

John Wilson Education Society's Wilson College (Autonomous)

Chowpatty, Mumbai-400007
RE-ACCREDITED 'A' grade by NAAC

Affiliated to the
UNIVERSITY OF MUMBAI



Syllabus for F.Y

Programme: BAMMC

Programme Code: WUAMM

**Choice Based Credit System (CBCS) with effect from
Academic year 2022–2023**

PROGRAM OUTLINE 2022-2023

YEAR	SEM	COURSE CODE	COURSE TITLE	CREDITS	
FY	I	WAMMCMJ111	Fundamentals of Mass Communication	03	
		WAMMCMJ112	World Around Us	03	
		WAMMCMN111	Introduction To Advertising	03	
		WAMMCMN112	Copywriting	03	
		WAMMCMN115	Introduction To Journalism	03	
		WAMMCMN116	News Writing	03	
		WCMCOE111	Visual Communication	02	
		WAMMCSE111	Introduction to changing nature of media technologies	02	
		II	WAMMCMJ121	Evolution of Media	03
	WAMMCMJ122		Media Psychology	03	
	WAMMCMN121		Consumer Behaviour	03	
	WAMMCMN122		Advertising in Contemporary Society	03	
	WAMMCMN125		Regional Journalism	03	
	WAMMCMN126		Writing and Editing Skills	03	
	WCMCOE121		Content Writing	02	
	WAMMCSE122		Podcast & Public Speaking	02	

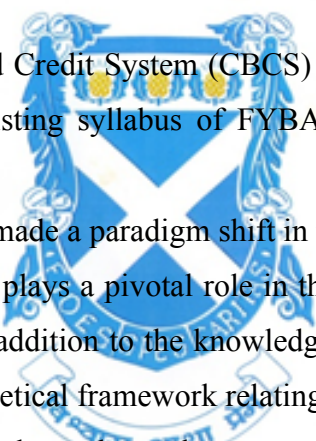
PROGRAMME SPECIFIC OUTCOME (PSOs)

After completing three years course of in Multimedia and Mass communication, the learner will be able to:

1. Equip with the professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms, journalism etc.
2. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
3. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills with an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
4. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
5. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PREAMBLE:

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With the introduction of Choice Based Credit System (CBCS) by the esteemed University of Mumbai from academic year 2016-17, the existing syllabus of FYBAMMC is restructured according to the CBCS pattern.

In the last two decades, the LPG has made a paradigm shift in the way society functions. Media, being the important segment of the society, plays a pivotal role in the political, sociological, psychological, and economical aspects in society. In addition to the knowledge of the technical skills of mass media, the current syllabus orients to the theoretical framework relating to media-audience relationship.

The first year of BAMMC course introduces the students to various fields available under the umbrella of mass media, history of the mediums, role media plays between gender and culture and impact of the same.

The fundamentals of mass media prepare the students for advanced theories introduced in the second year of BAMMC, followed by the elaboration on media research concepts and methodologies. Inclusion of field based learning begins in the third year of BAMMC, with specialization in advertising and journalism.

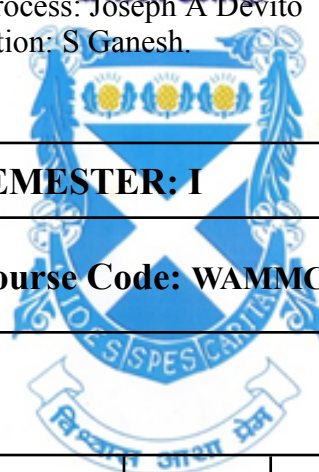
PROGRAM(s): FYBAMMC		SEMESTER: I			
Course: Fundamentals of Mass Communication		Course Code: WAMMCMJ111			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the history, evolution and development of Mass Communication in the world with special reference to India. 2. To study the evolution of Mass Media as an important social institution. 3. To understand the development of Mass Communication models. 4. To develop a critical understanding of Mass Media. 5. To understand the concept of New Media and Media Convergence and its implications. 					
<p>Course Outcomes: After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Gain the knowledge of the history, evolution, and development of Mass Communication and mass media as a prominent social institution. 2. Understand the evolution of mass communications models. 3. Interpret the difference between old and new forms of media mediums. 4. Grasp the understanding of concept media convergence and its implications with suitable examples. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		Fundamentals of Mass Communication	03/45
I		Introduction and Major Forms of Mass Media	15
	1.1	Meaning and importance of Mass Communication	1
	1.2	Models of Communication: Shannon and Weaver, Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.	5
	1.3	Tradition: Folk Media	3
	1.4	Print: Books, Newspapers, Magazines	3
	1.5	Broadcast: Television, Radio, Films, Internet	3
II		Impact of Mass Media Society	15
	2.1	A. Social Impact (With social reformers who have successfully used mass communication)	3
	2.2	Political Impact (With political leaders who have successfully used mass communication)	4
	2.3	Economic Impact (With how economic changes were brought about by mass communication) Developmental Impact (With how the government has successfully used mass communication)	4
	2.4	B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	4
III		The new media and media convergence	15
	3.1	Elements and features of new media	4
	3.2	Technologies used in new media	4
	3.3	Major challenges to new media Acquisition-personal, social and national	4
	3.4	Future Prospects	3

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. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema; Television: Jacques Hermabon& amp; Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts & Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.



