
	Internal	External
Theory	40	60

RAMNARAIN RUIA AUTONOMOUS COLLEGE

Course Code: RUAMM302**Course Title: INTRODUCTION TO CULTURE STUDIES****Academic year 2020-21****COURSE OUTCOME**

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will be aware of cultural differences
CO 2	Students will have sensibilities to understand cultural differences
CO 3	Students will be able to understand the importance of Culture materialism.
CO 4	To create awareness on cultural theories and its relevance in media
CO 5	To discuss the importance of cultural studies and its role in mass media
CO 6	To understand the cultural concepts and its impact on the media

DETAILED SYLLABUS

Course Code	Unit	Course title/ Unit Title	No of Lectures/ Credits.
RUAMM302		INTRODUCTION TO CULTURE STUDIES	04
	Unit I	Evolution, Need, significance theories and its relevance in media	01
		(a)Key concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity	15 Lectures

		<p>(b)Diffusionism- Kroeber</p> <ul style="list-style-type: none"> • Cultural materialism- Raymond Willams • Functionalism- • Malinowski, and R. Brown • Social interaction- G.H.Mead and Cooley • Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall • Culture and industry – John Fiske 	
	Unit II	Construction of culture and Re-representation and media culture	01
		<ul style="list-style-type: none"> • Social • Economic • Political Religion • Technology • Language • Gender • Race • Class • Ethnicity <p>Kinship and terminology</p>	15 Lectures
	Unit III	Globalisation and cultural studies	01
		<ul style="list-style-type: none"> • Popular culture- trends, transformation and its impact on society • Commodification of culture and its impact on lifestyle • Changing values, ideologies and its relevance in the contemporary society <p>Global economic flow, global</p>	15 Lectures

		cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power of Digital media culture	
	Unit IV	Cultural expressions and media	01
		<ul style="list-style-type: none"> • Oral traditions- folklore • Fashions and fad • Cuisine • Festivals • Sports Art and Architecture.	15 Lectures

REFERENCES:

- Meenakshi Gigi Durham and Douglas M.Kellner , Media and cultural studies, Blackwell publishing house,2012
- Chris Baker, “The sage Dictionary of Cultural Studies”, Sage Publication.
- Chris Baker, “Theory and Cultural Studies”, Sage Publication,2003
- Pramod Nair, ”Introduction to Cultural Studies”, Viva Books, 2011.
- Keesing Roger and Strathern Andrew: Cultural Anthropology-A Contemporary Perspective, Harcourt Brace,1998
- Ed.During, Simon: The Cultural Studies Reader
- Scupin Raymond: Cultural Anthropology,Wadsworth,2002 Nanda and Warm: Cultural Anthropology, Wadsworth, 2002. S.L. Joshi and P.C.Jain: Social Anthropology, Rawat Publications,2001 Richard Schaefer: Sociology-A Brief Introduction, Tata Mc-Graw Hill Publishing Company Ltd., 2006. Johan Hartley and Terence Hawkes: Popular Culture and High Culture-History & Theory.

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

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

D) External Examination- 60%- 60 Marks**Semester End Theory Examination:**

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern**Semester IV**

Course	RUAMM302	
	Internal	External
Theory	40	60

Course Code: RUAMM303

Course Title: INTRODUCTION TO PUBLIC RELATIONS

Academic year 2020-21

COURSE OUTCOME

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	<ul style="list-style-type: none"> Students will be aware of person to person communication Students will have sensibilities to utilise public relations in corporate communication
CO 2	To prepare students for effective & ethical public communication on behalf of organisations.
CO 3	To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management
CO 4	To equip students with basic skills to write & develop Press Release & other PR communication.
CO 5	To design a PR campaign.

DETAILED SYLLABUS

Course Code	Unit	Course title/ Unit Title	No of Lectures/ Credits.
RUAMM303		INTRODUCTION TO PUBLIC RELATIONS	04
	Unit I	Introduction to Public Relations.	01
		a. Definition of Public Relations(PR) A. Nature B. Scope	15 Lectures

		<p>C. Stakeholders</p> <p>b. Evolution of PR. With special focus on India</p> <p>PR, Propaganda, Public Opinion & Publicity. Introduction to theories of Walter Lippmann, Noam Chomsky, Edward Bernays</p> <p>3. PR and Marketing PR & Advertising, PR and Branding.</p> <p>4. Objectives, Functions of PR, Skills needed to be a PR Professional.</p> <p>a. In-house PR and PR Consultancy: Advantages & Disadvantages</p> <p>b. Internal and External PR : With focus on Corporate Communications</p> <p>5. Corporate Image Management</p>	
	Unit II	PR Tools	01
		<p>I. Media tools</p> <p>a. Press release</p> <p>b. Press conference</p> <p>c. Others</p> <p>II. Non Media</p> <p>a. Seminars</p> <p>b. Exhibitions / trade fairs</p> <p>c. Sponsorship</p> <p>d. Others</p> <p>III. Content Development in PR</p> <p>a. Development of profile: Company /Individual</p> <p>b. Drafting a Pitch note/Proposal</p> <p>c. Writing for Social Media</p>	15 Lectures
	Unit III	New age PR	01
		<p>Digital PR Writing for Blogs and promotion through social media using statistical tools, (To be taught with contemporary cases)m</p> <p>PR process with emphasis on developing a PR campaign</p>	15 Lectures

	Unit IV	Crisis communication and CSR along with Case Studies.	01
		Crisis communication <ul style="list-style-type: none"> • Preparing a crisis plan • Handling crisis • Social responsibility & PR • Ethics in PR: Code of conduct 	15 Lectures

REFERENCES:

- Excellence in Public Relations and Communication Management^{[L][SEP]}- James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates.
- Crisis Communications: A Casebook Approach^{[L][SEP]}- Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
- □ Strategic Planning for Public Relations^{[L][SEP]}- Ronald D. Apr Smith; Lawrence Erlbaum Associates.
- Corporate Public Relations: A New Historical Perspective - Marvin N. Olasky; Lawrence Erlbaum Associates.
- Public Relations Writing: Principles in Practice^{[L][SEP]}- Donald Treadwell, Jill B. Treadwell; Sage Publications.
- Media Writing: Print, Broadcast, and Public Relations^{[L][SEP]}- W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.
- Associates.
- Associates.
- New media and public relations^{[L][SEP]}- Sandra C. Duhé; Peter Lang.
- Online Public Relations^{[L][SEP]}- David Phillips, Philip Young; Kogan Page.
- Effective Public Relations^{[L][SEP]}- Scott Cutlip, Allen Center and Glen Broom; Pearson Education.
- PR and Media Relations^{[L][SEP]}- Dr. G.C. Banik; Jaico Publishing House.
- Public Relations techniques that work - Jim Dunn; Crest Publishing House.
- Principles of Public Relations^{[L][SEP]}- C.S. Rayudu and K.R. Balan; Himalaya Publishers.
- Public Relations for your business^{[L][SEP]}- Frank Jefkins; Jaico Publishing House.
- The fall of advertising and the rise of PR^{[L][SEP]}- Al Ries, Laura Ries; Harper Collins.
- Public Relations : The profession and the practice^{[L][SEP]}- Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill
- Education.^{[L][SEP]}A Handbook of Public Relations and Communication - Lesly Philip; McGraw Hill Education.
- This is PR – The realities of Public Relations^{[L][SEP]}- Newsom, Turk, Kruckeberg; Thomas Asia.

Modality of Assessment

Theory Examination Pattern:

E) Internal Assessment- 40%- 40 Marks

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

F) External Examination- 60%- 60 Marks

Semester End Theory Examination:

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM303	
	Internal	External
Theory	40	60

Course Code: RUAMM304

Course Title: INTRODUCTION TO MEDIA STUDIES

Academic year 2020-21

COURSE OUTCOME

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

DETAILED SYLLABUS

Course Code	Unit	Course title/ Unit Title	No of Lectures/ Credits.
RUAMM304		INTRODUCTION TO MEDIA STUDIES	04
	Unit I	Relevance of Media Studies in Contemporary Times.	01
		Historical perspectives to media studies	15 Lectures
	Unit II	The Mid 20 th Century Media Evolution Theory	01
		<ul style="list-style-type: none"> • Agenda Setting • Uses and Gratification • Two Step How • Mc. Luhan – Medhini is the message 	15 Lectures

		<ul style="list-style-type: none"> • Foucault – Power & Authority • Propaganda Model 	
	Unit III	Media and Globalisation	01
		<ul style="list-style-type: none"> • Division and contradiction in the Global Information Infrastructure • Racist Ideologies and the Media (Stuart Ha) Media and Diaspora <ul style="list-style-type: none"> • New Media Theory • Cognitive Theory 	15 Lectures
	Unit IV	Media and Its Commercial Impact	01
		<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 Lectures

REFERENCES**Reference:-**

- 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 (Edinnurgh 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:

G) Internal Assessment- 40%- 40 Marks

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

H) External Examination- 60%- 60 Marks

Semester End Theory Examination:

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four

4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM304	
	Internal	External
Theory	40	60

RAMNARAIN RUIA AUTONOMOUS COLLEGE

Course Code: RUAMM305

Course Title: UNDERSTANDING CINEMA

Academic year 2020-21

COURSE OUTCOME

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will view Cinema as a medium of Mass Communication and help them to become critical viewers of movies today. a. From A Personal Point Of View b. From A Social Point Of View c. From A Business Point Of View (in context of Box Office Success)
CO 2	The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)
CO 3	The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.

