

**S.Y.B.M.M.**  
**Semester –III**

# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 3

Subject: MEDIA STUDIES

Name of Faculty: Manjari Bhatnagar

Month	Topics to be cover	Topics For internal	No. of Lecture
July	a. Relevance of Media Studies in Contemporary Times. b. Historical perspectives to media studies The Mid 20 <sup>th</sup> Century Media Evolution Theory a. Agenda Setting b. Uses and Gratification c. Two Step How d. Mc. Luhan – Medhini is the message e. Foucault – Power & Authority f. Propaganda Model	Project work	15
August	Media and Globalisation a. Division and contradiction in the Global Information Infrastructure b. Racist Ideologies and the Media (Stuart Ha) c. Media and Diaspora d. New Media Theory e. Cognitive Theory		20
September	Media and its commercial Impact. a. Advertising Magazine Culture and the new man b. Trends in Media c. Feminist Strategies of Detection d. Media Power and Political Culture Constituents of Media a. Language b. Religion c. Discourse d. Technology		15
October	Challenges to contemporary Media a. Media and Consumerism b. Intellectual Property and New Media c. Young people as consumers of Advertising Art.		10

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 3

Subject: INTRODUCTION TO ADVANCE COMPUTERS

Name of Faculty: Amain Kazi

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Basics of Online Marketing</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Building an online marketing foundation.</li> <li><input type="checkbox"/> Planning and Building the Website.</li> <li><input type="checkbox"/> Content Marketing.</li> <li><input type="checkbox"/> Blogging.</li> <li><input type="checkbox"/> Social Media Marketing.</li> <li><input type="checkbox"/> Web Analytics. (Google Analytics).</li> <li><input type="checkbox"/> Search Engine optimization / How Google Works.</li> <li><input type="checkbox"/> Online Advertising / Search Engine Marketing. (Google Adwords).</li> <li><input type="checkbox"/> Email Marketing / Webinar.</li> <li><input type="checkbox"/> Online Public Relation.</li> <li><input type="checkbox"/> Managing Multitasking Web Marketing.</li> </ul>	Project work	15
August	<p>Basics Of Animation</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Understanding Animation (Adobe Flash may be used).</li> <li><input type="checkbox"/> Working with Fills and Outline, Layers and Pen tool.</li> <li><input type="checkbox"/> Understanding Layers and Symbols.</li> <li><input type="checkbox"/> Working with Text and Mask Layers.</li> <li><input type="checkbox"/> Creating Frame by Frame Animation.</li> <li><input type="checkbox"/> Motion Tweeningand Motion Editor.</li> <li><input type="checkbox"/> Classic tweening and Shape tweening.</li> <li><input type="checkbox"/> Working with Sound and Video and Publishing a Movie</li> </ul> <p>HTML 5 with CSS</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction to the Web.</li> <li><input type="checkbox"/> Introduction to HTML5.</li> <li><input type="checkbox"/> Formatting Text Using Tags.</li> <li><input type="checkbox"/> Creating Hyperlinks and Anchors.</li> <li><input type="checkbox"/> Introduction to CSS3.</li> <li><input type="checkbox"/> Formatting Using Style Sheets.</li> <li><input type="checkbox"/> Displaying Graphics and CSS3 Animation.</li> <li><input type="checkbox"/> Creating Navigational Aids and</li> </ul>		20

	<p>Division Based Layout. IVWeb Designing</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Getting Started with Web Designing (Dreamweaver CS 6 may be used).</li> <li><input type="checkbox"/> Working with Lists, Tables, Links and Frames.</li> <li><input type="checkbox"/> Forms, CSS, Behaviors and Snippets.</li> <li><input type="checkbox"/> Working with Multimedia Objects.</li> <li><input type="checkbox"/> Testing a Website.</li> <li><input type="checkbox"/> Working with Dynamic Websites.</li> </ul>		
September	<p>Basics Of Audio / Video Editing</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction to Adobe Audition.</li> <li><input type="checkbox"/> Working with Audio Editing.</li> <li><input type="checkbox"/> Working with Multi-track Editor and Recording Audio.</li> <li><input type="checkbox"/> Working with Audio Effect.</li> <li><input type="checkbox"/> Introduction to Digital Video Editing.</li> <li><input type="checkbox"/> Starting with Adobe Premiere Pro CS6.</li> <li><input type="checkbox"/> Capturing Clips and Using Tools.</li> <li><input type="checkbox"/> Video Editing.</li> <li><input type="checkbox"/> Animating, Effects, Transitions and Exporting Video.</li> <li><input type="checkbox"/> Working with Audio.</li> <li><input type="checkbox"/> Creating Titles and Superimposing.</li> <li><input type="checkbox"/> Previewing &amp; Rendering Output.</li> </ul>		15
October	<p>Basics Of 3D Animation</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Overview.</li> <li><input type="checkbox"/> Working with Objects.</li> <li><input type="checkbox"/> Transforming and Grouping.</li> <li><input type="checkbox"/> Shapes and Modifiers.</li> <li><input type="checkbox"/> Compound Objects.</li> <li><input type="checkbox"/> Low Poly Modeling.</li> <li><input type="checkbox"/> High Poly Modeling.</li> <li><input type="checkbox"/> Creating Models with Nurbs.</li> <li><input type="checkbox"/> Patch Modeling and Surface Tool.</li> <li><input type="checkbox"/> Modifying Objects.</li> <li><input type="checkbox"/> Integration of Various Modeling Techniques.</li> <li><input type="checkbox"/> Creation of Morph Targets.</li> </ul>		10

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## Teaching Plan

Department : BMM

Class: SYBMM

Semester 3

Subject: **UNDERSTANDING CINEMA**

Name of Faculty: Ganesh Matkari

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today. Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.	Project	15
August	In the Indian Context: Contribution and Impact of Regional Cinema. In the Indian Context: Contribution and Impact of Regional Cinema		20
September	<input type="checkbox"/> Basic Introduction to the TECHNOLOGY used in Cinema. <input type="checkbox"/> Introduction to few important TECHNIQUES employed by different film makers. <input type="checkbox"/> Introduction to the BUSINESS with prevailing practices in the production and marketing of films.		15
October	Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newreels, Public Service Ads and others.		10

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Department : BMM

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Semester 3

Subject: **Introduction to Public Relations**

Name of Faculty: Rahul Chopra

Month	Topics to be cover	Topics For internal	No. of Lecture
July	PR, Propaganda, Public Opinion & Publicity.	Project	15
August	Objectives, Functions of PR, Skills needed to be a PR Professional New age PR: Digital PR (To be taught with contemporary cases) PR process with emphasis on developing a PR campaign		20
September	a. In-house PR and PR Consultancy: Advantages & Disadvantages b. Internal and External PR : With focus on Corporate Communications Corporate Image Management PR Tools: I. Media tools a. Press release b. Press conference c. Others II. Non Media a. Seminars b. Exhibitions / trade fairs c. Sponsorship d. Others III. Content Development in PR a. Development of profile: Company / Individual b. Drafting a Pitch note/ Proposal c. Writing for Social Media		15
October	Crisis communication (With case studies) a. Preparing a crisis plan b. Handling crisis Social responsibility & PR (With case studies)		10

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 3

Subject: **Cultural studies**

Name of Faculty: Ridhima Mahabal

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Evolution, Need and significance of cultural studies.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Key concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity</li> </ul> <p>(b) Theories and its relevance in media</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Diffusionism- Kroeber</li> <li><input type="checkbox"/> Cultural materialism- Raymond Willams</li> <li><input type="checkbox"/> Functionalism- Malinowski, and R. Brown</li> <li><input type="checkbox"/> Social interaction- G.H.Mead and Cooley</li> <li><input type="checkbox"/> Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall</li> <li><input type="checkbox"/> Culture and industry – John Fiske</li> </ul>	Project	15
August	<p>Construction of culture</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Social</li> <li><input type="checkbox"/> Economic</li> <li><input type="checkbox"/> Political</li> <li><input type="checkbox"/> Religion</li> <li><input type="checkbox"/> Technology</li> </ul> <p>(b) Re- representation and media culture</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Language</li> <li><input type="checkbox"/> Gender</li> <li><input type="checkbox"/> Race</li> <li><input type="checkbox"/> Class</li> <li><input type="checkbox"/> Ethnicity</li> <li><input type="checkbox"/> Kinship and terminology</li> </ul>		20

September	<p><b>Globalisation and cultural studies</b></p> <p>(a) Popular culture- trends, transformation and its impact on society</p> <p>(b) Commodification of culture and its impact on lifestyle</p> <p>(c) Changing values, ideologies and its relevance in the contemporary society</p> <p>(d) Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power</p> <p>(e) Digital media culture</p>		15
October	<p><b>Cultural expressions and media (12)</b></p> <p><input type="checkbox"/> Oral traditions- folklore</p> <p><input type="checkbox"/> Fashions and fad</p> <p><input type="checkbox"/> Cuisine</p> <p><input type="checkbox"/> Festivals</p> <p><input type="checkbox"/> Sports</p> <p><input type="checkbox"/> Art and Architecture</p>		10

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 3

Subject: INTRODUCTION TO CREATIVE WRITING

Name of Faculty: Mrunmayi Natu

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Formal structure of the short story a. Theme b. Plot c. Character d. Point of view e. Setting	Project	15
August	<b>Formal aspects of Poetry</b> a. Theme b. Diction c. Tone d. Imagery e. Symbolism f. Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.		20
September	Formal aspects of Drama a. Theme b. Plot c. Character d. Dialogue Publication Aspects a. Understanding the intended readership b. Revising editing and proof-reading. c. Exploring the market for a suitable publisher d. Preparing the manuscript as hard and soft copy e. Intellectual property rights. f. The financial aspects of publication		15
October	<b>Scripting, Screenplay, and dialogue writing focusing on</b> a. Radio b. Television c. Short film / documentary / ad film These are to be discussed with special reference to a. The storyboard b. The two-column script c. Interactive scripts d. Narration scripts in the screenplay format		10

	Writing for the internet, with special reference to a. Alerts b. Blogs c. News on the net		
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