PROGRAM: FYBAMMC			SEMESTER: I		
Course: World Around Us			Course Code: WAMMCMJ112		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. To provide learners with an overview of current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media 3. To equip them with a basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. 					
Course Outcomes:					
After the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> 1. Understand the media coverage of current happenings in society. 					

2. Possess the basic knowledge of various beats such as politics, environment, economics, technology, etc.
3. Acquire the critical analysis of current developments happening in society with respect to various fields.

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		World Around Us	03/45
I		Current National Stories & Maharashtra Issues	15
	1.1	Three political stories of national importance, Political leaders: newsmakers of the season (Brief profile of any three)	
	1.2	One dominating economic /business news	
	1.3	One dominating environment news stories	
	1.4	One story of current importance from any other genre	
	1.5	Political parties reach and challenges, political leaders	
	1.6	An update on current political dynamics in Maharashtra	
	1.7	News relating to the marginalized and displaced tribes	
	1.8	The latest news on floods and drought, unemployment, health issues, etc	
	1.9	Update two ongoing state projects	
II		Polity, Governance and Technology	15
	2.1	Mobile application for journalists: Mobile apps help in content creation, Examples of Mobile apps used by journalists worldwide	
	2.2	Artificial Intelligence and content automation tools: Introduction to AI and data science; Introduction to Content Automation tools; Examples of content automation tools in content creation	
	2.3	Augmented reality and virtual reality in media: Introduction to Augmented Reality; Introduction to Virtual Reality; Examples of Augmented Reality games and apps; Examples of Virtual Reality news websites worldwide	

	2.4	Digital gaming industry: Introduction to Digital Gaming Industry	
	2.5	Digital gaming in India: Overview of Indian digital gaming	
	2.6	Ministries of Government of India, Autonomous government bodies	
	2.7	Ministry of Home Affairs Enforcement Organizations Internal Security Police	
	2.8	Communal tensions Review of latest episodes of communal tensions	
	2.9	The tensions in J&K Background, Political players Update on the current situation	
	2.10	Review of any three Central Government projects and policies	
III		International Affairs	15
	5.1	Security Council, Structure and role	
	5.2	Issues that currently engages the SC	
	5.3	Role of United Nations ,General Assembly ,Other main organs of the UNO	
	5.4	Issues that currently engages the UNO	
	5.5	Four conflicts/ issues of international importance	

References:

1. Manorama Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yojana 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

PROGRAM: FYBAMMC	SEMESTER: I
Course: Introduction To Advertising	Course Code: WAMMCMN111

Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- To provide the students with basic understanding of advertising, growth, importance and types.
- To understand effective advertising campaigns, tools, models etc.
- To comprehend the role of advertising , various departments, careers and creativity
- To provide students with various advertising trends, and future.

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Course Outcomes:

After the end of the course, the learner will be able to:

1. Understand the importance of advertising with special reference to the difference between marketing and advertising.
2. Incorporate various tools and models of the advertising campaigns.
3. Envision the role of advertising in contemporary society and career opportunities available in the field.

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		Introduction to Advertising	03/45
I		Introduction to Advertising & Advertising Agency	15
	1.1	Introduction to advertising: Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	
	1.2	Types of advertising: Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	
	1.3	Ethics and laws in advertising: Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial ,	

		Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	
	1.4	Social, Cultural and economic impact of advertising: Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	
	1.5	Theories: Stimulus theory, AIDA, Hierarchy ,Means-End Theory	
	1.6	Types of advertising agency: Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	
	1.7	Various departments in an agency: Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	
	1.8	Latest trends: Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	
	1.9	<p>VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES</p> <p>a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques</p>	
II		Integrated marketing communication and tools	15
	2.1	Integrated marketing communication: Emergence, Role, Tools, Communication process, The IMC Planning Process	
	2.2	Print media and out of home media: Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising	
	2.3	Broadcast media: Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	
	2.4	Public relations: Meaning of Public Relations, Types of public relations Difference between public relations	

		and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	
	2.5	Sales promotion and direct marketing: Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	
III		Creativity in Advertising	15
	3.1	Introduction to creativity: Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	
	3.2	Role of different elements in ads: Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	
	3.3	<p>THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN</p> <p>a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;</p> <p>b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc</p>	

References:

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

PROGRAM: FYBAMMC	SEMESTER: I
Course: Copywriting	Course Code: WAMMCMN112

Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

1. To understand various aspects of Copy writing along with types and Classification.
2. To know the concept of creativity