DETAILED SYLLABUS

Course Code	Unit	Course title/ Unit Title	No of Lectures/ Credits.
RUAMM305		UNDERSTANDING CINEMA	04
	Unit I	Introduction to Film Appreciation	01
		<ul style="list-style-type: none"> • Three Aspects of Cinema: Technology, Business, Art. • From Script to Screen : Stages of Filmmaking (Pre-Production & 	15 Lectures

		Post-Production) <ul style="list-style-type: none"> • Introduction to Film Appreciation (in reference to Visuals, Sound & Editing techniques and technology) Introduction to Film As an Industry – From Production House to Distribution to Marketing. NOTE: A special mention to be made to the contribution and role of Digital technologies in Modern Film making process.	
	Unit II	Introduction to Film As an Industry	01
		From Production House to Distribution to Marketing. NOTE: A special mention to be made to the contribution and role of Digital technologies in Modern Film making process. Tarkovsky...etc.)	15 Lectures
	Unit III	Introduction to Indian Cinema	01
		<ul style="list-style-type: none"> • Brief History. Bollywood, Regional Cinema, Parallel Cinema, Mid Stream Cinema, Films made by Foreigners with Indian theme involving Indian crew, Films made by NRIs. 	15 Lectures
	Unit IV	Introduction to Film Culture	01
		<ul style="list-style-type: none"> • Film Festivals and Film Awards. • Film related Institutes, Film society movement. Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newsreels, Public Service Ads	15 Lectures

		and others.	
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REFERENCES

SUGGESTED BIBLIOGRAPHY:

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 Hayward/ 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. The Major Film Theories: An Introduction- Andrew Dudley/ Oxford University press.
20. Film Theory and Criticism: Introductory Readings- Leo Braudy, Marshall Cohen/ McGraw Hill.
21. An Introduction to Film Criticism: Major Critical Approches- Tim Bywater, Thomas Sobchack/ Longman.
22. Movies and Methods (*volume 1 and 2*)- Edited by Bill Nicholls/ Seagull Books.
23. Film Theory – Stam and Miller.
24. Film and Theory – Stam and Miller.

25. Film Form / Film Sense- S. Eisenstein.
26. Thae Philosophy of Motion Pictures- Noel Caroll/ Blackwell.
27. Deluze- Cinema 1, Cinema 2- Deluze./ Viva.
28. Our Films, Their films- Satyajit Ray.
29. The Film Society movement in India H. N. Narahari Rao.
30. Chitra Bani- Gaston Roberge.
31. The Subject of Cinema- Gaston Roberge.
32. Another cinema for another society- Gaston Roberge.
33. The Cinema of Satyajit Ray- Chidanand Dasgupta.
34. Seeing is Believing- Chidanand Dasgupta.
35. The Cinematic Imagination : Indian Popular Films as Social History- Jyotika Virdi.
36. चित्रपटाचे सौंदर्यशास्त्र – सतीश बहादूर, अनुसुषमा दातार ./लोकवाङ्मयगृह प्रकाशन.
37. गुरुदत्त : तीन अंकी शोकांतिका – अरूण खोपकर /ग्रंथाली, लोकवाङ्मयगृह प्रकाशन.
38. अभिजात चिदानंद दासगुप्ता -, अनु सुधीर नांदगांवकर ./ग्रंथाली
39. अविस्मरणीय १३० – एचनरहरी राव .एन ., अनु रेखा देशपांडे ./परममित्र प्रकाशन
40. शब्देविण संवादू – राणी दुर्वे /परममित्र प्रकाशन
41. पट माहितीचा – कुंदा प्रमिला नीळकंठ /परममित्र प्रकाशन
42. सिनेमाची चित्तरकथा अशोक राणे -/अक्षर प्रकाशन
43. सिनेमाची गोष्ट अनिल झणकर -/राजहंस प्रकाशन
44. मोंताज अशोक राणे -/प्राजक्त प्रकाशन
45. सिनेमाचे दिवस पुन्हा – विजय पाडळकर /मौजप्रकाशन
46. सिनेमायाचे जादूगार – विजय पाडळकर /मौज प्रकाशन
47. गर्द रानात भर दुपारी – विजय पाडळकर /मौजप्रकाशन
48. शेक्सपिअर आणि सिनेमा – विजय पाडळकर /मौज प्रकाशन
49. फिल्ममेकर्स – गणेश मतकरी /मॅजेस्टिक
50. सिनेमॅटीक – गणेश मतकरी /मॅजेस्टिक
51. चौकटीबाहेरचा सिनेमा – गणेश मतकरी /अक्षर प्रकाशन
52. दादासाहेब फाळके : काळ आणि कर्तृत्व – जया दडकर /मौज
53. सिनेमा संस्कृती – सुधीर नांदगांवकर /आशियायी फाऊंडेशन
54. सत्यजित राय आणि भारतीय मन्वंतर – श्यामला वनारसे /मौज
55. सिनेमा तंत्र, आठवणी, चिंतन – सत्यजित राय, अनु विलास गिते ./मैत्रेय प्रकाशन
56. मला प्रभावित करून गेलेला सिनेमा – संपादन विनोद शिरसाठ -/साधना प्रकाशन

57.लाईम लाईट – अच्युत गोडबोले, निलांबरी जोशी /मनोविकास प्रकाशन

58.गाथा मराठी सिनेमाची – इसाक मुजावर /प्रतीक प्रकाशन

59.सिनेसमर्षी – शशिकांत लोखंडे /प्रतीक प्रकाशन

Modality of Assessment

Theory Examination Pattern:

I) Internal Assessment- 40%- 40 Marks

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

J) External Examination- 60%- 60 Marks

Semester End Theory Examination:

9. Duration - These examinations shall be of **2 Hours** duration.

10. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM305	
	Internal	External
Theory	40	60

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Course Code: RUAMM306

Course Title: ADVANCED COMPUTERS

Academic year 2020-21

COURSE OUTCOME

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Students will learn the technical aspects of media.
CO 2	Students will utilise the software for practical purpose
CO 3	To equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc. To train them with the software knowledge required in the above mentioned Industries.

DETAILED SYLLABUS

Course Code	Unit	Course title/ Unit Title	No of Lectures/ Credits.
RUAMM305		ADVANCED COMPUTERS	04
	Unit I	Basics of Online Marketing	01
		<ul style="list-style-type: none"> ➤ Building an online marketing foundation. ➤ Planning and Building the Website. 	15 Lectures

		<ul style="list-style-type: none"> ➤ Content Marketing. ➤ Blogging. ➤ Social Media Marketing. ➤ Web Analytics. (Google Analytics). ➤ Search Engine optimization / How Google Works. ➤ Online Advertising / Search Engine Marketing. (Google Adwords). ➤ Email Marketing / Webinar. ➤ Online Public Relation. ➤ Managing Multitasking Web Marketing. 	
	Unit II	<u>Basics Of Animation</u>	01
		<ul style="list-style-type: none"> ➤ Understanding Animation (Adobe Flash may be used). ➤ Working with Fills and Outline, Layers and Pen tool. ➤ Understanding Layers and Symbols. ➤ Working with Text and Mask Layers. ➤ Creating Frame by Frame Animation. ➤ Motion Tweening and Motion Editor. ➤ Classic tweening and Shape tweening. ➤ Working with Sound and Video and Publishing a Movie 	15 Lectures
	Unit III	HTML 5 with CSS	01
		<ul style="list-style-type: none"> ➤ Introduction to the Web. ➤ Introduction to HTML5. ➤ Formatting Text Using Tags. ➤ Creating Hyperlinks and Anchors. ➤ Introduction to CSS3. ➤ Formatting Using Style Sheets. ➤ Displaying Graphics and CSS3 	15 Lectures

		Animation. <ul style="list-style-type: none"> ➤ Creating Navigational Aids and Division Based Layout. ➤ Creating Tables. ➤ HTML Forms. ➤ HTMLS Audio and Video 	
	Unit IV	Basics Of Audio / Video Editing and Animation	01
		<ul style="list-style-type: none"> ➤ Introduction to Adobe Audition. ➤ Working with Audio Editing. ➤ Working with Multi-track Editor and Recording Audio. ➤ Working with Audio Effect. ➤ Introduction to Digital Video Editing. ➤ Starting with Adobe Premiere Pro CS6. ➤ Capturing Clips and Using Tools. ➤ Video Editing. ➤ Animating, Effects, Transitions and Exporting Video. ➤ Working with Audio. ➤ Creating Titles and Superimposing. ➤ Previewing & Rendering Output. Basics Of 3D Animation <ul style="list-style-type: none"> ➤ Overview. ➤ Working with Objects. ➤ Transforming and Grouping. ➤ Shapes and Modifiers. ➤ Compound Objects. ➤ Low Poly Modeling. ➤ High Poly Modeling. ➤ Creating Models with Nurbs. ➤ Patch Modeling and Surface Tool. ➤ Modifying Objects. ➤ Integration of Various Modeling Techniques. 	15 Lectures

		➤ Creation of Morph Targets.	
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REFERENCES

1. Basics of Online Marketing:
 - The 36-Hour Course – Online Marketing by Lorrie Thomas from McGraw Hill.
 - Web Marketing that Works – Adam Franklin and Toby Jenkins by Wiley.
 - 13 Pillars of Internet Marketing E book By David Bain.
 - Understanding Digital Marketing By Damian Rayan & Calvin Jones.
 - Social Media Marketing – All in one for Dummies.
 - Advanced Web Metrics with Google Analytics.
 - Advanced Google Adwords – by Brad Geddes.
 - Brad Callens - Google Adwords Secrets.

