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F.Y.B.MM

Course: A.BMM.1.01

Title: Effective Communication and Translation Skills

No of Lectures: 60

Learning Objective:

a) To focus on the functional and operational use of English and regional language.

b) To enhance the critical and analytical thinking of the students.

c) To equip students with effective use of presentation skills in English, Hindi and Marathi.

1. Recognizing aspects of Language

   (8)

   Identify Vocabulary, Syntax, Grammatical pattern, Textual Organization with reference to given articles/reports/text/interview.

Reading Skills

Skimming and Scanning: The importance of these concepts in the current situation.

2. Oral Skills

   (10)

   Correct emphasis in pronunciation, voice modulation, correct tone and confidence in presenting matter.

   Communication skills required in different context/situation. (With special reference to media related situation.)

   How to make Effective Presentation?

   For Ex. Conducting interviews of senior citizens/youth/celebrity/illiterate person etc.

3. Writing Skills

   (12)

   Focus on Elementary Stylistics, Editing & Reporting skills.

   Note taking/making, writing minutes/agenda.

   How to chair a meeting?

   How to prepare for an interview? (How to make questionnaire, Data collection, check facts and be precise)

4. Critical Thinking

   (12)

   Discuss the concept of Creative and Analytical Thinking.

   Concept of Left brain and Right brain & how does it function.

   Mind map/thinking tools/six thinking hats.

   Discussing simple case studies and analyzing the same.

5. Translation Skills

   (12)

   The concept, importance and need of translation.

   The importance to learn regional language (Hindi & Marathi)

   Translation theories-
The User's view and Translator's view
The translator's learning style.
The reliability of the text-source text and translated text.
Observe regional reports, Analyze the use of English words/terms frequently used in the same.
Check reports done by BMC or other such institutions.
Give an understanding to the student to observe different beats in regional language

Internal Assessment-
Group project- formulating questionnaire in English and Regional language; conducting interviews and analyzing the result and content. (6)

Recommended Reading
Communication Skills in English: Bhaskar W. S and Prabhu N.S
Serious Creativity: Edward de Bono
Written Communication in English; Sarah freeman
The Manager's Guide to Business Writing, Suzanne Sparks; Tata McGraw Hill
F.Y.BMM- Mass Media                     Course Code: A.BMM.1.02

Title: Introduction to Mass Communication

Number of lectures: 60

Objective: Understand the components of mass media, how it is operated and consumed. Its impact on society and the thoughts and movements it has given rise to.

1. Introduction to modern mass communication. (4)
2. Modern Media Environment
   Introduction to media influencers and Public Journalism
   Movements that has given way to convergence in media (6)
3. Concepts and Processes of Mass communication. (20)
   3.1 Traditional media: its growth, ownership and governance
   3.1.1 Mass Media and society
       - Theories of Public Sphere
   3.1.2 Development of Mass Media to understand its shaping of society
   3.1.3 Early years of the print media
   3.1.4 National and International news agencies
   3.1.5 Gandhian Journalism of the 21st century
   3.1.6 The rise of A/V Media FilmRadio and television
   3.1.7 New Media
4. Theories of Mass Communication. (6)
   Agenda setting, Knowledge Gap, Medium Theory and Cultivation theory.
5. Functions of Mass Communication. (8)
   5.1 Media as a Watchdog, Media simulated political transparency.
6. Relations between Mass Media and Culture. (8)
   6.1 Popular culture, Postmodern Culture, Conditions for democratic Communication, Responsibilities of journalistic work.
7. Mass Media and Social Responsibility. (8)
   8.1 Internet as a Global Medium of communication, Governance of Mass Media, Mass Communication Network.

Internal Assessment: Research project

Reference: Mass Communication-Concepts and Processes - Narendra Tripathi
J.V.Vilanilam.
F.Y.BMM: Mass Media

Course Code: A.BMM.1.03

Title: History of Ideas

Number of lectures: 60

Learning Objective:
1) This paper aims to be one that sets the foundation for multiple critical and analytical ideas the students will be learning later in the BMM course.

2) Students will draw from these ideas for their understanding of Society, Politics, Critical Thinking,

1. Foundation: (14)
Medievalism
Renaissance
Humanism
Liberty, Equality, Fraternity, Justice
Reason and Rationality

2. Modernism: (18)
Modernism
Democracy
Nationalism
Liberalism and Neo-Liberalism
Capitalism
Socialism
Marxism

3. New World (14)
Colonialism and Anti-Colonial Movements
Orientalism
Anti-Racism, Pluralism and Multiculturalism
Environmentalism
Postmodernism
Conception of Rights

4. Indian Thought (14)
Discussing thinkers like Mahatma Jyotiba Phule, Raja Ram Mohan Roy, Mahatma Gandhi, Dr. B.R. Ambedkar
Internal Assessment: Individual Submission on any one Ideology by applying it to a contemporary situation.

**Recommended Readings**
Watson, Peter. *A Terrible Beauty*
Watson, Peter. *Ideas*
Heywood, Andrew. *Political Ideologies*
Fredrick Engels and Karl Marx. *The Communist Manifesto*
Omvedt, Gail. *Dalits and the Democratic Revolution: Dr. Ambedkar and the Dalit Movement in Colonial India*
Phule, Jyotiba. *Ghulamgiri (Slavery)*
Kymlicka, Will. *Contemporary Political Philosophy*
F.Y.BMM: Mass Media

Title: Introduction to Sociology

Number of lectures: 60

Learning Objectives:
1) To introduce students of the media to a sociological understanding of group behaviour and identity formation.
2) To assist in developing a perspective of the relation between social consciousness and its representations in different forms of media.