Course Outcomes:

After the end of the course, the learner will be able:

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
5. In an ad agency, as a copywriter, one cannot “Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		Copywriting	03/45
I		TYBAMMC Advertising Syllabus	15
	1.1	a. Basics of copywriting b. Responsibility of Copywriter	
	1.2	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act	
	1.3	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics	
		Elements of copy: Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating storyboard	
	1.4	Transcreativity	
II		WRITING FOR ADVERTISING	15
	2.1	Marketing Brief and Creative Brief	
	2.2	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
	2.3	HOW TO WRITE COPY FOR a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
		WRITING COPY FOR VARIOUS MEDIA a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding	

		Techniques, Balance between words and visuals Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital copy for social media like facebook, Instagram etc f. Copy for web page	
III		COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS	15
	3.1	<p>Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the classroom.</p> <p>a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide</p> <p>At least three international awards winning previous year campaigns (one or two year previous) should be analyzed and discussed in the classroom.</p> <p>Students to be taught the following when discussing the Campaigns:</p> <p>a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling</p>	

References:

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing 99 Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
6. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

PROGRAM: FYBAMMC		SEMESTER: I			
Course: Introduction To Journalism		Course Code: WAMMCMN115			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives: <ul style="list-style-type: none"> To provide students with an understanding of the journalism field To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness. To introduce them to the new forms of journalism and opportunities in the field. 					
Course Outcomes: At the end of the course, the learner will be able to: <ol style="list-style-type: none"> Understand the nature of the Journalism field. Interpret the principles of journalism. Understand and analyse upcoming forms of journalism. 					


DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		Introduction to Journalism	03/45
I		Introduction to Journalism	15
	1.1	Introduction to Journalism	
	1.2	How technology advancement has helped media	
	1.3	New media with special reference to rise the Citizen Journalism	
	1.4	What makes a great journalist: Objectivity, Accuracy,	

		Without fear or favour Balance Proximity	
	1.5	Difference between a PR and a journalist	
	1.6	Criteria for newsworthiness	
	1.7	Hard News / Soft News and blend of the two News Reports, Features Editorials	
II		Covering News and Events	25
	2.1	Definition of News ,	
	2.2	The news process from the event to the reader	
	2.3	What makes a good story	
	2.4	Anatomy of a news story	
	2.5	Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	
	2.6	Background research	
	2.7	Findings a news angle	
	2.8	Capturing the right pictures for a photo feature Writing Headline, captions and lead	
III		Career in Journalism	05
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	

References:

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal

PROGRAM: FYBAMMC		SEMESTER: I			
Course: News Writing		Course Code: WAMMCMN116			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
 <p>Wilson College</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner. <p>Course Outcomes: After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> To provide learners with tools and techniques of editing and writing. To acquaint learners with the art of narration and storytelling strictly within the Contours of journalistic principles. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		News Writing	3/45
I	1.1	WRITING FOR PRINT MEDIA	15
		News Gathering: Finding the Story and Sources	
	1.2	1. Art and basic tools of writing 2. Steps and elements of writing-editorial, features and review	
	1.3	3. What makes news? (determinants of news) 4. Writing for Newspapers and Magazines 5. Writing a News story/feature	

		stories/Article/Editorials(differences)	
	1.4	.6. Leads, nut shelling and story structure 7. Writing style and the stylebook	
II		WRITING FOR BROADCAST MEDIA	15
	2.1	1. Radio and Television: Challenges, strengths and weaknesses	
		2. Writing for Television and Radio programs	
		3. Script writing formats	
		4. Writing for interviews, live news and daily news	
		5. Radio jockeying / online radio and new trends Storyboarding for Television commercials	
III		DIGITAL MEDIA: A sunrise opportunity	15
		1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content	
		2. How to produce well-written web pages Written content for the web, digital spaces and digitally distributed media.	
		3. Development of web-specific style guides, convergence of text and video on digital.	
		4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn).	
		5. Dealing with breaking news and fake news in real time.	

References:

1. Introduction to English Literature: Indian Writing in English
2. Introduction to literature: Gilbert Muller, John Williams.

