

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 S.Y.
Program:
BAMMC

Program Code: WUAMM

**Choice Based Credit System (CBCS) with effect from
Academic year 2024-2025**

PROGRAM OUTLINE 2024-25

YEAR	SEMESTER	COURSE CODE	COURSE TITLE	CREDITS
SYBAMMC	III	WAMMCMJ231	Introduction to Marketing	03
		WAMMCMJ232	Media Studies	03
		WAMMCMN231	Agency Management	04
		WAMMCMN235	Reporting and Feature writing for Social justice	04
		WCMMCOE231	Creative Script Writing	02
		WAMMCSEC231	Computers and Multimedia	02
		WAMMCFP231	Field Project	02
SYBAMMC	IV	WAMMCMJ241	Indian Constitutional Order	03
		WAMMCMJ242	Creative Writing	03
		WAMMCMN241	Account Planning and Media Planning and Buying	04
		WAMMCMN245	Journalism and Public Opinion and Contemporary Issues	04
		WCMMCOE241	Understanding Cinema	02
		WAMMCVSC241	Introduction to Photography	02
		WAMMCFP241	Field Project	02
		WAMMCFP242	Field Project	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:

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): S.Y.B.A.M.M.C.			SEMESTER: III		
Course: Introduction to Marketing			Course Code: WAMMCMJ231		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. Understand the organizational structure and functions of advertising agencies. 2. Analyse client-agency relationships and the roles and responsibilities of each party. 3. Develop skills in project management, budgeting, and resource allocation within an agency setting 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Recall the key components of agency organization. 2. Explain the dynamics of client-agency relationships. 3. Utilize project management techniques to plan and execute agency projects. 4. Evaluate the effectiveness of different organizational structures within advertising agencies. 5. Critique the strengths and weaknesses of client-agency contracts and agreements. 6. Develop a comprehensive agency management plan for a hypothetical advertising agency. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03
I	1	Introduction to Marketing	12
	1.1	What is marketing	
	1.2	Primary Goals	
	1.3	Consumer Behaviour	
II	2	The Marketing Mix	12
	2.1	The Marketing Mix	
	2.2	The Marketing Mix - Product	
	2.3	The Marketing Mix - Price	
	2.4	The Marketing Mix - Place	
	2.5	The Marketing Mix - Promotion	
	2.6	The Marketing Mix - 3 More P's	
III	3	Marketing Planning	12
	3.1	Marketing Research	
	3.2	Market Segmentation	
	3.3	Internal and External Assessment	
	3.4	Setting objectives and Strategies	
	3.5	The Marketing Budget	
	3.6	The Marketing Plan	
IV	4	Marketing in Digital Age	09
	4.1	Digital Marketing	
	4.2	Globalisation	

References:

1. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads by Luke Sullivan
2. Confessions of an Advertising Man by David Ogilvy
3. The Advertising Concept Book: Think Now, Design Later by Pete Barry
4. Ogilvy on Advertising by David Ogilvy
5. A Master Class in Brand Planning: The Timeless Works of Stephen King edited by Judie Lannon and Merry Baskin
6. Juicing the Orange: How to Turn Creativity into a Powerful Business Advantage by Pat Fallon and Fred Senn
7. Where the Suckers Moon: The Life and Death of an Advertising Campaign by Randall Rothenberg
8. The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers by Robert Solomon
9. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters by Joseph Sugarman
10. Advertising Account Planning: A Practical Guide by Larry Kelley and Donald W. Jugenheimer



PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: III		
Course: Media Studies			Course Code: WAMMCMJ232		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Examine the role and impact of media in society. ● Analyze different forms of media content and production techniques. ● Understand media ownership, regulation, and ethics. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Explain the influence of the media on culture and society. ● Critically evaluate media texts and their intended messages. ● Assess the ethical implications of media practices. ● Produce media content using various platforms and techniques. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Media Theories	15
	1.1	Era of Mass Society and culture — till 1965	
	1.2	Normative theories of Press,	
	1.3	Social Responsibility theory & Development Media Theory	
	1.4	Propaganda theory Framing theory	
	1.5	Agenda Setting theory, Two step flow theory Attitude change theory Harold D lasswell, Carl Hovland's,	
II		Media Effects	15
	2.1	Types of media effects, Direct effect theory	
	2.2	Limited effect theory	
	2.3	Cumulative Effect theory	
	2.4	Uses and Gratification theory	
III		Media Schools	15
	3.1	Toronto school (McLuhan) Schools	
	3.2	Birmingham(Stuart Hall) Frankfurt	
	3.3	Theodor Adorno and Max Horkheimer	
	3.4	Raymond Williams- Technological Determinism	
	3.5	Harold Innis- Bias of Communication	

