

**S.Y.B.M.M.**  
**Semester –IV**

# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 4

Subject: **Mass Media Research**

Name of Faculty: Minaxi Kamat

Month	Topics to be cover	Topics For internal	No. of Lecture
December	Relevance, Scope of Mass Media Research and Role of research in the media Steps involved in the Research Process Qualitative and Quantitative Research Discovery of research problem, identifying dependent and independent variables, developing hypothesis Concept, types and uses of Research Designs: a. Exploratory b. Descriptive and c. Causal.		15
January	Data – Collection Methodology : a. Primary Data – Collection Methods i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations b. Secondary Data Collection Methods c. Literature review Designing Questionnaire and measurement techniques: a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales Sampling process		20
February	Data Tabulation and Research report format Application of research in mass media		10
March	Introduction to Semiology a. The semiotic approach to the construction of meaning b. Barthes Primary level and secondary level signification. c. Semiotic analysis Content Analysis:		15

	<ul style="list-style-type: none"><li>a. Definition and uses</li><li>b. Quantitative and Qualitative approach</li><li>c. Steps in content analysis</li><li>d. Devising means of a quantification system</li><li>e. Limitations of content analysis</li></ul>		
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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 4

Subject: INTRODUCTION TO JOURNALISM

Name of Faculty: Yashashree Datar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>Changing face of journalism from Guttenberg to new media</p> <p>Journalism in India:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Earliest publications</li> <li><input type="checkbox"/> The rise of nationalist press</li> <li><input type="checkbox"/> Post 1947</li> <li><input type="checkbox"/> The emergency 1975</li> <li><input type="checkbox"/> Post Emergency</li> <li><input type="checkbox"/> Post liberalization of the economy boom in magazines niche journalism</li> </ul> <p>How technology advancement has helped media?</p>		15
January	<p>New media with special reference to rise the Citizen Journalism</p> <p>Definition of News; Hard News / Soft News and blend of the two</p> <p>The news process from the event to the reader</p> <p>Criteria for news worthiness</p> <p>News Reports; Features; Editorials</p> <p>Components of a news story</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finding a new angle</li> <li><input type="checkbox"/> Writing a lead</li> <li>• Types of Lead</li> <li><input type="checkbox"/> Inverted pyramid format</li> </ul>		20

February	<p>Role of Journalism with special emphasis on its role to educate</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Interpretation</li> <li><input type="checkbox"/> Transmission of values</li> <li><input type="checkbox"/> Development</li> <li><input type="checkbox"/> Entertainment</li> </ul> <p>Principles of Journalism</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Objectivity</li> <li><input type="checkbox"/> Accuracy</li> <li><input type="checkbox"/> Without fear or favour</li> <li><input type="checkbox"/> Balance</li> </ul>		10
March	<p>Basic difference in writing for the print, television and online journalism</p> <p>Jobs in journalism</p> <p>Latest trends and issues in journalism</p> <p>Short notes on</p> <p>Press council of media students</p> <p>Audit bureau of circulation</p>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 4

Subject: Print Production And Photography

Name of Faculty: Arvind Parulekar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>Basic Photography:</p> <ol style="list-style-type: none"> <li>1. History of Photography</li> <li>2. Loading the film and shooting</li> <li>3. Operation of a film camera</li> <li>4. Care and maintenance of camera equipment</li> </ol> <p>Basic Principles:</p> <ol style="list-style-type: none"> <li>1. Properties of light, reflection, transmission, refraction, Different type of light sources and their sources and properties, controlling light, Types of light, forms of light.</li> <li>2. Types of Cameras, virtual image formation, Lens (various types of lenses) – Wide Angle, Tele, Normal, Zoom)</li> <li>3. Photosensitive material, Celluloid, Film &amp; ISO, Types of film, Colour film – C41 process.</li> </ol>		15
January	<p>Exposure:</p> <ol style="list-style-type: none"> <li>1. Mechanism of aperture, shutter, ISO.</li> <li>2. Correct exposure.</li> </ol> <p>Concepts of composition</p> <p>Digital Capture</p> <p>Various types of Digital Capture and Image.</p>		20
February	<p>Major landmarks in history and development of 'print technology'</p> <p>Basic print: processes, contact, projection, composition, inprinter, special effect printer.</p> <p>Print machines and image carriers + Letterpress, offset, silkscreen, digital print</p> <p>DTP</p> <p>Future trends in print technology.</p> <p>Awareness of Photo-editing softwares (Possibilities and Limitations)</p>		10
March	<p>Softwares:</p> <p>Adobe Photoshop, Adobe Lightroom, Colour Correction, Processing, High Dynamic Range, Illustrator.</p>		15

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## M. L. Dahanukar College Of commerce

