

F.Y.B.M.M.C.
Semester -I

M. L. Dahanukar College Of commerce

Teaching Plan

Department : BAMMC

Class: FYBAMMC

Semester 1

Subject: Effective Communication Skills I

Name of Faculty: Monica a.

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication. Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	Individual projects + presentation	15
August	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion. Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place. Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc		20
September	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling . Recognizing various aspects of		10

	language particularly related to media , Vocabulary 100 media words		
October	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking. Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation. Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation. Interpretation: Meaning, Difference between interpretation and translation.		15

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Semester 1

Subject: Fundamental Of Mass Communication

Name of Faculty: satish bendre

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ol style="list-style-type: none"> 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. 	group projects + presentation	15
August	<ol style="list-style-type: none"> 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. 3. Traditional & Folk Media: 4. Print: Books, Newspapers, Magazines Broadcast: Television, Radio 5. Films 6. Internet 		20
September	<p>I. Social Impact (With social reformers who have successfully used mass communication)</p> <p>II. Political Impact (With political leaders who have successfully used mass communication)</p> <p>III Economic Impact (With how economic changes were brought about by mass communication)</p> <p>IV. Developmental Impact (With how the government has successfully used mass communication)</p>		10

	Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.		
October	<ol style="list-style-type: none"> 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. 		15

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Semester 1

Subject: FOUNDATION COURSE –I

Name of Faculty: Delisha D.

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference. Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences	Practical Exam	15
August	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities. Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules.		20
September	Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution. The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive		10

	politics; Role and significance of women in politics		
October	<ul style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services c. Problems of the elderly- causes, implications and response d. Issue of child labour- magnitude, causes, effects and response e. Child abuse- effects and ways to prevent f. Trafficking of women- causes, effects and response 		15

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Semester 1

Subject: VISUAL COMMUNICATION

Name of Faculty: Arvind P.

Month	Topics to be cover	Topics For internal	No. of Lecture
July	History and development of Visuals Need and importance of visual communication, Visual Communication as a process and as an expression, Language and visual communication, Visible concepts, Plans and organisational charts	group projects + presentation	15
August	<ol style="list-style-type: none">1. Color theory2. Psychological implications of color3. Colors and visual pleasure4. Elements of Design5. Invisible Concepts6. Generalisation Theories7. Feelings or attitudes8. Gestalt9. Constructivism		20
September	<ol style="list-style-type: none">1. Painting & Photography2. Film & Television, Documentaries, Script writing & visualization3. Comics & Cartoons, Digital Images, Animation & VFX4. News Papers, Advertisements, Photo Journalism5. Folk & Performing Arts		10
October	<ol style="list-style-type: none">1. Ethics2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)3. Audience Behavior4. Citizen Journalism, Going Viral5. Visual stereotyping in social media		15

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Semester 1

Subject: **CURRENT AFFAIRS**

Name of Faculty: Dr. Prachee Phadke

Month	Topics to be cover	Topics For internal	No. of Lecture
July	Three political stories of national importance, Political leaders : news makers of the season, One dominating economic /business news, One dominating environment news stories, One story of current importance from any other genre. Ministries of Government of India, Autonomous government bodies, Enforcement Organizations, Internal Security, Police, Review of latest episodes of communal tensions. The tensions in J&K , Background, Political players Update on the current situation	group projects + presentation	15
August	Security Council , Structure and role, Issues that currently engage the SC, Role of United Nations ,General Assembly ,Other main organs of the UNO, Issues that currently engage the UNO, Four conflicts/ issues of international importance, Introduction to Digital Gaming Industry, Overview of Indian digital gaming		20
September	Political parties reach and challenges, political leaders, An update on the current political dynamics of Maharashtra, News relating to the marginalized and displaced tribes, The latest news on floods and drought, unemployment, health issues, etc,		10
October	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide, Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation, Introduction to Augmented Reality Introduction to Virtual Reality		15

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Subject: HISTORY OF MEDIA

Name of Faculty: sneha Nagarkar

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ul style="list-style-type: none"> a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, d. Newspapers – a social aspect for freedom struggle, e. PRESS ACTS of India f. Press during the Emergency Period 	group projects + presentation	15
August	<ul style="list-style-type: none"> a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act1876 d. Raja Rammohan Roy e. Bal GangadharTilak f. M.K.Gandhi g. B.R. Ambedkar h. KP Kesava Menon i. K.C MammenMapillai j. Maulana Abdul Kalam Azad 		20
September	<ul style="list-style-type: none"> a. Genesis of documentaries and short films, Evolution of film making in India -brief history, Photography to moving films b. Origin of Hindi cinema c. Origin of Short films to what it is today, role of you tube and WhatsApp d. Great masters of world cinema 		10
October	<ul style="list-style-type: none"> a. Radio & Television as Mass Media b. Radio and Television 		15

	<p>Broadcasting</p> <p>c. The beginning of Radio and Television Shows</p> <ul style="list-style-type: none">• A New Era in Broadcasting in India• Satellite Television & Privatization in Broadcasting• Advertising in India• Internet Protocol Television		
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