References:

1. "Media Studies: A Reader" by Paul Marris and Sue Thornham
2. "Media and Society: Production, Content, and Participation" by Michael O'Shaughnessy and Jane Stadler
3. "Understanding Media: The Extensions of Man" by Marshall McLuhan
4. "Media & Cultural Studies: Keywords" edited by Meenakshi Gigi Durham and Douglas M. Kellner
5. "Media Studies: The Basics" by Julian McDougall
6. "Media Studies: A Reader" edited by Paul Marris and Sue Thornham
7. "Media and Society: Critical Perspectives" by Graeme Burton
8. "Media, Gender and Identity: An Introduction" by David Gauntlett



PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: III		
Course: Agency Management			Course Code: WAMMCMN231		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Understand the structure and functions of advertising agencies. ● Explore client-agency relationships and communication strategies. ● Learn project management skills related to agency operations. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Describe the role of advertising agencies in the marketing process. ● Apply project management techniques to agency workflow. ● Evaluate client needs and develop effective communication strategies. ● Develop comprehensive advertising campaigns in collaboration with clients. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Advertising Agency Introduction	15
	1.1	Advertising a. Agencies role, Functions, Agencies	
	1.2	Account Planning	
	1.3	Client Servicing	
	1.4	Advertising agencies around the world	
	1.5	Recent Trends in Advertising Agency	
II		Advertising Campaigns Analysis	15
	2.1	Two Current Campaigns of each the following agencies - a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra	
	2.2	Three international awards winning previous year campaign	
	2.3	Advertising Campaign Management	
III		Entrepreneurship	15
		Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving.	

		c. Social Entrepreneurship	
	3.2	Sources of Capital - a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3.3	Creating and Starting the Venture a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
IV		Setting up an Agency	15
	4.1	a. Business plan introduction b. Various Stages in setting up a new Agency c. SWOT analysis	
	4.2	Marketing plan of the client a. The Marketing brief b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
	4.3	Response Process - AIDA Model and DAGMAR Approach	
	4.4	Various methods of Agency Remunerations	
	4.5	Agency Pitch and Proposal	

References:

1. "The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers" by Robert Solomon
2. "The Advertising Agency Business: The Complete Manual for Management and Operation" by Eugene Hameroff
3. "Advertising Account Planning: A Practical Guide" by Larry Kelley and Donald W. Jugenheimer
4. "The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers" by Robert Solomon
5. "Agency: Starting a Creative Firm in the Age of Digital Marketing" by Rick Webb
6. "How to Manage an Effective Advertising Agency: A Management Guide for Advertising Agencies" by David C. Jones
7. "Agency Mania: Harnessing the Madness of Client/Agency Relationships for High-Impact Results" by Bruno Gralpois

PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: III		
Course: Reporting and Feature writing for Social justice			Course Code: WAMMCMN235		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks-40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives: <ul style="list-style-type: none"> ● Develop skills in journalistic reporting and feature writing. ● Explore issues related to social justice and equity. ● Understand ethical considerations in reporting on sensitive topics. 					
Course Outcomes: <ul style="list-style-type: none"> ● Recall basic principles of journalistic reporting. ● Explain the importance of social justice in journalism. ● Apply journalistic techniques to report on social justice issues. ● Critically assess the ethical implications of reporting choices. ● Produce compelling feature stories that advocate for social change. 					

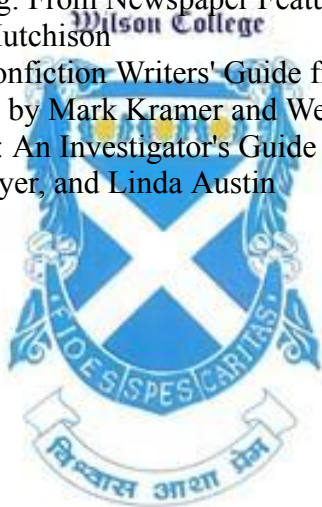
DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		About Features	20
	1.1	What makes feature writing different	
	1.2	Deconstructing a feature	
	1.3	News Feature	
	1.4	Human Interest Stories, Profiles	
	1.5	Developmental stories, opinion pieces, in-depth features as tools of social justice	
II		Process of Feature Writing	20
	2.1	Finding fresh ideas, developing a story idea	
	2.2	On and off field research	
	2.3	Building observation and listening skills	
	2.4	Structuring the story	
	2.5	Use of anecdotes, Illustrations, Interviewing	
III		Basic of Reporting	20
	3.1	Elements of News for print	
	3.2	Elements of News for Television	
	3.3	Essential qualities for good News Report	
	3.4	5 W's & H (what, why, when, where, who, and	
		how.)	
IV		Beat system in Reporting	

	4.1	What is beat system, why it is necessary, how does it help, What are requirements of various beats. Basic Beats- Crime, Civic Affairs, Education, Health, Entertainment and Politics	

References:

1. "Reporting for Journalists" by Chris Frost
2. "Feature Writing: The Pursuit of Excellence" by Edward Jay Friedlander and John Lee
3. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
4. "Reporting for Journalists" by Chris Frost
5. "Feature Writing: The Pursuit of Excellence" by Edward Jay Friedlander and John Lee
6. "Writing for Social Justice: Strategies for Media Practitioners" edited by Carol Schwalbe
7. "The New Journalism" by Tom Wolfe
8. "The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary" by Earl R. Hutchison
9. "Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University" edited by Mark Kramer and Wendy Call
10. "The Reporter's Handbook: An Investigator's Guide to Documents and Techniques" by Steve Weinberg, Philip Meyer, and Linda Austin



PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: III		
Course: Creative Script Writing			Course Code: WCOMMCOE232		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks-40)	Semester End Examination (Marks- 60)
02	NA	NA	02	00	60

Learning Objectives:


- Understand the elements of storytelling and narrative structure.
- Develop skills in character development, dialogue, and plot construction.
- Explore different genres and formats in scriptwriting (e.g., screenplays, stage plays).

Course Outcomes:

- Explain the principles of storytelling and scriptwriting techniques.
- Create original scripts for various media platforms.
- Critically evaluate scripts in terms of structure, character development, and dialogue.
- Produce polished scripts suitable for production or further development.

DETAILED SYLLABUS

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Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			02/30
I		Introduction to Scriptwriting	9
	1.1	Overview of the course objectives and expectations	
	1.2	Understanding the role of a scriptwriter	
	1.3	Introduction to key concepts in storytelling	
	1.4	Writing for different Formats and Writers' Room	
II		Setting up – Brick by Brick	9
	2.1	Creating Compelling Characters	
	2.2	Crafting Dialogue	
	2.3	Narrative Structure	
III		Scene Construction	9
	3.1	Understanding scene dynamics and objectives	
	3.2	Crafting effective scene transitions	
	3.3	Adaptation and Genre Writing	
IV		Script Analysis and Critique	3
	4.1	Character Analysis	
	4.2	Plot and Structure Analysis Character Analysis	
	4.3	Dialogue and Subtext Analysis Theme and Symbolism Analysis Genre and Style Analysis Writers room to be discussed	

References:

1. "The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script" by David Trottier

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2. "Save the Cat! Writes a Novel: The Last Book On Novel Writing You'll Ever Need" by Jessica Brody
3. "Story: Substance, Structure, Style and the Principles of Screenwriting" by Robert McKee
4. "Screenplay: The Foundations of Screenwriting" by Syd Field
5. "The Anatomy of Story: 22 Steps to Becoming a Master Storyteller" by John Truby
6. "Writing Movies for Fun and Profit: How We Made a Billion Dollars at the Box Office and You Can, Too!" by Thomas Lennon and Robert Ben Garant
7. "The Writer's Journey: Mythic Structure for Writers" by Christopher Vogler
8. "Adventures in the Screen Trade: A Personal View of Hollywood and Screenwriting" by William Goldman
9. "Screenwriting: A Practical Guide for Writing a Script from Beginning to End" by Ray Frensham
10. "On Writing: A Memoir of the Craft" by Stephen King



PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: III		
Course: Computers and Multimedia			Course Code: WAMMCSEC231		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks-40)	Semester End Examination (Marks- 60)
NA	04	NA	02	NA	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Gain proficiency in using computer software and multimedia tools. ● Understand the principles of multimedia design and production. ● Develop skills in digital media creation, editing, and distribution. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Recall basic computer terminology and multimedia concepts. ● Utilize multimedia software to create engaging digital content. ● Evaluate multimedia projects in terms of design principles and audience engagement. ● Produce multimedia presentations or projects demonstrating creative and technical proficiency. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of hours
			02/60
I		Photoshop: Pixel based Image editing Software	20
	1.1	Introduction to Photoshop	
	1.2	Photoshop Workplace	
	1.3	Working with Images	
	1.4	Image editing	
	1.5	Working with text	
II		Premiere Pro: Audio-visual: Video editing software	20
	2.1	Introduction to editing	
	2.2	Introduction to premiere	
	2.3	Understanding file formats	
	2.4	Using Colour grading	
	2.5	Exporting and rendering	
III		Introduction to UI/UX *AI*	20

References:

1. "Introduction to Computing Systems: From Bits and Gates to C and Beyond" by Yale N. Patt and Sanjay J. Patel
2. "Multimedia: Making it Work" by Tay Vaughan

PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: IV		
Course: Indian Constitutional Order			Course Code: WAMMCMJ241		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Gain knowledge of the historical background and drafting of the Indian Constitution. ● Understand the principles and features of the Indian Constitution. ● Analyze the structure of the Indian political system and the role of different institutions. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Recall key provisions and articles of the Indian Constitution. ● Explain the fundamental principles and features of the Indian Constitution. ● Analyze the functioning of Indian democracy and the role of constitutional bodies. ● Assess the impact of constitutional amendments and judicial decisions on Indian society. ● Develop arguments and opinions on contemporary constitutional issues. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I	1.1	Salient Feature of the Constitution	15
	1.2	Preamble	
	1.3	Understanding Indian Federalism	
	1.4	Parliamentary Form	
II	2.1	Fundamental Rights	15
	2.2	Fundamental duties	
	2.3	Directive Principles of State Policy	
III	3.1	Executive	10
	3.2	Legislature	
	3.3	Judiciary	
IV	4.1	Constitution in Transition	5
	4.2	Important Amendments	
	4.3	Judicial Review – Landmark cases	

References:

- "Introduction to the Constitution of India" by Durga Das Basu
 "Our Constitution: An Introduction to India's Constitution and Constitutional Law" by Subhash C. Kashyap

PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: IV		
Course: Creative Writing			Course Code: WAMMCMJ242		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

1. Understand elements of creative writing
2. Learning to write for dramas and films scripts
3. Understanding all forms of creative writing
4. Engage analytically and critically with a range of literary and media texts
5. Recognise how critical various elements helps writers with inspiration and ideas
6. Understand through writing practice one or more of the genres of fiction, creative nonfiction, poetry, scriptwriting, memoir, biography, etc.

Course Outcomes:

1. Encourage students to read stories, poems, plays
2. Develop further and build upon the writing and analytical skills acquired in semesters I
3. Acquaint students with basic concepts in literary writing.
4. Prepare students to write for media
5. Create scripts, storyboards, and other industry-specific materials for professional submission of creative work to agents, editors, advertising agency and publications

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Introduction to Creative Writing	15
	1.1	Meaning and Significance of Creative Writing	
	1.2	Genres of Creative Writing	
	1.3	Research for Creative Writing	
II		Elements of Creative Writing	15
	2.1	Plot, Setting, Character, Dialogue, Point of View. Literary Devices and Figurative Language and Elements of Style	
	2.2	Grammar and the Structure of Language Proofreading and Editing	
	2.3	Writing a short story on the basis of elements of creative writing (Practical)	
III		Drama & Film Writing	05
	3.1	Playwriting - Structure	
	3.2	Screenplay writing and Scripting	
	3.3	Dialogue writing	
IV		Introduction to other Forms of creative writing	10

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	4.1	1. Novel 2. Poetry 3. Fable 4. Biography, Memoir and Autobiography 5. Travelogues, Diaries, Self-Narrative Writing 6. Review writing	
	4.2	Rhetoric	
	4.3	Prosody	

References:

1. The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and Poetry" edited by Julia Bell and Paul Magrs
2. On Writing: A Memoir of the Craft by Stephen King



PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: IV		
Course: Account Planning, Media Planning and Buying Media			Course Code:WAMMCMN241		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks-40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Understand the role of account planning in advertising campaigns. ● Learn about media planning and buying strategies to reach target audiences effectively. ● Develop skills in market analysis, audience research, and media negotiation. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Explain the principles and processes of account planning and media planning. ● Develop comprehensive advertising strategies based on market research and consumer insights. ● Evaluate media channels and advertising platforms for their effectiveness in reaching target demographics. ● Design media plans and buy media placements to maximize advertising impact within budget constraints. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction and Overview	10
	1.1	Introduction to media planning	
	1.2	Negotiation skills in media buying	
	1.3	Media Planning Process	
	1.4	Media Mix	
II	2.1	Measurement and Sources	10
	2.1	Media Measurement	
	2.2	Sources Media Research	
	2.3	Selecting suitable media option	
III		Light: Parameters of Light- The essential raw material	10
	3.1	Media Buying	
	3.2	Digital Media Buying	
	3.3	Communication Mix	
IV		Account Planning	10
	4.1	Definition, Various views and practice in account planning	
	4.2	Insights	
	4.3	Study of insight of three awards campaign winning advertising campaign of the Previous two years.	
	4.4	Research in Account Planning	

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V		Account Planning Process	10
	5.1	The account planning process and preparation	
	5.2	Propagation Planning	
	5.3	Transmedia Planning	
VI		Benefit and Brand Story	10
	6.1	Defining the Benefit	
	6.2	Developing a Brand Story	

References:

1. "Truth, Lies, and Advertising: The Art of Account Planning" by Jon Steel
2. "Media Planning & Buying in the 21st Century" by Larry Kelley and Charles Warner



PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: IV		
Course: Journalism and Public Opinion, Contemporary Issues			Course Code: WAMMCMN245		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Examine the relationship between journalism, public opinion, and contemporary social issues. ● Develop skills in news reporting, analysis, and interpretation. ● Understand the ethical responsibilities of journalists in reporting on public issues. 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Understanding the role of media in influencing and impacting Public opinion. 2. Analyzing the formation of Public opinion through digital and social media. 3. Discussing the importance of social economic political aspects of the society as a media professional. 4. Understanding the role of media as a strategy to create awareness on various issues and mobilise to bring social progress 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Understanding Public Opinion and Theories of Media	15
	1.1	Defining Public Opinion. Its functions in society. Means of gauging Public Opinion	
	1.2	Role of Traditional Media and Social Media Lippman and Habermas Public opinion	
II		Media Theories	15
	2.1	Paul Lazarsfeld – Noam Chomsky –	
	2.2	Agenda Setting Vs Priming and Framing	
III		Challenges in constitution	15
	3.1	Challenges in the constitutional and political system	
IV		Economy and Environment	15
	4.1	Economic development and policy growth and Egalitarianism Economic Development Vs. Human Development	
	4.2	Economic Development and Environmental issues, natural resources, forests, biodiversity, Climate change challenges- COP for biodiversity climate change	

References:

1. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
2. "The New Ethics of Journalism: Principles for the 21st Century" by Kelly McBride and Tom Rosenstiel
3. "Public Opinion" by Walter Lippmann
4. "Manufacturing Consent: The Political Economy of the Mass Media" by Edward S. Herman and Noam Chomsky
5. "The Newsmakers: How Media Shapes the News" by David Weaver, Randal Beam, Bonnie Brownlee, and Paul Voake
6. "Media Effects and Society" by Elizabeth M. Perse and Jennifer Lambe
7. "The Oxford Handbook of Public Opinion and the Media" edited by Robert Y. Shapiro and Lawrence R. Jacobs



