

Visual Communication

Semester 1 Paper Code

Subject

- 101 Computer Graphics and Media
- 102 Editing, Reporting and Newspaper Production
- 103 Introduction to Marketing Communication
- 104 Basic Computer Applications
- 105 General Studies and Current Affairs

Even Semester	Odd Semester
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22

Semester 2

- 201 Television Journalism 8728
- 201 Audio Visual Communication and Production Techniques 8729
- 202 Modern Management Approaches 8725
- 202 Research Methodology 8726
- 203 Digital Media Applications 8727

Even Semester	Odd Semester
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22

- 301 Radio Programming and Production
- 302 Documentary Filmmaking and Animation and Design
- 303 Cinema Studies
- 304 Special Interest Reporting in Print and Electronic Media
- 305 Brand and Advertising

Even Semester	Odd Semester
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22

Semester 4

- 401 Media Laws and Ethics 8779
- 402 Corporate Social Responsibility and Communication for Development
- 403 Media Research and Planning - 8781
- 404 Media Events and Entertainment Management 8782
- 405 Dissertation and Viva Voce

Even Semester	Odd Semester
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22
20-21	21-22

MA - MMC MARKETING AND MANAGEMENT COMMUNICATION

Semester 1	Paper Code	Subject	Exam Pattern	Teaching Hours
Semester 1		101 Communication and Media	20-80	103
		102 Editing, Reporting and Newspaper Production	20-80	99
		103 Introduction to Marketing Communication	20-80	90
		104 Basic Computer Applications	20-80	128
		105 General Studies and Current Affairs	20-80	118
Semester 2		201 Consumer Behaviour - 8723	20-80	102
		202 Digital Media - 8724	20-80	90
		203 Modern Management Approaches	20-80	135
		204 Research Methodology	20-80	90
		205 Multimedia Applications	20-80	106
Semester 3		301 Public Relations and Corporate Communications	20-80	98
		302 Sales Promotion and Retail Communication	20-80	109
		303 Marketing Research and Analysis	20-80	122
		304 International Communication Management	20-80	116
		305 Brand and Advertising	20-80	132
Semester 4		401 Media Laws and Ethics - 8779	20-80	90
		402 Corporate Social Responsibility and Communication	20-80	8780
		403 Media Research and Planning - 8781	20-80	95
		404 Media Events and Entertainment Management	20-80	8782
		405 Digital Media and New Media	20-80	92

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2.1 Theories of Communication									
Hypodermic Needle Theory, Two-step & Multi-step Theory, Commercial Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception and Selective Retention Theory, Individual Difference Theory									
5	0	1	0	0	0	0	0	0	6
2.2 Models of Communication, SMR Model, SMRC Model, Shannon and Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model, Gate Keeping Model									
5	0	1	0	0	0	0	0	0	6
2.3 Role of technology in communication, Communication for Development, Social Communication, Goals of development communication, Gandhian pattern of Communication									
2	0	1	0	0	0	0	0	0	7
2.4 Participatory Communication, Community Communications and Media, Message Design in Development Communication, Participatory Horizontal Communication Model, Social Marketing Communication Model									
2	0	1	1	1	0	0	0	1	8
2.5 Redefining Development Communication – from economic centered to people centered, Content in the context of Development, Issues and Approaches, Comparison of various models									
2	0	1	1	1	0	0	0	0	4
UNIT 3									
Applied Communication									
3.1 Formal Communication									
Oral and Written, Vocabulary of Formal Communication, Verbal and non-verbal communication etiquette									
1	1	0	0	1	0	0	0	2	5
3.2 Business Communication									
Writing different types of letters, Faxes, Memos, Reports, etc, making formal presentations, Writing CVs, Technical Writing, Proposal writing									
1	1	0	0	1	0	1	0	2	5