2. Basics of Flash CS6 with Animation:
 - The Missing Manual by Chris Grover.
 - Adobe Flash Professional CS6 Classroom in a Book - Adobe Creative Team.

3. Basics of Audio/Video Editing:
 - Adobe Premier CS 6: Classroom in a Book.
 - Adobe After Effects Digital Classroom.
 - Adobe Audition CS6 Classroom in a Book.

4. Dreamweaver: Adobe Dreamweaver HTML 5 with CSS 3:
 - HTML 5 For Web Designers by Jeffrey Zeldman.
 - HTML 5 Animation by Billy Lamberta & Keith Petersaver CS6 Bible.

5. Basics of 3D Animations by Billy Lamberta & Keith Peters
 - Autodesk 3Ds Max Essentials by Randi L. Derakhshani & Dariush Derakhshani Sybex.
 - Autodesk 3Ds Max 2014 by Randi L. Derakhshani & Dariush Derakhshani Sybex.

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation Power Point/Audio-Visual Presentation/Oral Presentation }

Modality of Assessment

Theory Examination Pattern:

K) Internal Assessment- 40%- 40 Marks

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

L) External Examination- 60%- 60 Marks

Semester End Theory Examination:

11. Duration - These examinations shall be of **2 Hours** duration.

12. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM306	
	Internal	External
Theory	40	60

Course Code: SYBMM RUAMM401
Course Title: INTRODUCTION TO ADVERTISING
Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Students will learn the basics of Advertising
CO 2	Students will gain the knowledge of global advertising
CO 3	Students will learn about cultures and ethics of advertising in various societies

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
RUAMM401		INTRODUCTION TO ADVERTISING	4
	I	<u>Unit I: A brief history of Advertising and Structure of Ad Agency</u>	1
	I.	The basic characteristics 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 Structure of Ad Agency <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 • The relationship between the Client – 	15

		Agency-Media-Consumers	
	II	<u>Unit II: The role of Advertising in the Marketing Mix and Concepts</u>	1
	II.	<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 Concepts IMC – Dagmar – USP – AIDA	15
	III	<u>Unit III: The need for Research</u>	1
	III.	Copy research, pretesting, post testing, concept testing Product research, Media research	15
	IV	<u>Unit IV: Segments and Trends in Advertising</u>	1
	IV.	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	15

Modality of Assessment

Theory Examination Pattern:

M) Internal Assessment- 40%- 40 Marks

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

N) External Examination- 60%- 60 Marks

Semester End Theory Examination:13. Duration - These examinations shall be of **2 Hours** duration.

14. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern**Semester IV**

Course	RUAMM401		
	Internal	External	Total
Theory	40	60	100

Course Code: SYBMM RUAMM402
Course Title: INTRODUCTION TO JOURNALISM
Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Students will learn various concepts and types of journalism
CO 2	The course will help students to write news reports and get the gist of broadcast journalism
CO 3	Students will discover various aspects of new media

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
RUAMM402		INTRODUCTION TO JOURNALISM	4
	I	<u>Unit I: Changing face of journalism from Guttenberg to new media</u>	1
	I.	Journalism in India: Earliest publications <ul style="list-style-type: none"> • The rise of nationalist press • Post1947 • The emergency1975 • Post Emergency • Ideology of journalism • Post liberalization of the economy boom in magazines niche journalism. How technology advancement has helped media.	15
	II	<u>Unit II New media with special reference to rise the Citizen Journalism</u>	1
	II.	Definition of News; Hard News / Soft News and blend of the two. <ul style="list-style-type: none"> • The news process from the event to the 	15

		<p>reader.</p> <ul style="list-style-type: none"> • Criteria for newsworthiness. • News reports; features; Editorials 	
	III	<u>Unit III Components of a news story and Principles of Journalism</u>	1
	III.	<ul style="list-style-type: none"> • Finding a new angle • Writing a lead • Types of Lead • Inverted pyramid format <p>Principles of Journalism</p> <ul style="list-style-type: none"> • Objectivity • Accuracy • Without fear or favour • Balance 	15
	IV	<u>Unit IV Role of Journalism with special emphasis on its role to educate</u>	1
	IV.	<ul style="list-style-type: none"> • Interpretation • Transmission of values • Development • Entertainment <p>Basic difference in writing for the print, television online journalism Jobs in journalism Latest trends and issues in journalism, MacBride report (Introductory) Short notes on</p> <ul style="list-style-type: none"> • Press council of media students • Audit bureau of circulation 	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 Stovall

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

15. Duration - These examinations shall be of **2 Hours** duration.

16. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM403		
	Internal	External	Total
Theory	40	60	100

Course Code: SYBMM RUAMM404
Course Title: MASS MEDIA RESEARCH

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
RUAMM403		MASS MEDIA RESEARCH	4
	I	<u>Unit I: Relevance, Scope of Mass Media Research and Role of research in the media.</u>	
	I.	<ul style="list-style-type: none"> • Steps involved in the Research Process. • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis. 	15
	II	<u>Unit II: Concept, types and uses of Research Designs</u>	1
	II.	<ul style="list-style-type: none"> • Exploratory • Descriptive and • Causal. <p>Data – Collection Methodology</p> <p>a. Primary Data – Collection Methods</p> <ul style="list-style-type: none"> • Depth interviews • Focus group • Surveys • Observations • Experimentations <p>b. Secondary Data Collection Methods</p> <ul style="list-style-type: none"> • Literature review 	15

	III	<u>Unit III: Designing Questionnaire and measurement techniques:</u>	1
	III.	<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	<u>Unit IV: Application of research in mass media</u>	1
	IV.	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/Assignment	20

2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

17. Duration - These examinations shall be of **2 Hours** duration.

18. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM404		
	Internal	External	Total
Theory	40	60	100

Course Code: SYBMM RUAMM404
Course Title: ORGANISATIONAL BEHAVIOUR

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Students will learn the types of various media organisations
CO 2	Students will understand organisational ethics and culture

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
RUAMM404		ORGANISATIONAL BEHAVIOUR	4
	I	<u>Unit I: Nature of Organisational behavior, structure & its Environment.</u>	1
	I.	<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	<u>Unit II: Organisation Culture.</u>	1
	II.	<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. <p>Motivation.</p> <ul style="list-style-type: none"> • Theories of Motivation – Need & Process Theory. • Application of Motivation Theories. 	15
	III	<u>Unit III: Group Dynamics in Organisation.</u>	1
	III.	<ul style="list-style-type: none"> • Concepts of group & types of group. • Group norms & Group cohesion. • Concept of teamwork. 	15

		Decision-making. <ul style="list-style-type: none"> • Decision making – definition & process. • Group Think, risky shift & Polarisation. • Techniques for improving decision making- MIS (Management Information System). 	
	IV	<u>Unit IV:Leadership and Dynamics of stress.</u>	1
	IV.	<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

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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM404		
	Internal	External	Total
Theory	40	60	100

Course Code: SYBMM RUAMM405
Course Title: RADIO AND TELEVISION

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	The course will make students aware of the evolution of broadcast media
CO 2	Students will undergo a practical experience of generating broadcast media content

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
RUAMM405		RADIO & TELEVISION	4
	I	<u>Unit I: Introduction and Introduction to Sound for both TV & Radio</u>	1
	I.	<ul style="list-style-type: none"> • A Short History of Radio & TV in India • AAll India Radio • DDoordarshan • PPrasar Bharti main points • CConvergence trends <ol style="list-style-type: none"> a. TTypes of Sound: Natural, Ambient, Recorded b. TThe Studio Setup c. TThe Sound Equipment: Mixer, Control Panel d. TTape Recording e. DDigital Recording f. OOutdoor Recording g. TTypes of Microphones h. TThe Editing suite 	15
	II	<u>Unit II: Introduction to Visuals and Radio Formats</u>	1
	II.	Introduction to Radio Formats Broad Classification <ul style="list-style-type: none"> • News • Documentary • Feature • Talk Shows • Music Shows • Radio Drama Sports Broadcasting	15

