

## ***Course outcome for BMM***

### **BAMMC (BA in Multimedia and Mass Communication)**

#### **Course Overview 2019-20**

In keeping with the demands of the ever-evolving world of media, the BMM Department of Lala Lajpatrai College strives to provide its students with excellence in theoretical orientation fused with practical experience, over the tenure of three years. The new curated curriculum caters to the creative potential of students through a dynamic syllabus, infused with projects, guest lecturers and field visit. The BMM Department at Lala Lajpatrai College in particular works towards building an environment in which students are enabled to think and judge for themselves, thereby emerging as strongly opinionated and rational individuals.

#### **REVISED FYBMM SUBJECTS:**

## ***Course outcome for BMM***

### **SEM I-**

- Effective Communication Skills – I
- Foundation Course
- Visual Communication
- Fundamentals Of Mass Communication
- Current Affairs
- History Of Media

### **SEM II-**

- Effective Communication Skills – II
- Foundation Course
- Content Writing
- Introduction To Journalism
- Introduction To Advertising
- Media Gender & Culture

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### **FYBMM**

#### **SEMESTER I**

##### **1. EFFECTIVE COMMUNICATION-I**

Objective:

- To make the students aware of functional and operational use of language in media.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communications.

##### **2. FOUNDATION COURSE –I**

Objective:

- To introduce students to the overview of the Indian Society.
- To help them understand the constitution of India.
- To acquaint them with the socio-political problems of India.

##### **3. VISUAL COMMUNICATION**

Objective:

- To provide students with tools that would help them visualize and communicate.
- Understanding Visual communication as part of Mass Communication
- To acquire basic knowledge to be able to carry out a project in the field of visual communication
- To acquire basic knowledge in theories and languages of Visual Communication
- The ability to understand and analyze visual communication from a critical perspective.

##### **4. FUNDAMENTALS OF MASS COMMUNICATION**

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Objective:

- 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.

### **5. CURRENT AFFAIRS**

Objective:

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

### **6. HISTORY OF MEDIA**

Objective:

- Learner will be able to understand Media history through key events in the cultural history
- To enable the learner to understand the major developments in media history.
- To understand the history and role of professionals in shaping communications.
- To understand the values that shaped and continues to influence Indian mass media.
- Learner will develop the ability to think and analyze about media.
- To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media.

## **SEMESTER II**

### **1. EFFECTIVE COMMUNICATION SKILLS –II**

Objective:

- To make the students aware of use of language in media and organization.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communications.

### **2. FOUNDATION COURSE**

Objective:

- . To introduce students to the overview of the Indian Society.

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- To help them understand the constitution of India.
- To acquaint them with the socio-political problems of India.

### **3. CONTENT WRITING**

Objective:

- To provide students with tools that would help them communicate effectively.
- Understanding crisp writing as part of Mass Communication
- The ability to draw the essence of situations and develop clarity of thought.

### **4. INTRODUCTION TO ADVERTISING**

Objective:

- To provide the students with basic understanding of advertising, growth, importance and types.
- To understand an effective advertisement campaigns, tools, models etc.
- To comprehend the role of advertising , various departments, careers and creativity
- To provide students with various advertising trends, and future.

### **5. INTRODUCTION TO JOURNALISM**

Objective:

- To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

### **6. MEDIA GENDER & CULTURE**

Objective:

- To discuss the significance of culture and the media industry.
- To understand the association between the media, gender and culture in the society.
- To stress on the changing perspectives of media, gender and culture in the globalized era.

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## **SYBMM**

### **SEMESTER III**

#### **1. INTRODUCTION TO CREATIVE WRITING**

Objectives:

- To encourage students to read stories, poems, plays
- To develop further and build upon the writing and analytical skills acquired in Semesters I and II
- To acquaint students with basic concepts in literary writing
- To familiarize students with the creative process

#### **2. INTRODUCTION TO CULTURE STUDIES**

Objectives:

- To introduce students to a set of approaches in the study of culture
- To examine the construction of culture
- To understand how the media represents culture.

#### **3. INTRODUCTION TO PUBLIC RELATIONS**

Objectives:

- The objective of this paper is to introduce the subject of public relations to the student and help understand its role and function it plays in society. It will equip the student with the basic tools of public relations and give them an overall understanding of the subject.

#### **4. INTRODUCTION TO MEDIA STUDIES**

Objectives:

- To expose students to the well-developed body of media theory and analysis.
- To foster analytical skills that will allow them to view the media critically.

#### **5. UNDERSTANDING CINEMA**

Objectives:

- To acquaint the students with the various styles and schools of cinema throughout the world.

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### **6. ADVANCED COMPUTERS**

Objectives:

- To work on Macromedia Flash to create banner ads for websites.
- Introduction to High-end animation softwares like 3d Studio Max, Maya, etc.

### **SEMESTER IV**

#### **1. INTRODUCTION TO ADVERTISING**

Objectives:

- To give a brief insight about advertising & its different aspects to the students of Media.

#### **2. INTRODUCTION TO JOURNALISM**

Objectives:

- To give students an understanding of the history and development of journalism in the global and the Indian context
- Introduce students to concepts related to news and journalistic practice.

#### **3. PRINT PRODUCTION AND PHOTOGRAPHY**

Objectives:

- To help students understand the principles and practice of photography
- To enable students to enjoy photography as an art.

#### **4. RADIO AND TELEVISION**

Objectives:

- To introduce the basic terms and concepts of broadcasting
- To give an overview of the structure and function of the broadcast industry
- To create an awareness of the development of broadcast media and current trends

#### **5. MASS MEDIA RESEARCH**

Objectives:

- 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.