3.3 Meetings, Discussions, Presentations, Debates, Translation, Interviews, Telephonic Conversations	1	1	0	0	0	0	0	0	2	5
3.4 Basics of writing, Writing for print (newspapers and magazines), writing for radio, writing for television, language, structure, formats, Writing for pictures, differences between writing for print, radio, television and internet, content creation for various media, copywriting for products and brands	2	0	0	0	0	0	0	0	2	4
UNIT 4										
Overview of Mass Communication and Media										
4.1 Overview of Mass Media in India, Culture as a media influencer, Culture as a social unifier, Culture and context for mass media growth, Global growth and development of media	2	0	1	0	0	0	0	0	0	3
4.2 Role of Mass Media in our lives, Role of media in Social and Political Movements, early media practitioners, methods adopted, Role of Media in a Democracy, Functions of Mass Media, Role of technology in mass media	2	0	1	0	0	0	0	0	0	3
4.3 Types of Mass Media, Traditional media, folk media, Theatre, Forms of Theatre, Operas, Street Plays, Miming, Puppetry, Storytelling, Children's Theatre	2	1	0	1	1	1	1	1	2	9
4.4 Indian media industry – an overview, Media and Politics, Media Economics, Media Revenue Streams	1	0	1	0	0	0	0	0	0	2
UNIT 5										
Modern Media Organisations										
5.1 Print media, Types and Characteristics, Newspapers, magazines, Journals, freedom of Press, Role of Press Council of India, Press Ownership and Control, Content of Newspaper, News Stories, Features, Articles, Editorial, Advertorial, Advertisements	3	0	0	0	0	0	0	0	0	3

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5.2 Electronic Media, News, non-news, Concept of MW, SW and FM, roles in radio, Development of Radio in India and the World, Structure of a Radio Station, Future of Radio, FM, Online Radio, Visual radio, Satellite radio, community Radio	2	0	0	0	1	1	1	5
5.3 Television, Understanding the medium, differences between radio, TV and film, understanding the television audience, Viewership, marketing and business	2	0	0	0	1	1	1	5
5.4 New media, Evolution of digital communication, role of social media in effective communication, Email, Chat, Streaming Media, Search Engine Optimisation, Mobile Media	3	0	0	0	1	0	1	5
5.5 Web-based organisations, Publishing Houses, Role of Bureaus, Content Syndicates, Media Intermediaries, Advertising Agencies, PR agencies, media marketing syndicates	2	0	0	0	0	2	0	4
TOTAL HOURS								103

4.5 Interviewing: Preparation, Background, Establishing confidence, Reluctant people, Using your notebook, Checking back, Telephone interviews, Conferences, Interviews, Attempts to get copy		2	3	2	1	1	1	1	7
UNITS									
Writing for the Newspaper									
5.1	Headlines, captions, content, approach and typography, The words, Accuracy, Punctuation, Abbreviations, Composing a heading, Direct vs oblique approach, Ethics and taste	2	0	1	1	1	0	2	6
5.2	Newspaper language: Sentence length, The right word, Correct English, Words and idioms, Slang and contractions, Technical language, Foreign words, Numbers, Word phrases	2	0	2	2	1	0	2	4
5.3	News writing: Where to begin, Starting with a quote, Opening sentence, Stick to the facts, Grabbing the reader, Order of facts, Quoting quotations, The right length, Presentation	2	0	0	2	0	0	2	4
5.4	Feature writing: Finding ideas, Illustrations, Interviews, Behind the facts, Some writing tips, Writing leaders	2	0	0	0	0	0	0	2
5.5	Arts reviewing: Shaping your review, Amateur theatre, Professional theatre, Music, Films, Television, Books	2	0	0	0	0	0	0	2
TOTAL HOURS									99