	III	<u>Unit III: Introduction to Television and Radio</u>	1
	III.	<u>Programming</u> Broad guidelines and classification <ul style="list-style-type: none"> • News • Documentary • Feature • Talk Shows • TV serials & soaps • Sports • Reality • Animation Different Roles <ul style="list-style-type: none"> • Community Radio-role and importance • Contribution of All India Radio • The Satellite and Direct to Home challenge 	15
	IV	<u>Unit IV: Broadcast Production and Other Requirements</u>	1
	IV.	<ul style="list-style-type: none"> • Story board • On-line editing • Educational TV with reference to Jamia-milia, etc. virtual classrooms • Pre-Production • Production • Post-Production 	15

REFERENCES:

- BBC Radio
- Suggested assignments: Short documentary films

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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

	TOTAL	40
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B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

21. Duration - These examinations shall be of **2 Hours** duration.

22. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM406		
	Internal	External	Total
Theory	40	60	100

Course Code: SYBMM RUAMM406
Course Title: PRINT PRODUCTION AND PHOTOGRAPHY
Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Students will get familiar with the technical aspects of camera and photography
CO 2	Students will learn about the various techniques to handle camera
CO 3	Students will be able to converge the practical and theoretical knowledge of print and photography

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
RUAMM406		PRINT PRODUCTION & PHOTOGRAPHY	4
	I	<u>Unit I: Colour Temperature</u>	1
	I.	<ul style="list-style-type: none"> • Difference in light sources • Colour character • Kelvin's theory of colour • Warmth & coolness in photographs • Colour correction <ul style="list-style-type: none"> A. Filtering over light B. Filtering over lens C. White balance D. Warmth & inviting ambience E. Coolness & relaxing atmosphere F. Colour cast & Advertising 	15
	II	<u>Unit II: Exposure</u>	1
	II.	<ul style="list-style-type: none"> • Aperture • Shutter • ISO • Exposure meter • Exposure compensation • Exposure modes • Use of Flash • Lighting Techniques • Types of Lighting 	15
	III.	<u>Unit III: Digital imaging</u>	1

	III.	<ul style="list-style-type: none"> • Concept of Pixel & Resolution • Understanding Histogram & Image tonality • Various Image formats & compression • Types of Lens • Types of Cameras 	15
	IV	<u>Unit IV: Print Production</u>	1
	IV.	<ul style="list-style-type: none"> • Pre-Press • Press • Post-Press • Types of Printing 	15

REFERENCES:

1. Collins Books series: Pentax Inc.
 - a. Taking successful pictures,
 - b. Making most of colour,
 - c. Expanding SLR system,
 - d. Lighting techniques;
2. Minolta Photographer's handbook;
 - a. Indoor Photography,
 - b. Outdoor photography:
3. Life Book series: **Unexpected End of Formula**
 - a. Colour,
 - b. Camera,
 - c. Light
 - d. Portrait
4. Photography course:
 - a. Volume 1: Understanding Camera
 - b. Volume 2: Secrets behind successful pictures
 - c. Volume 3: Practicing Photography
 - d. Volume 4: Handling Professional assignments
5. Me & My Camera
 - a. Portrait photography
 - b. Glamour photography
 - c. Do it in Dark (Darkroom Techniques)
6. Pro-technique (Pro-photo)
 - a. Night Photography
 - b. Beauty & Glamour
 - c. Product Photography
 - d. In Camera Special effects
7. Print Production Handbook: David Bann
8. Printing Technologies In & Out

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

23. Duration - These examinations shall be of **2 Hours** duration.

24. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester IV

Course	RUAMM406		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (JOURNALISM) RUAMMJ501

Course Title: REPORTING

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ501		REPORTING	4
	I	<u>Unit I: Basic Understanding to News and Reporting</u>	1
	I.	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 Gathering	15

		<p>A) How do reporters gather news.</p> <ul style="list-style-type: none"> • Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage. <p>B) Sources</p> <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. <p>New age technological sources. How to develop sources. Reliability and confidentiality of sources.</p>	
	II	Unit II: News Writing and News Organs	1
	II.	<p>➤ News-writing</p> <p>How to write a news story Construct the news. – Intro, Dateline, Credit-line, Body-text. Inverted Pyramid style as the basic requirement. 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. Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defence. New Upcoming Beats: Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer. 	15
	III	Unit III : Changing nature of Journalism	1
	III.	<p>➤ Citizen Journalism</p> <p>Participation of citizens in breaking news-stories. A new branch.</p> <p>➤ Importance of New Tools in the hands of Reporters RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. The use/misuse of these tools, Authenticity and credibility of these tools. Significance of pictorial/graphic element and support to your news story or any such extra audio- visual material</p>	15

		<p>supporting your story. Can it add value; efforts to get hold of it, Can it have negative impact.</p> <p>➤ Coverage of Disasters 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. The references of Tsunami, Nepal Earthquake and Uttarakhand floods may studied.</p>	
	IV	<u>Unit IV: Investigative Journalism</u>	1
	IV.	<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 it's 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"> i. Watergate Scandal ii. Tehelka – West End Deal Sting ii. Bofors Gun scandal v. Nira Radia Case v. 2 G Scam vi. Anna Hazare Movements Coverage ii. Maharashtra Irrigation Scam 	15
			60

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:

O) Internal Assessment- 40%- 40 Marks

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

P) External Examination- 60%- 60 Marks (Except RUAMMJ506)

Semester End Theory Examination:

25. Duration - These examinations shall be of **2 Hours** duration.

26. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ501		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (JOURNALISM) RUAMMJ502

Course Title: EDITING

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ502		EDITING	4
	I	Unit I :<u>Introduction and Approaches to Editing</u>	1
	I.	<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>Unit II : Headlines and Designing</u>	1
	II.	<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. ➤ 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 technolog yetc. 	15
	III	<u>Unit III: Copy Editing, Newsworthiness and Organisational Structure</u>	1
	III.	<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>Unit IV : Changing Aspects of Editing</u>	1
	IV.	<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"> a. Tabloid- b. Broadsheet- c. 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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks (Except RUAMMJ506)

Semester End Theory Examination:

27. Duration - These examinations shall be of **2 Hours** duration.

28. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ50		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (JOURNALISM) RUAMMJ503

Course Title: FEATURES AND OPINION

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ503		FEATURES AND OPINION	4
	I	<u>Unit I : Understanding the Feature</u>	1
	I.	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 Writing a feature <ul style="list-style-type: none"> ➤ formulating a story idea and writing a pitch Other aspects of feature writing ➤ collecting facts and opinions/anecdotes/quotes ➤ types of leads ➤ adding colour and imagery 	15

	II	<u>Unit II: Types and Art of Feature Writing</u>	1
	II.	<p>Outline of</p> <ul style="list-style-type: none"> ➤ seasonal stories ➤ nostalgic stories ➤ human interest stories trend stories <p>Art of interviewing</p> <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 <p>Outline and special techniques needed for the following interviews</p> <ul style="list-style-type: none"> ➤ phone ➤ email ➤ television 	15
	III	<u>Unit III: Review, Obituary and Column Writing</u>	1
	III.	<p>Writing reviews : Format ,ethics involved and qualities/ skilled required</p> <ul style="list-style-type: none"> ➤ books ➤ films <p>Obituary</p> <ul style="list-style-type: none"> ➤ what is an obituary ➤ how to write an obituary ➤ 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 	15
	IV	<u>Unit IV: Editorial Page, Travel Writing and Profile Writing</u>	1
	IV.		15

	<p>Editorial page</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 ➤ writing snippets with catchy headlines 	
		60

REFERENCES

- 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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks (Except RUAMMJ506)**Semester End Theory Examination:**

29. Duration - These examinations shall be of **2 Hours** duration.

30. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern**Semester VI**

Course	RUAMMJ50		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (JOURNALISM) RUAMMJ504

Course Title: JOURNALISM AND PUBLIC OPINION

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code/ Unit	Unit No	Course/Unit Title	Credits/ No of Lectures
RUAMMJ504		JOURNALISM AND PUBLIC OPINION	4
	I	<u>Unit I : Public Opinion and Theories of Public Opinion</u>	1
	I.	<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.</p> <p>Water Lippman – Modern Media and Technocracy.</p> <p>Paul Lazarsfeld – Research, Two-Step flow of information.</p> <p>Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda.</p> <p>Model Agenda Setting Vs Uses and Gratifications.</p>	15
	II	<u>Unit II:Media and War Propaganda</u>	1
	II.		15

		<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 - Presidential/General elections (Global), its analysis, Geo Political impacts. (Events in recent 24 months to be considered). Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. <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): Nuclear policy; Economic policy; Current Foreign Policy.</p> <p>Role of Media in shaping public opinion during conflicts Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014</p>	
	III	<u>Unit III: Media in Post-Cold War Conflicts</u>	1
	III.	<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>Unit IV: Media and Society</u>	1
	IV.	<p>Portrayal of Women's issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti</p>	15

		<p>Mills, Mathura rape case & other contemporary cases.</p> <p>Media Coverage of Marginalised sections of Society : Perspective from Above' [ignoring the marginalised]</p> <p>Dalits; Tribals; reservation; displacement, Forest Rights Act</p>	
			60

REFERENCES

- 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
- Lalles 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
- Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
- Ehab Galal and Riem Spielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu
- Babla Maya – Arab Spring Media Monitor Report : One year of Coverage. 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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks (Except RUAMMJ506)

Semester End Theory Examination:

31. Duration - These examinations shall be of **2 Hours** duration.

32. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ50	
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	Internal	External	Total
Theory	40	60	100

Course Code: RUAMMJ505

Course Title: INDIAN REGIONAL JOURNALISM

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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.

