As Per NEP 2020

𝔘niversity of 𝔐umbai

Title of the program

A- U.G. Certificate in Multimedia & Mass Communication

B- U.G.Diploma in Multimedia & Mass Communication

C- B.A. in Multimedia & Mass Communication

D- B.A. (Hons.) in Multimedia & Mass Communication

E- B.A. (Hons. with Research) in Multimedia & Mass Communication with Research

Syllabus for

Semester – Sem I & II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

(With effect from the academic year 2024-25 Progressively)

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading		Particulars
1	**Title of program** O: _____A	**A**	**U.G. Certificate in Multimedia & Mass Communication**
	O: _____B	**B**	**U.G. Diploma in Multimedia & Mass Communication**
	O: _____C	**C**	**B.A. in Multimedia & Mass Communication**
	O: _____D	**D**	**B.A. (Hons.) in Multimedia & Mass Communication**
	O: _____E	**E**	**B.A. (Hons. with Research) in Multimedia & Mass Communication with Research**
2	**Eligibility** O: _____A	**A**	12th standard OR Passed Equivalent Academic Level 4.0
	O: _____B	**B**	Under Graduate Certificate in Multimedia & Mass Communication Academic Level 4.5
	O: _____C	**C**	Under Graduate Diploma in Multimedia & Mass Communication Academic Level 5.0
	O: _____D	**D**	Bachelor of Arts in Multimedia & Mass Communication with minimum CGPA of 7.5 Academic Level 5.5
	O: _____E	**E**	Bachelor of Arts in Multimedia & Mass Communication with minimum CGPA of 7.5 Academic Level 5.5
3	**Duration of program** R: _____	**A**	One Year
		B	Two Years
		C	Three Years
		D	Four Years

			E	Four Years
4	**Intake Capacity** **R: _____**	**60**		
5	**Scheme of Examination** **R: _____**	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination		
6	**R: _____ Standards of Passing**	40%		
7	**Credit Structure** **Sem. I - R: _____A** **Sem. II - R: _____B** **Credit Structure** **Sem. III - R: _____C** **Sem. IV - R: _____D** **Credit Structure** **Sem. V - R: _____E** **Sem. VI - R: _____F**	Attached herewith		
8	**Semesters**	A	Sem I & II	
		B	Sem III & IV	
		C	Sem V & VI	
		D	Sem VII & VIII	
		E	Sem VII & VIII	
9	**Program Academic Level**	A	4.5	
		B	5.0	
		C	5.5	
		D	6.0	
		E	6.0	
10	**Pattern**	Semester		
11	**Status**	New		
12	**To be implemented from Academic Year Progressively**	From Academic Year: 2024-25		

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities

Preamble

1) Introduction

Bachelor of Arts in Multimedia and Mass Communication is a four year all-encompassing degree program that is focused on imparting application based media education to craft successful media personnel of tomorrow.

2) Aims

- To impart knowledge and inculcate values that promotes integrity, credibility and social responsibility in the learner.
- To prepare learners for a variety of careers in media and allied business including, communication advertising, public relations, journalism, research and more.

Objectives:

- To equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- This programme will also give them an improved sense of self-confidence and selfefficacy and an awareness of their responsibilities as professionals in their field
- They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices

Learning Outcomes

- Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.
- Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues
- Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills
- Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues
- Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
- Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

3) Credit Structure of the Program (Sem I, II, III & IV) (Table as per Parishisht 2 with sign of HOD and Dean)

Under Graduate Certificate in MULTIMEDIA AND MASS COMMUNICATION

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		R:_____A								
		Mandatory	Electives							
4.5	I	1.Evolution of Communication (2 cr) 2. Fundamentals of Mass Communication (2 cr) 3. Contemporary Affairs (2 cr)		-	2+2	Visual Communication VSC:2, Introduction to Computers - I SEC:2	AEC: (2 cr) VEC:2, IKS:2	CC:2	22	**UG Certificate 44**
		R:_____B								
	II	1.Overview of Print production 2. Basics of Radio & Television 3. Introduction to New Media		2	2+2	Translation Skills VSC:2, Introduction to Computers - II SEC:2	AEC: (2 cr), VEC:2	CC:2	22	
	Cum Cr.	12	-	2	8	4+4	4+4+2	4	44	
Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor										

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project]

Sem. - I

Syllabus
B.A. in MULTIMEDIA AND MASS COMMUNICATION
(Sem.- I)