PROGRAM: FYBAMMC		SEMESTER: I			
Course: Visual Communication – Other Electives		Course Code: WMMCOE111			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
02	NA	NA	02	40	60
<ul style="list-style-type: none"> ● Learning Objectives: ● To provide students with tools that would help them visualize and communicate. ● Understanding Visual communication as part of Mass Communication ● To acquire basic knowledge to be able to carry out a project in the field of visual communication ● To acquire basic knowledge of theories and languages of Visual Communication ● The ability to understand and analyse visual communication from a critical perspective 					
<p>Course Outcomes: After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the tools of visualization and communication and visual communication as a type of communication process. 2. Understand the theories of visual communication and analyse the channels of visual communication from a critical perspective. 3. Interpret the knowledge and skills required to handle and design projects of visual communication. 4. Analyse the designs by deploying the theories into practical projects. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		Visual Communication	2/30
I		Introduction to Visual Communication, Language and Culture in the age of social media	15

	1.1	Need and importance of visual communication	
	1.2	Visual Communication as a process and as an expression, Language and visual communication	
	1.3	Visible concepts (plans and organizational charts, maps, chronologies) and invisible concepts (Generalization, feelings and attitudes)	
	1.4	Ethics	
	1.5	Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)	
	1.6	Audience Behavior, Citizen Journalism, Going Viral Visual stereotyping in social media	
II		Theories of Visual Communication, Colour theory and channels of visual communication	15
	2.1	Sensual theories (Gestalt Theory, constructivism, ecological)	
	2.2	Perceptual theories (Semiotics, cognitive)	
	2.3	Elements of Design	
	2.4	Colour theory and psychological implications of colours, colour schemes	
	2.5	Tools/mediums of visual communication (Painting & Photography, Film & Television, Documentaries, Scriptwriting & visualization, Comics & Cartoons, Digital Images, Animation & VFX, News Papers, Advertisements, Photojournalism, Folk & Performing Arts, Theatre)	

References:

1. Handbook of visual communication edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny
2. Visual communication theory and research by Shahira Fahmy, Mary Angela Bock & Wayne Wanta
3. Visual Communication by Ralph E Wileman

PROGRAM: FYBAMMC		SEMESTER: I			
Course: Introduction to changing nature of media technologies		Course Code: WAMMCSE111			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutoria l (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks- 40)	Semester End Examination (Marks- 60)
02	NA	NA	02	40	60
<p>Learning Objectives:</p> <ul style="list-style-type: none"> • Learn the essentials of communication tools. • Understand the role of various media technologies • Improve broadcast skills, including writing, research, interviews, script writing and presentation. 					
<p>Course Outcomes: After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the importance of effective communication personally and professionally 2. Express ideas fluently through conversation 3. Use their words, tone and posture to match the objective of their communication successfully. 					

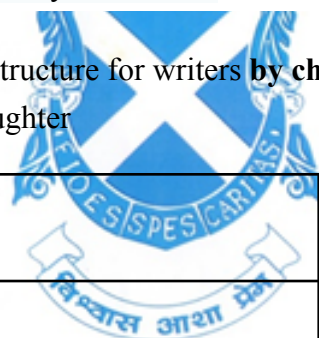
DETAILED SYLLABUS

Course Code/ Unit	Subu nit	Course/ Unit Title	Credits/ Lectures
		Introduction to changing of media technologies	2/30
I		Mediums for communication	15
	1.1	Gutenberg to Social media	
	1.2	Radio	
	1.3	Television	

	1.4	Film	
	1.5	Script	
	1.6	Presentation	
II		Skills required for the medium.	15
	2.1	Listening skills	
	2.2	Speaking skills	
	2.3	Writing skills	
	2.4	Presentation Skills	

References:

1. Active Listening 101: How to Turn Down Your Volume to Turn Up Your Communication Skills, by Emilia Hardman, 2012
2. Fitly Spoken: Developing Effective Communication and Social Skills, by Greg S. Baker, 2011
3. Harvard Business Review on Communicating Effectively, by Harvard Business Review, 2011
4. The Communication Handbook by Joe DeVito
5. The Element of style
6. The writers journey: mythic structure for writers by christopher vogler
7. The Art of Pitch by Peter Coughter



Course code	Practical's NA	Credits
	PRACTICAL-1	
Unit-I	NA	
Unit-II	NA	
Unit-III	NA	
	PRACTICAL-2	
Unit-I	NA	
Unit-II	NA	
Unit-III	NA	

Modality of Assessment

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks per paper

Sr. No.	Evaluation Type	Marks
1	Written Objective Examination	20
2	Assignment/ Case study/ field visit report/ presentation/ project	20
	Total	40

B. External Examination- 60%- 60 Marks per paper

Semester End Theory Examination:

1. Duration - These examinations shall be of **two hours** duration.
2. Theory question paper pattern:
 - a. There shall be 6 questions each of 10 marks; four questions will be from each unit.
 - b. All questions shall be compulsory with internal choice within the questions.

