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F.Y.B.MM

Course: A.BMM.2.01

Title: Effective Communication and Translation Skills II

No of Lectures: 60

Learning Objectives:

- To enhance communication skills and language skills with particular reference to Media communication.
- Using critical thinking to achieve efficiency in oral skills.
- To advance communication skills in Marathi/ Hindi and English acquired in the first Semester.

1. Language Aspects (15)
   - Understand and Analyze concept of Domain and its function with reference to use of language in media. Learn to enhance writing skills.
   - Editing and summarizing text, reporting events.
   - Writing reviews (Book/Film) Print Advertisements and Slogan
   - Press release
   - Letter Writing, (To Editor, columns in newspaper/magazine)
   - Exposure to new media: Writing Blogs

2. Oral Skills (15)
   - How to make Effective Presentation?
   - Conduct group discussions or debate. Interactive Class Participation and analyze the pros and cons of the content presented. How to make effective speech?

3. Critical Thinking (15)
   - Analyzing situation or an incident from different perspective
   - Brainstorming, for instance in a story you have one person point of view. Discuss that and then add the Social, Ethical and Moral thinking in the current aspect.

4. Translation Skills (15)
   - The process of translation
   - Charles Sanders Pierce
   - Karl Weick on Enactment, Selection and Retention; Input and Processing
   - Context of translation- regional and global
   - Trade-off in Translation
   - Actual translation of media reports (Hindi/Marathi to English)
Internal Assessment: Group Discussion/Class Debate

Reference Books:
- Serious Creativity: Edward de Bono
- Written Communication; Orient Longman 1977
- Thinking Course; Edward De Bono
- The Manager's Guide to Business Writing, Suzanne Sparks; Tata McGraw Hill
- Writer's Express - A handbook for young writers, thinkers and learners, Cambridge Publication
F.Y.B.MM  

Course: A.BMM.2.02

Title: Introduction to English Literature

No of Lectures: 60

Learning Objectives:

- To expose students to good writers and their work that will deepen their understanding of life.
- To introduce students to various genres in Literature that will help student’s sensitivity and thinking.

1. a. Introduce the concept of: 
   Story, Novel, Novella, Drama, Fiction, Poetry, Plot and Character. 
   Study works of Anton Chekhov, Leo Tolstoy and William Shakespeare

   b. How to review various genres in Literature?

   c. Introduce various 'isms' through different text
      1. Animal farm; George Orwell
      2. 1984; George Orwell (Ideas of Communism)

2. Women oriented stories. Discuss ideas of Feminism through the works of 
   Ismat Chughtai 
   Mahasweta Devi

3. Drama- (Ideas of Naturalism and Realism) 
   Arthur Miller- All my sons, Death of a Salesman
   Tennessee Williams- A streetcar named Desire
   Eugene O’Neil - Desire under the Elms

4. Poetry
   Romantic Poetry
   Victorian Poetry
   Multicultural Poetry - Poems by Munshi Premchand, Dilip Chitre and Namdev Dhasal

5. Concept of Immigration, Diaspora, Colonialism and Post-Colonialism through the works of-
   Aga Shahid Ali
   Salman Rushdie
   Chinua Achebe
   Anita Desai
   Jhumpa Lahiri
6. Children's Literature and Travel Writing; Ex. - discuss short story by Roald Dahl

Internal Assessment: Review works from a specific genre and present it in a contemporary aspect. 20 Marks

Reference Books:
Twentieth Century Pelican Guide to Indian poetry
Twentieth Century Pelican Guide to American poetry
Anatomy of Play; Richard Burton
Anthology of American Writing
Anthology of European Writing
F.Y.B.MM Course: A.BMM.203

Title: Introduction to Media Psychology

No of Lectures: 60

Learning Objectives:

- Understand and apply psychological concepts and principles to contemporary/global issues and social change.
- Apply ethics and multicultural understanding and competence to the use, influence, and impact of media.

1. THEORY AND RESEARCH INTRODUCTION (15)
   a. Theoretical approach
      - Definition of psychology
      - Branches of psychology - with a concentration on Gestalt psychology and its application in design.
      - Early approaches in media
      - Active audience theory
   b. Research methodology
      - The experimental tradition
      - Survey methods
      - Interviewing and qualitative analysis
      - Ethnography and observation
      - Analysis of media texts
      - Discourse analysis

2. EFFECTS AND INFLUENCES OF THE MEDIA (15)
   a. Introduction
      - Personality theories and their relevance to media
      - Role of emotions
   b. Effects of media violence
      - Immediate effects
      - Users of violent media
      - Cognitive factors
      - Cultural and ideological aspects of media violence debate
      - Future avenues in research
c. Advertising
   • Ad through history
   • Cognitive and behavioral aspects
   • Lateral thinking and creative thinking
   • Perception – visual, shape, form, depth, motion
   • Future direction in adv.

3. DEVELOPMENTAL ISSUES WITH RESPECT TO THE MEDIA
   (10)
   a. Young children and television
      • Conditioning and learning - focus on advertising for children
      • Fantasy versus reality
      • Script and schema
      • Children’s socialization through the media
      • Imagination, pretense and theory of the mind

   b. Media and adolescence
      • Media uses in adolescence
      • Role of media figures during adolescence
      • Cultural functions in media use
      • Media influence on body image
      • Obesity and anorexia
      • collective behaviour - crowd, public, audience, riot,
      • movement
      • Social change - meaning, factors, youth as a driving force
      • changing social relationships

4. SOCIETY AND MEDIA
   (10)
   a. Socialization - its meaning, stages, agents, especially
      importance of mass media
   b. Social stratification
   c. Representation of social groups
      • Gender representation in the media: case study on various
      • Soaps
      • Representation of minority groups - class, gender, minority and
      ethnicity
      • Media rep of disability
      • Media rep of mental health
      • Audience participation and reality TV
      • Attitudes: attribution bias, cognitive dissonance, role of media
      • in attitude change
5. FUTURE OF THE MEDIA (10)
   a. The internet
   b. Social sciences and the media

Internal Assessment: Group Presentation for 20 marks.