SEMESTER I			
PARTICULARS	**COURSES**	**CREDITS**	**TEACHING HOURS**
MAJOR (MANDATORY)	**EVOLUTION OF COMMUNICATION**	**2**	**30**
	FUNDAMENTALS OF MASS COMMUNICATION	**2**	**30**
	CONTEMPORARY ISSUES	**2**	**30**
MAJOR (ELECTIVES)	**NIL**	**-**	**-**
MINOR	**NIL**	**-**	**-**
OPEN ELECTIVES	**NIL**	**2**	**30**
VOCATION SKILL COURSE	**VISUAL COMMUNICATION**	**2**	**30**
SKILL ENHANCEMENT COURSE	**INTRODUCTION TO COMPUTERS - I**	**2**	**30**

EVOLUTION OF COMMUNICATION

COURSE OUTCOME :

Course Objectives:

- To explore the history of communication from pre-historic styles to modern technologies
- To identify techniques and media used in graphic art.
- To understand the influences of historic media styles in present day communication
- To study the evolution of language and other communicative behaviours in humans and other species.
- To Study the role of culture in shaping communication patterns
- To understand the impact of evolution on communication dynamics
- To identify the social dynamics that drive the evolution of communication
- To examine the impact of technology on the communication systems

MODULE	TOPICS	DETAILS	Hours
I	**INTRODUCTION TO COMMUNICATION**	1. Understanding communication and its significance 2. Introduction to basic theories of communication 3. Communication among animals 4. Role of communication in formation of societies and sustainability	10
II	**HISTORY OF COMMUNICATION**	1. Communication during the pre-historic era - Cave paintings, petroglyphs, symbolic interactions 2. Stage of Oral communication 3. Development of writing systems 4. Evolution of Language & its role 5. Introduction of printing press 6. Introduction of telegraph and telephone	
III	**ROLE OF CULTURE IN COMMUNICATION DYNAMICS**	1. Understanding culture 2. Role of culture on communication 3. Impact of culture on communication patterns 4. Evolution of language over time and introduction of dialects 5. Globalization and its impact on communication 6. Impact of cultural convergence and divergence	10
IV	**IMPACT OF SOCIAL DYNAMICS AND TECHNOLOGICAL ADVANCEMENTS ON COMMUNICATION**	1. Group communication and its dynamics 2. Social systems and their impact on communication designs 3. Acquisition of language skills and its role in presentation and personal development 4. Cognitive perspectives of communication advancement	5

			5. Development of communication technologies and its impact 6. Impact of the internet and digital communication	
V		**TECHNOLOGICAL ADVANCEMENTS AND COMMUNICATION ETHICS**	1. Data protection and privacy 2. Data theft 3. Fake news 4. Digital divide 5. Cyberbullying 6. Hate speech 7. Environmental impact of technology 8. IPR and Copyright 9. Digital Addiction & Well-being	5

It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.

SYLLABUS DESIGNED BY:

- DR. NAVITA KULKARNI
- MS. KAVITA MAKHIJA

INTERNAL EVALUATION METHODOLOGY:

(any two to be selected- one individual and one group evaluation)

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCE BOOKS/JOURNALS/MANUALS:
1. Birdwhistell, R. L. (1970). Kinesics and Context: Essays on Body Motion Communication. University of Pennsylvania Press.
2. Pinker, S. (1995). The language instinct: How the mind creates language. William Morrow Paperbacks.
3. McLuhan, M. (1964). Understanding Media: The extensions of Man. Routledge.
4. Standage, T. (1998). The Victorian Internet: the remarkable Story of the Telegraph and the Nineteenth Century's On-line pioneers. Walker & Company.
5. Hall, E. T. (1977). Beyond Culture. Anchor.
6. Crystal, D. (1997). English as the global language. Cambridge University Press.
7. Goffman, E. (1959). The Presentation of Self in Everyday Life. Anchor.
8. Chomsky, N. (1959). A review of B.F. Skinner's Verbal Behavior. Language, 35(1), 26-58.
9. Castells, M. (2000). The Rise of the Network Society. Wiley-Blackwell.
10. Turkle, S. (2011). Alone Together: Why we expect more from Technology and Less from Each Other. Basic Books.
11. Floridi, L. (2008). The Ethics of Information. Oxford University Press.
12. Introna, L. D., & Nissenbaum, H. (2000). Shaping the Web: Why the Politics of Search Engines Matters. The Information Society, 16(3), 169-185.

