

## MULTIMEDIA & MASS COMMUNICATION

1. *Name of Department:* **Department of Multimedia and Mass Communication**
2. *Title of Programme:* **BAMMC**
3. *Programme Outcomes:*
  - The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
  - Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
  - Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skill and understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns based on effective principles and practices of media aesthetics for a target audience
  - The course equips students an opportunity to demonstrate their ability to formulate problem statements and application of varieties of creative, cinematic, journalistic, professional, and organizational skills learned throughout. With an assortment of methods, students are expected to get a better hand in analyzing these subjects with a better vision helping them demonstrate the ability to solve challenges and the application of utilizing their skill set
  - Students are guided with professional skills essential for advanced study or making a career in the Entertainment industry, Cinema, OTT Platforms, Social Media Platforms, etc. It prepares students for a wide range of career options in the advertising, public relations, and journalism industry
  - Students will acquire basic knowledge and an overview of the Indian Society, socio-political problems, and visual communication as a part of mass communication, evolution, and key events in the media industry.
  - The fundamental belief is for students to be able to devise and design emerging media products, including blogs, web content, social media, and various multimedia.
  - This course elucidates on the theories, challenges, and potential of the journalism fabric with relevant facts and cases.

#### 4. Programme Specific Outcomes:

- It emphasizes on making students aware of the functional, analytical, and operational use of communication in media.
- The course equips students an opportunity to demonstrate their ability to formulate problem statements and application of varieties of creative, computers, professional, and organizational skills learned throughout.
- The curriculum deals with the fundamentals of advertising but studies them into detail for an adequate understanding and exploration of the subject. With the specialization of this nature, students get to discover a broad spectrum of perspectives and studies that equips them to gauge each topic with in-depth data available.
- The course teaches students the basic skills of designing, reporting, and editing while teaching them the different structures and angles of writing and also deals with industry issues and technicalities like Press Laws, Management and Business.

#### 5. Course Outcomes:

<b>Title of the course</b>	<b>Course credit</b>	<b>Course outcome</b>
Effective Communication	03	1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.
Foundation Course –I	02	1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.
Visual Communication	04	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 analyze visual communication from a critical perspective

Fundamentals of Mass Communication	04	<ol style="list-style-type: none"> <li>1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.</li> <li>2. To study the evolution of Mass Media as an important social institution.</li> <li>3. To understand the development of Mass Communication models.</li> <li>4. To develop a critical understanding of Mass Media.</li> <li>5. To understand the concept of New Media and Media Convergence and its implications.</li> </ol>
Current Affairs	04	<ol style="list-style-type: none"> <li>1. To provide learners with overview on current developments in various fields.</li> <li>2. To generate interest among the learners about burning issues covered in the media</li> <li>3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</li> <li>4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture</li> </ol>
History of Media	03	<ol style="list-style-type: none"> <li>1. Learner will be able to understand Media history through key events in the cultural history</li> <li>2. To enable the learner to understand the major developments in media history.</li> <li>3. To understand the history and role of professionals in shaping communications.</li> <li>4. To understand the values that shaped and continues to influence Indian mass media.</li> <li>5. Learner will develop the ability to think and analyze about media.</li> <li>6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media</li> </ol>
Effective Communication (EC –II)	03	<ol style="list-style-type: none"> <li>1. To make the students aware of use of language in media and organization.</li> <li>2. To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>3. To introduce key concepts of communications</li> </ol>
Foundation Course	02	<ol style="list-style-type: none"> <li>1. To introduce students to the overview of the Indian Society.</li> <li>2. To help them understand the constitution of India.</li> <li>3. To acquaint them with the socio-political problems of India.</li> </ol>

Content Writing	04	<ol style="list-style-type: none"> <li>1. To provide students with tools that would help them communicate effectively.</li> <li>2. Understanding crisp writing as part of Mass Communication</li> <li>3. The ability to draw the essence of situations and develop clarity of thought.</li> </ol>
Introduction to Advertising	04	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>2. To understand an effective advertisement campaigns, tools, models etc.</li> <li>3. To comprehend the role of advertising , various departments, careers and creativity</li> <li>4. To provide students with various advertising trends, and future.</li> </ol>
Introduction to Journalism	04	<ol style="list-style-type: none"> <li>1. To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation &amp; to create awareness.</li> </ol>
Media Gender & Culture	03	<ol style="list-style-type: none"> <li>1. To discuss the significance of culture and the media industry.</li> <li>2. To understand the association between the media, gender and culture in the society.</li> <li>3. To stress on the changing perspectives of media, gender and culture in the globalised era</li> </ol>
Electronic Media-I	02	<ol style="list-style-type: none"> <li>1. To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.</li> </ol>
Corporate Communication and Public Relations	04	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of the concepts of corporate communication and public relations.</li> <li>2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.</li> <li>3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</li> <li>4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</li> </ol>
Media Studies	04	<ol style="list-style-type: none"> <li>1. To provide an understanding of media theories</li> <li>2. To understand the relationship of media with culture and society</li> <li>3. To understand Media Studies in the context of trends in Global Media</li> </ol>

Introduction to Photography	04	<ol style="list-style-type: none"> <li>1.To introduce to media learner the ability of image into effective communication.</li> <li>2.To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</li> <li>3.To practice how picture speaks thousand words by enlightening the learner on how.</li> <li>4.To develop the base of visualisation among learners in using pictures in practical projects.</li> <li>5.To help learner work on given theme or the subject into making a relevant picture orphoto feature.</li> </ol>
Film Communication-I	04	<ol style="list-style-type: none"> <li>1. To inculcate liking and understanding of good cinema.</li> <li>2. To make students aware with a brief history of movies; the major</li> <li>3. cinema movements.</li> <li>4. Understanding the power of visuals and sound and the ability to</li> <li>5. make use of them in effective communication.</li> <li>6. Insight into film techniques and aesthetics.</li> </ol>
Computers and Multimedia-I	02	<ol style="list-style-type: none"> <li>1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.</li> <li>2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.</li> <li>3. To prepare learners skilled enough for independency during project papers in TY sem VI.</li> <li>4. To help learners work on small scale projects during the academic period.</li> </ol>
Electronic Media-II	02	<ol style="list-style-type: none"> <li>1.To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.</li> </ol>
Writing and Editing for Media	04	<ol style="list-style-type: none"> <li>1. Provide the ability to understand writing styles that fit various media platforms.</li> <li>2. It would help the learner acquire information gathering skills and techniques.</li> <li>3. On completion of this course, students will be able to understand similarities and</li> <li>4. differences in writing for all forms of media including internet and digital.</li> <li>5. The learner will gather knowledge of different news and copy formats alongwith appropriate style-sheets and layout.</li> <li>6. The learner will imbibe the importance of writing clearly,</li> </ol>

		precisely and accurately for different types of audiences 7. Provide acquire basic proficiency in proof-reading and editing
Media Laws and Ethics	04	1. To provide the learners with an understanding of laws those impact the media. 2. To sensitize them towards social and ethical responsibility of media.
Mass Media Research	04	1.To introduce students to debates in Research approaches and equip them with tools to carry on research To understand the scope and techniques of media research, their utility and limitations
Film Communication II	04	1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films.
Computer Multimedia II	02	1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry. 2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. 3. To prepare learner skilled enough for independency during project papers in TY sem.VI. 4. To help learners work on small scale projects during the academic period.
Copywriting	04	1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences 6. Provide acquire basic proficiency in proof-reading and editing.

Advertising & Marketing Research	04	<ol style="list-style-type: none"> <li>1. The course is designed to inculcate the analytical abilities and research skills among the students.</li> <li>2. To understand research methodologies – Qualitative Vs Quantitative</li> <li>3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</li> <li>4. To understand the scope and techniques of Advertising and Marketing research, and their utility</li> </ol>
Globalization & International Advertising	03	<ol style="list-style-type: none"> <li>1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.</li> <li>2. To help the student understand and practice Global Communication.</li> <li>3. To develop media student's understanding on Global Brands.</li> <li>4. To introduce to media students about concept and process of International advertising.</li> <li>5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.</li> <li>6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market</li> </ol>
Agency Management	03	<ol style="list-style-type: none"> <li>1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</li> <li>2. How an ad agency works and what opportunities exist</li> <li>3. To familiarize students with the different aspects of running an ad agency</li> <li>4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.</li> </ol>
Direct Marketing & E-commerce	03	<ol style="list-style-type: none"> <li>1. To understand the awareness and growing importance of Direct Marketing</li> <li>2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management</li> <li>3. To understand increasing significance of E-Commerce and its applications in business and various sectors.</li> <li>4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business</li> </ol>

Consumer Behavior	03	<ol style="list-style-type: none"> <li>1. To understand the sociological &amp; psychological perspective of consumer behaviour.</li> <li>2. To introduce students to the complexities of consumer behaviour, its importance in marketing &amp; advertising.</li> <li>3. To sensitize students to the changing trends in consumer behaviour</li> </ol>
Digital Media	04	<ol style="list-style-type: none"> <li>1. Understand digital marketing platform</li> <li>2. Understand the key goals and stages of digital campaigns</li> <li>3. Understand the of use key digital marketing tools</li> <li>4. Learn to develop digital marketing plans</li> </ol>
Advertising Design	04	<ol style="list-style-type: none"> <li>1. Learner shall understand the process of planning &amp; production of the advertisement.</li> <li>2. To highlight the importance of visual language as effective way of communication.</li> <li>3. To provide practical training in the field of advertising &amp; make learner industry ready.</li> </ol>
Advertising in Contemporary Society	03	<ol style="list-style-type: none"> <li>1. To understand the environment of Advertising in Contemporary Society</li> <li>2. To understand Liberalization and its impact on the economy and other areas of Indian</li> <li>3. society</li> <li>4. To compare and analyse the advertising environment of different countries</li> </ol>
Brand Management	03	<ol style="list-style-type: none"> <li>1. To understand the awareness and growing importance of brand management.</li> <li>2. To know how to build, sustain and grow brands</li> <li>3. To know the various sources of brand equity.</li> <li>4. To know about the global perspective of brand management</li> </ol>
Media Planning & Buying	03	<ol style="list-style-type: none"> <li>1. To develop knowledge of major media characteristics</li> <li>2. To understand procedures, requirements, and techniques of media planning and buying.</li> <li>3. To learn the various media mix and its implementation</li> <li>4. To understand budget allocation for a Media plan and fundamentals</li> </ol>
Entertainment & Media Marketing	03	<ol style="list-style-type: none"> <li>1. To equip students with an understanding of marketing</li> <li>2. practices, frameworks, and trends in the Entertainment Sector</li> <li>3. Introducing the students to television industry and film industry.</li> <li>4. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.</li> <li>5. Will help to know the impact of media industry on the viewers,</li> </ol>



		understanding its characteristics
Reporting	04	<ol style="list-style-type: none"> <li>1. To enable students to become Reporters which is supposed to be a prerequisite</li> <li>2. while entering into the field of Journalism.</li> <li>3. To make them understand basic ethos of the news and news-gathering.</li> <li>4. To prepare them to write or present the copy in the format of news.</li> <li>5. To develop nose for news.</li> <li>6. To train them to acquire the skills of news-gathering with traditional as well as modern tools.</li> <li>7. To inculcate the skills for investigative journalism.</li> <li>8. To make them understand the basic structure/ essential knowledge for various beats.</li> <li>9. To make them responsible reporters and the face of media.</li> </ol>
Investigative Journalism	04	<ol style="list-style-type: none"> <li>1. Understand the role of investigative reporting in modern journalism</li> <li>2. To learn to conduct investigative research in an ethical manner.</li> <li>3. To create and write excellent investigative stories for media.</li> <li>4. To acquire advanced investigative journalistic skills</li> <li>5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.</li> </ol>
Global Media and Conflict Resolution	03	<ol style="list-style-type: none"> <li>1. To help students understand the difference in the role and structure of the media across the globe.</li> <li>2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences</li> <li>3. To help students appreciate the potential of media in resolving conflicts</li> </ol>
Business and Financial Journalism	03	<ol style="list-style-type: none"> <li>1. The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.</li> <li>2. To create awareness about the importance of business and financial news and its role in coverage, reporting and editing</li> <li>3. Acquire the skills to write different kinds of Business and Financial leads.</li> <li>4. Acquire the skill to convert Business news releases into Business and financial reports</li> <li>5. To improve skills in reporting and writing basic and complex business</li> <li>6. and financial stories in different beats</li> <li>7. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.</li> </ol>

Mobile Journalism and New Media	03	<ol style="list-style-type: none"> <li>1. This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You</li> <li>2. needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.</li> <li>3. Towards the end of the course, you will leave away with information about:</li> <li>4. Global adoption of mobile and its versatility has influenced and changed journalism in</li> <li>5. New Age Media. M-Learning, in the Era of New Media is the most effective method to</li> <li>6. get ready for the eventual fate of the media and life in a portable first world.</li> <li>7. Step by step instructions to report and connect with crowds utilizing cell phones.</li> <li>8. Step by step instructions to utilize the accepted procedures for ease of use and item</li> <li>9. plan when constructing your portable encounters in Journalism.</li> <li>10. The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting</li> </ol>
News Media Management	03	<ol style="list-style-type: none"> <li>1. To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.</li> <li>2. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.</li> <li>3. Students will have developed hands-on experience as content marketers using journalistic and digital techniques.</li> <li>4. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</li> </ol>
Digital Media	04	<ol style="list-style-type: none"> <li>1. Understand digital marketing platform</li> <li>2. Understand the key goals and stages of digital campaigns</li> <li>3. Understand the of use key digital marketing tools</li> <li>4. Learn to develop digital marketing plans</li> </ol>
Newspaper & Magazine Design	04	<ol style="list-style-type: none"> <li>1. The learner is required to understand the process of print media production since the content collection to the final print ready layout.</li> <li>2. This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.</li> <li>3. Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.</li> </ol>

		<p>4. Learners are expected to develop software skills to be employable in industry.</p> <p>5. Learners shall develop the aesthetic vision and understand the discipline behind a layout.</p>
Contemporary Issues	03	<p>1. To stress the importance of social economic political aspects of the society as a media professional.</p> <p>2. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.</p>
Lifestyle Journalism	03	<p>1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.</p> <p>2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.</p> <p>3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle</p> <p>4. journalists provide information.</p> <p>5. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests</p>
Crime Reporting	03	<p>1. Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that</p> <p>2. motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades.</p> <p>3. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject.</p>

Fake News & fact Checking	03	<ol style="list-style-type: none"><li>1. To give media students the understanding of the differentiation between real news and fake news.</li><li>2. To make media students aware of information disorder.</li><li>4. To give students a thorough knowledge of information literacy and media.</li><li>3. To give students a hand on knowledge on fact checking.</li><li>4. To give students a practical overview of social media verification.</li><li>5. Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in</li><li>6. International Fact Checking Network, Jobs in Social Media as Fact Checkers</li></ol>
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