103	INTRODUCTION TO MARKETING COMMUNICATION									
	Examination pattern 20:80									
UNIT 1	Units		Lecture							
	Introduction to Marketing									
	1.1	Definition of Marketing	1	0	0	0	0	0	0	1
	1.2	Marketing Process, Marketing Functions, Marketing philosophies	3	0	0	0	0	0	0	3
	1.3	Sales vs Marketing, Customer vs Consumer	2	0	1	0	0	0	0	4
	1.4	Marketing organization, Marketing Mix, Understanding a Brand	3	0	1	1	0	0	0	5
	1.5	Marketing Strategy Formulation, Segmentation, Targeting, Positioning	3	0	1	0	1	0	1	6
UNIT 2	1.6	Strategic Planning, SWOT analysis, Portfolio Analysis and methods	3	0	1	1	0	0	0	5
	Public Relations and Advertising									
	2.1	Introduction and Meaning of Public Relations, Importance and Scope, History and development of PR in India and worldwide	3	0	1	1	1	0	0	5
	2.2	What is a PR campaign, Four-step process of PR, press relations, In-house vs. external PR, Functions of PR in society and in companies, Difference between PR and Corporate Communications	3	0	1	2	0	0	1	6
	2.3	Introduction to Advertising, Definition, need, role and Importance	2	0	1	1	0	0	0	4
	2.4	AIDA model, PACT and DAGMAR approaches, Advertising and other forms of communication in marketing, Commercial vs. Non Commercial Advertising	3	0	1	0	0	0	0	4
	2.5	Creating an advertising message, working of an advertising agency, roles and responsibilities	2	0	1	1	0	0	1	5
UNIT 3	Personal Selling and Sales Promotion									

121

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3.1 Meaning and importance of salesmanship, philosophy of selling and buying, The personal selling process	2	C	0	0	0	C	0	0	0	2
3.2 Understanding buyers, making a sales presentation/pitch, convincing a prospect, Sales communication tools and techniques, developing customer relationships	2	C	C	C	1	0	C	1		4
3.3 Nature and importance of sales promotion, its role in marketing, Forms of sales promotions	2	C	1	1	1	0	0	C		4
3.4 Consumer oriented sales promotion, trade oriented sales promotion and Sales force-oriented sales promotion	1	C	0	0	1	C	C	C		2
3.5 Major tools of sales promotion, samples, point of purchase, displays and demonstrations, exhibitions and fashion shows, sales contests and games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates, patronage rewards	2	C	1	1	1	C	C	1		7
3.6 Developing sales promotion programs, testing, implementing and evaluation	2	1	0	0	C	C	C	1		4
UNIT 4										
New trends in marketing communication										
4.1 Global Marketing, Direct Marketing, Multi-Level-Marketing (MLM), Retail Marketing, Relationship Marketing	1	C	1	1	0	C	C	C		3
4.2 Internet Marketing, Telemarketing, Database Marketing	1	C	0	0	0	C	C	C		2
4.3 Role and evolution of media in marketing communication	1	C	1	0	C	C	C	C		2
4.4 Using digital media in marketing efforts, E- and M-marketing, E- and M-commerce, Social media, using online presence to boost marketing effort	2	C	0	1	1	C	C	C		3

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	4.5. Comparing and contrasting new technology-driven strategies with traditional marketing efforts	1	0	1	0	0	0	0	2
UNITS	Introduction to Integrated Marketing Communications								
	5.1 Concept of IMC, Role and effect of communication in Marketing	2	0	0	0	0	0	0	2
	5.2 Channels and Tools, Audience	2	0	0	0	0	0	0	2
	5.3 Budgets and Measuring Results, Measuring Returns on Investments	2	0	0	0	0	0	1	3
	TOTAL HOURS								90

111

BASIC COMPUTER APPLICATIONS

Examination pattern 20:80

Units

UNIT 1
The Basic Hardware

Lecture

Tutorial

Seminar

Workshop

Demo

Field Visit

Practical

Total Hours

1.1 Basic components of a computer

1

1

0

0

1

0

1

4

1.2 Input/output devices, Memory and other peripherals

1

1

0

0

1

0

1

4

1.3 Operating Systems (Windows, Mac, Others)

1

1

0

0

1

0

1

4

1.4 Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)