Wilson College

Paper Pattern:

Question	Options	Marks	Questions Based on
1	A)	10	Unit I
1	B)	10	
2	A)	10	Unit I
2	B)	10	
3	A)	10	Unit II
3	B)	10	
4	A)	10	Unit II
4	B)	10	
5	A)	10	Unit III
5	B)	10	
6	A)	10	Unit III
6	B)	10	
	TOTAL	60	

Practical Examination Pattern:

A. Internal Examination: 40%- 40 Marks

Particulars	Paper I	Paper II
Journal	NA	NA
Experimental tasks	NA	NA
Participation	NA	NA
Total	20	20

B. External Examination: 60%- 60 Marks

Semester End Practical Examination:

Particulars	Paper I	Paper-II
Laboratory work	NA	NA
Spots/Quiz/Viva	NA <i>Wilson College</i>	NA
Total	30	30

PRACTICAL BOOK/JOURNAL

The students are required to perform 75% of the Practical for the journal to be duly certified. The students are required to present a duly certified journal for appearing at the practical examination, failing which they will not be allowed to appear for the examination.

Overall Examination & Marks Distribution Pattern

CourseCode	Theory	Internal	External	Total
WAMMCMJ111	Yes	40	60	100
WAMMCMJ112	Yes	40	60	100
WAMMCMN111	Yes	40	60	100
WAMMCMN112	Yes	40	60	100
WAMMCMN115	Yes	40	60	100
WAMMCMJ116	Yes	40	60	100
WCMMCOE111	Yes	-	60	60
WAMMCSE111	Yes	-	60	60
			Grand Total	720

PROGRAM: FYBAMMC		SEMESTER: II			
Course: Evolution of Media		Course Code: WAMMCMJ121			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
<p>Learning Objectives:</p> <ul style="list-style-type: none"> • To deliver the knowledge and details of the history of mass mediums, with special reference to Indian Media. • To study the evolution of mass media as an important social institution. • To deliver and sow the values that shaped and continue to influence Indian mass media. 					
<p>Course Outcomes: After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand Media history through key events and major developments in the cultural and media history 2. Understand the history and role of professionals in shaping communications. 3. Develop the ability to think and analyse media. 					

DETAILED SYLLABUS

Course Code/ Unit	Subu nit	Course/ Unit Title	Credits/ Lectures
			3/45
I		Evolution of Press in India	20
	1.1	Newspaper – the rise of the voice of India during British rule India’s Freedom Struggle and Role of Media	

		Independence and the rise of Newspapers,	
	1.2	Newspapers – a social aspect of freedom struggle, PRESS ACTS of India	
	1.3	Press during the Emergency Period	
	1.4	Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)	
	1.5	Regional Press and its popularity of Indian regional languages in various regions	
	1.6	Vernacular Press Act 1876	
II		History of Broadcast Media and Films	20
	2.1	Radio & Television as Mass Media; Radio and Television Broadcasting; The beginning of Radio and Television Shows	
	2.2	A New Era in Broadcasting in India Satellite Television & Privatization in Broadcasting Advertising in India	
	2.3	Internet Protocol Television	
	2.4	History of Visual communication	
	2.5	Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe); Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Bilimoria, Anand patwardhan,	
	2.6	Evolution of film making in India -brief history, Photography to moving films; Origin of Hindi cinema	
	2.7	Origin of Short films to what it is today, role of you tube and WhatsApp; Great masters of world cinema	
III		Media Icons	05
	3.1	Role of media icons in the history of Indian media: <ol style="list-style-type: none"> 1. Raja Rammohan Roy 2. Bal Gangadhar Tilak 3. M.K. Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. K.C Mammen Mapillai 7. Maulana Abdul Kalam Azad 	

Reference:

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 Philipose
4. Indian news media: from observer to participant by Usha M. Rodrigues & Maya Ranganathan
5. Documentary films and Indian awaken by Jag Mohan, 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
8. India on television by Nalin Mehta (HarperCollins Publishers)
9. Press in india: new history hardcover – 1 aug 1995 by G.S.C. Raguavan
10. Communication in history: stone age symbols to social media by David Crowley (author), Peter Urquhart (author), Paul Heyer (author)

PROGRAM: FYBAMMC		SEMESTER: II			
Course: Media Psychology		Course Code: WAMMCMJ122 <i>Wilson College</i>			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● To provide an understanding of the basic concepts of Psychology and its relevance to mass media 					
Course Outcomes:					
At the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> 1. Acquire the knowledge and understanding of the relationship between psychology and media. 2. Understand the relevance psychology and effects of media on human nature. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
		Evolution of Psychology	03/45

I		Definition of Psychology, Branches of psychology- Overview of the fields.	15
	1.1	Media psychology- Definition, scope & objectives.	
	1.2	Psychology and media- An uneasy relationship,	
	1.3	Research methods in media psychology	
	1.4	Memory- Definition, Information processing model,	
	1.5	LOP Thinking - Definition - Lateral thinking and creative thinking.	
	1.6	Perception – Visual and depth perception, Cognitive and behavioral effects of media. (Focus on print, interactive medium and web advertising)	
	1.7	Effects of pro- social media	
II		Developmental psychological issues with respect to media:	15
	2.1	Personality theories (Trait theory, Cognitive theory, Psychoanalytic theory and behavior theory.) and their relevance in mass media.	
	2.2	Learning- Theories- Classical conditioning and Operant conditioning,	
	2.3	Cognitive Learning, Observation learning,	
	2.4	Social cognition- Script and schema,	
	2.5	Motivation- Definition- Types- Need hierarchy theory,	
	2.6	Young Children and media-socialization through media, Media use and influence during adolescence.	
III		Social psychology of the media	15
	3.1	Attitude formation- Theories, cognitive dissonance, role of media in attitude formation, Persuasion, Prejudice	
	3.2	Gender representation in media. (internal assessment) Representation of minority groups,	
	3.3	Media representation of disability, Media representation of mental health	
	3.4	Audience participation and reality T.V.	
	3.5	Social influence (Definition, Conformity, Compliance, Obedience & Indoctrination)	