FUNDAMENTALS OF MASS COMMUNICATION

COURSE OUTCOME :

- **To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.**
- **To study the evolution of Mass Media as an important social institution.**
- **To understand the development of Mass Communication models.**
- **To develop a critical understanding of Mass Media.**
- **To understand the concept of New Media and Media Convergence and its implications.**

MODULE	TOPICS	DETAILS	Hours
I	**Introduction and overview**	1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. 3. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste- differentiated Audience Model, Hub Model, Sadharanikaran.	10
II	**History of Mass communication**	1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	
III	**Major forms of mass media**	1. Traditional & Folk Media: 2. Print: Books, Newspapers, 3. Magazines 4. Broadcast: Television, Radio Films 5. Internet	5
IV	**Impact of Mass Media on Society**	**A. I. Social Impact** (With social reformers **who** have successfully used mass communication) **II. Political Impact** (With political leaders who have successfully used mass communication) **III Economic Impact** (With how economic changes were brought about by mass	10

		communication)	
		IV. 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.	
V	**The New Media and media convergence**	1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects.	5

SYLLABUS DESIGNED BY:

1. NAVITA KULKARNI – CONVENER
2. SAURABH DESHPANDE- MEMBER
3. RASIKA SAWANT- MEMBER

INTERNAL EVALUATION METHODOLOGY:
(any two to be selected- one individual and one group evaluation)

6. ORAL & PRACTICAL PRESENTATIONS
7. PROJECTS / ASSIGNMENTS
8. DEBATES /GROUP DISCUSSION
9. OPEN BOOK TESTS
10. QUIZ

REFERENCES:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts
4. and Stephen Lacy (Pearson Education)
5. Mass Communication Effects: Joseph Klapper
6. Mass Communication & Development: Dr. Baldev Raj Gupta
7. Mass Communication in India: Keval J Kumar
8. Mass Communication Journalism in India: D S Mehta
9. The Story of Mass Communication: Gurmeet Singh
10. Perspective Human Communication: Aubrey B Fisher.
11. Communication Technology & Development: I P Tiwari
12. The Process of Communication: David K Berlo
13. Cinema; Television: Jacques Hermabon& amp; Kumar Shahan.
14. Mass Media Today: Subir Ghosh
15. Mass Culture, Language & arts in India: Mahadev L Apte

16. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
17. India's Communication Revolution: ArvindSinghal and Everett Rogers.
18. The Myth of Mass Culture: Alan Swing wood
19. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
20. Communication-concepts & Process: Joseph A Devito
21. Lectures on Mass Communication: S Ganesh.

CONTEMPORARY AFFAIRS

COURSE OUTCOME :

1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

MODULE	TOPICS	DETAILS	Hours
I	**Current National stories**	5. Three political stories of national importance. 6. Political leaders : news makers of the season (Brief profile of any three) 7. One dominating economic /business news 8. One dominating environment news stories 9. One story of current importance from any other *01* genre.	5
II	**Polity and Governance**	1. Ministries of Government of India *01* Autonomous government bodies 2. **Ministry of Home Affairs** • Enforcement Organizations Internal • Security • Police 3. **Communal tensions** • Review of latest episodes of communal tensions 4. **The tensions in J&K** • Background, Political players • Update on the current situation 5. **Review of any three Central Government projects and policies**	10

III	**International Affairs**	7. **Security Council,** Structure and role 8. Issues that currently engage the SC 9. **Role of United Nations** ,General Assembly, Other main organs of the UNO 10. Issues that currently engage the UNO 11. Four conflicts/ issues of international *4* importance	
IV	**Maharashtra Issues**	7. Political parties reach and challenges, political leaders 8. An update on the current political dynamics of Maharashtra 9. News relating to the marginalized and displaced tribes 10. The latest news on floods and drought, unemployment, health issues, etc 11. Update two ongoing state projects	5
V	**Technology**	1. **Mobile Application for Journalists:** Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide 2. **Artificial Intelligence & Content Automation Tools:** Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation 3. **Augmented Reality& Virtual Reality in Media:** Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide 4. **Digital Gaming Industry:** Introduction to Digital Gaming Industry 5. **Digital gaming in India:** Overview of Indian digital gaming	10

It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.

