

AS PER NEP 2020



**Parle Tilak Vidyalaya Association's
M. L. DAHANUKAR COLLEGE OF COMMERCE,
Vile parle (AUTONOMOUS)
Affiliated to University of Mumbai
Re-accredited 'B+' Grade by NAAC**

Syllabus for Major Course	
Board of Studies in English	
UG First Year Programme	
Semester	I
Title of Paper	Fundamentals of Mass Communication
Subject Code	MM-MJ101
Credits	4
From the Academic Year	2024-25

Sr.No.	Heading	Particulars
1	Description the course: :	Introduction to Basic Concepts Related to Communication, Useful to Create an Understanding about the Importance of Communication in masses. To understand different ways to understand how to use different methods of mass communication or public speaking. Importance of folk theatre,drama,role plays etc.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	60 Marks
7	Course Objectives: (List some of the course objectives) 1 To introduce students to the history, evolution and the development of Mass Communication in the world. 2 To understand the development of Mass Communication models. 3 To develop a critical understanding of Mass Media.	
8	Course Outcomes: (List some of the course outcomes) CO1. Learners will be familiarizing with various forms of communication. CO2: Learners will develop an understanding of the effects of mass communication upon society and how the media influence our understanding of reality. CO3: Learners will be introduced to different areas of mass communication.	

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Modules: - Per Credit One Module can be Created

1. Module 1:

Introduction to Mass Communication

- ❖ Meaning and Importance of Mass Communication, History of Mass Communication, From Oral Communication (kirtan, Davandi, Powada, Nagara) From Electric to Electronic Communication, From Electric to Digital communication, Contemporary Scene, Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication
- ❖ Models of Communication: Sociological Model, Gatekeeping Model, Defleur's Model of the Taste differentiated Audience Model, Sadharanikaran, ,Mass Communication: Electronic, Satellite, Interactive, Digital Communication

Module 2:

Use of Folk Art as Mass Communication

- ❖ Traditional Theatre as Mass Appeal- Salient features - Tamasha, Bhavai, Nautanki, Naqual, Therukoothu, Vag, Ramlila, Raslila, Jatra, Powada or Powale, Yakshagana, Street Theatre - A Modern Development- Emergence of Western Proscenium Theater – Marxist influence, Experimental Theatre
- ❖ Folk music in Bengal, Gujarat, Karnataka, Maharashtra, Rajasthan, Goa. Kirtans, Bhajans Puppetry – and its different styles Sutradhara, Rod Puppets, Shadow Puppets Hand Puppets.

3. Module 3:

New Media

- ❖ Major forms of Mass Media Traditional Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. E books 6 OTT 7 Internet
- ❖ Characteristics of New Media • Traditional vs New Media • New Media and Convergence • Blogging and twittering • Citizen Journalism

4. Module 4:

Impact of Mass Media

- ❖ Impact of Mass Media on Society, Social Impact (With social reformers who have successfully used mass communication) Political Impact (With political leaders who have successfully used mass communication) Economic Impact (With how economic changes were brought about by mass communication)
- ❖ Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development

10	<p>Teacher's Material: Study material prepared by the faculty members of PTVA's M.L. Dahanukar College of Commerce, Vile Parle (E), Mumbai</p>
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11	<p><u>References books</u></p> <ol style="list-style-type: none"> 1. B.K.Ahuja, Mass Media Communication, <u>Saurabh Publishing House</u> 2. <u>Dibyanshu Kumar</u>, Mass media and communications: Theory and practice, <u>K.K. Publications</u> 3. Dr. Raghvendra Mishra, Traditional Folk Media In India, <u>Bharati Prakashan</u> 4. <u>Heinz-Werner Nienstedt</u>, <u>Stephan Russ-Mohl</u>, <u>Bartosz Wilczek</u>, Journalism and Media Convergence, De Gruyter 5. <u>Keval J Kumar</u>, Mass Communication in India, Jaico Publishing House 6. K.Madhusudan Traditional Media And Development Communication, Kanishka Publishers 7. <u>Noman Jacobs</u>, Mass media in modern society. Taylor & Francis Publication 8. Seema Hasan, Mass Communication Principles and concept, <u>CBS Publishers & Distributors</u> 9. <u>Seungahn Nah</u>, <u>Deborah S. Chung</u>, <u>Understanding Citizen Journalism as Civic Participation</u> Routledge Publication. 10. Stanely Bara, Introduction to Mass Communication McGraw-Hill Medical Publishing. 11. Uma Nirula, Communication Models Atlantic Publishers and Distri. 	
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination: 60%
13	<p>Continuous Evaluation through: Quizzes, Class Tests, Presentation, Project, Role Play, Creative Writing, Assignment Etc. (at least 3)</p>	