	3.6	Effects of media violence.	
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References:

1. Baron, R.A., Branscombe, N.R., & Byrne, D. Bhardwaj, G. (2008). Social Psychology. (12th).NewDelhi: Pearson Education, Indian subcontinent adaptation 2009.
2. Feldman, R.S. (2008). Understanding Psychology. (8thed.). McGraw-Hill Publication, New York.
3. Lahey, B.B. (2007). Psychology: An Introduction. (9thed.). McGraw-Hill Publications, New York.
4. Karen, E.D. (2012). Oxford Handbook of Media Psychology.(1sted.).Oxford Library of Psychology.

PROGRAM: FYBAMMC		SEMESTER: II			
Course: Consumer Behaviour		Course Code: WAMMCMN121			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in 3. Marketing & advertising. 4. To sensitize students to the changing trends in consumer behaviour. 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. At the end of the course, the learner will be able : 2. Identify the key terms, concepts, and theories of consumer behaviour 3. Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications 4. Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours 5. Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
			03/45
I		INTRODUCTION TO CONSUMER BEHAVIOUR	15
	1.1	Need to study Consumer Behaviour	
	1.2	Psychological & Sociological dynamics of consumption	
	1.3	Consumer Behaviour in a dynamic & digital world	
	1.4	Segmentation Strategies – VALS	
	1.5	Communication process. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.	
II		PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	10
	2.1	Motivation – Types & Theories – Maslow...	
	2.2	Attitude – Characteristics – Theories – Tricomponent.	
	2.3	Multi Attitude Model	
	2.4	Cognitive dissonance	
	2.5	Personality - Facets of personality. i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept.	
III		1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	20
	3.1	Perception - Elements in perception. a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising	
	3.2	Learning – Elements in Consumer Learning.	
	3.3	Behavioural & Classical Theory.	
	3.4	SOCIO - ECONOMIC & CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	
		Family - Role of family in Socialization & Consumption – FLC.	

		Culture – Role & Dynamics. i.Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective.	
		Social group- primary and secondary and the role of Reference group & Consumer Behaviour. Economic- social class as the economic 5. determinants of consumer behaviour	

References:

1. Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour.
2. Pearson 11th Edition.
3. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgraw Hill.
Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

PROGRAM: FYBAMMC		SEMESTER: II <i>Wilson College</i>			
Course: Advertising in Contemporary Society		Course Code: WAMMCMN122			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. Understand the current status of advertising regulations and trends in America. 2. Develop an understanding of communication theories that are used to explain advertising effects. 3. Demonstrate the ability to critique advertisements using concepts and theories discussed in class. 					
Course Outcomes:					
At the end of the course, the learner will be able:					
<ol style="list-style-type: none"> 1. To understand the environment of Advertising in Contemporary Society 2. To understand Liberalization and its impact on the economy and other areas of Indian society 3. To compare and analyse the advertising environment of different countries 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
			03/45
I		Types of Advertising & Changes in Advertising Environment	15
	1.1	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising, Digital Advertising and New Media	
	1.2	Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy.	
	1.3	Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Lifestyle	
II		Effect of Advertising, Criticism of Advertising, Social implication of advertising	15
	2.1	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth	
	2.2	Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture;	
	2.3	Social implication of advertising; The effect of advertising on the market and economy.	
III		The analysis of Advertising environment of India and other foreign countries	15
	3.1	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	
	3.2	Social Marketing	
		Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social	

		marketing. (CASE STUDY)	

References:

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

PROGRAM: FYBAMMC		SEMESTER: II			
Course: Regional Journalism		Course Code: WAMMCMN125			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks-60)
03	NA	NA	03	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. Study the evolution, growth and role in modern-day India of Indian newspapers other than in English 2. Case studies of Hindi, Marathi, Telugu and Urdu newspapers 3. Role of language papers in fostering socio – cultural development in their areas of circulation 4. Study intimacy between readers and language newspapers 					
Course Outcomes:					
At the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> 1. Understand history through key events and major developments in newspaper in India 2. Understand the history and role of newspapers. 3. Understand the role of newspapers during the pre-independence era. 4. Understand the role of various freedom fighter 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
			03/45
I		Regional press I	15
	1.1	Hindi press	
	1.2	Urdu press	
	1.3	Bengali press	
II		Regional Press II	15
	2.1	Marathi press	
	2.2	Malayalam press	
	2.3	Telugu press	
	2.4	Tamil press	
III		Profile of the following legends	15
	3.1	Raja Rammohan Roy	
	3.2	Bal Gangadhar Tilak	
	3.3	KP Kesava Menon	
	3.4	K.C Mammen Mappillai	
	3.5	Maulana Abdul Kalam Azad	
	3.6	Govind Talwalkar	
	3.7	S. Sadanand	