INTERNAL EVALUATION METHODOLOGY:

Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Manorma Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. https://www.lucidpress.com/blog/top-30-social-media-automation-tools
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla
9. 70 years in Indian politics and policy
10. https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6

VISUAL COMMUNICATION

COURSE COUCOME
1. To provide students with tools that would help them visualize and communicate.   2. Understanding Visual communication as part of Mass Communication   3. To acquire basic knowledge to be able to carry out a project in the field of visual communication   4. To acquire basic knowledge in theories and languages of Visual Communication   5. The ability to understand and analyse visual communication from a critical

perspective

MODULE	TOPICS	DESCRIPTION	Hours

01	**INTRODUCTION**	1. Early Visuals as Communication
		  • Historical evidences, Caves, Hieroglyphs, Geoglyphs, Murals, sculptures
		2. Visual Communication as Natural means
		  • Body language – Physique, Gestures, Eye contact, Expressions
		  • Technical gestures
		3. Process & Expansion of Visual Language
		  • Sensual theories – Gestalt, Constructivism, Ecological
		  • Perception theories – Semiotics, Language of Signs & Symbols
		  • Concept of Code – Metonymic, Analogical code, Displaced code, Condensed code
			10

02	**MEDIUM OF COMMUNICATION**	1. Images –
		  • Pictograms, Ideograms, Logograms
		  • Paintings, Illustrations, Cartoons, Memes,
		  • Photographs – (speaks thousand words)
		2. Video –
		  • Cinema-the seventh art, Animation, Documentary, Vlog
		3. Infographics –
		  • Graphs, Charts, Maps
		  • Instructions signs, Presentations
		  • Classification indicators
		4. Models –
		  • Solar system, Body systems, Scientific models, Demo pieces
		5. Colour –
		  • Sensation, Instruction, Classification
		  • Symbolic – Religious, Political,
		  • Mood & Atmosphere
			10

03	**PUBLIC PLACES**	1. Architecture –
		  • Steps, Ramps, Gates, Entrances
		  • Doors, Windows
		  • Emergency exit, Help seek, Disciplinary,
		2. Clothing –
		  • Uniform, Classification, Rank, Unity,
			10

		Distinction, Duty, Safety, Identity, Dutifulness, • Dress code, Protocol, Etiquettes • Cultural influences, 3. Interpretation – • Figure reading, Valuation of personality, Presentation of self, Reading from visual cues	
04	**APPLICATION**	1. Commercial – • Graphic Design, Posters, Advertisements, Publication Design,	
05	**ELEMENTS OF ART**	1. Visible components – • Line, Shape, Form, Tone, Colour, Space, • Proximity, hierarchy, Movement, Alignment, Emphasis, • Typography, Calligraphy, Word expression, Logotype, Treatment	

SYLLABUS DESIGNED BY:

1. ARVIND PARULEKAR (CONVENER)
2. GAJENDRA DEVDA
3. RENU NAURIAL

INTERNAL EVALUATION METHODOLOGY:

(any two to be selected- one individual and one group evaluation)

1. Presentations with visual examples to elaborate topic
2. Projects / Assignments (illustrations or/& photographs of observations around)
3. Picture/ Image analysis for Visual Cues & Extracting Meaning
4. Drawing book ideation exercise on Visualisation of Phrases/ Proverbs/ Word Expression

REFERENCES:

1. Handbook of Visual Communication Edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny
2. Visual Communication Theory and Research by Shahira Fahmy, Mary Angela Bock & Wayne Wanta
3. Visual Communication by Ralph E Wileman
4. Visual Communication by Arvind Parulekar (Sheth Publication)

INTRODUCTION TO COMPUTERS I

5.	COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
		INTRODUCTION TO COMPUTERS -01	
		Syllabus	
Modules		**Details**	**Hours**
1	**Photoshop: Pixel based Image editing Software**		
	1.	**Introduction to** Photoshop	Image editing theory	*10*
			Bitmaps v/s Vectors	
			When to use Photoshop and when to use drawing	
			Tools	
	2.	**Photoshop Workspace**	The tools, Toolbox controls	
			Property bar, Options bar,	
			Floating palates	
	3.	**Working with images**	Image mode, Image size, canvas size	
			Image resolution, size and resampling	
			What is perfect resolution?	
			Cropping to size and resolution	
			Resizing v/s resampling	
	4.	**Image Editing**	Levels, Curves,	
			Contrast adjustment, Colour adjustment	
			Photo filters	
	5.	**Working with Text**	Text layer, Character palate, Paragraph palate,	
			Text resizing, Text colour, Text attributes	
			Working on simple project/ one page design	
2	**CorelDraw: Vector based Drawing software**		
	1.	**Introduction to CorelDraw**	Corel Draw Interface,	
			Tool Box,	
			Importing files in CorelDraw,	
			Different file formats	
	2.	Using text	Artistic and paragraph text, Formatting Text,	
			Embedding Objects into text,	
			Wrapping Text around Object,	
			Linking Text to Objects	
			Text C2C:	
	3.	Exploring tools	Basic shapes: Cut, Erase, Combine,	
			Shaping tool: Nodes, Handles, Corners	
			Convert to Curves: Reshaping, Creating figures,	
			Logos	
	4.	Applying effects	Power of Blends,	
			Distortion and contour Effects, Envelopes,	
			Lens effects,	
			Transparency, Creating Depth Effects and Power	
			Clips	
	5.	Exporting in CorelDraw	Exporting,	
			Types of export,	
			Exporting for other software	
3	**Introduction to Microsoft Excel**		
4	**Premiere Pro: Audio-visual: Video editing software**		