DETAILED SYLLABUS

Course Code/ Unit	Unit No	Course/Unit Title	Credits/ No of Lecture
RUAMMA505		INDIAN REGIONAL JOURNALISM	4
	I	<u>Unit I: Regional Media – brief overview, Marathi and Hindi Press</u>	1
	I.	<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) 	15

		<ul style="list-style-type: none"> ➤ 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 	
	II	<u>Unit II: Bengali, Malayalam and Urdu Press</u>	1
	II.	<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 ➤ Malayam media today(overview) 	15
	III	<u>Unit III: Telugu and Tamil Press Personality Profiles</u>	1
	III.	<ul style="list-style-type: none"> ➤ Telugu <ul style="list-style-type: none"> ➤ Evolution & Development ➤ Eenadu 	15

		<ul style="list-style-type: none"> ➤ Tamil <ul style="list-style-type: none"> ➤ Evolution & Development ➤ Tamil media today(overview) <p>Profile of the following legends</p> <ul style="list-style-type: none"> ➤ Raja Rammohan Roy ➤ Bal GangadharTilak ➤ KP Kesava Menon ➤ K.C Mammem Mapallai ➤ Maulana Abdul KalamAzad ➤ GovindTalwalkar ➤ S.Sadanand 	
	IV	<u>Unit IV: Regional Media in Contemporary World</u>	1
	IV.	<ul style="list-style-type: none"> ➤ Comparison of English and regionalism journalism. Difference in <ul style="list-style-type: none"> ➤ Impact ➤ Reporting ➤ Editorial policy ➤ Reach ➤ Regional television channels <ul style="list-style-type: none"> ➤ Growth ➤ Content ➤ Ownership ➤ Political patronage <p>Increasing ownership and dominance of families with political connections over regional newspapers.</p>	15
			60

Reference

1. Jeffery Robin: India’s Newspaper Revolution, Oxford union publication,2000
2. RangaswamiParthasarathy: Journalism in India, SterlingPublication
3. P.K Ravindrath : Indian Regional Journalism,Authorpress

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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

B) External Examination- 60%- 60 Marks (Except RUAMMJ506)**Semester End Theory Examination:**33. Duration - These examinations shall be of **2 Hours** duration.

34. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern**Semester VI**

Course	RUAMMJ50		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (JOURNALISM) RUAMMJ506**Course Title: NEWSPAPER AND MAGAZINE MAKING****Academic year 2020-21**

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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.

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credits / No of Lecture
		Newspaper and Magazine Making	4
RUAMMJ506	I	<u>Unit I: Why & How we read. The need of updates & favourite topics.</u>	1
	I.	<p>Analyzing the newspaper from layout point of view</p> <p>a. Understanding parts of newspaper; Style Book</p> <p>b. Total Page Concept(TPC)</p> <p>c. Terminology, Regulars, Weekly columns, Supplements,</p> <p>d. Headline, Deck, Kicker –Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part</p> <p>e. Errors: Orphan, Widow, Dog legging etc</p> <p>➤ Grid structure: Introduction about space distribution in the newspaper by way of column & grid pattern. These are latitude & longitude of the paper.</p>	15
	II.	<u>Unit II: Understanding Different Style</u>	15

		<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: <ol style="list-style-type: none"> a) Typefaces, Fonts; Measures, leading, kerning, tracking, units etc. b) Classification of typefaces: Serif/Sans Serif/Decorative etc. c) Combination of Typefaces/ To achieve contrast & harmony/ Alignment. 	
	III.	<p><u>Unit III: Understanding Quark Express</u></p> <p>Introduction to Quark Express</p> <ol style="list-style-type: none"> a) Runaround, Inset, Box colour & Tone, Frame, Linking. b) Shortcuts & keys. <p>Style Sheets, Colour palate, Measurement bar.</p> <p>Introduction to Graphic Principles:</p> <ol 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. <p>Introduction to the Types of Layout:</p> <ol style="list-style-type: none"> a) Modular/ Brace/ Contrast & Balance. b) Adaption of one layout over other for a purpose. 	15
	IV.	<p><u>Unit IV: Final Project and Submission</u></p> <p>Final project: (Rest of the lectures in guidance on the project to completion)</p> <ol 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> <ol style="list-style-type: none"> a) Pagination & page set up, Guiding on print ready 	15

		copy/ cut marks etc. b) Types of paper/ Surface nature/ Weight/ Std sizes. Collating/Gathering/ staple binding & Saddle stitch. Preparation for Viva Voce Mock Viva/ Rectifying mistaken ideas.	
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REFERENCES:

- 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	Project	20
2	Viva/ Presentation	20
	TOTAL	40

**B) External Examination- 60%- 60 Marks (Except RUAMMJ506)
Semester End Theory Examination:**

Sr No	Evaluation type	Marks
1	Project	40
2	Viva/ Presentation	20

	TOTAL	60
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Paper Pattern: There is no exam paper for this subject

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ50		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (Journalism) RUAMMJ601

Course Title: PRESS LAWS AND ETHICS

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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 No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ601		PRESS LAWS & ETHICS	4
	I	<u>Unit I: Introduction to Press Laws, Institutions and IPC</u>	1
	I.	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) Press Council of India– <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 	15

		<p>and protection of Press freedom.</p> <ul style="list-style-type: none"> • 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>Unit II: Contemporary Legal Framework</u>	1
	II.	<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> <ul style="list-style-type: none"> • Primary, Secondary, Direct and Indirect evidence • Confession and its evidentiary value 	15
	III	<u>Unit III: Intellectual Property Constitutional Institutions</u>	1
	III.	<p>Copyright Act 1957-</p> <p>A Discussion on Intellectual Property Rights in the</p>	15

		context of changing Global environment. Contempt of Parliament – <ul style="list-style-type: none"> • Breach of Privilege rules. • Clash between Judiciary and Legislature • Is it a threat to media freedom? Working Journalists Act- Its effectiveness in current scenario. Press and Registration of Books Act	
	IV.	<u>Unit IV: Ethics</u>	1
	IV.	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
			60

REFERENCES: -

- 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

List of Websites:

- 1) www.indiankanoon.org
- 2) www.prasarbharathi.gov.in.

3) www.lawsonline.com

4) www.presscouncil.nic.in

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

35. Duration - These examinations shall be of **2 Hours** duration.

36. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ601		
	Internal	External	Total
Theory	40	60	100

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Course Code: TYBMM (Journalism) RUAMMJ602

Course Title: BROADCAST JOURNALISM

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ602		BROADCAST JOURNALISM	4
	I	<u>Unit I: 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
		<u>Unit II: Writing for Broadcast</u>	1
	II.	Broadcast Formats – Radio, TV, Writing in Broadcast Style	15
		<u>Unit III: Production</u>	1
	III.	<ul style="list-style-type: none"> • The Power & Influence of Visuals • The Video-camera: types of shots, camera positions, 	15

		shot sequences, shot length <ul style="list-style-type: none"> • Lighting: The importance of lighting • Television setup: The TV studio, difference between Studio & on-location shoots 	
		<u>Unit IV: Broadcasting Careers and technical aspects</u>	1
	IV.	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
			60

REFERENCES:

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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

37. Duration - These examinations shall be of **2 Hours** duration.

38. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ602		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (Journalism) RUAMMJ603

Course Title: NEWS MEDIA MANAGEMENT

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ603		NEWS MEDIA MANAGEMENT	4
		<u>Unit I: The Role of Management</u>	
	I.	<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>Unit II: Contemporary Elements</u>	1
	II.	Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media	15

