

M.L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: BAMMC

Class: SYBAMMC

Semester: 4

Subject: Computer Multimedia II

Name of the Faculty: Pushkaraj Arthe

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	Mixing 02 multiple images Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool, Layer basics 05 Layers Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers, Workspace overview 02 Dreamweaver Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver		4
December	Editing 03 Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters, Blend modes 01 Blend Modes Advanced blending options Layer blends, Text as art, Glyphs, Creative text 01 Text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools		16

January	Illustrator Interface, 02 Adobe Tool Box, Panels and Bars Illustrator Importing files in illustrator, Different file formats 2. Using text Artistic and paragraph text, Formatting Text, 02 Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects 3. Creating Simple Text based logo replication, Shape based logo designs replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity 4. Applying effects Power of Blends, 02 Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips 5. Exporting in Exporting, 01 Illustrator Types of export, Exporting for other soft wares		16
February	List the menus, 02 Adobe In Design List the tools, Palates Benefits of using In Design, Application of In Design 2. Text Edits in Format of text, 02 InDesign Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images 3. Using palettes Using palettes for different types of publications 01 made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate 4. Colour Embedding images in proper formats, 02 correction in Colour correction on the images, InDesign Adjusting according to the color tone of the publication 5. Exporting files Types of files, 01 Exporting for different		08

	publications/templates, Newspaper, magazine, etc.		
March	How premiere helps in editing, 02 Premiere Pro Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.) 3. Right Understanding different file formats 02 application of (AVI/MPEG/MOV/H264, etc.) various file Importing raw footage for edits, formats Performing video checks while editing Using inbuilt transitions, 4. Using colour What is color grading, 02 grading Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing 5. Exporting and Exporting in different formats, 02 rendering Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques		04
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: BAMMC

Class:

SYBAMMC

Semester: 4

Subject: Electronic Media -II

Name of the Faculty: Ganesh Achwal

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	<ul style="list-style-type: none">• Satellite Radio – The Evolution and Radio: • Growth AIR and Community Radio Developmental and Educational Role • Internet Radio and Private FM Channels broadcast on Internet.		4
December	Evolution and growth of Private and Television • Satellite channels: Growth of Private International, National and Regional TV Networks • and fierce. Competition for ratings. • Satellite television broadcast Television channels for niche audiences —entertainment, news, sports, science, health and life style. • HDTV telecast Proliferation of DTH services.		16
January	Breaking news on television and the TRP race. How panel discussions can make the public opinion. Radio and Television Interview techniques. Qualities of a good anchor Voice modulation. Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation.		16

February	Idea generation, Scripting, Story board, Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV. Ethics including Censorship in presentation of News. Code of conduct Fact checking		08
March	Features, Audience effectiveness, advertisements and Dumbing down of News. Use of Facebook and Twitter. Internet TV/ Radio. Mobile TV/Radio. Mobile Technology, Social Media and Web		04
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Teaching Plan: 2023-24

Department: BAMMC

Class: SYBAMMC

Semester: 4

Subject: Film Communication II

Name of the Faculty: Sanskruti S

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	Regional Films and Film makers – Marathi (V. Cinema Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc		4
December	2.1 Popular Hindi Commercial Films(Bollywood) Cinema 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.) Contemporary Era 08 Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture		16
January	Film Production to Film Exhibition 08 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making - 1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry		16

	Distribution Promotion Marketing Branding Internet		
February	5.1 Introduction to Film Institute, Film Bodies and 08 Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad		12
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M.L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: BAMMC

Class: SYBAMMC

Semester: 4

Subject: MASS MEDIA RESEARCH

Name of the Faculty: Siddhi K.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	Relevance, Scope of Mass Media Research mass media and research • 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 • Research Designs: a) Exploratory b) Descriptive and c) Causal		4
December	Primary Data – Collection Methods methodology I. Depth interviews II. Focus group III. Surveys IV. Observations V. Experimentations b. Secondary Data Collection Methods c. Literature review d. Designing Questionnaire and measurement techniques a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format		16

January	. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis		16
February	Readership and Circulation survey research in mass b. TRP media c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research		08
March	What is semiotics in media? the Mass Media. b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media		04
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Semester: 4

Subject: Writing and Editing for Media

Name of the Faculty: Mansi M.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	Refreshing Preamble, unique features of the Indian Constitution Article 19 (1) (a), Article 19(2), Hierarchy of the courts, Independency of the judiciary Legal terminologies, Social Responsibility Theory, Emerging Issues in Social Responsibility, Theory in today's era, Threat of Fake News and facts verification, Social media decorum. Indecent Representation of Women's Obscenity Act 2. 19.2, IPC 292 , 293 3. Change in perception with time, Unfair Trade Practices and the Competition Act		4
December	Brief history: Statutory status, Structure, Powers and limitations, Role of Telecom Regulatory Authority of India, Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council Official Secrets Act 2. Controversies 3. Case Studies. Right To Information Act 2005 2. Brief History 3. Importance and current status.		16

	What is ethics? And why do we need ethics?		
January	Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council, News Broadcasters Association : 2. Structure 3. Mission 4. Role, What is copyright, Intellectual Property Rights 02 IPR Exceptions Major Amendments Recent Case studies Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies		16
February	1.Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies Contempt of Court 2. Contempt of Parliament Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act.resolution 3. Right to Privacy a Fundamental Right		08
March	Code of conduct for journalist responsibility 2. Conflict of interest of journalist 3. Misrepresentation 4. Shock Value, Post -truth and challenges of fighting fake news 2. Techniques of fact verification, Violation of ethical norms by responsibility advertisers of advertisers 5. Case Studies		04
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Semester: 4

Subject: Media Laws and Ethics

Name of the Faculty: Saylee N.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
November	1. What makes news? (determinants of 12 PRINT MEDIA news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing various forms 9. Writing for Advertisements		4
December	1. Radio and Television: Challenges, strengths and weaknesses Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends Storyboarding for Television commercials		16
January	1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content		16

	for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs		
February	1. Checking spelling and grammar Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage.		08
March	1. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 2. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining - website design		04
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