		1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	10
		2. Introduction to premiere	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	
		3. Understanding file formats	**Understanding different file formats**	
			(AVI/MPEG/MOV/H264, etc.),	
			Importing raw footage for edits,	
			Performing video checks while editing	
		4. Using colour grading	**What is color grading,**	
			Examples of color grading,	
			Using filters and presents in color mixing,	
			Applying presents on layers for editing	
		5. Exporting and rendering	**Exporting in different formats,**	
			Choosing right formats for exposing,	
			Managing quality while exporting,	
			Rendering and maintain file format,	
			Improving quality and time to render techniques	
5	**Sound Forge/Sound Booth: Sound Editing Software**			
		1. Introduction to **Digital Audio**	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	10
		2. Concept of **Dolby Digital**	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	
		3. Sound **Recording**	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	
		4. Working with **Sound**	Workspace, Play bar, timeline, Transport tool bar Working with audio file	

		Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	
	5. Advanced Sound Processing	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	
	Total		

Syllabus Committee Members

1. **Prof. Arvind Parulekar: Convener**
2. **Prof. Izaz Ansari: (Subject Expert)**
3. **Mr. Ashish Gandhre: (Industry Expert)**

Internal exercise:
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

References:

- Photoshop Bible   McLeland   Willey Publication
- Corel Draw Practical Learning: BPB Publication
- Quark Express-9 : Prepress Know-How   Noble Desktop Teachers
- Desktop Publishing with Quark 10   Kindle version
- Digital Music and Sound Forge Debasis Sen   BPB Publications

Sem. – II

Syllabus
B.A. MULTIMEDIA AND MASS COMMUNICATION
(Sem.- II)

SEMESTER II			
PARTICULARS	COURSES	CREDITS	TEACHING HOURS
MAJOR (MANDATORY)	OVERVIEW OF PRINT PRODUCTION	2	30
	BASICS OF RADIO & TV	2	30
	INTRODUCTION TO NEW MEDIA	2	30
MAJOR (ELECTIVES)	NIL	-	-
MINOR	NIL	2	30
OPEN ELECTIVES	NIL	2	30
VOCATION SKILL COURSE	TRANSLATION SKILLS	2	30
SKILL ENHANCEMENT COURSE	INTRODUCTION TO COMPUTERS - II	2	30

OVERVIEW OF PRINT PRODUCTION

Module	Topics	Description	Hours
01	The Print	1. Basics of Print – • Hard copy from Hard (Physical) • Hard copy from Soft (Digital) 2. Production = Mass Print – • Multiple impressions • Master to inking & Impression • Creating master 3. Early Printing – • European (14th Century) Gutenberg • Japanese (597AD) Buddhism • Indian (4th Century) Clay tablets • China – Print On paper	10
02	Technologies	4. Criteria – Mass printing • Economy – Cost effectiveness • Speed – Number of copies • Quality – How good & clear • Consistency – From first to last 5. Job size – Minimum quantity required 6. Printing surface – Suitable to technology	
03	Technologies in practice	7. Mass Printing – • Letterpress – Relief • Gravure – Recessed • Lithography (Offset) – plan-o-graphic • Flexography – Modern letterpress • Silk-screen (Screen printing) – Screen making/ Stencil • Digital – Free of all (Lazor, inkjet, Plotter, Flex)	10
04	Stages	8. Pre-press – • Compositing • Colour separation • Halftone 9. Resolution – Quality of Print • DPI/ LPI • Publication Resolution • Flex Resolution • DPI-LPI v/s viewing distance 10. Press – Transfer of Impression • One side direct/ Indirect	

| | | • Back to Back/ Indirect (blanket)
 • Progressive content (Digital)
 • Sheet-fed v/s Web-fed
 11. Post-press – Finishing
 • Book Binding techniques
 • Creasing/ Die cutting/
 • Packaging
 • Labels, Stickers, Tags
 • UV Coating, Lamination
 • Embossing | |
| 05 | Commercial Aspects | 12. Costing & Economy
 • Types of paper
 • Base & Surface
 • Thickness – GSM
 • Types of Ink
 • Job size – Minimum Quantity
 13. Colour Printing
 • Four colour CMYK
 • Seven colour CMYK-RGB
 • Foil print
 • Fragrance & Texture Print
 14. Future Trends – Brief comment on Evolution in Print time to time as current trends then, e.g.
 • 3D Print etc. | `10 |