1

1

0

0

1

0

1

4

UNIT 2
Office Automation Tools

2.1 Introduction to MS Office Suite

1

0

0

0

0

0

0

1

2.2 MS Word, Introduction to Word Processing, MS Word Interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools

1

2

0

0

1

0

2

6

2.3 MS Excel, MS Excel Interface, Tools and Menus, Creating Spreadsheets, Use of functions, Charts and Graphs

1

2

0

0

1

0

2

6

2.4 MS PowerPoint, Interface, Tools and Menus, Creating slides, Inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

1

2

0

0

1

0

2

6

UNIT 3
The Internet

3.1	Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet)	2	1	0	0	0	0	0	0	3
3.2	Internet Protocols (FTP, HTTP, TCP/IP)	2	1	0	0	0	0	0	0	3
3.3	Websites, Portals and Search Engines	1	0	0	0	0	0	0	1	3
3.4	Online newspapers/ channels/ magazines	1	0	0	0	0	1	0	1	3
3.5	Advantages and threats in Internet-based applications	1	0	0	0	0	0	0	0	1
UNIT 4										
	Graphic Design Software									
4.1	Introduction to Graphics, Color models and modes, Graphic file formats and their applications	2	2	0	0	0	2	0	2	8
4.2	Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tools, Various types of Selection methods, Layer Masking and Vector Masking, Layer Styles, Image Optimization techniques, Using Filters and Plug-ins	2	4	0	0	0	4	0	4	14
4.3	CorelDraw, Tools Graphics - Using CorelDraw, Vector Graphics Designing, Image Rasterisation, Working with Various Page Layouts.	2	4	0	0	0	4	0	4	14

4.4 Hoarding and Paper Advertising, Brochure and Book Designing, Working with Dockers, Exporting Image and File formats		2	4	C	0	4	0	4	14
UNIT 5									
Desktop Publishing									
5.1 QuarkXPress, The Interface, Introduction, Creating, Opening and Saving Open Document		2	2	0	0	2	0	2	8
5.2 The Tool Palette, Item Tool, Content Tool, Rotation Tool, Zoom Tool, Text Box Tool, Picture Box Tool, Line Tool, Link and Unlink Tool		2	3	0	0	3	0	3	11
5.3 Formatting Text, Preferences Creating Text, Style sheet and Colour Palette, Creating Picture Box, Resize Picture Box, Import Picture, Move Picture in the Box, Resize Picture within a Box, Cropping Picture, Text and Image Measurement Palette, Text over Image, Wrap text around picture box, Clipping Paths		2	3	0	0	3	0	3	11
TOTAL HOURS									128

105	GENERAL STUDIES									
Examination pattern 20:80										
Units										
UNIT 1	Constitution and Government	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total	Hours
1.1	Fundamental Rights, Directive Principles of state policy, Major Constitutional Amendments	2	0	1	1	0	0	0	0	4
1.2	Legislature, Executive and Judiciary, Judicial Review System, Elements of Indian law and History of Indian Judicial System	3	0	1	1	0	0	0	0	5
1.3	Centre-State relations, Federal Structure, Central and State Governments, Planning at the Centre and State levels	2	0	0	0	0	0	0	0	2
1.4	Public Administration, Panchayat Raj, Minister-Civil Servant relations, Directorates, Statutory Organisations and Constitutional Bodies, Citizens' Grievance Redressal Mechanisms	4	0	1	1	0	0	0	0	6
1.5	The State, Rights and Duties, Law, Liberty and Equality, Nation and Nationality, Forms of Government	3	0	1	1	0	0	0	0	5
UNIT 2	Politics and Economics									

2.1 Political system in India, Problems of National Integration, Regionalism and Casteism	2	0	1	1	0	0	0	4
2.2 Parliament, Democracy, Elections, Passing of Bills, Governance	2	0	1	1	0	0	0	4
2.3 Indian Economy, Planning and development, Federal Finance	3	0	1	0	0	0	0	4
2.4 Poverty, Unemployment and Human Development, Poverty alleviation, Agriculture and Rural Development Strategies, Urbanisation and Migration, Industry and Labour	4	0	1	0	0	0	0	5
2.5 Money, Banking and Inflation, Foreign Trade, Fiscal and Monetary Policies, Budgets, Role of RBI and Planning Commission, Stock Markets and Economic Indicators	3	0	1	0	0	0	0	4
UNIT 3								
India's foreign policy and Global issues								
3.1 Evolution of India's Foreign Policy, Geo-political determinants of foreign policy	2	0	1	0	0	0	0	3
3.2 India and the Major Powers – USA, UK, Russia and China	2	0	1	1	0	0	0	4