1. Overview of Sociology (6)
   Evolution of Sociology as a discipline

2. Basic Concepts (14)
   Society- Tribal, Urban, Rural (Metropolitan, Mega polis)
   Social groups, Culture, Socialization, Collective Behaviour, Social Change, Mobility

3. Social Institution (20)
   (Principles and issues of privilege and power, hegemony)
   Marriage and Family
   Education
   Religion
   Political- Power, Authority and Decision making
   Economic- factors of production and process.

4. Social Stratification (20)
   Caste, Class, Gender, Race and Marginalization

Internal Assessment: Group Presentation or a written assignment of 20 Marks.

Reference Book:
Schaffer & Lamm; Sociology; Tata McGraw Hill, 1999
C. Wright Mills; Sociological Imagination
M Francis Abraham; Contemporary Sociology, An introduction to concepts and theories; OUP
John J Macionis; Sociology, 10th Edition, Pearson Education
F.Y.BMM: Mass Media                                                  Course Code: A.BMM.1.05

Title: Introduction to Computer Graphics

Number of lectures: 60

Learning Objectives:
Students will learn computer graphic software to create professional design and layouts for various print media productions.

They will learn media software for print: Adobe InDesign, Adobe Photoshop and Coreldraw.

1. Understanding desktop publishing for print industry. (20)
   a. Colour models: RGB and CMYK
   b. Colours for printing: Spot and Process
   c. Composition of photographs for printing: halftone screens, colour and grayscale
      i. Raster and Vector images
   d. Resolution for photographs for printing
   e. File formats for printing
   f. Pre-press (desktop publishing) and Print (press) processes
   g. Formats of publication and business of publication production

2. Page Design Elements; text and Graphics (20)
   a. Understanding Typography, legibility factors, Characters and Paragraph formatting controls
   b. Working with Style sheets, grids and guides

3. Media Software: InDesign for the purpose of design and layout of pages in print publications (20)
   a. Setting up pages according to predefined formats.
   b. Setting the grids on pages: margins, columns, headers and footers.
   c. Setting master elements for headers and footers and continuous element on pages.
   d. Defining colours from Print libraries like Pantone swatches, applying colours to Fills and Strokes in an object.
   e. Working with character and paragraph formats, tabs, bullets and numberings, creating stylesheets.
   f. Working with white spaces an pages.
   g. Understanding principles of design when laying out pages; with correct proportions of text and graphics, contrast and unity.
h. Working with images; photographs and illustrations- proportionate sizing, clipping to non-white areas, applying blending modes and degrees of opacity.


Methodology: Lecture series for theories of print elements and designs; hands-on-software application exercise for the purpose of greater understanding of tools, utilities and functions of the software.

Internal Assessment: One design project of a one-side newsletter page complete with master element, masthead and the layout of two articles( text and pictures) and trivia box.
F.Y.BMM : Mass Media  

Course Code: A.BMM. 1.06

Introduction to Economics

Number of lectures: 60

Learning Objective:

1. Distinction between Microeconomics and Macroeconomics and the importance of the study of economics for media students. (2)

2. Demand: Determinants of Demand the Law of Demand, case study on impact of media on demand. (3)

3. Elasticity of Demand : Price, Income, Cross and Promotional Elasticities; significance of the concept of elasticity for a Firm, simple numerical problems based on elasticity concept. (5)

4. Advertising and Demand : Advertising industry and economic theory. Factors affecting advertising expenditure, effects of recession on advertising expenditure. Study of 3 developed nations (economic downtrend), impact of advertising, an industry in transition (6)

5. Demand Forecasting : Aims and objectives. Case studies on Demand forecasting. (5)

6. Production function : Economies and diseconomies of scale. Internal and external (2)

7. Costs : Types of costs- Money and real, fixed v/s variable, Opportunity Costs, Implicit and Explicit, Depreciation, Manufacturing v/s Selling costs, Significance of these Cost Concepts for a firm, BE (3)

8. Revenue : Total, Average and Marginal Revenue under Perfect competition and Monopoly (2)


10. Objectives of a firm : Profit, Sales, Maximization and Growth, Break-even Analysis. Case Studies (2)

11. Markets : Perfect competition, Monopoly, Monopolistic competition, Oligopoly features. (5)
Section II Macro Economics


2. Union Budget: Concepts (2)

3. Inflation and Deflation: Meaning and Types, Causes, Effects, and Measures to control Inflation. (2)

4. Banking: Functions of Commercial Banks. Functions of the Central bank (4)


6. Determination of Foreign Exchange Rate (1)


8. WTO Economy: Structural Reforms in WTO (Privatization and Liberalization) issues of Capital Account Convertibility, Public sector disinvestments. India and the WTO. (6)

Internal Assessment. Group Project Work / Individual Project / Newspaper Features / Editorials / Book Review / Class test / Case study / Presentation (Power Point) / Audio – Visual Presentation / Oral Presentation

Media Economics focuses on the economic environment in which media operates and discusses the main actors / forces that shape media market and consumer attitude in a very changing climate of media technology. Media markets are changing due to change in society. It is affected by economic and political policies. Thus the study of media economics is of great relevance today.