14

Format of Question Paper: for the final examination**Paper Pattern 4 Credits (Total 100 Marks)**

Internal = 40 Marks

External = 60 Marks

Internal Paper Pattern (40 Marks)

1. Case Study writing OR Assignment	any two (10 Marks each)	20
Marks		
2. Quiz OR Group discussion OR Role Playing		
3. Project Presentation OR Research Paper		
4. Class Test - (Mandatory) with Objective questions		20
Marks		
	Total	40
Marks		

External Paper Pattern (60 Marks)

Q1. Compulsory Question	15 Marks
Any 3 out of 5 questions	
Q2. A	7 Marks
Q2 B	8 Marks
Q3. A	7 Marks
Q3 B	8 Marks
Q4. A	7 Marks
Q4 B	8 Marks
Q5. A	7 Marks
Q5 B	8 Marks
Q6. Write short notes	15 marks
1. 5 Marks	
2. 5 Marks	
3. 5 Marks	

Total 60 Marks

AC _____
Item No. _____

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Syllabus for Major	
Board of Studies in Management	
UG First Year Programme	
Semester -I	
Title of Paper- Elements of Public Relations	Credits
U.G. Certificate in Arts	2
From the Academic Year	2024-25
Subject Code	MM-MJ102

Sr. No.	Heading	Particulars
1	<p>Description the course:</p> <p>Including but Not limited to:</p>	<p>Essentials of PR is a course that aims at laying the foundation in understanding the dynamic and ever evolving field of public relations. This course is designed to captivate students with an interest in communication, storytelling, strategic thinking, and relationship building. From drafting press releases and media pitches to developing comprehensive communication plans and crisis management strategies, learners will develop the practical skills necessary for success in the field. This course is designed to captivate students with an interest in communication, storytelling, strategic thinking, and relationship building. This course also sets the perfect stage for learning various advertising and journalism related subjects.</p>
2	Vertical:	Major
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To expose the learners to the various concepts in the field of PR. 2. To orient the students with the realities in world of PR, at national and international levels 3. To acquaint the learners and provide them hands-on learning experience of PR tools 4. To acquaint the students with the top most players in the industry and their best work 	

8	<p>Course Outcomes:</p> <p>CO1: Learners will be acquainted with concepts and ideas in the field of PR</p> <p>CO2: Learners shall understand the various practices and trends of PR, followed nationally and internationally</p> <p>CO3: The course shall equip the learners with the practical aspects of carrying out PR practices and activities.</p> <p>CO4: The learner shall be versed in the extraordinary work done by major players in the PR industry.</p>
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9	<p>Modules: Per credit One module can be created</p> <hr/> <p>Module 1: Introduction to Public Relations</p> <hr/> <ul style="list-style-type: none"> • Public Relations – Meaning, Role, Functions, Scope, Process, Stakeholders. • Public Relations and Public Opinion, Publicity, Propaganda and Persuasion- Concept, Dimensions and Distinctions. • History and Growth of PR, Evolution of PR in Indian and Global Context • Role and responsibilities of PR professionals, Function of PSRI. • Leading PR firms in India: Ad factor PR, Value 360 Communications, Ketchum Sampark <hr/> <p>Module 2: PR Tools and Practices</p> <hr/> <ul style="list-style-type: none"> • PR Tools - Press releases, media docket, advertorials, press conferences, sponsorship documents, press conferences Newsletters, House Journals, Exhibitions, Events, Online Tools • Introduction to Public Relations Campaign, Public Relations and Consumer Relations • Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations • Recent Trends in PR: Digital PR, Social Media, Internet tools for PR, Digital PR Campaigns, Ethics in PR.
10	<p>Reference Material:</p> <p>Study material prepared by the faculty members of PTVA's M.L. Dahanukar College of Commerce (Autonomous), Vile Parle (E), Mumbai</p>