BASICS OF RADIO & TELEVISION

Module	Topics	Hours
01	Evolution and growth of radio & Television A. Evolution and growth of radio Satellite radio – The evolution & growth AIR and Community radio – Developmental & Educational role Internet radio & Private FM Channels broadcast on Internet B. Evolution and growth of TV Evolution and growth of Private and Satellite channels Growth of private International , National, Regional TV Networks and fierce Competition for ratings Satellite Television Broadcast – Television channels for niche audiences – entertainment, news, sports, science, health & lifestyle. HDTV telecast Proliferation of DTH services.	**10**

02	Regional channels A. Rise of regional channels and Importance of regional channels in India & Globally B. Trends in regional radio and Television channels.	
03	News and other non-fictional formats A. TRP – breaking news on television and the TRP race B. Panel discussions – How panel discussions can make the public opinion C. Interviews – Radio and Television interview technique D. Anchoring – qualities of good anchor, voice modulation E. Radio Jockey – Understanding your audience first, voice modulation, clear diction, accurate pronunciation	**10**
04	Writing for Broadcast media - (radio and Television) A. Preparation of audio and video briefs – Idea generation, scripting, storyboard B. Scripting – Scripting for – Interviews/Documentary/Feature/Drama/Skits on Radio and TV C. Ethics – Ethics including Censorship in presentation of News, Code of conduct, Fact Checking.	
05	Emerging Trends – Mobile technology, social media and Web: eg A. Hotstar B. Voot C. Sony Live	**10**
06	Digital story telling/Features – A. Story idea B. Development and presentation C. Web Series	
07	Current and Emerging trends in electronic media A. 24/7 news broadcast – Features/ Audience effectiveness, advertisements and dumbing down of News B. Convergence and Multimedia – Use of Facebook and twitter handles by Radio and TV channels C. Internet TV/Radio D. Mobile TV/Radio	

INTRODUCTION TO NEW MEDIA

PROGRAM	BAMMC
YEAR	F.Y.B.A.M.M.C
SEMESTER	II
COURSE:	**INTRODUCTION TO NEW MEDIA**
	Major Mandatory (2 credits)
COURSE CODE	
PAPER	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30

SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCEC-1-101	INTRODUCTION TO NEW MEDIA

COURSE OUTCOME:

Upon completion of this course, students should be able to:
- To familiarize students with the concept of new media and its significance in the field of multimedia mass communication.
- To explore the historical development and evolution of new media technologies.
- To examine the impact of new media on society, culture, and communication.
- To analyze the characteristics, functions, and uses of various new media platforms.
- To develop practical skills in navigating, creating, and evaluating new media content.
- To encourage critical thinking and ethical considerations in the use of new media.

1	**Introduction to New Media**
	• Definition and scope of new media • Distinction between traditional and new media • Historical overview of new media technologies • The convergence of media technologies

2	**Cloud technologies and cloud services and its application in media**
	• Content Storage and Delivery • Video Streaming and Distribution • Content Production and Collaboration • Media Asset Management • Live Broadcasting and Remote Production • Content Monetization and Analytics

3	**IOT and its Application in media**
	• Smart Devices for Content Consumption, • Audience Measurement and Analytics • Content Distribution and Delivery • Personalized Advertising and Targeting: • Smart Production and Asset Management