WILSON COLLEGE (AUTONOMOUS), SYLLABUS FOR SYBAMMC

PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: IV		
Course: Understanding Cinema			Course Code: WCMCOE231		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks-40)	Semester End Examination (Marks- 60)
02	NA	NA	02	0	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Analyze the elements of film language and storytelling. ● Explore the history and evolution of cinema as an art form. ● Understand different genres, styles, and techniques in filmmaking. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Explain the basic elements of film theory and analysis. ● Critically evaluate films in terms of narrative structure, cinematography, and editing. ● Assess the cultural and social significance of various cinematic movements. ● Produce short film projects demonstrating an understanding of cinematic techniques 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			02/30
I		Understanding Cinema – The Context	15
	1.1	Historical overview of Cinema 1. World Cinema 2. Indian Cinema 3. Regional Cinema	
	1.2	Directors and Auteurs in History	
	1.3	Film Screenings of Stalwarts 1. Lumiere Brothers 2. Vittorio De Sica 3. Alfred Hitchcock 4. Satyajit Ray 5. Sergei Eisenstein 6. Rituparno Ghosh	
	1.4	Evolution of Films	
	1.5	Contemporary Trends in Indian Cinema	
II		Understanding Film Form	15
	2.1	Elements of film form: narrative, mise-en-scène, cinematography, montage, sound	
	2.2	Genre Studies	
	2.3	Deconstructing a film scene: Socio Cultural Angles and Politics Behind	
	2.4	Cinematic language: framing, composition, lighting	
	2.5	Sound design and its significance	

References:

- 1) "Film Art: An Introduction" by David Bordwell and Kristin Thompson
- 2) "Understanding Movies" by Louis Giannetti
- 3) "50 Indian Film Classics" by M.K. Raghavendra
- 4) "Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen
- 5) "Cinema Studies: The Key Concepts" by Susan Hayward
- 6) "Film History: An Introduction" by Kristin Thompson and David Bordwell
- 7) "The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World" by Jeffrey C. Ulin
- 8) "The Independent Filmmaker's Guide to Writing a Business Plan for Investors" by Gabriel Campisi
- 9) "Film Marketing into the Twenty-First Century" by Kristina Bidwell and Andrew R. Graff
- 10) "The Business of Media Production" by John Ferreira

PROGRAM(s): S.Y.B.A.M.M.C.			SEMESTER: IV		
Course: Introduction to Photography			Course Code: WAMMCVSC241		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks-40)	Semester End Examination (Marks- 60)
02	02	NA	02	0	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. Learn the basics of photography equipment, techniques, and composition. 2. Understand the principles of light, exposure, and color in photography. 3. Develop skills in digital image processing and editing. 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Recall the basic terminology and concepts of photography. 2. Explain the principles of exposure, composition, and visual storytelling in photography. 3. Apply photographic techniques to capture compelling images in various settings. 4. Critically evaluate photographs for their technical quality and visual impact. 5. Produce a portfolio of photographs demonstrating creativity, technical proficiency, and personal style. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			02/30
I		Introduction and Overview	06
	1.1	The Body : Camera	
	1.2	Aperture and Shutter	
	1.3	Image Sensor and Viewfinder	
	1.4	Mobile photography	
II		Lens: Imaging device	06
	2.1	The eye of camera, Focal length	
	2.2	Image size, Coverage angle:	
	2.3	Types of lenses	
III		Light: Parameters of Light- The essential raw material	06
	3.1	Intensity and Exposure, Direction and Lighting,	
	3.2	Quality and Ambience, Colour and Mood:	
	3.3	Measure	
IV		Composition: Art of Seeing> Way of portraying a subject	06
	4.1	Frame and Aspect ratio	
	4.2	Visual Indicators	
V		Name of the topic	06
	5.1	Digital Imaging: Electronic format	
	5.2	Breaking the rules	

	5.3	Viewpoint and Perspective	

References:

1. "Understanding Exposure: How to Shoot Great Photographs with Any Camera" by Bryan Peterson
2. "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
3. "Light Science & Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua
4. "Digital Photography Complete Course" by David Taylor



Modality of Assessment

Theory Examination Pattern:

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

A. Industrial visit/ study tour report is mandatory as per the need of the subject.

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 with internal choice each of 10 marks two 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. External Examination: 100%- 60

Semester End Practical Examination:

75% attendance is compulsory for appearing in Semester End Examination.

Particulars	Computers and Multimedia	Introduction to photography
Practical Exam	60 marks	60 marks

Open Elective Evaluation Scheme:

B. External Examination: 100%- 60

Semester End Practical Examination:

Particulars	Understanding Cinema	Creative Script Writing
Assignment 1	30 marks	30 marks
Assignment 2	30 marks	30 marks
Total	60 marks	60 marks

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.

Field Project/Research Project

Students are required to fill the log book on a regular basis and get it signed by the teacher incharge.

- 1) maintaining log book (as continuous assessment) (approximately 30% weightage)
- 2) project report (approximately 40% weightage)
- 3) oral presentation and viva (approximately 30% weightage)

The weightage of these may vary depending on projects.

Students will be marked as per the 10 point grade system.