

# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.C.      Class: SY B.A.M.M.C.      Semester: III

Subject: COMPUTERS MULTIMEDIA -01

Name of the Faculty: Mr. Aiman Kazi

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Photoshop: Pixel based editing  <ol style="list-style-type: none"><li>1. Introduction to Photoshop</li><li>2. Photoshop The tools, Toolbox controls 03 Workspace</li><li>3. Working with Images</li><li>4. Image Editing</li><li>5. Working with Text</li></ol>		14
September	Premiere Pro - Video editing software  <ol style="list-style-type: none"><li>1. Introduction to editing</li><li>2. Introduction to premiere pro</li><li>3. Understanding file formats</li><li>4. Exporting and rendering</li></ol>		6
October	Premiere Pro - Video editing software  <ol style="list-style-type: none"><li>1. Using colour grading</li><li>2. Video transitions</li><li>3. Video effects</li></ol>		6

	<p>Sound Editing Software</p> <ol style="list-style-type: none"> <li>1. Introduction to Digital Audio</li> <li>2. Concept of Dolby digital</li> <li>3. Sound Recording</li> </ol>		4
November	<p>Corel Draw</p> <ol style="list-style-type: none"> <li>1. Introduction to Corel Draw</li> <li>2. Using Text</li> <li>3. Exploring Tools</li> <li>4. Applying Effects</li> <li>5. Exporting in CorelDraw</li> </ol> <p>InDesign Layout Software</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Working with Text</li> <li>3. Using Palettes</li> <li>4. Colour Correction</li> <li>5. Exporting Files</li> </ol>		8  10
December	<p>Sound Editing Software</p> <ol style="list-style-type: none"> <li>1. Working with Sound</li> <li>2. Advance Sound Processing</li> </ol>		6

**Mr. Aiman Kazi**

**Sign of Faculty**

**Sign of Coordinator**

**M.L. Dahanukar College of Commerce**

**Teaching Plan: 2020 - 21**

**Department: B.M.M./B.A.M.M.C.**

**Class: S.Y.B.M.M/B.A.M.M.C.**

**Semester:III**

**Subject: CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

**Name of the Faculty : MS. SHIVANI NAIK**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
August	Unit – 1- Foundation of Corporate Communication  1. Introduction to Corporate Communication  2. Key concepts in Corporate Communication  3. Ethics and Law in Corporate Communication	Presentations	14
September	Unit – 2 – Understanding Public Relations  1. Introduction and growth of Public Relations  2. Role of Public Relations in various sectors  3. Theories and tools of Public Relations	Quizzes  Case studies	16
October	Unit – 3- Corporate Communication and Public Relation’s range of functions  1. Media Relations  2. Employee Communications  3. Crisis communication	Discussions  Debates	12

November	Unit – 4 - Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations  1. Emerging trends, tools & technology  2. New media tools  3. Role of social media	Presentations	12
December	Revision		2
		Total	54

Ms. Shivani Naik, Core Faculty

**Sign of Faculty**

**Sign of Coordinator**

**M.L. Dahanukar College of Commerce**

**Teaching Plan: 2020 - 21**

**Department: B.A.M.M.C.      Class: S.Y. BAMMC      Semester: 3**

**Subject: ELECTRONIC MEDIA I**

**Name of the Faculty: MR. GANESH ACHWAL**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
August	Module I Short history of Radio and TV in India and abroad , Introduction to Prasar Bharati , FM Radio and Community Radio Convergence Trends		12
September	Module II Introduction to sounds – Types of sound ,Studio set up ,Types of recording ,Outdoor recording ,Types of microphones Introduction to visuals –TV set up ,Video camera ,Influence of Visuals ,Studio shoot Electronic news gathering Electronic Field production		12
October	Module 3 A)Introduction to Radio formats News ,Documentary ,Talk show ,Music show ,Radio drama ,Radio interview		12

	B) Introduction to TV formats – News ,Documentary ,Talk show ,TV serials and soaps ,Sports ,Docudrama ,Reality show and web series		
November	Module 4  Different roles and contribution in the society  A) Community radio B) All India Radio C) The satellite and DTH		6
December	Module 5  Preproduction ,Production process ,Post production process		8

Mr. Ganesh Achwal

**Sign of Faculty**

**Sign of Coordinator**

# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.A.M.M.C.      Class: SYBAMMC      Semester: III

Subject: Film Communication I

Name of the Faculty: Sayalee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<ul style="list-style-type: none"><li>• History of Cinema, Birth of Visual Art</li><li>• Understanding the Language of Cinema</li><li>• Transition from Documentary to Feature Film</li><li>• Grammar, Technology and Art.</li><li>• Director - the captain</li><li>• Writer – the back bone</li><li>• Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing</li><li>• Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image</li><li>• Early Years (1895-1919) World and India.</li></ul>	<ol style="list-style-type: none"><li>1. Screening of Raja Harishchandra</li><li>2. Screening of Japanese samurai films in the silent era</li></ol>	16
September	<ul style="list-style-type: none"><li>• Early Sound Era (1930-1939)</li><li>• The developmental stage (1940-1950)</li><li>• The major cinema movements and their film movements and its makers impact.</li><li>• Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards,</li></ul>	<ol style="list-style-type: none"><li>1. Screening Citizen Kane</li><li>2. Screening of The Bicycle thief</li><li>3. Screening of The Psycho</li><li>4. Screening of Roshomon</li></ol>	16

	<p>global audience of Hollywood cinema</p> <ul style="list-style-type: none"> <li>• Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica</li> <li>• Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc.</li> <li>• Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc</li> </ul>		
October	<ul style="list-style-type: none"> <li>• Art v/s Commercial Cinema and parallel</li> <li>• Indian Meaningful cinema(Commercial) Indian cinema</li> <li>• The Angry Young Man</li> <li>• The Indian Diaspora and Bollywood</li> <li>• Contemporary Bollywood Cinema</li> <li>• Globalisation and Indian Cinema, The multiplex Era</li> <li>• Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram</li> <li>• Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu</li> <li>• Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, 21 Said Mirza etc.</li> </ul>	<ol style="list-style-type: none"> <li>1. Screening of Jane bhi do yaaron</li> <li>2. Screening of Zanjeer</li> <li>3. Screening of Pyaasa</li> <li>4. Screening of Shree 420</li> <li>5. Screening of Do Aankhen bara haath</li> </ol>	16
November			

December			

**Ms Sayalee Natu**

**Sign of Faculty**

**Sign of Coordinator**

# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.A.M.M.C.

Class: S.Y.B.A.M.M.C.

Semester: III

Subject: MEDIA STUDIES

Name of the Faculty: Dr. Prachee M. Phadke

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	Module 1 Eras, relevance, <ul style="list-style-type: none"><li>• Era of Mass Society and culture – till 10 connection to culture,</li><li>• 1965 Literature Normative theories-Social</li><li>• Responsibility Theory Development media theory</li></ul>		10
September	Module 2 Propaganda and <ul style="list-style-type: none"><li>• Origin and meaning of Propaganda</li><li>14 propaganda theory-</li><li>• Hypodermic Needle/Magic bullet</li><li>• Harold Lasswell Scientific</li><li>• Paul Lazarsfeld-Two step flow perspectives to</li><li>• Carl Hovland and Attitude Change limited perspectives theory</li></ul>		14
October	Module 3 Various schools <ul style="list-style-type: none"><li>• Toronto school (McLuhan) 12</li><li>• Schools-Birmingham(Stuart Hall)</li><li>• Frankfurt-Theodor Adorno and Max Horkheimer</li><li>• Raymond Williams- Technological</li></ul>		12

	<p>Determinism • Harold Innis- Bias of Communication</p> <p>Media and Identity Feminism /Racism/ethnicity etc</p> <p>Caste/class/tribal/queer representations (India examples)</p>		
November	<p>Module 4</p> <p>Theories on media</p> <ul style="list-style-type: none"> <li>• Media effects and behavior 06 Effects • Media effect theories and the argument against media effect • theories Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation</li> </ul>		06
December	<p>Module 5</p> <p>New Media and The Age Of Internet</p> <p>Meaning making • New media 06 Perspectives • Henry Jenkins-Participatory culture • Internet as Public sphere- Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet</p>		06

**Dr. Prachee M. Phadke**

**Sign of Faculty**

**Sign of Coordinator**

# M.L.Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.C.      Class: SYBAMMC      Semester: III

Subject: Introduction to Photography

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August	<ol style="list-style-type: none"><li>1. Intro to Subject as Visual media communication</li><li>2. To learn- Light Lens &amp; Composition</li><li>3. Parameters of Light</li><li>4. Concept of Exposure</li><li>5. Roles of Aperture, Shutter &amp; ISO</li><li>6. Aperture &amp; Depth of Field</li></ol>		08
September	<ol style="list-style-type: none"><li>1. Aperture &amp; Bokeh</li><li>2. Shutter &amp; Motion blur</li><li>3. Shutter &amp; Motion Freeze</li><li>4. Movement v/s Moment concept</li><li>5. Flash light as momentary source</li><li>6. Synchronisation &amp; Slow Sync</li></ol>		10
October	<ol style="list-style-type: none"><li>1. Slow sync applications &amp; Creative use of Mixed light</li><li>2. Perspective- Viewpoint &amp; Focal length</li><li>3. Lighting Technique- Lighting=Shading</li><li>4. Three point Lighting &amp; need of it</li><li>5. Types of Portrait lighting</li><li>6. Effect lighting- six types</li><li>7. Quality of Light- Hard v/s Soft</li></ol>		12
	<ol style="list-style-type: none"><li>1. Lighting accessories &amp; Effects</li><li>2. Comoposition- Ideas &amp; Rules</li></ol>		08

November	<ol style="list-style-type: none"> <li>3. Colour Temperature &amp; White Balance</li> <li>4. Effects of Warm &amp; Cool light on Mood</li> <li>5. Types of Lenses &amp; Appropriate use</li> </ol>		
December	<ol style="list-style-type: none"> <li>1. Exposure Metering- In built &amp; External</li> <li>2. Exposure Modes &amp; Correct selection</li> <li>3. Exposure compensation in critical Lighting</li> <li>4. Digital Imaging- Resolution &amp; Megapixel</li> <li>5. PhoneCam Photography (Parallel in all)</li> </ol>		10 (+4 for revision)

**Sign of Faculty**

**Sign of Coordinator**