



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester I

Program: B. M. M.

Program Code :

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

Programme Outline : FYBMM (SEMESTER I)

Course Code	Unit No	Name of the Unit	Credits
SBMMED101		EFFECTIVE COMMUNICATION SKILLS – I	3
	1	READING SKILLS	
	2	LISTENING SKILLS	
	3	WRITING SKILLS	
	4	SPEAKING SKILLS	
SBMMED102		LANDMARKS OF WORLD HISTORY WITH SPECIAL REFERENCE TO INDIA	3
	1	REVOLUTIONS THAT TRANSFORMED POLITICAL AND ECONOMIC SYSTEMS	
	2	MOVEMENTS THAT IMPACTED SOCIETY	
	3	WARS AND CONFLICTS THAT DIVIDED THE WORLD	
	4	MAJOR DEVELOPMENTS IN THE POST-WORLD WAR II ERA	

	5	THE NATIONALIST MOVEMENT OF INDIA	
	6	INDIA AFTER INDEPENDENCE	
SBMMED103		FUNDAMENTALS OF MASS COMMUNICATION	3
	1	COMMUNICATION AND MASS COMMUNICATION	
	2	DIFFERENT FORMS OF MASS MEDIA	
	3	THE MEDIA INDUSTRY	
	4	NEW MASS MEDIA	
	5	THE NATURE AND BUSINESS OF MEDIA	
	6	IMPACT OF MASS MEDIA ON SOCIETY	
SBMMED104		INTRODUCTION TO SOCIOLOGY	3
	1	Introduction to Sociology	
	2	Understanding Society	

	3	Sociology and Mass Media	
	4	Culture	
	5	Stratification	
	6	Socialisation	
	7	Social Groups	
	8	Social Control and Social Change	
SBMMED105		INTRODUCTION TO ECONOMICS	3
		SECTION I BASIC CONCEPTS IN MICROECONOMICS	
	1	NATURE AND SCOPE OF MICROECONOMICS	
	2	SUPPLY AND DEMAND	
	3	HOW MARKETS WORK	
	4	COST AND PRODUCTION	

	5	MARKET STRUCTURE	
		SECTION II MACROECONOMICS	
	1	INTRODUCTION	
	2	MONEY AND INFLATION	
	3	BRIEF UNDERSTANDING OF GOVERNMENT	
	4	OVERVIEW OF THE INDIAN ECONOMY	
	5	INTRODUCTION TO THE EXTERNAL SECTOR	
SBMMED106		POLITICAL, PHILOSOPHICAL AND ECONOMIC THOUGHT	3
	1	Introduction	
	2	Colonialism	
	3	Nationalism	
	4	Capitalism	

	5	. Liberalism	
	6	Conservatism	
	7	Socialism	

Programme Preamble

The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.

DEPARTMENT OF MASS COMMUNICATION

OVERVIEW OF THE MASS COMMUNICATION PROGRAMME

- This programme is designed to be a three-year single core discipline programme under NEP, in Strategic Communication and Journalism.
- The programme offers specializations in Strategic Communication and Journalism. Students can opt for either one of these.
- These specializations will be offered as Discipline Specific Electives in Semesters V and VI.
- Students who choose to exit the programme in the first two years, will get a certificate /diploma in Strategic Communication and Journalism without a specialization.

PROGRAMME SPECIFIC OBJECTIVES

1. To give learners in the programme a clear introduction to mass media as an all- encompassing ideological and communication experience globally
2. To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
3. To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
4. To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry

5. To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content

PROGRAMME SPECIFIC OUTCOMES

At the end of the programme, the learner will

1. Examine mass media as an all-encompassing ideological and communication experience globally
2. Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
3. Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
4. Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry

Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.

SEMESTER I

EFFECTIVE COMMUNICATION SKILLS – I

Learning Objectives:

To enable the student to read articles, books relating to the media, and to general issues written about in the media, to understand lectures, take notes from written or oral discussions to write up as newspaper articles, make outlines for TV or on-line programmes.

In order to do this,

1. a) the following language skills will have to be enhanced, as far as possible, in relation to the media, but also relating to the other subjects of study in this programme: **reading, listening, writing, speaking**

(b) the use of English for reference work for classroom projects, and later, for use in professional life/ work will need to be facilitated through acquiring appropriate **reference skills**

2. the linguistic competence of students will have to be improved, in terms of:

- (a) the use of selected grammatical structures and sentences in text/ discourse, especially in connection with media-related work.
- (b) development of vocabulary, in order to use it appropriately, precisely, and with elegant variation.

Learning Outcomes:

At the end of the semester, the students will:

1. analyse texts for literal and inferential meaning
2. interpret texts for local and global meaning
3. analyse the structure of written texts
4. identify the purpose and structure of discourse
5. write with focus and clarity
6. use devices that allow for coherence and cohesion in writing
7. speak with fluency, correct pronunciation, and stress

Lectures per Week: 04

READING SKILLS

Reading Techniques:

Effective eye span movement; reading in meaningful units; speed reading; skimming, scanning.

Reading Comprehension:

- Analysing texts for **literal and inferential meaning**
- **Interpretation** of statements
- Search for '**local**' and '**global**' meanings in a text
- Drawing out the strands of the **argument, diverse view-points**, the **general point of view**, and the manner of **development of ideas**
- Establishing the **structure of the text**.

Types of comprehension passages:

- a) Informative/ Factual
- b) Discursive (requiring argument)

LISTENING SKILLS

Getting the main idea, and distinguishing this from the subsidiary ideas in the spoken medium:

- ✓ To understand **the purpose and structure of the discourse**
- ✓ To become familiar with **the type of language (and accent) used** in different types of contexts, whether relating to the media or other events/ occasions

Types of listening material, such as:

- (a) Radio, television broadcasts
- (b) Announcements
- (c) Recorded lectures, relating to their subjects of study
- (d) Dialogue, speeches

WRITING SKILLS

Learning to write with **clarity**, and to appropriately signal the statement of ideas and their inter-relationships

- ✓ To write with **focus** on the important ideas

- ✓ To achieve **coherence** through textual or organisation and the rhetorical development of ideas
- ✓ In addition, to be **concise**, avoiding wordiness and flashy language, and also **precise** in the choice of words

- ✓ To acquire **elegant variety** in vocabulary and sentence patterns, e.g. fronting of words for emphasis, avoidance of clichés and jargon
- ✓ To be able to achieve appropriate **subordination** in clause structure, in order to highlight or subordinate ideas
- ✓ To use appropriate **cohesive devices** for achieving clarity

Types of rhetorical styles in writing to be developed:

- (a) Factual, informative writing
- (b) Argumentative writing
- (c) Writing in different registers / styles (such as newspaper headlines, writing a short report)

SPEAKING SKILLS:

- Learning to speak **with fluency, correct pronunciation and stress**
- **To organise one's material** in terms of the requirements of the specific spoken mode chosen, **achieve clarity** through the appropriate ordering of ideas, and **communicate relevantly** with the interlocutor(s).

Activities to develop both formal and informal speaking skills, such as:

- (a) Effective reading of a prepared speech
- (b) Expressing ideas and views in informal discussion and in specific situations of various degrees of formality
- (c) Speaking in different capacities at a meeting or gathering (e.g., summing up discussions, formal greeting; introducing people (speaker, acquaintances); proposing a vote of thanks); announcing at entertainment programmes, sports meets)

REFERENCES:

READING

- Grellet, Françoise. *Developing Reading Skills*. Cambridge University Press, 1981
- Greenall, Simon, and Michael Swan. *Effective Reading*. Cambridge University Press, 1986.
- Moore, John. *Reading and Thinking in English*. Oxford University Press, 1980.
- Nuttall, Christine E. *Teaching Reading Skills in a Foreign Language*. 3rd ed., Macmillan Education, 1982.
- Bellare, Nirmala. *Reading & Study Strategies*, Books 1 & 2. 1997. Oxford University Press,

1998. Harri-Augstein, Sheila, et al. *Reading to Learn*. Methuen, 1982.

WRITING

Shaunessy, Mina P. *Errors and Expectations*. Oxford University Press, 1979.

Hamp-Lyons, Liz, and Ben Heasley. *Study Writing*. Cambridge University Press, 1987.

Bander, Robert G. *American English Rhetoric*. Holt, Rinehart & Winston, 1971.

LISTENING & SPEAKING

Sadanand, Kamlesh. *Teaching Listening & Speaking: A Handbook for English Language Teachers and Teacher Trainers*. Orient BlackSwan, 2012.

Lynch, Tony. *Study Listening: A Course in Listening to Lectures and Note Taking*, 2nd ed., Cambridge University Press, 2004.

Maley, Alan, and Alan Duff. *Drama Techniques in Language Learning*. Cambridge University Press, 1982.

Tannen, Deborah. *That's Not What I Meant: How Conversational Style Makes or Breaks Relationships*. 1986. Ballantine, 1987.

ALL SKILLS

Harmer, Jeremy. *The Practice of English Language Teaching*. Longman, 1983.

GENERAL

Truss, Lynne. *Eats, Shoots & Leaves*. Fourth Estate, 2009.

Swan, Michael. *Practical English Usage*. Oxford University Press, 1980.

Allen, J.P.B., and H. G. Widdowson. *English in Social Studies*. Oxford University Press, 1978.

Aitchison, Jean, and Diana M. Lewis, editors. *New Media Language*. Routledge, 2003.

SEMESTER I
**LANDMARKS OF WORLD HISTORY WITH SPECIAL
REFERENCE TO INDIA**

Learning Objectives:

1. To be aware of some of the major events of the world and in India.
2. To understand its impact on society.
3. To be able to understand how events in the past have shaped the present.

Learning Outcomes:

At the end of the semester, the students will:

1. analyse the causes and impact of the major revolutions and movements that transformed political and economic systems in the world
2. analyse the wars and conflicts that divided the world
3. assess the major developments in the post-World War II era
4. analyse the nationalist movement in India
5. outline the state of India post-independence

Lectures per Week: 04

REVOLUTIONS THAT TRANSFORMED POLITICAL AND ECONOMIC SYSTEMS

1. American Revolution
2. French Revolution
3. Industrial Revolution
4. Russian Revolutions

MOVEMENTS THAT IMPACTED SOCIETY

1. Religious Movements: Reformation and Counter Reformation
2. Civil Rights Movement in U.S.A. and South Africa
3. Women's Movement for political rights.
4. Environmental Movements for Sustainable Development

WARS AND CONFLICTS THAT DIVIDED THE WORLD

1. World War I
2. World War II

3. Arab-Israel Conflict

4. Cold War

MAJOR DEVELOPMENTS IN THE POST-WORLD WAR II ERA

1. Rise of China
2. Rise of Japan
3. Decolonisation of Africa
4. Decolonisation of Asia.

THE NATIONALIST MOVEMENT OF INDIA

1. The Great Revolt of 1857
2. The Freedom Struggle from 1885-1915
3. Gandhi Era
4. Independence

INDIA AFTER INDEPENDENCE

1. Partition of India and its aftermath
2. Integration of States
3. Re-organisation of States
4. Main features of the Nehru Government's Domestic and Foreign Policies.

INTERNAL ASSESSMENT –

Two topics from each module may be given for Project Work and the same may be presented in class by the students.

REFERENCES:

Modules I to IV

- Brower, Daniel R. *The World Since 1945: A Brief History*. 2nd ed., Pearson, 2004.
- Cornwell, R. D., *World History in the Twentieth Century*. New Edition, Longman 1981.
- Ergang, Robert, *Europe: From the Renaissance to Waterloo*. Literary Licensing, 2011.
- Ergang, Robert, and Donald G. Rohr. *Europe since Waterloo*. 3rd revised ed., Heath, 1967.
- Lowe, Norman. *Mastering World History*, Macmillan Education, 1985.
- Palmer R. R., et al. *A History of the Modern World*, 9th ed., Knopf, 2002.
- Sauvain, Philip. *What Happened in the World, Nineteenth Century, 1815-1919*. A. E. Press, 1986.
- . *What Happened in the World, Twentieth Century, 1919 Onwards*. A. E. Press, 1986.

Spellman, W. M. *A Concise History of the World since 1945; States and Peoples*. Palgrave MacMillan, 2006.

Strayer, Joseph R., et al. *The Mainstream of Civilisation: 1350-1815*. 2nd ed., Harcourt Brace Jovanovich, 1974.

Wallbank, Thomas Walter, and Alastair MacDonald Taylor. *Civilization Past and Present*. HarperCollins, 1992.

Modules V and VI

Bandopadhyaya, Sekhar. *From Plassey to Partition: A History of Modern India*. Orient Longman, 2004

Chandra, Bipan. *History of Modern India*. Orient BlackSwan, 2009.

Chandra, Bipan, et al. *India after Independence, 1947-2000*. Penguin, 2000.

Grover, B.L., and S. Grover. *A New Look at Modern History: From 1707 to Modern times*. S. Chand and Company, 2007.

Mehra, Parshotam. *A Dictionary of Modern Indian History: 1707-1947*. Oxford University Press, 1985.

Mishra, Girish. *An Economic History of Modern India*. Pragati, 1994.

Sarkar, Sumit. *Modern India: 1885-1947*. Macmillan India, 1983.

SEMESTER I

FUNDAMENTALS OF MASS COMMUNICATION

Learning Objectives:

- ✓ To introduce students to the history, evolution and the development of mass communication in the world
- ✓ To study the evolution of mass media as an important social institution
- ✓ To understand the development of mass communication models
- ✓ To develop a critical understanding of mass media
- ✓ To understand the concept of new media and media convergence and its implications

Learning Outcomes:

At the end of the semester, the students will:

1. identify and outline the forms and process of communication
2. analyse the barriers to communication
3. examine the history of each media form
4. compare and contrast the different media industries
5. explain the importance of convergence in the media industry
6. assess the impact of media on society
7. synthesise their learnings to analyse media representation

Lectures per Week: 04

COMMUNICATION AND MASS COMMUNICATION

- Definition of Communication
- Forms of Communication- Intra-personal, Interpersonal, Group, Public, Mass
- Elements of Communication
- Process of Communication
- Functions of Communication
- Barriers to Communication
- Difference between Mass Communication and Mass Media
- Communication Models- Gate Keeping, Mc Luhan's Model, Gerbner's Model, Laswell's Model

DIFFERENT FORMS OF MASS MEDIA

- Introduction- History of the development of each media form

THE MEDIA INDUSTRY (Global/India)

- The Internet Industry
- The Book Industry

- The Newspaper Industry
- The Magazine Industry
- The Recording Industry
- The Radio Industry
- The Movie Industry
- The Television Industry
- The Video Game Industry
- Advertising/Outdoor
- Public Relations

NEW MASS MEDIA

- Media Convergence- concept, technological dimension, economic dimension, socio-cultural dimension
- Introduction to related terms: Information Economy, Information Society, Digital Multimedia Convergence, Information Superhighway, Channel Abundance

THE NATURE AND BUSINESS OF MEDIA

- Understanding Mass Media, Convergence, and the Importance of Media Literacy
- Making Sense of Research on Media Effects and Media Culture
- The Business of Media
- Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications
- Understanding Controls on Media Content: Government Regulation, Self-Regulation, and Ethics

IMPACT OF MASS MEDIA ON SOCIETY

- Education
- Children/Youth
- Women
- Culture
- Development

REFERENCES:

- McQuail, Denis. *Towards a Sociology of Mass Communications*. Collier Macmillan, 1969.
- Krijnen, Tonny, and Sofie Van Bauwel. *Gender and Media: Representing, Producing, Consuming*. Routledge, 2015.
- Kumar, K. *Mass Communication in India. 4 th ed., Jaico, 2012*

Turow, Joseph. *Media Today: An Introduction to Mass Communication*. 5th ed., Routledge, 2013.

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th ed., Sage, 2013.

SEMESTER I

INTRODUCTION TO SOCIOLOGY

Learning Objectives:

- ✓ To acquaint the students with the basic foundations of Sociology
- ✓ To establish the relationship between Sociology and Mass Media
- ✓ To discuss Mass Media from a sociological perspective

Learning Outcomes:

At the end of the semester, the students will:

1. identify and outline the definition of and perspectives in sociology
2. explain key concepts with regard to society, social interaction and social institutions
3. examine sociological approaches to mass media
4. outline the role of mass media in culture and cultural identity
5. explain the process of socialisation in the context of media consumption
6. outline the role of social control and social change in groups

Lectures per Week: 04

I. Introduction to Sociology

- Significance of Sociology
- Definition of Sociology
- Role of Theory
- Sociological Theory/ Perspectives
 1. Functionalism (Auguste Comte, Herbert Spencer, Vilfred Pareto, Emile Durkheim)
 2. Conflict Theory (Max Weber (more Functionalist than Conflict), Karl Marx, the Frankfurt School)
 3. Symbolic Interactionism
 4. The Feminist Perspective

II. Understanding Society

- Society

1. Definition
 2. Types
- Social Interaction
 1. What is Social Interaction
 2. Forms of Social Interaction- Cooperation, Competition, Conflict, Assimilation, Accommodation and Integration
 - Social Institution
 1. What is a Social Institution?

2. Types of Social Institution- Family, Marriage, Education, Religion, Economy, Religion, State etc.

III. Sociology and Mass Media

1. Sociology's Approaches to the Study of Mass Media

- Sociology of News
 1. Definition of News
 2. Types of News
 3. News Values
 4. Sociological significance of news

IV. Culture

- The Meaning of Culture
- Elements , types, features of culture
- Concepts related to Culture- Popular Culture, Sub-Culture, Ethnocentrism, Acculturation, Cultural relativism, Culture Shock, Culture Lag
- Culture and Media

V. Stratification

VI. Socialisation

- Meaning
- Need
- Agencies of Socialisation – with reference to Media

VII. Social Groups

- Meaning
- Type

VIII. Social Control and Social Change

- Social Control- meaning, factors influencing Social Control, Agencies of Social Control
- Social Change

REFERENCES:

Beteille, Andre. *Sociology: Essays in Approach and Method*. Oxford University Press, 2002.

Berger, Peter. *Invitation to Sociology*. Penguin, 1963.

Ritzer, George. *Classical Sociological Theory*. McGraw Hill, 2000.

Giddens, Anthony. *Sociology*. Polity, 2010.

Radcliffe-Brown, A.R. *Structure & Function in Primitive Society*. Free Press, 1965.

Merton, R. *Social Theory and Social Structure*. Free Press, 1968.

Cohen, Percy. *Modern Social Theory*. Heinemann Educational, 1979.

Bottomore, Tom. *Dictionary of Marxist Thought*, Blackwell, 1991.

Marx, Karl, and Friedrich Engels. *The Communist Manifesto*. Signet Classic, 1998.

Mills, C. Wright. *The Sociological Imagination*. 40th ed., Oxford University Press, 2000.

Wallace, Ruth A., and Alison Wolf. *Contemporary Sociological Theory: Expanding the Classical Tradition*. 6th ed., Pearson, 2005.

Bierstedt, Robert. *Social Order*, McGraw Hill, 1974.

Ritzer, George. *The McDonaldization of Society*. Pine Forge Press, 2004.

Beteille, Andre, editor. *Social Inequality: Selected Readings*. Penguin Books, 1969.

Srinivas, M.N. *Caste in Modern India and Other Essays*. Asia Publishing House, 1962.

Xaxa, V., "The Transformation of Tribes in India: Terms of Discourse." *Economic and Political Weekly*. 1999. Vol. 34, Issue 24, pp.1519-1524.

SEMESTER I

INTRODUCTION TO ECONOMICS

Learning Objectives:

- To introduce the basic concepts of Micro and Macro Economics to first year BMM students
- To offer them a basic understanding of the Indian economy, and sensitise them to the economic issues relevant to India

Learning Outcomes:

At the end of the semester, the students will:

1. identify the meaning and scope of microeconomics and macroeconomics
2. explain the role of supply and demand in an economy
3. examine how markets work and explain market structure
4. outline the role of the RBI in money supply
5. analyse key economic concepts in the context of governance
6. discuss the salient features of the Indian economy

Lectures per Week: 04

SECTION I | BASIC CONCEPTS IN MICROECONOMICS

NATURE AND SCOPE OF MICROECONOMICS

1. Meaning and Scope of Microeconomics
2. Scarcity and Trade-Off, Opportunity Cost, Thinking at the Margin, Markets
3. Positive vs. Normative Economics

SUPPLY AND DEMAND

1. Competitive Markets and price Taking
2. Determinants of an Individual's demand; the Demand Schedule; the Demand Curve; Market Demand; Shifts in the Demand Curve vs. Movement along the Demand Curve; Price Elasticity of Demand
3. Determinants of Supply, the Supply Schedule, the Supply Curve, Market Supply, Shifts in the Supply Curve vs. Movement along the Supply Curve

HOW MARKETS WORK

1. Determination of Market Equilibrium

2. Analysing Changes in Market Equilibrium
3. The Role of Prices in resource allocation
4. Price Floors and Price Ceilings
5. How Taxes Affect Markets
6. Elasticity and Tax Incidence

COST AND PRODUCTION

1. Concepts of Cost -- Total, Fixed, Variable, Marginal, Average Costs; Implicit and Explicit Costs; Short Run and Long Run Costs
2. Production Function: Short Run and Long Run Production Function

MARKET STRUCTURE

1. Features of Perfect Competition; Monopoly; Monopolistic Competition and Oligopoly

SECTION II | MACROECONOMICS

INTRODUCTION:

1. Meaning and Scope of Macroeconomics
2. Concepts of National Income
3. GNP, GDP, NNP, NDP, Per Capita Income
4. Limitations of GDP as an Indicator of Welfare
5. Concept of Green GDP
6. Circular Flow of Income
7. Trade Cycles
8. Features and Phases

MONEY AND INFLATION:

1. Meaning and Function of Money
2. Constituents and Determinants of Money Supply
3. Velocity of Circulation of Money
4. RBI's APPROACH TO Money Supply
5. Demand for Money
6. Inflation – Meaning, Causes, Effects, Measures to Control Inflation
7. Measurement of Inflation: WPI and CPI
8. Monetary Policy
9. Functions of Commercial Banks and Central Bank

10. Capital Market – Components

BRIEF UNDERSTANDING OF GOVERNMENT:

1. Fiscal Policy
2. Sources of Public Revenue
3. Areas of Public Expenditure
4. Union Budget
5. Budget Deficit; Fiscal Deficit – Concepts
6. Social Expenditure
7. Millennium Development Goals
8. Financial Relations between the Centre, State and Local Government Bodies

OVERVIEW OF THE INDIAN ECONOMY

1. Structure and Macroeconomic Scenario
2. Salient Features
3. Challenges and Economic Issues – Poverty, Unemployment, Infrastructure (Urban and Rural), Population
4. India's Position in the World Economy – Share in the World GDP, Trade and Capital Flows

INTRODUCTION TO THE EXTERNAL SECTOR:

1. Balance of Payments
2. Exchange Rates
3. Trade Policy
4. Free Trade and Protectionism
5. FDI
6. FII
7. World Institutions – IMF, World Bank and WTO
8. India in a Globalised World
9. Trade Blocs: EU, SAARC etc.

REFERENCES:

- Samuelson, Paul A. *Economics: An Introductory Analysis*. 1948. McGraw-Hill, 1998.
- Mankiw, Gregory N. *Principles of Economics*. 6th ed., Cengage Learning, 2012
- Begg, David, et al. *Economics*. McGraw-Hill, 1987.

Stonier, Alfred W., and Douglas C. Hague. *A Textbook of Economic Theory*. 5th ed., Pearson Education India, 2003.

Lipsey, Richard G., and Peter O. Steiner. *Economics*. 8th ed., Longman Higher Education, 1987.

Koutsoyiannis, A. *Modern Microeconomics*. 2nd ed., Macmillan, 2015.

Ministry of Finance, Government of India. "Economic Survey of India". *Union Budget*.

<https://owl.english.purdue.edu/owl/resource/747/01/>. Accessed 30 December 2016.

SEMESTER I

INTRODUCTION TO COMPUTERS

Learning Objectives:

- To equip the students with a general understanding of computer basics for everyday use
- To train them to use this understanding to supplement their presentation skills
- To equip the students with basic knowledge of use of technology in the media industry

Learning Outcomes:

At the end of the semester, the students will:

1. identify and outline the basic concepts in computers and computer networks
2. explain the role of the internet in the use of digital communication
3. use basic MS Office software to write and edit and design content
4. use basic desktop software to create rudimentary layouts for design

Lectures per Week: 04

THEORY

BASICS

- Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker. Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?
- Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts
- File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.

NETWORKING BASICS

- Introduction to networks, Types of networks (peer to peer, client server, Importance of

networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans

INTRODUCTION TO INTERNET

- Domain names, webservers, URL and parts of a URL

- Types of websites - static and dynamic websites, portals (horizontal and vertical portals). services (email, search engines, ftp, etc.)
- Searching on the web, keywords etc., internet security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues
- Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations

INTRODUCTION TO DESIGNING

- Types of communication; what is design; types of design; colour theory; hierarchy in a design; typography (fonts & typefaces, type of fonts); observation & visualization; perspective
- Unicode: installing and using Unicode

PRACTICALS:

SCRATCH PROGRAMMING

- Scratch programming; Introduction to scratch project, sprite and movements, types of statements and sequencing.

TEXT AND DOCUMENTS EDITING AND PRESENTATION MICROSOFT WORD

- Creating, saving documents; editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
- Language Tools (spelling, grammar thesaurus Inserting images, cut, copy, paste)
- Creating Tables
- Mail merge, use of keyboard shortcuts

MICROSOFT EXCEL

- Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet Entering data, formulae, functions, editing sheets, formatting
- Finding, replacing and filling data, database management, sorting, preparing charts, Use of keyboard shortcuts.

POWER POINT

- Introduction to presentations, create, save; types of presentation layouts, slides, outlines, slide sorter, presentation, formatting, tables, cliparts, pictures, organization charts, charts, etc. Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,
- Power Point presentation, Power Point show, presentation skill, keyboard shortcuts

INTRODUCTION TO COREL DRAW

- Corel Draw terminology and concepts: drawing ellipses, circles, arcs, and pie shapes. Drawing lines in Corel Draw. Drawing rectangles, squares, polygons and stars; cloning objects, applying colour and tone effects

PAGE LAYOUT (PAGEMAKER, INDESIGN AND QUARKXPRESS)

- Introduction to different page making software, tools, menus, tools, making pages in Quark Express / Pagemaker. Inserting a photograph / graphics for print, creating blurbs, using drop caps, etc., differences between QuarkXpress and Pagemaker
- Creative page layouts in different media (flyers, brochures, books, newspapers, etc.); basics of newspaper layout, folds, importance of placement of news above and below the fold, preparing a dummy newspaper

PHOTOSHOP

Introduction to graphics, difference between vector and bitmap images, CMYK and RGB; image size, canvas size, resolution and DPI; learning tools (all tools of the toolbox), colour separation; different graphic formats (PSD, JPG, GIF, etc.); scanning and colour correction; touching up photographs; importance of highlights; mids and shadows; cloning; duplicating and adjustment; working with Image, giving effects to image; cropping and resizing images; masking; working with layers; preparing images for the web; print medium and films

INTRODUCTION TO ILLUSTRATOR: TOOLS AND PANELS

- Creating a new document; drawing and painting; working with points – paths – layers – colours; working with graphics; manipulation and effects.
- Exporting the file; proof reading and optimization for printing; creating for artwork design for web and devices

Reference Reading:

Balter, Alison. *SAMS Teach Yourself Microsoft Office Access 2003 in 24 Hours*. Sams Publishing, 2004.

Gupta, Shalini, and Aditi Gupta. *Photoshop CS2 in simple steps*. Dream Tech Press, 2006.

Falkner, Andrew, and Conrad Chavez. *Adobe Photoshop CC 2015 Release. Classroom in a Book: The Official Training Book from Adobe*. Pearson Education, 2016.

Johnson, Steve. *Adobe Illustrator CS6 on Demand*. Perspection Inc, 2012.

Steuer, Sharon. *The Adobe Illustrator WOW! Book for CS6 and CC*. Peachpit, 2012.