		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/channels • business to business (B2B): for advertisers/partners 	
	III	<u>Unit III: Technology Costing</u>	1
	III.	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 <ul style="list-style-type: none"> • Break up of expenditure for the year • Raw Material Costs • Fixed and Variable Costs • Unforeseen Factors 	15
	IV	<u>Unit IV: Challenges in Contemporary Times</u>	1
	IV.	Challenges of Globalization and Liberalization <ul style="list-style-type: none"> • Foreign Direct Investment • Cross Media Ownership • Commercialization of Media Understanding Company Law	15
			60

REFERENCES:

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth
5. Television Production by Phillip Harris
6. CNN Student Bureau
7. 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 Rolnicki
12. Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart
(Amphoto)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

39. Duration - These examinations shall be of **2 Hours** duration.

40. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units

	TOTAL	60	
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Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ603		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (Journalism) RUAMMJ604

Course Title: ISSUES IN GLOBAL MEDIA

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
		ISSUES IN GLOBAL MEDIA	4
RUAMMJ604	I	<u>Unit I: - Media Monopolies, NWICO and MacBride Report</u>	1
	I.	Relevance of McBride report in contemporary times Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage Global Monopolies' regional presence. [redefining localnews]	15
	II	<u>Unit II: Parachute Journalism, Al Jazeera and New Media</u>	1
	II.	Al Jazeera's arrival as an alternate voice [from Gulf War II to Arab Spring and beyond] Independent Media's space Parachute Journalism	15
	III	<u>Unit III: Coverage of Disasters</u>	1

	III.	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	15
	IV	<u>Unit IV: Global Media Perceptions</u>	1
	IV.	Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists] Cultural Bias in global media coverage The regional versus global media perceptions (Case Studies) US Presidential election, COVID Pandemic and any case from the past six months.	15
			60

REFERENCES:

Why NWICO never had a chance by Joseph Mehan, Columbia University Global Media Journal Spring 2013
 New War Journalism, Trends and Challenges, Stig. A. Nohrstedt
 Dynamics of Social Media, David C. Coulson
 Al Jazeera Advocacy and Media Values., Mamoud M. Galander
 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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

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

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern**Semester VI**

Course	RUAMMJ604		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (Journalism) RUAMMJ605

Course Title: SPECIALTY JOURNALISM (COMBINATION OF BUSINESS, MAGAZINE, NICHE MEDIA)

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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 No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ605		SPECIALTY JOURNALISM (COMBINATION OF BUSINESS, MAGAZINE, NICHE MEDIA)	4
	I	<u>Unit I: Introduction to Indian Markets and Indian</u>	1
	I.	<p><u>Economic Institutions</u></p> <p>BUSINESS JOURNALISM</p> <p>Introduction to Business Journalism.</p> <p>Business journalism- a brief study of leading business magazines, leading financial dailies in India.</p> <p>A general overview of the financial systems in India</p> <p>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.</p> <p>B. Securities and Exchange Board of India (SEBI) – Role, function and objectives.</p> <p>C. The banking Sector in India – a brief analytical study.</p>	15

		<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. 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 • Saradha chit fund embezzlement 	
	<p>II.</p>	<p><u>Unit II: Speciality Journalism</u></p>	
		<p>Introduction to Magazine Journalism. 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> <p>A general analytical study of magazines of different genre:</p> <ul style="list-style-type: none"> • Women’s magazines • Travel Magazines • General Interest Magazines • Health Magazines • Technology Magazines • Automobile Magazines 	<p>15</p>

	III.	<u>Unit III: Specialty Journalism</u>	
	III.	<p>A detailed study of women's magazines covering specific female related issues and other routine issues.</p> <p>Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.</p> <p>Environmental Journalism and its importance A very brief study of global warming, ozone deflation, issues related to deforestation.</p> <p>Civic issues and their coverage in various modern-day alternative media, social networking avenues. (Critical evaluation). Civic issues of latest year to be considered.</p>	15
	IV.	<u>Unit IV: Speciality Journalism</u>	
	IV.	<p>Sports Journalism – Sports writing, Olympics and major sports events and coverage, features related to sports. Online sports journalism.</p> <p>Photo Journalism – Photo journalism, Photo journalism in the digital age, The role of photo journalism in a violent world</p> <p>Investigative journalism – Introduction, scope, types, corporate corruption, social issues and stories, fact findings and strategy of plotting stories. (Case study approach)</p> <p>Urbanisation and Metro News coverage – Emergence of Urban issues in Maharashtra and coverage in State level and local newspapers. Governance and Civic issues and its reflection in public life.</p>	15
			60

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:

C) Internal Assessment- 40%- 40 Marks

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

D) External Examination- 60%- 60 Marks

Semester End Theory Examination:

43. Duration - These examinations shall be of **2 Hours** duration.

44. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ605		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (Journalism) RUAMMJ506

Course Title: CONTEMPORARY ISSUES

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	The students will review various current issues concerning the planet
CO 2	Students will be made aware of the role of media in creating an awareness regarding such issues

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
RUAMMJ606	I	<u>Unit I: Ecology and its related concerns:</u>	1
	I.	<ul style="list-style-type: none"> • Climate change and Global warming- causes, consequences and remedial measures • Deforestation- causes, consequences and remedial measures • Costal 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>Unit II: Human Rights</u>	1
	II.	UDHR and its significance CRC and CEDAW	15

		<p>DRD</p> <p>(a) <i>Legislative measures with reference to India.</i></p> <p>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</p> <p>Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.</p> <p>Education: Right to Education Act 2009</p>	
	III.	<u>Unit III: Economic Development and Challenges</u>	1
	III.	<p>-Development of Maharashtra – Rural and Urban Inequality</p> <p>-Urbanisation and its related issues; Agglomeration,</p> <p>-Infrastructural challenges, environmental issues.</p> <p>-Agrarian issues: rural indebtedness, farmers’ suicides and its implications</p>	15
	IV.	<u>Unit IV: Social development and challenges & Political concerns and challenges</u>	1
	IV.	<p>Social development and challenges</p> <p>-Tribal Issues: Marginalisation of the Tribals, Forest Rights Act, Land Acquisition Act.</p> <p>-Illegal immigration from Bangladesh: Challenges and impact</p> <p>-Developmental Issues: Displacement and rehabilitation- Case Study approach</p> <p>Political concerns and challenges</p> <p>-Crime and Politics</p> <p>-Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill.</p> <p>-Whistle Blowers- Whistle Blowers protection act 2011.</p> <p>-Anti- State violence- Naxalism and its Impact.</p> <p>-Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.</p> <p>-Terrorism- causes, consequences and remedial measures</p> <p>-Police Reforms</p>	15
			60

REFERENCES:

Rush Ramona, Oukrop Carole, Creedon Pamola (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, Thussu Daya; (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.

Kak Manju, Tripathy Prajnashree, 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.K Misra (ed) (2013) Indian Economy, 31st edition. 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:

E) Internal Assessment- 40%- 40 Marks

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

F) External Examination- 60%- 60 Marks

Semester End Theory Examination:

45. Duration - These examinations shall be of **2 Hours** duration.

46. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ606		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM (Journalism) RUAMMJ607

Course Title: DIGITAL MEDIA

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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 No	Course/Unit Title	Credit/ No of Lecture
		DIGITAL MEDIA	4
RUAMMJ607		<u>Unit I : Introduction to Digital Media</u>	1
	I.	-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 Engines 	15

		<ul style="list-style-type: none"> • 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 Naming, What are Meta Tags, Redirection Tags, <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: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	
		<p><u>Unit II : Social Media</u></p>	<p>1</p>
	<p>II.</p>	<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 Do With 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 a tool. 	<p>15</p>

		<p>Tools and Trends</p> <ol style="list-style-type: none"> 1. Key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	
		<u>Unit III: Features of a Website</u>	1
	III.	<ol style="list-style-type: none"> 1. Homepage 2. Links 3. Navigation 4. Multimedia <p>Content Writing</p> <ul style="list-style-type: none"> • Blog • Twitter • Mobile 	15
		<u>Unit IV: New Challenges -Cyber Crime and Challenges of the new media</u>	1
	IV.	<p>Cyber Laws</p> <ul style="list-style-type: none"> • Information Technology Act • Copyright • Ethics • Digital Security 	15
			60

REFERENCES:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
3. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
5. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 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

Theory Examination Pattern:

G) Internal Assessment- 40%- 40 Marks

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

H) External Examination- 60%- 60 Marks

Semester End Theory Examination:

47. Duration - These examinations shall be of **2 Hours** duration.

48. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMJ607		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA501**Course Title: ADVERTISING IN CONTEMPORARY SOCIETY****Academic year 2020-21****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.