3.3 India's relationship with neighbours - Pakistan, Bangladesh, Sri Lanka, and Nepal, India's role in Afghanistan	2	0	1	1	0	0	0	0	4
3.4 India's major relationships with countries in Africa, Europe and South Asia, ASEAN, SAARC	2	0	1	0	0	0	0	0	3
3.5 Major contemporary global issues, World Wars (I and II), Terrorism and Security Threats, Global Warming and Climate Change, Global Financial Meltdown, Environmental Conservation, Nuclear Proliferation, Oil and energy security, Food Security, Africa's development, Human trafficking, The Future	5	0	2	2	2	0	0	0	9
3.6 Conflict regions: China-Tibet, Israel-Palestine, North-South Korea, US-Iran, Peace in Af-Pak Region	3	0	2	0	0	0	0	0	5
Major contemporary issues in India									
4.1 Naxalism, Maoism, Problems in the North-East	2	0	1	0	0	0	0	0	3
4.2 Water scarcity, river-water disputes	2	0	1	0	0	0	0	0	3

4.3 Corruption, Caste Factor, Judicial Backlog, Population explosion, Law and order, Inequalities, Urban development, Infrastructure, Housing, Education, Energy	3	0	1	1	0	0	0	0	5
4.4 Foreign Direct Investment, mining and environmental protection, Allocation of natural resources, Aspirations of a growing Indian middle class	3	0	2	1	0	0	0	0	5
4.5 Demand for separate states, legislative Islam, Secularism and religious divide, languages, boundary problems	3	0	2	0	0	0	0	0	5
4.6 Implementing RTE and RTI, Media Censorship, Business-political class nexus	4	0	2	2	0	0	0	0	8
Important Commissions and their recommendations									
5.1 Sarkaria Commission: Centre-State relations, Shan Commission (1993)	2	0	2	0	0	0	0	0	3
Reorganisation of States									
5.2 Shrikishna Commission: 1992 Bombay Riots, Shah-Nanavati Commission: Godhra Riots	2	0	2	0	0	0	0	0	3

5.3 Rajinder Sachar Committee-II: Social, economic and educational status of Indian Muslims	2	0	2	0	0	0	0	0	3
5.4 Shri Krishna Committee: Telangana Issue, Liberhan Commission: Ayodhya Issue	2	0	2	0	0	0	0	0	3
5.5 R.K. Raghavan Committee: Ragging in colleges	2	0	1	0	0	0	0	0	3
5.6 Soli Sorabjee Committee: Police Reforms, Dinesh Goswami Committee: Electoral Reforms	2	0	1	0	0	0	0	0	3
TOTAL HOURS									118

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201 AVC		TELEVISION JOURNALISM										
		Examination pattern 20:80										
UNIT 1		Unit's Introduction to Broadcast Media	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total	Hours	
UNIT 1	1.1	on news Technology as an enabler in broadcast media	3	0	0	0	0	1	0	0	4	
	1.2	Early years till today, developments and milestones	2	0	0	0	0	0	0	0	2	
	1.3	Role of government in broadcast media, Prasar Bharati Act, commissions and recommendations on broadcasting, role of I&B ministry	2	0	0	0	0	0	0	0	2	
	1.4		3	0	0	0	0	0	0	0	3	
UNIT 2		Broadcast industry and organization										
UNIT 2		Structure of a broadcast news organization, structure of a news channel; Functioning of a news room, roles and responsibilities, time bands	2	0	0	0	0	0	0	1	3	
	2.2	on television	3	0	0	0	0	0	0	0	3	
	2.3	Terrestrial and satellite television, cable and digital television, DTH, role of IBA	3	0	0	0	0	0	0	0	3	
	2.4	Role of government news agencies, private news syndicates	2	0	0	0	0	0	0	0	2	
		Analysis of TV News: Compare and contrast styles of news on major English, Hindi and regional news										
UNIT 3	2.5	channels	4	0	1	1	1	0	0	0	6	
		Television News Reporting										

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