Atkinson & Hilgard, Introduction to Psychology (14th Ed.)
David Giles (2003), Media Psychology
F.Y.B.MM  
Course: A.BMM.2.04

Title: Political Concepts and Indian Political System

No of Lectures: 60

Learning Objectives:
- To lay the foundation for important political concepts that is necessary information for media especially journalism students.
- A subsection of the paper deals with looking at Indian politics in particular as an introduction to important events and development in the country since independence.

1. Political Concepts (14)
   - State - Theory of State, Conception of State, Components of State
   - Democracy and Democratic System
   - Elections
   - Parliamentary and Presidential
   - Direct and Representative
   - Non-Democratic Government System
   - Constitutions: Introduction & Types of Constitution
   - Role of Law - Introduction & Principles of Law

2. Rights - Universal Declaration of Human Rights (12)

3. Introduction to International Politics (10)

4. Indian Politics (10)
   - Indian Constitution
   - Special Provision for Women, Children, Religious Minorities, Caste Groups
   - Rights: Economic, Political and Social
   - Regional and Local Politics
   - Local Governance; Panchayti Raj, State Politics

5. Politics (14)
   - Politics of: Caste; Class; Religion; Language; Gender; Region; Tribe; Kashmir, North-East
   - Major Political Parties and Certain Regional Political Parties
   - Public Accountability and RTI

Internal Assessment: Individual Project of 20 Marks

References:
Heywood, Andrew. Key Concepts in Politics
Heywood, Andrew. Political Ideas and Concepts
Anderson, Benedict. Imagined Communities
Hobsbawn and Ranger (ed) The Invention of Tradition
Blaustein, Albert. Constitution of the World
Waltz, Kenneth. Theory of International Politics
Kohli, Atul. The Success of India's Democracy (2001)
Kothari Rajni et. Al. (ed) Economic Development and Political Democracy: The
Interaction of Economics and Politics in Independent India.
Sheth and Nandy. The Multiverse of Democracy
Kothari Rajni. Politics in India
Frankel, Francine. India's Political Economy (1947-2004)
Basu, D. D Introduction to Indian Constitution
F.Y.B.MM  

Course: A.BMM.2.05

Title: Media Ethics

No of Lectures: 60

Learning Objectives:
To introduce the students to the principles of ethics, constituent of Ethics and ethical considerations in media learning.

1. Ethical Foundations and Perspectives (12)
   - The Potter Box Model of Reasoning
   - Using ethical principles
   - Five ethical guidelines
     Aristotle’s Mean, Confucius Golden Mean, Kant’s Categorical Imperative, Mill’s Principle of utility, Rawl’s Veil of Ignorance and Judeo-Christian Persons as Ends

2. News
   - Institutional Pressures
   - Truth telling
   - Reporters and Sources
   - Social Justice
   - Invasion of Privacy

3. Persuasion in advertising
   - Special Audiences
   - What to Advertise?
   - How to say it?
   - Media Considerations

4. Persuasion and public relations
   - Public Communication
   - Telling the truth in organizational settings
   - Conflicting Loyalties
   - The demands of social responsibility
5. Entertainment

- Violence
- Profits, Wealth and public Trust
- Media scope and depth
- Censorship

Internal Assessment: Written assignment of 20 marks.

Reference:
Media Ethics; Cases and Moral Reasoning, Seventh Ed.

Christians, Rotzoll, Fackler, McKee, Robert Woods, Jr.
F.Y.B.MM

Course: A.BMM.2.06

Title: Computer Graphics

No of Lectures: 60

Learning Objectives:

- Students will learn computer graphic software to create professional design and layouts for various print media productions.
- They will learn media software for print: Adobe InDesign, Adobe Photoshop and Coreldraw.

1. Media Software: Photoshop for the purpose of editing photographs and creating special effects used for the image editing and processing in print. (30)
   a. Understanding the composition of an image in Photoshop: pixels, colour tones and resolutions.
   b. Selection of pixels in an image based on shape and colours and finer edges: use of shape selection, lasso and magic wand tools.
   c. Working with layers for the purpose of editing exclusive areas in an image. layer, styles, blending modes and percentage of opacity.
   d. Working with masks in layers for the purpose of revealing and hiding parts of an image.
   e. Editing dull photographs through correction in brightness, contrasts levels, curves and the use of image editing tools: sponge, dodge and burn.
   f. Working with Text with character and paragraph formats. In addition anti-alias, warp and layer styles.
   g. Painting options in Photoshop with special effects. Brush size and styles, textures, colour swatches, colour models and sampling colours.

2. Media Software: Coreldraw for the purpose of digital illustrations to be used as artworks in print designs. (30)
   a. Understanding the nodes: cusp, symmetry and smooth, for shaping lines, curves and other shapes.
   b. Color palettes: CMYK and Pantone swatches, Applying fills (fountain fills and uniform fills) and outline colours, mesh fills for depths in colours, outline weight.
   c. Special effects with interactive tools: blend, contour, transparency, drop shadow, extrude, envelope and lens.
   d. Working with text: formats and editing nodes, fitting text to paths, enveloping text.
   e. Clipping using Coreldraw’s Powerclip functions.
   f. Converting illustrations to bitmap for image editing effects.
Methodology: Lecture series for theories of print elements and designs; hands-on-software application exercise for the purpose of greater understanding of tools, utilities and functions of the software.

Internal Assessment: Photoshop project: collage with at least three pictures and text.