DETAILED SYLLABUS

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA501		ADVERTISING IN CONTEMPORARY SOCIETY	4
	<u>Unit I</u>	<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"> a. Economy. b. Business Employment c. Advertising Life Style 	15
	<u>Unit 2</u>	<u>Global Advertising and Social Marketing</u>	1
		International & Global Advertising & Marketing	15

		<p>The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.</p> <p>Social Marketing Definition</p> <ul style="list-style-type: none"> • Need for Social Marketing • The difficulties of Social Marketing • The various subjects for Social Marketing Effects of social marketing 	
	<u>Unit 3</u>	International Marketing	4
		<p>International Product Decision</p> <p>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</p> <p>International Promotion Decisions •</p> <p>Concept of International Promotion Decision</p> <p>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</p>	15
	<u>Unit 4</u>	<u>New Age Advertising</u>	1
		<p>Internet Digital Marketing</p>	15

REFERENCES:

1. Advertising Amita Shankar
2. Advertising London & Britta
3. Advertising Ramaswamy & Namakeeman

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test/Assignment	20
2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA501		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA502

Course Title: COPYWRITING
Academic year 2020-21

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.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA502		COPYWRITING	4
	<u>Unit I</u>	<u>Introduction</u>	1
		Introduction to Copywriting <ul style="list-style-type: none"> • Basics of copywriting • Responsibility of Copywriter Creative Thinking <ul style="list-style-type: none"> • How to inculcate a 'creative thinking attitude'. • Left brain thinking; Right Brain thinking • Conscious mind; unconscious mind • Role of Heuristics and assumptions in creative thinking • Five steps of Creative process Idea Generation Techniques <ul style="list-style-type: none"> • Theories of ideation • Idea generation techniques: eg. <ol style="list-style-type: none"> a. Brainstorming, b. Triggered brain walking, c. Questioning assumptions, d. Picture prompts, e. Scamper, f. Observation, g. Referencing, h. Interaction, 	15

		i. Imagination,	
	Unit 2	<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
	Unit 3	<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
	Unit 4	<u>Copy Impact</u>	1
		Various types of Advertising appeals and execution styles <ul style="list-style-type: none"> • Rational appeals • Emotional appeals: Humor, Fear, Sex appeal, • Various advertising execution techniques The techniques Evaluation of an Ad Campaign <ol style="list-style-type: none"> Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	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/Assignment	20
2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA502		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA503

Course Title: BRAND BUILDING

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Understand the process of branding of a product.
CO 2	Design and learn advertising campaign.
CO 3	Study various brand building strategies.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA502		BRAND BUILDING	4
	<u>Unit I:</u>	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
	<u>Unit : 2</u>	Brand Personality, Brand Leverage, Branding Strategies	1
		Brand Personality	15

		<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 <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 	
	<u>Unit 3</u>	<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 	15

		<ul style="list-style-type: none"> • Brand Loyalty Other Brand Asset	
	Unit 4	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

Reference

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/Assignment	20
2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA503		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA504

Course Title: CONSUMER BEHAVIOUR

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Understand the connection between psychology and advertising.
CO 2	Follow Components, Process of Marketing Communication.

CO 3	Study Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.
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Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA504		CONSUMER BEHAVIOUR	4
	<u>Unit I</u>	<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. <li style="padding-left: 20px;">- ELM. Appeal.	15
	<u>Unit 2</u>	<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
	<u>Unit 3</u>	<u>Psychological Determinants & Consumer Behaviour</u>	1
		Psychological Determinants & Consumer Behaviour. (a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour. (b) Personality & Attitude. – Theories of Personalities & its application. <ul style="list-style-type: none"> - Freudian, Trait, Jungian, Self-concept. (c) Formation of Attitude. – Theories & its relevance in Consumer Behaviour. <ul style="list-style-type: none"> - Cognitive Dissonance. - Tri component. Changing attitude in Consumer Behaviour	15
	<u>Unit 4</u>	<u>Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.</u>	1

	<p>Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.</p> <ul style="list-style-type: none"> • Family. • Social Stratification. – Class, Age, Gender. • Group. – Reference Group. • Culture. –Sub-Culture. • Changing Indian Core Values. <p>A. Consumer Decision Making.</p> <ul style="list-style-type: none"> • Process. • Models. • Levels. • Opinion Leaders & Consumer Decision Making. • Adoption & Diffusion Process 	15
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REFERENCES:

1. Leon. G. Schiffman, 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/Assignment	20
2	Viva/ 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
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1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA504		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA505

Course Title: MEDIA PLANNING AND BUYING

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Study function of Media planning in advertising.
CO 2	Follow Digital Media Buying policies.
CO 3	Study selection of media vehicles

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA505		MEDIA PLANNING AND BUYING	4
	<u>Unit I</u>	<u>Introduction to Media Planning and Selection</u>	1
		<ul style="list-style-type: none"> • An Overview of Media Planning • Basic Terms and Concepts • The function of Media planning in advertising • 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>	15
	<u>Unit 2</u>	<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 	15

		Pass-along rate (print)	
	Unit 3	Selecting suitable Media options and Media Buying	1
		<p>Newspaper</p> <ul style="list-style-type: none"> • Magazine • 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 	15
	Unit 4	Digital Media Planning & Buying	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)] • a. Cost per action (CPA), or pay per action(PPA) 	15

		Cost per conversion or Revenue sharing or cost per sale, <ul style="list-style-type: none"> • Advertising via Premium Publishers • Advertising via Networks and Exchanges • Affiliate Network (Click bank Commission junction, adfunky,7search.com) The Local Publishing Market	
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REFERENCES

- Advertising Media Planning, by Roger Baron, JackSissors, McGraw Hill, Seventh Edition
- Advertising 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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA505		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA506

Course Title: AD DESIGN

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	CO DESCRIPTION
	After completing this course, a student will be able to
CO 1	Understand Design as a language of emotions/ Communication.
CO 2	Design Logo as a company face/ Brand identity/ Character/ Class
CO 3	Develop process of Idea generation (Brainstorming/Mind-mapping)

Detailed Syllabus

Course Code/	Unit	Course/ Unit Title	Credits/
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Unit			Lectures
RUAMMA506		AD DESIGN	4
	<u>Unit I</u>	<u>Understanding Ad Design in Corporate World</u>	1
		<p>Introduction to Agency Departments & Role of each department.</p> <p>a. Basic depts.:</p> <p>i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.</p> <p>ii. Media Dept: Media research/ Media planning/ Media booking, buying.</p> <p>iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/Graphic designer/ Storyboarding/ Web tree</p> <p>iv. Production Dept: In house or outsource. Production</p> <p>1. Print: Hoardings/ Brochures/ Packaging etc</p> <p>2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/Dubbing</p> <p>3. Photography: In-house or location/ Model/ Costume/ Shoot/Editing</p> <p>Understanding Design: Design as a language of emotions/ Communication.</p> <p>a. Introducing to students to: Elements of design (as vocabulary).</p> <p>i. Point/ Line/ Shape/ Tone/ Colour/ Texture</p> <p>b. Introducing to students to: Principles of Design: (grammar of design Language)</p> <p>i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity</p> <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>	15
	<u>Unit 2</u>	<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>	15

	<p>Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class</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>Introduction to Layout: 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>Use of picture (visual) as means to select Target audience</p> <ol style="list-style-type: none"> Choosing a picture Expression of Problem (Hair-fall,) Expression of benefit (Glowing face, fitness etc) Irresistible presentation of product (Watch/Car etc)class Dramatization (Cold drinks/ Mentos etc) Association of ideas Headline size/ break/ highlight/ two tone head Subhead size/style Body copy type: Descriptive/ pointer/bulleted. 	
	<p>Unit 3 Typography and Text Treatment, Art Direction</p>	<p>1</p>
	<p>Introduction to Typography & Text treatment:</p> <ol style="list-style-type: none"> Classification of typefaces & combinations. Size/Weight/posture etc <p>Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand</p> <p>Introduction to Art direction for diff media</p> <p>3. Role of an Art Director</p> <ol style="list-style-type: none"> Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/reading habits etc Outdoor & indoor ad: Time available for reading/ spotting frequency etc Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc 	<p>15</p>

		<p>d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV</p> <p>e. Web ad: Advantage of pop up/ Key word SEO etc</p> <p>f. Direct mailers: Advantage of prior knowledge/ prior relation etc</p>	
	Unit 4	Campaign planning	1
		<p>Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/Mind-mapping)</p> <p>a. Understanding Brand (Brand building)</p> <p>b. Understanding TA's favorite place, shows, reading (Media research/planning)</p> <p>c. Understanding buying motives/ habits/ influences (Consumer behaviour)</p> <p>d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief</p> <p>e. Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.</p> <p>Layout stages & final design</p> <p>Corporate stationary & Brand manual (Logo design philosophy)</p> <p>Ad Campaign (system work) Prints &presentation</p>	15

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:**

Q) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test/Assignment	20

2	Viva/ Presentation	20
	TOTAL	40

R) External Examination- 60%- 60 Marks
Semester End Examination: Practical Viva Exam

Overall Examination & Marks Distribution Pattern

Course	RUAMMA506		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA601

Course Title: ADVERTISING AND MARKETING RESEARCH

Academic year 2020-21

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.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA601		ADVERTISING AND MARKETING RESEARCH	4
	Unit I	<u>Fundamentals of Research</u>	1
		1. Meaning and objectives of Research 2. Concepts in Research: Variables,	15