11	Reference Books: <ul style="list-style-type: none"> • Handbook of Corporate Communication & Public Relations A Cross-Cultural Approach Rosella Gambetti, Stephen Quigle • Public Relations- The realities of PR by Newsom, Turk, Kruckleberg • Principles of Public Relations-C. S Rayudu and K.R. Balan. • Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house. • Dennison, Dell (2006). The Advertising Handbook. India: Jaico • Kaul, J.M (1992). Public Relations in India. Kolkata: India: Naya Prakash. • Lesly, Philip. (2002). Handbook of Public Relations and Communication. Delhi., India: Jaico Publishing House. • Nayyar, Deepak. (2006).Public Relations Communication. Jaipur, India: ABD Publishers • Pathak, Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd. • Reddi, C V Narasimha. (2009). Effective Public Relations and Media Strategy. New Delhi, India: 															
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination: 60%														
13	Continuous Evaluation through: Quizzes, Class Tests, Presentation, Project, Role Play, Creative Writing, Assignment Etc. (at least 3)															
14	Format of Question Paper: for the final examination <p style="text-align: center;">QUESTION PAPER PATTERN (External and Internal) Paper Pattern 2 Credits (Total 50 Marks)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Internal</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 30%;">20 Marks</td> <td style="width: 30%;"></td> </tr> <tr> <td>External</td> <td style="text-align: center;">=</td> <td>30 Marks</td> <td></td> </tr> </table> <p>Internal Paper Pattern (20 Marks)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Active Classroom Participation, Project Presentation OR Group discussion</td> <td style="width: 10%; text-align: center;">} any one</td> <td style="width: 40%; text-align: right;">10 Marks</td> </tr> <tr> <td>Class Test (Mandatory) with objectives</td> <td></td> <td style="text-align: right;">10 Marks</td> </tr> </table>		Internal	=	20 Marks		External	=	30 Marks		Active Classroom Participation, Project Presentation OR Group discussion	} any one	10 Marks	Class Test (Mandatory) with objectives		10 Marks
Internal	=	20 Marks														
External	=	30 Marks														
Active Classroom Participation, Project Presentation OR Group discussion	} any one	10 Marks														
Class Test (Mandatory) with objectives		10 Marks														

	Total	20Marks
	External Paper Pattern	(30 Marks)
	Q1. Compulsory Question	10 Marks
	Answer the following (Any 2 out of 3 of the following questions)	
	Q2 A	05 Marks
	Q2 B	05 Marks
	Q3A	05 Marks
	Q23B	05 Marks
	Q4 A	05 Marks
	Q4 B	05 Marks
	Total	30 Marks

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Syllabus for Major	
Board of Studies in Multimedia and Mass Communication	
UG First Year Programme	
Semester	II
Title of Paper	Electronic Media
Subject Code	MM-MJ201
Credits	2
From the Academic Year	2024-25

r. No.	Heading	Particulars
1	Description the course :	The Electronic Media course offers students an in-depth exploration of the rapidly evolving landscape of electronic communication, encompassing radio, television, digital media, and emerging platforms. Through theoretical analysis, practical projects, and case studies, students will gain a comprehensive understanding of the role and impact of electronic media in contemporary society. In today's digital age, electronic media plays a central role in shaping public discourse, disseminating information, and influencing cultural norms and values. Understanding how electronic media shapes and reflects social, cultural, and political realities enhances students' interdisciplinary perspective and critical thinking skills, making connections with other fields of study and enriching their academic experience.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks

7	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To introduce to the learners the basic terms and concepts of broadcasting 2. To give the students an overview of the structure and function of the broadcast industry 3. To equip the students with know-how of the formats of radio and television industry 4. To create an awareness of the development of broadcast media and current trends
8	<p>Course Outcomes:</p> <p>CO1: The learner shall be acquainted with the concepts and basics of broadcasting</p> <p>CO2: The student shall gain an understanding of the structure and function of the broadcast industry</p> <p>CO3: The learner shall be equipped with the knowledge of working of the radio and television industry</p> <p>CO4: Students shall gain an understanding of the current trends and scenario of the broadcast media</p>

9	<p>Modules:- Per credit One module can be created</p>
	<p>Module 1: Introduction to sound and visuals</p>
	<p>UNIT 1</p> <ul style="list-style-type: none"> • Types of Sound: Natural, Ambient, Recorded; The studio set up, types of recording; Tools of recording; Library shots, library sounds and dubbing • Introduction to visuals: The Power and Influence of Visuals; The Video-camera: types of shots, camera positions, shot sequences, shot length; Lighting: The importance of lighting; Television setup: The TV studio, electronic news gathering, electronic field production
	<p>Module 1: Introduction and evolution of Radio</p>

	<p>UNIT 2</p> <ul style="list-style-type: none"> • Birth and evolution of radio; Importance of radio in different walks of life: military, society, advertising; Introduction and growth of AIR in India; Community Radio: Perspectives around the world and in India • The FM/ Private radio boom in India; Rise and importance of regional channels of radio; New trends in Radio: internet radio; Careers in radio industry
	<p>Module 2: Introduction and evolution of Television</p>
	<p>UNIT 3</p> <ul style="list-style-type: none"> • Birth and evolution of television; Importance of television in different walks of life: broadcast news, society, advertising, representation; Introduction and growth of Doordarshan in India; International and national private TV networks, the TRP race • The niche TV (entertainment, news, kids, devotional, sports) boom in India; Rise and importance of regional channels in India; New trends in TV: digital consumption, holistic viewing; Careers in television industry
	<p>Module 2: Writing and Production for Broadcast media</p>
	<p>UNIT 4</p> <ul style="list-style-type: none"> • Writing for radio: News, documentary, feature, talk show, music show, radio drama, sports broadcasting; Writing for TV: News, documentary, feature, talk show, sports, reality; Interviewing for radio and television: research, scripting, differences in interview techniques; News broadcast on radio and TV: 24/7 news: features, audience effectiveness, advertising, differences in broadcast techniques • Introduction to writing for tv serials, soap operas, web series; Storyboarding
<p>10</p>	<p>Reference Material: Study Material prepared by the teachers of M.L.Dahanukar College of Commerce (Autonomous) Vile Parle East</p>

<p>11</p>	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Introduction to Media Distribution, Film, Television, and New Media, By Scott Kirkpatrick Copyright Year 2019 2. Basic Radio and Television: by S Sharma 3. Writing News for TV and Radio : Mervin Block 4. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi. Community Radio in India, R Shreedhar, Puja O Muradar 		
<p>12</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p>Internal Continuous Assessment: 40%</p> </td> <td style="width: 50%; padding: 5px;"> <p>External, Semester End Examination Individual Passing in Internal and External Examination: 60%</p> </td> </tr> </table>	<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination Individual Passing in Internal and External Examination: 60%</p>
<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination Individual Passing in Internal and External Examination: 60%</p>		
<p>13</p>	<p>Continuous Evaluation through: Quizzes, Class Tests, Presentation, Project, Role Play, Creative Writing, Assignment Etc. (at least 3)</p>		

14 **Format of Question Paper: for the final examination**

Paper Pattern 4 Credits (Total 100 Marks)

Internal = 40 Marks

External = 60 Marks

Internal Paper Pattern (40 Marks)

1. Case Study writing **OR** Assignment any two (10 Marks each) 20 Marks

2. Quiz **OR** Group discussion **OR** Role Playing

3. Project Presentation **OR** Research Paper

4. Class Test - (Mandatory) with Objective questions 20 Marks

Total 40 Marks

External Paper Pattern (60 Marks)