References:

1. Indian Regional Journalism of P.K. Ravindranath

PROGRAM: FYBAMMC		SEMESTER: II			
Course: WRITING and EDITING SKILLS		Course Code: WAMMCMN126			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
<p>Learning Objectives: At the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand the basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop a nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as modern tools. 6. To inculcate the skills for investigative journalism. 7. To make them understand the basic structure/ essential knowledge for various beats. 8. To make them responsible reporters and the face of the media. 					
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information-gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences. 6. Provide acquire basic proficiency in proof-reading and editing 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
			03/45
I		Tools and Techniques of Editing	15
	1.1	Brevity: the soul of communication Eliminating redundancy in communication	
	1.2	Refreshing Grammar, Common Errors	
	1.3	Working with words	
	1.4	For media usage	
	1.5	Use of numbers, abbreviations, names and terms	
II		Crisp writing	10
	2.1	Finding the right story angle	
	2.2	Writing headlines, captions, leads and intros	
	2.3	Writing for the ear	
	2.4	Writing for visuals	
	2.5	Story Compiling Difference between writing for print and real time writing	
III		Feature Writing & Interviews	20
	3.1	Human Interest Stories	
	3.2	Books, Films, App	
	3.3	Analytical, Interactive, Agony Aunt	
	3.4	Importance, Voice of the publication, Format	
	3.5	Writing obituaries Need for factual verification and tone. Can obituaries be critical?	
	3.6	Interviews	
		Types of subjects	
		Preparing for interviews	
		Preparing a questionnaire	

		Protocol and Ethical Issues	
		Writing the interview cop	

References:

Case Studies:

1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.

PROGRAM: FYBAMMC		SEMESTER: I			
Course: Content Writing		Course Code: WCOMMCOE121			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
02	NA	NA	02	40	60
<p>Learning Objectives:</p> <ul style="list-style-type: none"> ● To provide students with tools that would help them communicate effectively. ● Understanding crisp writing as part of Mass Communication ● The ability to draw the essence of situations and develop clarity of thought. 					
<p>Course Outcomes:</p> <p>At the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Communicate effectively by deploying tools of communication. 2. Write crispy and present the content impressively. 3. Develop critical thinking ability and draft the core of an event. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
			02/30
I		Foundation & Writing Techniques	15

	1.1	Grammar refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case	
	1.2	Vocabulary building: Meaning, usage of words , acronyms	
	1.3	Common error: Homophones and common errors in English usage.	
	1.4	With emphasis on writing with clarity, logic and structure	
	1.5	Writing tickers/scrolls for television news	
	1.6	Writing social media post for twitter and for other social networks	
	1.7	Writing briefs/snippets for news briefs, lifestyles, and entertainment snippets	
	1.8	Caption writing: Picture stories etc	
	1.9	Writing headlines: News headlines and feature headlines	
II		Writing for the web	15
	2.1	Content is King: Importance of content	
	2.2	Less is more: Writing for print media/ social media like Twitter, etc	
	2.3	Copywriting: Ad campaigns (creative, witty and attractive)	
	2.4	Real time content: Difference in writing for print vs. digital	
	2.5	Keywords: Designing keywords for Search Engine Optimization	
	2.6	PowerPoint presentation: Use of PowerPoint tools PowerPoint to Pdf, PowerPoint to self-animated presentation, Auto timing of PowerPoint presentation	
	2.7	Infographics: Colour selection, Use of clip art, Use of Powerpoint smart tools, Minimalist animation for maximum impact	
	2.8	Three minute presentation: Content for single slide; Uses of phrases; Effective word selection; Effective presentation	
	2.9	Google advanced search: How to select relevant	

		information; Locating authentic information; How to gather information for domestic and international websites	
	2.10	Plagiarism: How to do a plagiarism check Paraphrasing; Citation and referencing style	

References:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris



PROGRAM: FYBAMMC		SEMESTER: I			
Course: Podcast & Public Speaking		Course Code: WAMMCSE122			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA) (Marks-40)	Semester End Examination (Marks- 60)
02	NA	NA	02	40	60
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of audio storytelling, recognizing the podcast medium as an intimate form of storytelling. 2. Learn the essentials of quality sound and podcast production. 3. Understand the role of ethics and diversity in podcasting. 4. Improve broadcast skills, including writing, research, interviews, editing and on-air presentation. 5. To prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches. 					
<p>Course Outcomes:</p> <p>After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Appraise and establish protocols to launch and distribute podcasts. 2. Use the power of podcasting to benefit ourselves and society 3. Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion; 4. Use presentation aids to enhance your speeches 5. Outline your speeches in a logical and thorough fashion 6. Conduct meaningful research on a variety of topics; 7. Analyze your audience and design speeches to reflect your analysis 8. Evaluate speeches based on a variety of verbal and non-verbal criteria; 9. Listen effectively, regardless of your interest in the subject matter; 10. Understand and explain the communication process. 					

DETAILED SYLLABUS

Course Code/ Unit	Subunit	Course/ Unit Title	Credits/ Lectures
			2/30
I		Podcast & Podcast Production	15
	1.1	Introduction to podcast	
	1.2	Format and Content	
	1.3	Presentation	
	1.4	Equipment for recording of podcast	
	1.5	Post Production	
	1.6	Distribution & marketing	
II		Public Speaking	15
	2.1	Rhetorical communication	
	2.2	Auditory communication	
	2.3	Kinds of Public speaking	
	2.4	Effective teaching	

References:

1. The Art of Public Speaking by Dale Carnegie and J. Berg Esenwein
2. TED Talks: The Official TED Guide to Public Speaking
3. The Quick and Easy Way to Effective Speaking
4. Podcasting for Dummies by Tee Morris and Chuck Tomasi
5. Out on the Wire: The Storytelling Secrets of the New Masters of Radio by Jessica Abel
6. Podcast Launch – A Step by Step Podcasting Guide Including 15 Video Tutorials by John Lee Dumas
7. Podcast: Learn How To stop Babbling & Start Podcasting Like a Pro by Mike Eiman
8. Introduction to Podcast Technology by David Power
9. Podcasting Good to Great: How to Grow Your Audience Through Collaboration by Jared Easley
10. Podcast Solutions: The Complete Guide to Podcasting by Michael W. Geoghegan and Dan Klass
11. Podcasting for Beginners: Start, Grow and Monetize your Podcast by Salvador Briggman
12. Podcastnomics by Naresh Vissa
13. Content Rules: How to Create Killer Blogs, Podcasts, Videos, eBooks, Webinars (And More) That Engage Customers and Ignite Your Business by Ann Handley and C.C. Chapman
14. Tricks of the Podcasting Masters by Rob Walch and Mur Lafferty
15. Profitable Podcasting by Stephen Woessner

Course code	Practical's NA	Credits
	PRACTICAL-1	
Unit-I	NA	
Unit-II	NA	
Unit-III	NA	
	PRACTICAL-2	
Unit-I	NA	
Unit-II	NA	
Unit-III	NA	

Modality of Assessment

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks per paper

Sr. No.	Evaluation Type	Marks
1	Written Objective Examination	20
2	Assignment/ Case study/ field visit report/ presentation/ project	20
	Total	40

B. External Examination- 60%- 60 Marks per paper

Semester End Theory Examination:

1. Duration - These examinations shall be of **two hours** duration.
2. Theory question paper pattern:
 - a. There shall be ----- questions each of ----- marks one on each unit.
 - b. All questions shall be compulsory with internal choice within the questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
1	A)	10	Unit I
1	B)	10	
2	A)	10	Unit I
2	B)	10	
3	A)	10	Unit II
3	B)	10	
4	A)	10	Unit II
4	B)	10	
5	A)	10	Unit III
5	B)	10	
6	A)	10	Unit III
6	B)	10	
	TOTAL	60	

Practical Examination Pattern:

A. Internal Examination: 40%- 40 Marks

Particulars	Paper I	Paper II
Journal	NA	NA
Experimental tasks	NA	NA
Participation	NA	NA
Total	20	20

B. External Examination: 60%- 60 Marks

Semester End Practical Examination:

Particulars	Paper I	Paper II
Laboratory work	NA	NA
Spots/Quiz/Viva	NA	NA

Total	30	30
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PRACTICAL BOOK/JOURNAL

The students are required to perform 75% of the Practical for the journal to be duly certified.
The students are required to present a duly certified journal for appearing at the practical examination, failing which they will not be allowed to appear for the examination.

Overall Examination & Marks Distribution Pattern

Semester II

Course Code	Theory	Internal	External	Total
WAMMCMJ121	Yes	40	60	100
WAMMCMJ122	Yes	40	60	100
WAMMCMN121	Yes	40	60	100
WAMMCMN122	Yes	40	60	100
WAMMCMN125	Yes	40	60	100
WAMMCMN126	Yes	40	60	100
WCMMCOE121	Yes	-	60	60
WAMMCSE122	Yes	-	60	60
			Grand Total	720

