

**T.Y.B.M.M.**  
**Semester -V(ADVERTISING)**

## M. L. Dahanukar College Of commerce

### Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 5

Subject: **ADVERTISING IN CONTEMPORARY SOCIETY**

Name of Faculty: Amrita Chauhan

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Change in Environment Policy post independence Policy 1990 onwards	Project Work	15
August	Study of Environment post independence and post 1991 Liberation Policy Effects of Liberalisation on Economy Business Employment Advertising Life Style		20
September	International & Global Advertising & Marketing Social Marketing The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising. Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing		10
October	<b>Advertising</b> Types of Advertising Internet The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 5

Subject: **COPYWRITING**

Name of Faculty: Ridhima Mahabal

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Introduction to Copywriting <input type="checkbox"/> Basics of copy writing <input type="checkbox"/> Responsibility of Copy writer	Project Work	15
August	Creative Thinking <input type="checkbox"/> How to inculcate a 'creative thinking attitude'. <input type="checkbox"/> Left brain thinking; Right Brain thinking <input type="checkbox"/> Conscious mind; unconscious mind <input type="checkbox"/> Role of Heuristics and assumptions in creative thinking <input type="checkbox"/> Five steps of Creative process <b>Idea Generation Techniques</b> <input type="checkbox"/> Theories of ideation <input type="checkbox"/> Idea generation techniques: eg. a. Brainstorming, b. Triggered brainwalking, c. Questioning assumptions, d. Picture prompts, e. Scamper, f. Observation, g. Referencing, h. Interaction, i. Imagination, j. Dreams, and k. Creative Aerobics. Transcreativity <input type="checkbox"/> Marketing Brief <input type="checkbox"/> Creative Brief		20
September	<input type="checkbox"/> The CAN Elements (connectedness, appropriateness, and novelty)		10

	<p>□ Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling,</p> <p>a. Print: Headlines, sub headlines, captions, body copy, and slogans  b. Television: Storyboard, <b>Storyboarding Techniques</b>, Balance between words and visuals   Power of silence, formats of TVS’s  c. Outdoor posters  d. Radio  e. Digital: email, web pages</p>		
October	<p>Writing copy for various audiences  How to write copy for:</p> <p>a. Direct mailer,  b. Classified,  c. Press release,  d. B2B,  e. Advertorial,  f. Informercial.  Various types of Advertising appeals and execution styles</p> <p>a. Rational appeals  b. Emotional appeals: Humour, Fear, Sex appeal,  c. Various advertising execution techniques</p> <p>a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;  b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc</p>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 5

Subject: Ad Design

Name of Faculty: Arvind Parulekar

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p><b>Introduction to Agency Departments &amp; Role of each department.</b> 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>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>	Project Work	15
August	<p><b>Understanding Design: Design as a language of emotions/ Communication.</b></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 &amp; ground</p> <p>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>		20

	<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 <b>Big idea</b>/Copy platform (Copy writing) considering all the factors above.</p> <p>f. Layout stages &amp; final design</p> <p>13. Corporate stationary &amp; Brand manual (Logo design philosophy)</p> <p>14. Ad Campaign (system work) Prints &amp; presentation</p>		
September	<p><b>Introduction to Negative space &amp; its use: Creative use/ Finding shape within/ Adding a meaning.</b></p> <p>a. Influence of surrounding shapes on shape &amp; size</p> <p>b. Influence of surrounding colour/tone on object colour &amp; tone</p> <p>c. Appearance of space &amp; depth/ form</p> <p>a. How word meaning is expressed through the appearance of word/ visual impact.</p> <p>b. Calligraphy &amp; graceful typography.</p> <p><b>Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class</b></p> <p>a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.</p> <p>b. Tagline: typeface/ alignment/ placement etc.</p> <p><b>Introduction to Layout:</b></p> <p>a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</p> <p>b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive</p> <p><b>Layout:</b> 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>Role of an Art Director</p> <p>a. Diff in design for Magazine Ad &amp; N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc)</p>		10
October	<p><b>Use of picture (visual) as means to select Target audience</b></p> <p>a. Choosing a picture</p> <p>i. Expression of Problem (Hair-fall, toothache etc)</p> <p>ii. Expression of benefit (Glowing face, fitness etc)</p>		15

