

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

SYBAMMC

Semester: 3

Subject: ELECTRONIC MEDIA 1

Name of the Faculty: MR. GANESH ACHWAL

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module I Short history of Radio and TV in India and abroad , Introduction to Prasar Bharati , FM Radio and Community Radio Convergence Trends		12
July	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		14
August	Module 3 A)Introduction to Radio formats		16

	<p>News ,Documentary ,Talk show ,Music show ,Radio drama ,Radio interview</p> <p>Introduction to TV formats – News ,Documentary ,Talk show ,TV serials and soaps ,Sports ,Docudrama ,Reality show and web series</p>		
September	<p>Module 4</p> <p>Different roles and contribution in the society</p> <p>A) Community radio B) All India Radio</p> <p>The satellite and DTH</p>		08
October	<p>Module 5</p> <p>Pre-production ,production and post production process</p>		10
		Total	60

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M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

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

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

Semester:III

Subject: CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Name of the Faculty : MS. SHIVANI NAIK

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	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
July	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
August	Unit – 3- Corporate Communication and Public Relation’s range of functions 1. Media Relations 2. Employee Communications 3. Crisis communication	Discussions Debates	14

September	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	14
October	Revision & Class Tests		2
		Total	60

Ms. Shivani Naik, Core Faculty

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M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: SYBAMMC

Semester: III

Subject: FILM COMMUNICATION I

Name of the Faculty: MS. SAYALEE SUHAS NATU

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module 1 1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema. 1.4 Transition from Documentary to Feature Film Module 2 2.1 Grammar, Technology and Art. Director - the captain Writer – the backbone		8
July	Module 2 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing 2.3 Aspects of Film-1: Film Sound Three components of Film Sound		14

	<p>The relationship between Sound and Image</p> <p>Module 3</p> <p>3.1 Early Years (1895-1919) World and India. The Silent Era (1920-1931)</p> <p>3.2 Early Sound Era (1930-1939)</p> <p>3.3 The developmental stage (1940-1950)</p>		
August	<p>Module 4</p> <p>4.1 The major cinema movements and their film makers</p> <p>4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema</p> <p>4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica</p> <p>4.4 Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc.</p> <p>4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.</p> <p>Module 5</p> <p>5.1 Art v/s Commercial</p>		16
September	<p>Module 5</p> <p>5.1 Indian Meaningful cinema(Commercial)</p> <ul style="list-style-type: none"> • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian 		16

	<p>Cinema, The multiplex Era</p> <p>5.2 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram</p> <p>5.3 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu</p> <p>Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza</p>		
		Total	54

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M. L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

SYBAMMC

Semester: II

Subject: MEDIA STUDIES

Name of the Faculty: Ms. Priya Tiwari

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

	<p>Media and Identity:</p> <p>Feminism /Racism/ethnicity etc</p> <p>Caste/class/tribal/queer representations</p> <p>(India examples)</p>		
September	<p>Theories on media Effects:</p> <ul style="list-style-type: none"> • Media effects and behavior • 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. 		06
October	<p>Meaning making Perspectives:</p> <ul style="list-style-type: none"> • New media • 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 		06
		Total	48

Ms. Priya Tiwari

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M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

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
June	Photoshop: Pixel based editing <ol style="list-style-type: none">1. Introduction to Photoshop2. Photoshop The tools, Toolbox controls 03 Workspace3. Working with Images4. Image Editing5. Working with Text		12
July	Premiere Pro - Video editing software <ol style="list-style-type: none">1. Introduction to editing2. Introduction to premiere pro3. Understanding file formats4. Exporting and rendering5. Using colour grading6. Video transitions7. Video effects Sound Editing Software <ol style="list-style-type: none">1. Introduction to Digital Audio2. Concept of Dolby digital3. Sound Recording		12

			4
August	<p>Sound Editing Software</p> <ol style="list-style-type: none"> 1. Working with Sound 2. Advance Sound Processing <p>InDesign Layout Software</p> <ol style="list-style-type: none"> 1. Introduction 2. Working with Text 3. Using Palettes 4. Colour Correction 5. Exporting Files 		4
			12
September	<p>Corel Draw</p> <ol style="list-style-type: none"> 1. Introduction to Corel Draw 2. Using Text 3. Exploring Tools 4. Applying Effects 5. Exporting in CorelDraw 		12

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M.L.Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: SYBAMMC

Semester: III

Subject: Introduction to Photography

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<ol style="list-style-type: none">1. Intro to Subject as Visual media communication2. To learn- Light Lens & Composition3. Parameters of Light4. Concept of Exposure5. Roles of Aperture, Shutter & ISO6. Aperture & Depth of Field	01. Explore Camera/Phone can & Submit report	10
July	<ol style="list-style-type: none">1. Aperture & Bokeh2. Shutter & Motion blur3. Shutter & Motion Freeze4. Movement v/s Moment concept5. Flash light as momentary source6. Synchronisation & Slow Sync	02. Shoot 5 pictures from your window at one hour interval on same day from 6am to 10am & write detailed observation	12
August	<ol style="list-style-type: none">1. Slow sync applications & Creative use of Mixed light2. Perspective- Viewpoint & Focal length3. Lighting Technique- Lighting=Shading4. Three point Lighting & need of it5. Types of Portrait lighting6. Effect lighting- six types7. Quality of Light- Hard v/s Soft	03. Quiz of 10 marks MCQ based on the portion so far	14
September	<ol style="list-style-type: none">1. Lighting accessories & Effects2. Comoposition- Ideas & Rules	04. Shoot & Submit 01 (Shoot for lighting	10

	<ul style="list-style-type: none"> 3. Colour Temperature & White Balance 4. Effects of Warm & Cool light on Mood 5. Types of Lenses & Appropriate use 	techniques at home on human models/members)	
October	<ul style="list-style-type: none"> 1. Exposure Metering- In built & External 2. Exposure Modes & Correct selection 3. Exposure compensation in critical Lighting 4. Digital Imaging- Resolution & Megapixel 5. PhoneCam Photography (Parallel in all) 	<ul style="list-style-type: none"> 05. Quiz of 10 marks MCQ based on the topics learnt in September 06. Shoot & Submit for compopsition 	10 (+4 for revision)
		Total	60

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