Q1. Compulsory Question 15 Marks

Any 3 out of 5 questions

Q2. A 7 Marks

Q2 B 8 Marks

Q3. A 7 Marks

Q3 B 8 Marks

Q4. A 7 Marks

Q4 B 8 Marks

Q5. A 7 Marks

Q5 B 8 Marks

Q6. Write short notes 15 marks

1. 5 Marks

2. 5 Marks

3. 5 Marks

Total 60 Marks

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Syllabus for Major	
Board of Studies in Multimedia and Mass Communication	
UG First Year Programme	
Semester	II
Title of Paper	Fundamentals of Cinema
Subject Code	MM-MJ202
Credits	2
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course :	The course is an introduction to film appreciation, film history and film analysis. The objective of this course is to give the learner a deeper understanding of the art form and narrational power of cinema, besides getting a more insightful and nuanced perspective on the film industry. This course is designed to captivate students with a passion for cinema, storytelling, and visual arts. Whether drawn to classic Hollywood films, avant-garde cinema, international cinema, or emerging digital media, students will find ample opportunities to explore their interests and expand their cinematic horizons within the framework of the fundamentals of cinema.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To trace the history and development of cinema 2. To assist the student to comprehend the role and impact of cinema in society and vice-versa 3. To equip the learner to develop an understanding of the political, cultural and aesthetic nuances of films around the globe 4. To provide an understanding of how to critically analyse and appreciate cinema as an art
8	<p>Course Outcomes:</p> <p>CO 1: The learner shall be well acquainted with the evolution of cinema</p> <p>CO 2: The student shall gain an understanding of the impact of cinema in society and vice versa</p> <p>CO3: The student shall gain an understanding of the nuances of films and film culture around the globe</p> <p>CO4: Students shall learn to critically analyse and appreciate cinema as an art</p>

9	<p>Modules:- Per credit One module can be created</p>
	<p>Module 1: History of Cinema</p>
	<p>UNIT 1</p> <ul style="list-style-type: none"> • Birth and evolution of filmmaking from 1895 – 1930; Tracing landmark films from 1930 - 1950 and exploring the studio system in Hollywood and India • Language of cinema; Cinema and its relationship with the society; Film viewing culture; Auteur theory, Feminist theory, Queer theory and Postmodernist theory, Nepotism
	<p>Module 2: Film Perspectives and Movements</p>

	UNIT 2 <ul style="list-style-type: none"> • Movements in Global Cinema: Italian Neo-realism, German Expressionism, Soviet Montage movement, Filmmaking Changes in Hollywood • Filmmaking perspectives in India - golden age of Bollywood, the Angry Young Man era, 'Superstar Phenomena', Recent trends in cinema - digital consumption, rise in popularity of east Asian cinema, anime 	
10	Reference Material: Study Material prepared by the teachers of M.L.Dahanukar College of Commerce (Autonomous) Vile Parle East	
11	Reference Books: <ol style="list-style-type: none"> 1. Gaston Roberge; Chitra Bani : A Book on Film appreciation 2. Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California, Gaston Roberge; The Ways of Film Studies; Ajanta Publications; 1992 	
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination: 60%
13	Continuous Evaluation through: Quizzes, Class Tests, Presentation, Project, Role Play, Creative Writing, Assignment Etc. (at least 3)	

14	Format of Question Paper: for the final examination		
	QUESTION PAPER PATTERN		
	(External and Internal)		
	Paper Pattern	2 Credits	(Total 50 Marks)
	Internal	=	20 Marks
	External	=	30 Marks
	Internal Paper Pattern (20 Marks)		
	Active Classroom Participation, Project Presentation OR		10 Marks
	Group discussion	any one	
	Class Test (Mandatory) with objectives		10 Marks
		Total	20Marks
	External Paper Pattern (30 Marks)		
	Q1. Compulsory question		10 Marks
	Q2.A		5 Marks
Q2 B		5 Marks	
Q3 .A		5 Marks	
Q3 B		5 Marks	
Q4.A		5 Marks	
Q4 B		5 Marks	
	Total	30 Marks	