	<ul style="list-style-type: none"> <li>iii. Irresistible presentation of product (Watch/Car etc) class</li> <li>iv. Dramatization (Cold drinks/ Mentos etc) Association of ideas</li> <li>b. Headline size/ break/ highlight/ two tone head</li> <li>c. Subhead size/ style</li> <li>d. Body copy type: Descriptive/ pointer/ bulleted</li> <li>a. Classification of typefaces &amp; combinations.</li> <li>b. Size/Weight/posture etc.</li> <li>b. Outdoor &amp; indoor ad: Time available for reading/ spotting frequency etc</li> <li>c. Transit ad: Psychology &amp; mindset of the TA/ State of mind at the spot etc</li> <li>d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV</li> <li>e. Web ad: Advantage of pop up/ Key word SEO etc</li> <li>f. Direct mailers: Advantage of prior knowledge/ prior relation etc</li> </ul>		
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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 5

Subject: . **Consumer Behaviour**

Name of Faculty: Sneha Vaskar

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ul style="list-style-type: none"> <li>• Concepts</li> <li>☐ Need to study Consumer Behaviour.</li> <li>☐ Factors influencing Consumer Behaviour.</li> <li>☐ Changing Trends in Consumer Behaviour.</li> <li>Consumer Behaviour &amp; Marketing.</li> <li>☐ Marketing Segmentation. – VALS.</li> <li>☐ Components, Process of Marketing Communication.</li> <li>☐ Message.</li> <li>☐ Persuasion. -Need &amp; Importance.</li> <li>- ELM.</li> <li>- Appeal.</li> </ul>	Project Work	15
August	<p>Relevance of Perception &amp; Learning in Consumer Behaviour. 10</p> <p>(a) Concepts, Elements in Perception, Subliminal Perception.</p> <p>(b) Learning.</p> <p>☐ Elements of Consumer Learning.</p> <p>☐ Cognitive Theory. – Social Learning.</p> <p>☐ Behavioural Learning. – Classical, Instrumental Theory.</p> <p>Psychological Determinants &amp; Consumer Behaviour. 10</p> <p>(a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour.</p> <p>(b) Personality &amp; Attitude. – Theories of</p>		20



	<p>Personalities &amp; its application.</p> <ul style="list-style-type: none"> <li>- Freudian, Trait, Jungian, Self-concept.</li> </ul> <p>(c) Formation of Attitude. – Theories &amp; its relevance in Consumer Behaviour.</p> <ul style="list-style-type: none"> <li>- Cognitive Dissonance.</li> <li>- Tricomponent.</li> <li>- Changing attitude in Consumer Behaviour.</li> </ul>		
September	<p>Social&amp; Cultural aspects of Marketing &amp; its impact on Consumer Behaviour. 08</p> <ul style="list-style-type: none"> <li>☑ Family.</li> <li>☑ Social Stratification. – Class, Age, Gender.</li> <li>☑ Group. – Reference Group.</li> <li>☑ Culture. – Sub-Culture.</li> <li>☑ Changing Indian Core Values.</li> </ul>		10
October	<p>Consumer Decision Making.</p> <ul style="list-style-type: none"> <li>☑ Process.</li> <li>☑ Models.</li> <li>☑ Levels.</li> <li>☑ Opinion Leaders &amp; Consumer Decision Making.</li> </ul> <p>Adoption &amp; Diffusion Process.</p>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 5

Subject: . **MEDIA PLANNING AND BUYING**

Name of Faculty: Satish Bendre

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ol style="list-style-type: none"> <li>1. An Overview of Media Planning</li> <li>2. Basic Terms and Concepts</li> <li>3. The function of Media planning in advertising</li> <li>4. Role of Media planner</li> <li>5. Challenges in Media planning</li> <li>6. Media Brief</li> <li>7. Media Audit</li> <li>8. NCCS Grid</li> <li>1. Nielson Clear Decision (NCD for Print)</li> <li>2. Broadcast Audience Research Council</li> <li>3. Audit Bureau of Circulation</li> <li>4. RAM</li> <li>5. Comscore - Digital</li> </ol>	Project Work	15
August	<ol style="list-style-type: none"> <li>1. Situation analysis and Marketing strategy plan</li> <li>2. Setting Media objectives</li> <li>3. Determining Media strategy</li> <li>4. Selecting broad Media classes</li> <li>5. Selecting Media within classes</li> <li>6. Budget and Media Buying</li> <li>7. Evaluation</li> <li>• Reach • Frequency • GRPS/GVT Ratings</li> <li>TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)</li> </ol>		20
September	<ol style="list-style-type: none"> <li>1. Newspaper</li> <li>2. Magazine</li> <li>3. Television ( National, Regional and Local)</li> <li>4. Radio</li> <li>5. Outdoor and out of home</li> <li>6. Cinema Advertising</li> </ol>		10