	• Interactive and Immersive Experiences. • Smart Advertising Displays.
4	**Augmented reality and virtual reality and its application in Media**
	• Immersive Storytelling • Virtual Tours and Travel Experiences • Live Events and Broadcasting • Gaming and Entertainment • Advertising and Marketing • News and Journalism
5.	**Machine Learning and Artificial Intelligence (AI) and its application in media industry**
	• Content Creation and Curation • Audience Insights and Personalization • Automated Transcription and Translation • Video and Image Analysis • Ad Targeting and Optimization • Automated Content Moderation • Voice Assistants and Chatbots • Predictive Analytics and Audience Engagement • Data Analytics and Decision-Making • Virtual Assistants and Automated Newsrooms
6.	**Creative Programming Technologies**
	• Generative Adversarial Networks (GANs) • Creative Coding Frameworks and Libraries: • Blockchain and Cryptocurrencies • Data Visualization and Infographics
7.	**Big data and application of big data in media**
	• Audience Analytics and Segmentation • Content Recommendation Systems • Real-time Analytics for Content Performance • Ad Targeting and Personalization • Social Media Analytics and Sentiment Analysis • Content Optimization and A/B Testing • Predictive Analytics and Forecasting
8.	**Online Gaming and its application in Media**
	• Esports • Game Streaming • Gaming Content Creation • Gaming Journalism and News • Integration of Gaming into Traditional Media • Advertising and Sponsorship.

	• Community Engagement and Social Interaction
	Reference Books:
	1. "Cloud Computing for Media and Entertainment Industry" by Eshwar Pittampalli
	2. "The Internet of Things: Key Applications and Protocols" by Olivier Hersent, David Boswarthick, and Omar Elloumi
	3. "Augmented Human: How Technology Is Shaping the New Reality" by Helen Papagiannis -
	4. "Artificial Intelligence for Media and Entertainment" by Edward Ross
	5. "Data Science for Media and Entertainment" by Maya R. Gupta, Ramesh Jain, and Vishal Monga
	6. "Data Science for Media and Entertainment" by Maya R. Gupta, Ramesh Jain, and Vishal Monga
	7. "Online Gaming in Context: The Social and Cultural Significance of Online Games" by Garry Crawford and Victoria K. Gosling
SYLLABUS DESIGNED BY:	1. DR. HANIF LAKDAWALA 2. MS. AMRIN MOGER
INTERNAL EVALUATION METHODOLOGY:	(any two to be selected- one individual and one group evaluation) 1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ

TRANSLATION SKILLS

- to identify and discuss basic concepts and problems in the area of Translation Studies.
- to provide an opportunity for an in-depth and hands-on study of many areas of applied translation and linguistics (e.g. semantics, pragmatics, sociolinguistics, and others) in the context of interlingual and intercultural transfer of meaning.
- To introduce the students to several modes and types of translation, as well as translation strategies and techniques
- To familiarize students with the role and functions of translator/interpreter in the process of intercultural communication.
- To introduce the students to concepts of translation/interpreting for specific purposes (legal translation and court interpreting; health care interpreting; conference interpreting; technical translation; literary translation; translation of advertising, entertainment and journalism material

MODULE	TOPICS	DETAILS	Hours
I	**BASICS OF TRANSLATION**	A. What is Translation? How is it done in different modes and disciplines and application in media. B. Myths about Translation. Meaning of Faithful Translation (The Task of the Translator, Walter Benjamin's essay). C. Learning how to translate: Communicative translation. Transliteration as the failure of translation	5
II	**TYPES OF TRANSLATION**	A. Formal translation and Word to Word translation: Verbal, literal and lexical level B. Semantic Translation C. Grammatical level, including symbols, images, literary devices and style in translation. D. Adaptation and Transfer of form or Inter-Media Translation: E. Media Transfer in fiction to film or drama to film and so on. Elements of Style. (practical and INTERNAL marks) F. Use of imagery, non-verbal communication and intonation in translation. G. Free Translation: The Translator's license and question of zero translatability	10
III	**TRANSLATION AND ADAPTATION**	A. Translating biographies of important personalities fin cinematic or dramatic style. B. Film Adaptations: making films out of literary stories, fiction or plays	
IV	**CULTURAL KNOLEDGE AND COMPUTER**	A. Translation as Transference of Meaning, as Interpretation and as a Political,	10

	ASSISTED TRANSLATION (CAT)	Social Protest in the different streams of writing (the Feminist, Post-Colonial and Postmodern literature B. Understanding differences between people with different backgrounds. Moral, spiritual values, customs and traditions Idioms and phrases, references and slang, etc C. Translation in Social Media and Literature: A Comparative glance D. Understanding Computer Assisted Computer softwares	
V	JOBS AS TRANSLATORS	A. Roles and responsibilities 2. New possibilities in Literature, National and International education, International Affairs, law, business, finance, science, technology and medicine	5

SYLLABUS DESIGNED BY:

1.   MS. SHAMALI GUPTA
2.   MR. GAJENDRA DEODE

INTERNAL EVALUATION METHODOLOGY:
(any two to be selected- one individual and one group evaluation)
1.   WRITTEN & PRACTICAL PRESENTATIONS
2.   GROUP ASSIGNMENT ON ANY 10 PERSONALITIES AND THEIR BIOGRAPHIES
3.   translate a literary text of about 1200 words from any Indian language to be translated into English or the other way by the students and comment on the experiment with the discussion on the original text, problems faced and the solutions found or not found in the process of translation

REFERENCE BOOKS/JOURNALS/MANUALS:
1.   Baker, Mona and Gabriela Saldanha, eds. Routledge Encyclopaedia of Translation
2.   Studies. Routledge, London/New York, 1998.
3.   Bassnett, Susan-McGuire. Translation Studies. Methun /Routledge, London, 1980.
4.   Bassnett, Susan-McGuire and Andre Lefever (eds). Translation, History and
5.   Culture. Pinter Publishers, London, 1990.
6.   Lakshmi, H (ed). Problems of Translation. Hyderabad: Books links Corporation, 1993.
7.   Mukherjee, Sujit. Translation as Discovery. Orient Longman, 1994.
8.   Robinson, Douglas(ed). Western Translation Theory from Herodotus to Nietzsche. St Jerome publishing, Manchester, 1997

Introduction to Computers II

COURSE CODE	COURSE NAME	
	Introduction to Computers II	
Syllabus		
Modules	Details	Hours
1	Photoshop: Advanced Image Editing	
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather	10

		Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	
	2. Image Effects	**Editing** Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	
	3. Working with Layers	**Layer basics** Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers	
	4. Wonders of Blend Modes	Blend modes Advanced blending options Layer blends	
	5. Fully Editable Text	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	
2	**Adobe Illustrator: Vector based Drawing software**		
	1. Introduction to Adobe Illustrator	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	*10*
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	
	3. Creating Simple designs	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	
	5. Exporting in Illustrator	Exporting, Types of export, Exporting for other soft wares	
3	**InDesign: Layout Software**		
	1. Introduction to Adobe In Design	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	
	2. Text Edits in	Format of text,	

	InDesign	Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	
	3. Using palettes	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	
	4. Colour correction in InDesign	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
		Managing quality while exporting,	
		Rendering and maintain file format,	
		Improving quality and time to render techniques	
4	**Adobe Dreamweaver: Web designing software**		
	1. **Introduction to Dreamweaver**	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	*10*
	2. **Working with DW**	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	
	3. **Linking pages**	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	
	4. **Using Tables**	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	
	5. **Typo in DW**	Changing Font typefaces, size, style, colours Text to hyperlink	
	Total		

Syllabus Committee Members

1. Prof. Arvind Parulekar (Convener)
2. Pro. Izaz Ansari (Subject Expert)
3. Mr. Ashish Gandhre (Industry Expert)

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-

	promotion) using either InDesign of PS or Illustrator	experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

Bibliography:

- Photoshop Bible, McLeland ,Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

CREDIT STRUCTURE AND WEIGHTAGE OF MARKS

SR. NO.	COURSE CREDIT	TEACHING HOURS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
1	2	30	20	30	50
2	3	45	30	45	75
3	4	60	40	60	100

PAPER PATTERN – 1 (30 MARKS)

Semester End Examination: 30 Marks   **Time: 1.00 hr**

QUESTION PAPER PATTERN

Attempt any 2 from Q1. –Q.3
Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
	TOTAL	**30**

Note:
1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	10
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

PAPER PATTERN – 2 (60 MARKS)

Semester End Examination: 60 Marks   **Time : 2.00 hr**

QUESTION PAPER PATTERN

Question.1. is compulsory
Attempt any 3 from Q2. –Q.5
Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
Q 4	Practical/ Theory	15
Q 5	Practical/ Theory	15
	TOTAL	**60**

Note:
1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (40 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	20
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	20

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6

5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities

Appendix B

Justification for B.A. (Multimedia and Mass Communication)

1.	Necessity for starting the course:	**To meet the contemporary demand of the media and communication industry as well as to train the students to become successful journalists / advertisers / marketeers/ etc.**
2.	Whether the UGC has recommended the course:	**YES**
3.	Whether all the courses have commenced from the academic year 2023-24	**YES**
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available:	**YES**
5.	To give details regarding the duration of the Course and is it possible to compress the course:	**NO**
6.	The intake capacity of each course and no. of admissions given in the current academic year:	**60 Per Division per College**
7.	Opportunities of Employability / Employment available after undertaking these courses:	**YES**

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities