



# St. Xavier's College – Autonomous Mumbai

## Syllabus For 3<sup>rd</sup> Semester Courses of **MASS MEDIA** (June 2016 onwards)

### CONTENTS:

#### Theory Syllabus for courses

**AMM0301: Application of Economics**

**AMM0302: Introduction to Cultural Studies**

**AMM0303: Introduction to Marketing Concepts**

**AMM0304: Introduction to Management Environment**

**AMM0305: Introduction to Journalism**

**AMM0306: Introduction to Photography**

**S.Y.BMM**

**Course: AMM0301**

**Title: Application of Economics**

**No. of Lectures: 60**

**Learning Objectives:**

1. Steps Towards A Better Economy (15)
  - a) Demonetisation
  - b) FDI
  - c) Financial Inclusion- Pradhan Mantri Jan Dhan Yojana
2. Challenges faced by the Indian economy (15)
  - a) Non Performing Assets Menace
  - b) GST and its implementation
  - c) BIT COINS
3. Understanding Economic crises faced by different countries: (15)
  - a) 1997 Asian Economic crisis
  - b) 1994 Mexico Peso crisis
  - c) 1973 OPEC price shock
  - d) 1986 Japanese Asset Price Bubble
  - e) Refugee crisis
  - f) South Sudan Economic crisis
4. Challenges faced by the World Economy (15)
  - a) Brexit and the European instability
  - b) US policies with special reference to NAFTA

Internal Assessment: Group Project/ Individual Project/ Presentation

References: Online articles from The EPW, Business Standard, The Economic Times, The Economist

Case study from

**S.Y.BMM**

**Course: AMM0302**

**Title: Cultural Studies**

**No of Lectures: 60**

**Learning Objectives:**

- ☞ To introduce students to a set of approaches in the study of culture
- ☞ To question accepted definitions and normative descriptions of culture
- ☞ To analyse those activities that shape the everyday life of people and
- ☞ How cultural practices have gained their meanings.

1. Cultural Studies: An Overview (12)
  - a) Evolution and need to study cultural studies.
  - b) Examining definitions and theories of culture
2. Marxism and Culture
  - a) Central ideas of Marxism
  - b) Ideology (John Storey-gives 5 approaches)
  - c) Hegemony- Gramsci
  - d) Culture industry –Adorno
  - e) Circuit of culture –Stuart Hall
  - f) Popular culture and Mass culture –John Fiske
3. Orientalism and Culture (12)
  - a) Representation of the east by the west
  - b) Post-colonial perspective on cultural hegemony
4. Gender and Culture (12)
  - a) Gender vs. Sex - Feminist contribution to the study of gender
  - b) Masculinity – Issues and representation
  - c) Sexuality and Representation
5. Popular consumption and representation of Culture (12)

Ex. sport, body, iconic images, space, films, oral traditions, carnivals, visual culture, new media cultures,.....

Internal Assessment: Group Project/ Individual Project/ Book Review/ Class Test/  
Presentation

References:

1. During Simon –cultural studies reader (articles)
2. Storey John
3. Nayar Pramod –An introduction to cultural studies
4. Reading Culture
5. Lewis, Jeff –Cultural Studies

6. Christopher, K, W.—Rethinking cultural studies (mapping culture)
7. Gray, Ann and McGuigan—Studying culture
8. Williams, Raymond—A Vocabulary of culture and society
9. DuGay Paul,—Doing Cultural studies
10. Edgar and Sedgwick; Key concepts in cultural studies
11. Breckenridge –consuming modernity
12. Page, David and Crawley, William—Satellites over south Asia –broadcasting culture and public interest
13. Subculture
14. Milner, Andrew and Brontt,J -----contemporary cultural theory (c.s and cultural theory)
15. Corrigan, Peter—Sociology of consumption
16. Featherstone ---Postcolonial cultures
17. McRobbie –uses of cultural studies
18. Literary into Cultural studies
19. Sport, Media and society
20. Nayar, Pramod—packaging life, cultures of the everyday
21. Vishnu, A --Digital culture unplugged
22. MARG publications visual culture
23. Nabar, Vrinda—caste as woman
24. Jose, C –construction Dalit identity
25. Wolf, Naomi –Beauty Myth

**Title: Introduction to Marketing Concepts**

**No of Lectures: 60**

**Learning Objective:**

To give students an understanding of marketing concepts in relation to role of media.

1. Fundamentals of Marketing (5)
  - ⊖ Marketing – An Introduction
  - ⊖ What is “Marketing”? What is “Marketed”?
  - ⊖ The Perspectives on marketing already in vogue
  - ⊖ The Difference between Selling and Marketing
  - ⊖ Need for the „Value Perspective“.
  
2. Understanding Marketing as creating, communicating and delivering value. (7)
  - The Value Framework – Moving from a „Concept“ to an Actionable Framework
  - Co-Creation of Value with Customers
  - The Value Framework and Rescue Marketing
  
3. The Meaning of Value in Marketing (7)
  - ⊖ The Concept of Customer Value
  - ⊖ Components of Customer Cost
  - ⊖ The Customer Decides what value is; the Firm’s Job is to deliver it
  - ⊖ Indian Consumers now increasingly vote for value
  - ⊖ Value Delivery is no easy task; it requires creativity, ability to innovate and customer insights.
  
4. The Marketing Environment (7)
  - ⊖ Strategic Response possible only with sound knowledge of environment
  - ⊖ Spotting the opportunities and threats
  - ⊖ The tasks involved in Marketing Environment Analysis
  - ⊖ Components of the Environment to be analyzed Micro / Macro Environment
  - ⊖ Environmental Components specific to the Business concerned
  - ⊖ Influence of Society upon Businesses
  
5. Marketing Environment of India (10)
  - ⊖ India’s Environment, a Masterpiece in Heterogeneity
  - ⊖ Performance of the Indian Economy
  - ⊖ Impact of the global slowdown/Financial Crisis on the Indian

- ☞ Economy
  - ☞ India's Marketing Environment Undergoes a Dramatic Change
  - ☞ How the world views India
  - ☞ India takes on the Globe; it is no longer just India being globalised
  - ☞ India's Consumer Environment
6. Formulating Marketing Strategy (7)
- ☞ The significance of Marketing Strategy
  - ☞ Formulating the marketing strategy
  - ☞ Marketing Strategy – Various Approaches
  - ☞ Price – oriented strategy
  - ☞ Price and Differentiation routes, not mutually exclusive
7. Market Segmentation and Targeting with value orientation (7)
- ☞ What is market Segmentation?
  - ☞ Why Segment the market?
  - ☞ Markets can be Segmented Using Several Bases
  - ☞ Segmentation with value orientation
  - ☞ Choosing the Target Market
8. Product Management: The fundamentals (10)
- Offering Value, the purpose; product attributes, the tool
  - Main tasks in product management
  - What is a product? What are its components?
  - Types of Products
  - Product Mix and Product Line
  - Decisions on Packaging
  - Managing Product Quality
  - Managing the PLC of the product/Brand

Internal Assessment: Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation (Power Point/ Audio- Visual presentation/ Oral Presentation)

Reference:

Marketing - An Introduction by Gary Armstrong and Philip Kotler  
 Marketing Management by Ramasamy V.S. and Mama kumari S.  
 Principles of Marketing by Philip Kotler

**Title: Introduction to Management Environment**

**No of Lectures: 60**

**Learning Objectives:**

To foster management skills and give them an understanding of organization functions

1. Introduction to management (10)  
What is management?
  - Management functions
  - Management levels
  - Management Consultancy
  - Early management thought and practice
  - The Classical management perspective
  - Quantitative Management perspective and contemporary Management Perspective
  
2. The Organization environment model (7)
  - Organization environments
  - Organization as systems
  - Formal Organization; Design and structure
  - Division of labor and task Interdependence
  - Specialization of work
  - Distribution of Authority
  
3. Organization culture (8)
  - Sources of Organization culture
  - Types of Organizational culture
  - Manifestation and managing Organization culture
  - Organizational subcultures
  - Work force diversity – gender, ethnic and community issues
  
4. Motivation (10)
  - Theories of motivation
  - Need Theories
  - Process theories
  - Application of theories
  - Job enrichment
  - Self-directed work group
  - Job rotation and cross training
  - Learner management structures
  - TQM
  - Positive reinforcement programs

- Productivity gain sharing approaches
5. Motivation and Leadership (10)
    - Theories and Styles
    - The Controlling Process
    - Definitions, Importance and characteristics of effective control
  
  6. Groups in Organization and group dynamics (10)
    - Issues of conformity, social facilitation
    - Risky shift and polarization
    - Group cohesion and consequences
    - Cooperation and competition
    - Concept of Team work, effectiveness
    - Stress
    - Sources of stress – work and non-work factors
  
  7. Decision making (5)
    - Characteristics of decision making process
    - Ideal vs. Actual decision making
    - Group think
    - Decision making in networked organizations

Internal Assessment: Group Project- to study functional aspects of media organisations.

References:

1. Organizational behaviour by Robbins .S.P.
2. Organization Behaviour by Luthans, Fred
3. Management by Harold Koontz, Heinz Weihrich
4. Management by Stephen .P. Robbins
5. Management by Stoner J.A.F., Freeman A.F., Gilbert D.A.



**Title: Introduction to Journalism**

**No of Lectures: 60**

**Learning Objectives:**

- ☪ To give students an understanding of the history and development of Journalism in the global and the Indian context.
- ☪ Introduce students to concepts related to news and Journalistic practice.

**Unit 1**

1. History of Press in India (3)
2. Role of Printing Press – from Guttenberg to the Internet; Include print, radio, television and internet; changing face of the news at international level and how each new medium has impacted the other and journalism itself.
3. Principles of Journalism (10)

**Unit 2**

1. Role of Social Political Activism in Journalism- writings by leaders and freedom fighters. (10)
2. Role of media in Indian context.
3. Stages of development and changing role and how new media is influencing the print media. (5)

**Unit 3**

1. The rise of the nationalist Press , Post-Independence Nehruvian era , The Emergency ; banning of magazine and newspaper, Post- Emergency magazine boom, Post Globalisation. (5)
2. International Journalism stages of Representative news media of US and Europe (5)

**Unit 4**

1. Types of News Papers: Broadsheet and Tabloid
2. The Role and Functions of Journalism- Interpretation, Linkage, transmission of values, entertainment, development;
3. Organization and structure of Media organization : print, electronic, and special reference to Editorial department.
4. Basic Journalistic Writing
5. Formats, News Report, Features, Interviews
6. Writing for Commercial supplements: Regular and Commercial
7. Focus on writing for Newspaper, Magazine, Television and Radio

Internal Assessment: A part of internal assessment will be a weekly test on current affairs.

There will be a individual project on writing reports based on a contemporary issue.

**References:**

1. Mencher, Melvin; News Reporting and Writing; 1997 edition; Columbia University Press.
2. R.Natrajan; History of Indian Press Edited by Uday Sahay; Making News
3. Anne Zaidi; The known Truff
4. Ed. Boyce, George; Curron, James; Wingate, Pauline; Newspaper History from the 17<sup>th</sup> Century to the present day; (1978) ; Sage.
5. Wilson, John. Understanding Journalism; (1966) ; Routledge
6. Mazumdar, Aurobindo; Indian Press and Freedom Struggle; (1993); Orient Longman

**S.Y.BMM**

**Course: AMM0306**

**Title: Introduction to Photography**

**No of Lectures: 60**

**Learning Objective:**

- ☺ To help student understand the principles and practices of photography
  - ☺ To enable students to enjoy photography as an art
  - ☺ Introduction to various forms of print production
1. Properties of light, electromagnetic spectrum, reflection, transmission, refraction and polarization of light. Different types of light sources and their properties. (5)
  2. Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation : Wide angle, Tele, Normal, Zoom (5)
  3. Photosensitive material, image formation, latent image development as fixing.
    - Mechanism of Aperture, Shutter, Camera Body view, Lenses
    - Classification of camera and their relative comparison
    - Camera operation, exposure light tables, Good and Bad camera habit
    - Various parts of camera
      - Exposure of setting
      - Effect of aperture
      - Effect of shutter speed
      - Using flash light
      - Use of camera accessories – Filter, reflector, cutters
      - Care and maintenance of camera equipment
      - Introduction to color films
      - Low key, High key pictures
      - Retouching – Photoshop
      - Shooting formats – Raw, tiff and J.pegs
      - Color and light – basic principle of color sensitivity temperature, color reversal film, color negative film

4. Light and lighting – outdoor, night, indoor lighting, indoor portraiture (5)
- 5.. ISO setting and white balance (5)
- 6.. Movement in art and photography (10)  
Dadaism, Surrealism, post-modernism
7. Major landmarks in history and development of print technology (5)

8. Basic print process, contact projection, composition, in printer, special effect printer (5)
9. Print machines and image carriers .Letter press, offset, silk screen, digital print DTP (10)  
Future trends in print technology  
Practical demos and exercises for handling typical print jobs

Internal assessment: Individual project

#### Reading List:

1. Mitchell Beazley “The art of color photography” octopus publishing group Ltd.
2. John Hedgecoe “John Hedgecoe Creative photography – Collins & Brown
3. Mitchell Beazley- John Hedgecoe’s Workbook of Darkroom techniques – Red international books ltd
4. Steve Bavister “ Digital photography” Collin & Brown ltd 2000
5. John Hedgecoe Basic potography Collin & Brown ltd 2000