	<ul style="list-style-type: none"> <li>• Events • sponsorship • Merchandising •</li> <li>Point of purchase • In film advertising •</li> <li>Mobile advertising • word of mouth •</li> <li>Ambient advertising</li> </ul> <ol style="list-style-type: none"> <li>1. Negotiation Strategies</li> <li>2. Laws of Persuasion</li> </ol>		
October	<ol style="list-style-type: none"> <li><b>1. Various Digital channels</b> <ol style="list-style-type: none"> <li>a. Search Engine Optimisation</li> <li>b. Search Engine Marketing</li> <li>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)</li> <li>d. Targeting/Remarketing</li> <li>e. Mobile advertising (WAP &amp; APP)</li> </ol> </li> <li><b>2. Various types of digital</b> <ol style="list-style-type: none"> <li>a. Display Advertising ads and its various Ad formats</li> <li>b. Video Advertising and its various Ad formats</li> <li>c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)</li> </ol> </li> </ol> <ol style="list-style-type: none"> <li>1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).</li> <li>2. Direct buys from the websites</li> <li>3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]</li> <li>4. a. Cost per action (CPA), or pay per action (PPA)</li> <li>b. cost per conversion or Revenue sharing or cost per sale,</li> <li>5. Advertising via Premium Publishers</li> <li>6. Advertising via Networks and Exchanges</li> <li>7. Affiliate Network ( Clickbank, Commission junction, adfuncky, 7search.com)</li> <li>8. The Local Publishing Market</li> </ol>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 5

Subject: . **BRAND BUILDING**

Name of Faculty: Shivani Naik

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ol style="list-style-type: none"><li>1. Definition</li><li>2. Importance of branding</li><li>3. Difference between Brand and Product</li><li>4. Process of branding</li></ol> <ol style="list-style-type: none"><li>1. Core Identity</li><li>2. Extended Identity</li><li>3. Brand Identity Traps</li></ol> <ol style="list-style-type: none"><li>1. Definition</li><li>2. Importance of Brand Positioning</li><li>3. Perceptual Mapping</li></ol>	Project Work	15
August	<ol style="list-style-type: none"><li>1. Definition</li><li>2. The importance of creating Brand Personality</li><li>3. Attributes that affect Brand Personality</li><li>4. Factors that affect Brand Personality</li><li>5. Brand Personality Models<ul style="list-style-type: none"><li>- Relationship Model</li><li>- Self Expressive Model</li></ul></li></ol> <ol style="list-style-type: none"><li>1. Line Extension</li><li>2. Brand Extension</li><li>3. Moving Brand up / down</li><li>4. Co-branding</li></ol>		20
September	<ol style="list-style-type: none"><li>1. The three perspective of Brand Strategic customer analysis</li><li>2. Completion self analyss</li><li>3. Multi Product Branding</li><li>4. Multi Branding</li><li>5. Mix Branding</li><li>6. Brand Licensing</li><li>7. Brand Product Matrix</li></ol>		10

	8. Brand Hierchy 9. Brand Building Blocks  1. Meaning 2. Occasion of use 3. Falling sales 4. Making the brand contemporary 5. New customers 6. Changed market conditioning 7. Differentiating brands from competitors <b>1. Case studies such as Vicks Vapour, Milkmaid etc</b>		
October	2. Definition 3. Step in creating Brand Equity 4. Awareness 5. Perceived Quality 6. Brand Association 7. Brand Loyalty 8. Other Brand Asset  1. Brand Equity Ten 2. Y & R (BAV) 3. Equi Trend 4. Interbrand  1. Co-ordination across organisation 2. Co-ordination across media 3. Co-ordinating strategy & tactics across markets.		15

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T.Y.B.M.M.  
Semester -V(Journalism)

# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 5

Subject: **Editing**

Name of Faculty: Renu Naurial

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.</p> <p>Rewriting news. Holistic composition with general rules regarding editing.</p> <p>Familiarising national, international abbreviations, local usages, etc.</p> <p>Justification of news placements. Beat speciality in writing news.</p>	Project Work	15
August	<p>Art of writing headlines. Types of head lines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.</p> <p>Layout- and design. Different types of layouts.</p> <p>Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.</p> <p>Copy editing techniques for digital media and e editions, multi-editional papers</p>		20
September	<p>Judging newsworthiness and knowing wire services</p> <p>Organisation and hierarchy chart for editorial department and functions at each level.</p> <p>Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.</p>		10
October	<p>Photo and visual selection, writing captions, ethics for visuals Case Studies: a. Tabloid- Mumbai Mirror, Sandhyakal</p>		15

	(Marathi)/ Mumbai Chapter b. Broadsheet- Times of India, Asian Age c. Broadsheet: Regional Lokmat d. International tabloid- The Sun e. International Broadsheet: The Washington Post		
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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 5

Subject: **REPORTING**

Name of Faculty: Ranjita G.

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>What is News? Definition of News. News values. Elements of news/news sense. What makes news as news. Basic Principles of Reporting 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, News Gathering</p> <p>A) How do reporters gather news. Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage. B) Sources Primary &amp; Secondary Official &amp; Unofficial or Hidden or Confidential. Off the record sources/ Self Developed sources. Role of anonymous sources. New-age technological sources. How to develop sources. Reliability and confidentiality of sources.</p>	Project Work	15
August	<p>News-writing How to write a news story Construct the news. - Intro, Dateline, Credit-line, Bod-ytext. Inverted Pyramid style as the basic requirement. Use of news parlance. Use of verbs, adjectives, comment. Follow-up Story Ethical Issues in reporting/ Credibility of Reporters. Yellow Journalism and its comparison with other forms. Privileges/Extra powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting Case Studies A) Watergate Scandal B) Tehelka - West End Deal Sting C) Bofors Gun scandal D) Nira Radia Case E) 2 G Scam F) Anna Hazare Movements Coverage G) Maharashtra Irrigation Scam</p>		20

September	<p>Beats System in Reporting - 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 &amp; Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Citizen Journalism</p> <p>Participation of citizens in breaking news-stories. A new branch 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 supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.</p>		10
October	<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 also be studied. Investigative Journalism 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</p>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 5

Subject: **Features and Opinion**

Name of Faculty: Aparijita Deshpande

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Difference between ‘hard’ news, ‘soft’ news and how the demarcation is blurring difference between news reports and features</p> <ul style="list-style-type: none"> <li>➤ difference between features for newspapers and magazines</li> <li>➤ formulating a story idea and writing a pitch</li> <li>➤ collecting facts and opinions/anecdotes/quotes</li> <li>➤ types of leads</li> <li>➤ adding colour and imagery</li> <li>➤ seasonal stories</li> <li>➤ nostalgic stories</li> <li>➤ human interest stories</li> <li>➤ trend stories</li> </ul>	Project Work	15
August	<p>Art of interviewing</p> <ul style="list-style-type: none"> <li>➤ preparing for face-to - face interview</li> <li>➤ structuring the questions</li> <li>➤ attitude during interview</li> <li>➤ transcribing: notes or recording</li> <li>➤ writing the interview : question-answer format and descriptive format</li> </ul> <p>7. Outline and special techniques needed for the following interviews</p> <ul style="list-style-type: none"> <li>➤ phone</li> <li>➤ email</li> <li>➤ television</li> </ul> <p>Writing reviews : Format ,ethics involved and qualities/ skilled required</p>		20

	<ul style="list-style-type: none"> <li>➤ books</li> <li>➤ films</li> <li>➤ eatries</li> </ul> <p>Obituary</p> <ul style="list-style-type: none"> <li>➤ what is an obituary</li> <li>➤ how to write an obituary</li> <li>➤ can obituaries be critical</li> </ul> <p>Columns</p> <ul style="list-style-type: none"> <li>➤ what is a column</li> <li>➤ types: analytical, advisory, interactive and agony aunt columns</li> <li>➤ ethics involved</li> </ul>		
September	<p>Editorial page</p> <ul style="list-style-type: none"> <li>➤ what is an editorial</li> <li>➤ importance of editorial page</li> <li>➤ layout of editorial page</li> <li>➤ transformation of the page: fading of op-ed, middle,</li> <li>➤ erosion of editorial independence with growing commercialization</li> </ul> <p>Editorial page</p> <ul style="list-style-type: none"> <li>➤ what is an editorial</li> <li>➤ importance of editorial page</li> <li>➤ layout of editorial page</li> <li>➤ transformation of the page: fading of op-ed, middle,</li> <li>➤ erosion of editorial independence with growing commercialization</li> </ul>		10
October	<p>Profile</p> <ul style="list-style-type: none"> <li>➤ what is a profile</li> <li>➤ how to write a profile</li> <li>➤ profile of : S Sadanand, Kumar Ketkar , ShyamLal , Vinod Mehta, P Sainath</li> </ul> <p>Snippets</p> <ul style="list-style-type: none"> <li>➤ what are snippets</li> <li>➤ writing snippets with catchy headlines</li> </ul>		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 5

Subject: **Journalism and Public Opinion**

Name of Faculty: Amey Chumbale

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<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 Walter Lippman - Modern Media and Technocracy Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications</p>	Project Work	15
August	<p>Coverage of Political Parties, Personalities and General Elections by national and international media; media biases Use of Media for election campaigns; Democrats in U.S.A.; BJP in India Media shaping opinion with respect to government's policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy Role of Media in shaping public opinion during conflicts Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014</p>		20
September			10

	<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</p> <p>Islamic State (IS); Al-Qaeda; Taliban</p> <p>Internal Conflicts and Media coverage:</p> <p>Post Kargil insurgency</p> <p>National media vis-à-vis regional media in India's North East – Manipur, Nagaland Bodo conflict</p>		
October	<p>Portrayal of Women's issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case &amp; other contemporary cases</p> <p>Media Coverage of Marginalised sections of Society : Perspective from Above'</p> <p>[ignoring the marginalised]</p> <p>Dalits; Tribals; reservation; displacement, Forest Rights Act</p>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 5

Subject: **Indian Regional Journalism**

Name of Faculty: Satish Bendre

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ul style="list-style-type: none"><li>➤ Birth and earliest publications</li><li>➤ Role during the freedom movement</li><li>➤ Role in social reforms</li><li>➤ Evolution post-1947</li><li>➤ Hindi media today (overview)</li> <li>➤ Role during the freedom movement</li><li>➤ Role in social reforms and shaping cultural identity</li><li>➤ Contribution of Kesari</li><li>➤ Evolution post 1947</li><li>➤ Role in the Samyukta Maharashtra Movement</li><li>➤ Marathi media today (overview)</li><li>➤ Sakal. Samna and Lokmat</li> <li>➤ Earliest publications</li><li>➤ Role in social reforms and renaissance</li><li>➤ Role during the freedom movement</li><li>➤ Amrit Bazar Patrika, Anand Bazar Patrika</li><li>➤ Bengali Media today (overview)</li></ul>	Project Work	15
August	<ul style="list-style-type: none"><li>➤ Birth and growth pre 1947</li><li>➤ Contribution of Al Hilal</li><li>➤ Role in freedom movement Press</li><li>➤ Role in social reforms and establishing cultural identity</li><li>➤ Urdu press today</li></ul>		20

	<ul style="list-style-type: none"> <li>➤ Birth and earliest publications</li> <li>➤ Role during freedom struggle and social awakening</li> <li>➤ Malayalam Manorama and Mathrubhumi</li> <li>➤ Malayam media today(overview)</li> <li>➤ Evolution &amp; Development</li> <li>➤ Eenadu</li> </ul>		
September	<ul style="list-style-type: none"> <li>➤ Evolution &amp; Development</li> <li>➤ Tamil media today (overview)</li> <li>➤ Raja Rammohan Roy</li> <li>➤ Bal GangadharTilak</li> <li>➤ KP Kesava Menon</li> <li>➤ K.C MammemMapallai</li> <li>➤ Maulana Abdul Kalam Azad</li> <li>➤ Govind Talwalkar</li> <li>➤ S. Sadanand</li> <li>➤ Impact</li> <li>➤ Reporting</li> <li>➤ Editorial policy</li> <li>➤ Reach</li> </ul>		10
October	<ul style="list-style-type: none"> <li>➤ Growth</li> <li>☒ Content</li> <li>➤ Ownership</li> <li>➤ Political patronage</li> </ul> <p>Increasing ownership and dominance of families with political connections over regional newspapers.</p>		15

Coordinator Signature



## M. L. Dahanukar College Of commerce

### Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 5

Subject: **Newspaper & Magazine Making**

Name of Faculty: Arvind Parulekar

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Why & How we read. The need of updates & favorite topics Analyzing the newspaper from layout point of view Understanding parts of newspaper; Style Book Total Page Concept (TPC) Terminology, Regulars, Weekly columns, Supplements, Headline, Deck, Kicker – Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part Errors: Orphan, Widow, Dog legging et	Project Work	15
August	Grid structure: Introduction about space distribution in the news paper by way of column & grid pattern. These are latitude & longitude of the paper Comparison between various newspaper layouts/ distinguishing factors Types of Newspapers: Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference		20
September	Introduction to Typography: Introduction to Quark Express: a. Runaround, Inset, Box colour & Tone, Frame, Linking b. Shortcuts & keys, c. Style Sheets, Colour palate, Measurement bar 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		10
October	Introduction to Graphic Principles: a. Introducing how Contrast, Balance, Harmony work in overall organized look		15

	of a paper. b. Visual path in a picture & Visual syntax		
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