### Teaching Plan

Department : BMM

Class: SYBMM

Semester 4

Subject: ORGANISATIONAL BEHAVIOUR

Name of Faculty: Shivani Naik

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<ul style="list-style-type: none"><li>• Definition of Organisation &amp; Types.</li><li>☐ Concept of OB &amp; its scope.</li><li>☐ Models of Organisational Behaviour.</li> <li>• Organisation and its environment.</li><li>☐ Formal Organisation: Design &amp; Structure.</li><li>☐ Divisions of work and task interdependence</li></ul>		15
January	<ul style="list-style-type: none"><li>• Sources of Organisational Culture.</li><li>☐ Types of Organisational Culture.</li><li>☐ Manifestation &amp; Managing Organisational Culture.</li><li>☐ Work force diversity - Gender , Ethnic &amp; Community issues &amp; personality factors.</li> <li>• Theories of Motivation – Need &amp; Process Theory.</li><li>☐ Application of Motivation Theories.</li></ul>		20
February	<ul style="list-style-type: none"><li>• Concepts of group &amp; types of group.</li><li>☐ Group norms &amp; Group cohesion.</li><li>☐ Concept of team work.</li> <li>• Decision making – definition &amp; process.</li><li>☐ Group Think, risky shift &amp; Polarisation.</li><li>☐ Techniques for improving decision making- MIS (Management Information System).</li></ul>		10
March	<ul style="list-style-type: none"><li>• Importance &amp; Characteristics of control.</li><li>☐ Qualities of an effective Leader.</li><li>☐ Leadership Style &amp; effective</li></ul>		15

	<p>Communication</p> <ul style="list-style-type: none"><li>• Concept.</li><li>☐ Causes &amp; effect.</li><li>☐ Coping Strategies.</li></ul>		
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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 4

Subject: TV Radio

Name of Faculty: Abhijeet Pant

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>A Short History of Radio &amp; TV in India</p> <p>All India Radio</p> <ul style="list-style-type: none"> <li>- Doordarshan</li> <li>- Prasar Bharti main points</li> <li>- Convergence trends</li> </ul> <p>Types of Sound: Natural, Ambient, Recorded</p> <p>The Studio Setup</p> <ul style="list-style-type: none"> <li>- The Sound Equipment: Mixer, Control Panel</li> <li>- Tape Recording</li> <li>- Digital Recording</li> <li>- Outdoor Recording</li> <li>- Types of Microphones</li> <li>- The Editing suite</li> </ul>		15
January	<p>The Power &amp; Influence of Visuals</p> <ul style="list-style-type: none"> <li>- The Video-camera: types of shots, camera positions, shot sequences, shot length</li> <li>- Lighting: The importance of lighting</li> <li>- Television setup: The TV studio, difference between Studio &amp; on-location shoots</li> </ul> <p><i>Broad guidelines -classifications</i></p> <ul style="list-style-type: none"> <li>- News</li> <li>- Documentary</li> <li>- Feature</li> <li>- Talk Show</li> <li>- Music shows</li> <li>- Radio Drama</li> <li>- Sports broadcasting</li> </ul>		20
February	<p><i>Broad guidelines and classification</i></p> <ul style="list-style-type: none"> <li>- News</li> <li>- Documentary</li> <li>- Feature</li> <li>- Talk Shows</li> <li>- TV serials &amp; soaps</li> <li>- Sports</li> <li>- Reality</li> <li>- Animation</li> </ul> <p>Community Radio-role and importance</p>		10

	<ul style="list-style-type: none"> <li>- Contribution of All India Radio</li> <li>- The Satellite and Direct to Home challenge</li> </ul>		
March	<ul style="list-style-type: none"> <li>-Story board</li> <li>-On-line editing</li> <li>- Educational TV with reference to Jamia-milia, etc. virtual classrooms</li> <li>- Pre- Production</li> <li>- Production</li> <li>- Post- Production</li> </ul>		15

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# M. L. Dahanukar College Of commerce

## Teaching Plan

Department : BMM

Class: SYBMM

Semester 4

Subject: Introduction to Advertising

Name of Faculty: Manjiri Bhatnagar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>The basic characteristics of Advertising The limitations of advertising Effects of Advertising on the Economy, on Society The Ethical Issues in Advertising The criticism of advertising</p> <p>The role of an Ad Agency The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept. The functions of each department (in brief)</p>		15
January	<p>The communication Process The steps involved in creating an Advertising Strategy (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief) Post Campaign Research Concepts IMC – Dagmar – USP – AIDA The need for Research</p>		20
February	<p>Copy research, pretesting, post testing, concept testing Product research, Media research</p>		10
March	<p>The Advertising Budget How the Agency earns its income The relationship between the Client – Agency-Media-Consumers</p>		15

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