		<p>Qualitative and Quantitative</p> <ol style="list-style-type: none"> 3. Literature review 4. Stages in Research process 5. Hypothesis-Meaning, Nature, Significance, Types of Hypothesis. 	
	<u>Unit 2</u>	<u>Research Design & Sampling</u>	1
		<p>Meaning, Definition, Need and Importance, Scope of Research Design Types- Descriptive, Exploratory and Causal.</p> <p>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.</p>	15
	<u>Unit 3</u>	<u>Data Collection</u>	1
		<p>Types of data and sources- Primary and Secondary data sources Methods of collection of primary data: Observation 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</p> <p>Report Writing Essential of a good report, Content of report, Steps in writing a report, Footnotes and Bibliography</p>	15
	<u>Unit 4</u>	<u>Advertising Research</u>	1
		<ol style="list-style-type: none"> 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 	15

		<p>tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups</p> <p>4. Pretesting:</p> <p>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.</p> <p>B. Broad casting Pretesting:</p> <p>a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests</p> <p>C. Challenges to pre-testing. Example: The Halo effect</p> <p>4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests, e. Sales results tests, f. Enquires test</p> <p>Neuroscience in Advertising Research</p> <ol style="list-style-type: none"> 1. Neuroscience: A New Perspective 2. When to Use Neuroscience <p>Physiological rating scales</p> <ol style="list-style-type: none"> 1. Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis <p>Marketing Research</p> <ol style="list-style-type: none"> 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
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1	Class Test/Assignment	20
2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA601		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA602
Course Title: LEGAL ENVIRONMENT AND ADVERTISING ETHICS
Academic year 2020-21

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

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA602		LEGAL ENVIRONMENT AND ADVERTISING ETHICS	4
	<u>Unit I</u>	<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	15

	<ul style="list-style-type: none"> -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 		
	Unit 2	Laws pertaining to Media (I)	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 	15

		-IBF -CENSOR BOARD FOR FILMS -Press Council	
	Unit 3	Laws pertaining to Media (II)	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 (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) Consumer Co-operatives</p> <p>Non- Government initiatives:</p> <ul style="list-style-type: none"> -CGSI -CFBP -CERC -Grahak Panchayat 	15

		-Customer care centres	
	Unit 4	Advertising & Society	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) Vidisha Barua, Press & Media: Law Manual- Universal law Publishing Co.
- (3) Cyber Law Simplified – Vivek Sood Tata McGraw Hill

Modality of Assessment**Theory Examination Pattern:**

- A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test/Assignment	20

2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA602		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA603

Course Title: FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING
Academic year 2020-21

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
RUAMMA603		FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING	4
	<u>Unit I</u>	<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
	<u>Unit 2</u>	<u>Financial Planning & Budgets</u>	1
		Financial Planning for a Marketing Unit –	15

	<p>Through Budgets Performa financial Statements and Spread sheets.</p> <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>	
	<u>Unit 3</u>	<u>Working Capital Estimation</u>
	Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital (theory and basic application)	15
	<u>Unit 4</u>	<u>Financial statements & Ratio analysis</u>
	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.	15

REFERENCES

1. **Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications**
2. **finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication**
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. Adverrtising 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/Assignment	20
2	Viva/ 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	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA603		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA604

Course Title: AGENCY MANAGEMENT

Academic year 2020-21

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.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA604		AGENCY MANAGEMENT	4
	Unit 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 	15

	<ul style="list-style-type: none"> • The roles of advertising Account executives <p>Account Planning</p> <ul style="list-style-type: none"> • Role of account planning in advertising • Role of Account Planner <p>Account Planning Process</p>		
	<u>Unit 2</u>	<u>Advertising campaign management</u>	1
	<p>Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation</p> <p>Digital Advertising Strategy / Campaigns</p> <p>Ad Film Making</p> <p>Converting story board to TVC</p> <p>Editing and post production</p> <p>Marketing Plan of the Client</p> <p>The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems Modules Review, STP, Executing the plan, Evaluating the plan</p>		15
	<u>Unit 3</u>	<u>The Response Process</u>	1
	<p>Traditional Response Hierarchy Models: AIDA</p> <p>Sales-Oriented Objectives</p> <p>Communications Objectives</p> <p>DAGMAR: An Approach to Setting Objectives</p> <p>Setting up an Agency</p> <p>Business plan introduction, Various Stages in setting up a new Agency</p> <p>Agency Compensation</p> <p>Various methods of Agency Remunerations</p>		15
	<u>Unit 4</u>	<u>Growing the Agency</u>	1
	<p>The Pitch: request for proposal, speculative pitches, Pitch Process</p> <p>References, Image and reputation, PR</p> <p>Sales Promotion Management</p> <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 • Techniques of Trade-Oriented Sales Promotion 		15

		<ul style="list-style-type: none"> • Objectives of Consumer-Oriented Sales Promotion • Techniques of Consumer-Oriented Sales Promotion 	
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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/Assignment	20
2	Viva/ Presentation	20
	TOTAL	40

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

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA604		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA605

Course Title: THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING

Academic year 2020-21

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.

Detailed Syllabus

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUAMMA605		THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING	4
	<u>Unit I</u>	<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
	<u>Unit 2</u>	<u>Customer Relationship Management</u>	1
		What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM	15

	<p>Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty</p> <p>A. Database Management Meaning, Importance, Functions of Database Sources and uses of E-database 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>		
	<u>Unit 3</u>	<u>Introduction of IMC</u>	1
		<p>Meaning Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing</p>	15

		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	
	Unit 4	Growth of Direct Marketing in future	1
		Indian and Global Perspective in Direct Marketing Product offering, regeneration, database management and methodology	15

REFERENCES:-

1. Alan Tapp, Principles of Direct and Database marketing- Financial Times- Prentice Hall 2000
2. Drayton Bird, Commonsense Direct Marketing – Kogan Page 1996
3. Jim Sterne and Anthony Prior- E-mail Marketing – John Wiley and Sons 2000
4. Robin Fairlie, Database Marketing and Direct Mail – Exley Publications 1990.

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

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

D) External Examination- 60%- 60 Marks**Semester End Theory Examination:**

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Course	RUAMMA605		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMA506

Course Title: CONTEMPORARY ISSUES

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	The students will review various current issues concerning the planet
CO 2	Students will be made aware of the role of media in creating an awareness regarding such issues

DETAILED SYLLABUS

Course Code	Unit No	Course/Unit Title	Credit/ No of Lecture
		CONTEMPORARY ISSUES	4
RUAMMJ606	I	<u>Unit I: Ecology and its related concerns:</u>	1
	I.	<ul style="list-style-type: none"> • Climate change and Global warming- causes, consequences and remedial measures • Deforestation- causes, consequences and remedial measures • Costal 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>Unit II: Human Rights</u>	1
	II.	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 with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.	15

		Education: Right to Education Act2009	
	III.	<u>Unit III: Economic Development and Challenges</u>	1
	III.	-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>Unit IV: Social development and challenges & Political concerns and challenges</u>	1
	IV.	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
			60

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 Shirang 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:

I) Internal Assessment- 40%- 40 Marks

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

J) External Examination- 60%- 60 Marks

Semester End Theory Examination:

49. Duration - These examinations shall be of **2 Hours** duration.

50. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study

2	Internal choice	15	Unit one & two
3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMa606		
	Internal	External	Total
Theory	40	60	100

Course Code: TYBMM ADVERTISING RUAMMJ607

Course Title: DIGITAL MEDIA

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
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 No	Course/Unit Title	Credit/ No of Lecture
		DIGITAL MEDIA	4
RUAMMJ607		<u>Unit I : Introduction to Digital Media</u>	1
	I.	<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 Naming, What are Meta Tags, Redirection Tags, <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: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	15

		<u>Unit II : Social Media</u>	1
	II.	<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 Do With 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>4. Key terms and concepts</p> <p>5. Web analytics</p> <p>6. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,</p>	15
		<u>Unit III: Features of a Website</u>	1
	III.	<p>5. Homepage</p> <p>6. Links</p> <p>7. Navigation</p> <p>8. Multimedia</p> <p>Content Writing</p> <ul style="list-style-type: none"> • Blog • Twitter • Mobile 	15
		<u>Unit IV: New Challenges -Cyber Crime and Challenges of the new media</u>	1
	IV.		15

		Cyber Laws <ul style="list-style-type: none"> • Information Technology Act • Copyright • Ethics • Digital Security 	
			60

REFERENCES:

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

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

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

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

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

Paper Pattern:

Question	Options	Marks	Questions Based on
1	Compulsory question without any internal option	15	Case study
2	Internal choice	15	Unit one & two

3	Internal choice	15	Unit three & four
4	Internal choice	15	All Units
	TOTAL	60	

Overall Examination & Marks Distribution Pattern

Semester VI

Course	RUAMMA607		
	Internal	External	Total
Theory	40	60	100