#### **6. ORGANISATIONAL BEHAVIOUR**

Objectives:

- Orienting students to issues in organizational functioning.
- To introduce students to the concepts given below at a preliminary level.

### **TYBMM**

### **SEMESTER V - ADVERTISING**

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### **1. ADVERTISING IN CONTEMPORARY SOCIETY**

Objectives:

- To recognize the roles of advertising in modern society
- To understand the current developments and problems concerning advertising as an economic and social force.
- Appreciate the increasingly international nature of advertising.
- To analyze the interdependent nature of advertising and popular culture.

### **2. COPYWRITING**

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To develop their inherent writing skills
- To train students to generate, develop and express ideas effectively
- To familiarize students with contemporary advertising techniques and
- Practices

### **3. ADVERTISING DESIGN (Project Paper)**

Objectives:

- To expose students to the creative and technical aspects of art direction

### **4. CONSUMER BEHAVIOUR**

Objectives:

- To introduce the students to the complexities of consumer behavior.

### **5. MEDIA PLANNING AND BUYING**

Objectives:

- To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

### **6. BRAND BUILDING**

Objectives:

- To provide an introduction to the concepts and practices of contemporary brand management.
- To understand the appropriate strategies and tactics to build, measure and manage Brand Equity.
- To learn to plan an effective advertising campaign

## **SEMESTER V – JOURNALISM**

### **1. REPORTING**

Objectives:

- Certain basic principles: Accuracy, Objectivity, Clarity and speed

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- The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories
- Understanding New Values.

### **2. EDITING**

Objectives:

- To allow improvement in language skills
- To impart skills required of a sub-editor

### **3. FEATURE AND OPINION**

Objectives:

- Commenting on differences between reporting and feature writing, the special skills needed for feature / Opinion writing
- Role of opinion writing the need for mature thinking and professional experience

### **4. JOURNALISM AND PUBLIC OPINION**

Objectives:

- To examine critically the relationship between the media and public, how much does the media influence public opinion which are the agencies manipulating this process of influencing public opinion.

### **5. INDIAN REGIONAL JOURNALISM**

Objectives:

- Study the evolution, growth and role in modern-day India of Indian newspapers other than in English
- Case studies of Hindi, Marathi, Telugu and Urdu newspapers
- Role of language papers in fostering socio – cultural development in their areas of circulation
- Study intimacy between readers and language newspapers.

### **6. NEWSPAPER – MAGAZINE MAKING(Project Paper)**

Objectives:

- This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper - magazine making.

## **SEMESTER VI – ADVERTISING**

### **1. ADVERTISING AND MARKETING RESEARCH**

Objectives:

- To discuss the foundations of research and audience analysis that is imperative to successful advertising.

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### **2. LEGAL ENVIRONMENT AND ADVERTISING ETHICS**

Objectives:

- To provide a perspective on the Legal Environment in India.
- To guide students of media through the various ethics connected to Advertising.
- Maharashtra state centric cases to be discussed in class as the situation demands.

### **3. FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING**

Objectives:

- Introduction to Marketing and Advertising Finance

### **4. AGENCY MANAGEMENT**

Objectives:

- To expose students to the business of advertising
- To familiarize students with the different aspects of running an ad agency

### **5. THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING**

Objectives:

- To learn and understand what Direct marketing is, including direct marketing terminology
- How direct marketing differs from “traditional marketing”
- Direct marketing techniques.

### **6. CONTEMPORARY ISSUES**

Objectives:

- To sensitize students to the environment around them
- Developing a perspective towards issues related to the marginalized sections of the society.

### **7. Digital Media**

Objectives:

- **To acquaint and prepare student for Digital Global Environment.**
- **Develop skills for digital marketing and reach.**
- **To engage students in world of Digital media and impart new modes of learning and creating digital communities.**

## **SEMESTER VI – JOURNALISM**

### **1. PRESS LAW AND ETHICS**

Objectives:

- To introduce the laws and provide its classification.

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- To understand the ethics that deal with Advertiser and Ownership influence and interference etc.

### **2. BROADCAST JOURNALISM**

Objectives:

- To understand the development of broadcast journalism in India
- Learn skills and techniques required for broadcast journalism
- To learn how to handle equipment- a camcorder and recorder – for a story
- Regional language broadcast journalism to be examined as a growing and flourishing field

### **3. BUSINESS AND MAGAZINE JOURNALISM (COMBINATION OF NICHE I AND II)**

Objectives:

- Understanding the structure of financial management as well as the Budget preparation and presentation
- Learning the ethics in business, magazine journalism, ethics.

### **4. INTERNET AND ISSUES IN THE GLOBAL MEDIA**

Objectives:

- Examine global journalism as a newly emerging reality – it's implications, strengths and weakness
- To examine the journalistic scene in S. Asia
- Learning about the Internet as a news medium
- Equipping students with basic skills required for internet reporting and editing

### **5. NEWS MEDIA MANAGEMENT**

Objectives:

- To make students aware of the structure, functioning and responsibilities of managements of media organizations
- To create awareness of laws governing media organizations and their complexities in a globalized world in the wake of an information explosion.

### **6. CONTEMPORARY ISSUES**

Objectives:

- To sensitize students to the environment around them
- Developing a perspective towards issues related to the marginalized sections of the society.

### **8. Digital Media**

Objectives:

- **To acquaint and prepare student for Digital Global Environment.**

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- **Develop skills for digital marketing and reach.**
- **To engage students in world of Digital media and impart new modes of learning and creating digital communities.**