

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal
College of Commerce & Economics (AUTONOMOUS)**

Name of Subject- Mass Media



**Shri Vile Parle Kelavani Mandal's
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE &
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS)**

*NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of
India,
Best College (2016-17), University of Mumbai*

**Affiliated to the
UNIVERSITY OF MUMBAI**

**Program: Bachelor of Arts
(Multimedia and Mass Communication)**

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A.M.M.C/ B.M.M., the learners should be enriched with knowledge and be able to-

PSO 1 : Apply the knowledge of Media theories in Media Sector

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PSO 2 : Know the structure and importance of Indian Media

PSO 3 : Understand the concept of New Media and Media Convergence and its implications

PSO 4 : Develop industry knowledge required to make a career in the field of print and **PSO**

PSO 5 : Advertising, Digital Marketing, Television media, Film etc.

PSO 6 : Train for software knowledge required in the above-mentioned Industries

PSO 7 : Enhance communication and language skills with particular reference to Media communication

PSO 8 : Using critical thinking to achieve efficiency in oral skills

PSO 9 : Develop structural and analytical reading, writing and thinking skills

Preamble

Mass Communication as a discipline that has undergone an unprecedented change during the past few decades. The change was mainly caused by the process of liberalization, privatization, technological advancement and globalisation. There is need for professional skills that will help students succeed in the media industry. There is need to enhance important skills such as research aptitude, critical thinking, verbal and presentation skills during the course.

The undergraduate level three-year program enhances the skills of the students who want to venture in the field of media— such as radio, television, film, newspapers, magazines, books, mainstream music etc.

The course is divided into six semesters over a period of three years. The first two semesters are dedicated to ensure that the students build strong foundation in the field of Humanities with subjects like Political Science, World Literature, Sociology etc. The semester in the second year encourages students to understand the different strands of the media. There are papers on Film Appreciation, Journalism, Advertising, Public Relations among others that expose the students to the working of these different areas.

The third year focuses on the core areas of the media ensuring that students learn the impact media creators have on forming public opinion. Students are introduced to key media theorists and their theories. They learn the tools for studying public opinion on key issues like policies, war, terrorism, status of women and marginalized societies. The program also provides basic components of news writing and reporting and familiarizes students familiarizing them with the news publishing process.

Moreover, they are also introduced to key elements of the Brand, namely its identity, position in the market and personality. They are equipped to understand the nature and behaviour of consumers at large display. It teaches how to grasp consumer's psychological determinants and their decision-making process. With this knowledge, future marketers and strategists can implement targeted advertising intended for purchase.

This program aims to provide an understanding of big media conglomerates and the role of Media on a global scale. It further introduces conflicts that exist globally and the critical literacy for navigating the internet skillfully. The program comprises of theory as well as practical training in the form of projects, assignments etc. Also, internship forms a significant component of the course that candidates need to take up usually in the third year.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)		15 marks
Component 2 (CA-2)		10 marks

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b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks	Total Marks
Q-1	A. Theory question or Application based	15 Marks	
Q-2	A. Theory question	15 Marks	
Q-2	OR B. Theory question	15 Marks	
Q-3	A. Theory question	15 Marks	
Q-3	OR B. Theory question	15 Marks	
Q-4	A. Theory question	15 Marks	
Q-4	OR B. Theory question	15 Marks	
Q-5	Short Notes (Any 3 out of 5)	15 Marks	
	Total	75 Marks	

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

Program: First Year Bachelor of Arts in Multimedia and Mass Communication				Semester : I	
Course : EFFECTIVE COMMUNICATION SKILLS - I				Course Code: UAMABAMMC 101 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)

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4	Nil	Nil	4	25	75
<u>Learning Objectives:</u>					
<ul style="list-style-type: none"> • To equip students with structural and analytical reading, writing and thinking skills • To introduce key concepts of communications 					
<u>Course Outcomes:</u>					
<ul style="list-style-type: none"> • To make the students aware of functional and operational use of language in media 					
<u>Detailed Syllabus: (per session plan)</u>					
Unit	Description				Duration
1	The concept of communication – process and barriers <ul style="list-style-type: none"> • Reading (English, Marathi or Hindi) • Types of reading (skimming and scanning) • Types of reading (same with examples Newspaper/Magazine articles, TV, feature and documentary, radio bulletins, advertising copy, Press Release in English, Hindi and Marathi) • Recognizing aspects of language particularly in media • Vocabulary 100 media words • Grammatical structure – spelling, structure of sentences, Active/Passive voice, tenses 				15 lectures
2	Oral Skills <ul style="list-style-type: none"> • Correct emphasis in pronunciation, voice modulation, correct tone and confidence in presenting matter • Communication skills required in different context/situation (With special reference to media related situation) • Making Effective Presentations <ul style="list-style-type: none"> • For Ex. Conducting interviews of senior citizens/youth/celebrity/illiterate person etc. 				15 lectures

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3	Writing Skills <ul style="list-style-type: none"> • Focus on Elementary Stylistics, Editing & Reporting skills • Note taking/making, writing minutes/agenda • How to chair a meeting? • How to prepare for an interview? (How to make questionnaire, data collection, check facts and be precise) 	15 lectures
4	Critical Thinking <ul style="list-style-type: none"> • Discuss the concept of Creative and Analytical Thinking • Concept of Left brain and Right brain & how does it function • Mind map/thinking tools/six thinking hats • Discussing simple case studies and analyzing the same 	15 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures

PRACTICALS

	Not Applicable	--
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Text Books:

Reference Books:

Recommended Books:

1. Communication Skills in English – Aspi Doctor
2. Teaching Thinking – Edward De Bono
3. De Bono's Thinking Course – Edward De Bono

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Name of Subject- Mass Media

Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

Signature

Signature
Principal

Program: First Year Bachelor of Arts in Multimedia and Mass Communication				Semester : I	
Course : FUNDAMENTALS OF MASS COMMUNICATION				Course Code: UAMABAMMC 102 A	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75

Learning Objectives:

- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India
- To study the evolution of Mass Media as an important social institution

Course Outcomes:

- To understand the development of Mass Communication models
- To understand the concept of New Media and Media Convergence and its implications

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Mass Communication <ul style="list-style-type: none">• Meaning and need for Mass Communication• Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.• Elements and process of communication• Models of Mass Communication: Gerber's Model, Sociological Model,	12 lectures

	<p>Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model</p> <ul style="list-style-type: none"> • Functions of Mass Communication • Barriers of Mass Communication 	
2	<p>Impact of Mass Media</p> <ul style="list-style-type: none"> • Introduction to Mass Media • Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience • Differentiate between Mass Communication & Mass Media • Means & Tools of Mass Communication • Traditional & Folk Media: Types, importance of traditional media • Print: Books, Newspapers, Magazines • Broadcast: Television, Radio • Films • Internet • Advertising, Public Relations • Other outdoor media 	12 lectures

3	<p>Mass Communicators: Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)</p>	06 lectures
4	<p>The New Mass Media</p> <ul style="list-style-type: none"> • Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication' • Developments in the Economy, Society, and Culture and its impact on current communication media • Introduce key terms such as "information economy" and "information society," "Digital," "multimedia convergence," "information superhighway," "channel abundance" and "interactivity" • Impact of social media on Mass Communication 	10 lectures
5	<p>Impact of Mass Media on Society Education, Children, Women, Culture, Youth and Development</p>	12 lectures
6	<p>Mass Communication in the age of globalization</p> <ul style="list-style-type: none"> • Internet as a Global Medium of communication, Governance of Mass Media, Mass Communication Network 	04 lectures

7	Media Criticism <ul style="list-style-type: none"> • Manufacturing Consent: How free is our freedom of speech and press? • Being Critical Consumers of the News • Media as Message: How does ideology inhere in the various media themselves? 	04 lectures
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	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

Reference Books:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Towards a Sociology of Mass Communication: Denis Mcquail

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

Signature
Principal

Program: First Year Bachelor of Arts in Multimedia and Mass Communication				Semester : I	
Course : HISTORY				Course Code: UAMABAMMC 104 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75

Learning Objectives:

- To help the student understand the role of media in these events. The syllabus spans from global events, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India

Course Outcomes:

- The aim of the following revised history paper is to acquaint the student with global happenings which have made historical milestones, changing power equations

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	World Wars <ul style="list-style-type: none">• Aftermath, changing boundaries: rise of dictatorships• Negative propaganda by war perpetrators• Positive media by President Wilson• Case studies: Holocaust; War crimes	12 lectures

2	<p>Cold War</p> <ul style="list-style-type: none"> • Ideological clash: Media espionage <ul style="list-style-type: none"> • Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances 	05 lectures
3	<p>UNO</p> <ul style="list-style-type: none"> • UNO Formation: Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem) • Formation of Israel, Middle East conflict • UDHR document, role of UN in peace keeping in Sudan, Liberia • Case studies: Iran Iraq war; End of Saddam Hussein regime 	08 lectures
4	<p>Red star over China-reign of Mao-Tse-Tung. Pol Pot- Cambodia Killing fields-human rights violation.</p>	07 lectures
5	<p>Collapse of Communism</p> <ul style="list-style-type: none"> • USSR, East European nations, Glasnost & Perestroika • American hegemony- its role in Afghan War • People's Movement in China- Tianamen Square • Case studies: Collapse of Berlin Wall, Formation of CIS 	10 lectures

6	<p>Role of Social Media</p> <ul style="list-style-type: none"> Arab Spring, Tahrir Square, Egypt & Jasmine Revolution 	06 lectures
7	<p>India</p> <ul style="list-style-type: none"> Partition of India: Refugee problem Sino Indian War 1962, Indo-Pak Wars 1965, 1971- formation of Bangladesh India & SAARC, India's Role in Non-Aligned Movement Cross Border terrorism Kargil 	06 lectures
8	<p>Maharashtra</p> <ul style="list-style-type: none"> Maharashtra - Formation of State 1960 Game changers in the State: Vinoba Bhave - Bhudan Movement, Maharshi D. K. Karve - Women's Univ, Baba Amte, Anna Hazare's fight for good governance. 	06 lectures
	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

Reference Books:

The Second World War: Antony Beevor

The Storm of War: A New History of the Second World War-Andrew Roberts

World War Two: A Short History: Norman Stone

Second World War: John Keegan

A World at Arms: A Global History of World War II: Gerhard L. Weinberg

Pre-War Books (For understanding the conditions behind the war)

The Coming of the Third Reich: Richard J. Evans

The Rise and Fall of the Third Reich: A History of Nazi Germany: William L. Shirer

The Fall of France: The Nazi Invasion of 1940

The Fall of Berlin 1945: Antony Beevor

Barbarossa: Hitler's Invasion of Russia 1941: David M. Glantz

A Short History of Nearly Everything: Bill Bryson

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Signature/s
(Prepared by Concerned Faculty/HOD)

Signature
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Signature
Principal

Program: First Year Bachelor of Arts in Multimedia and Mass Communication				Semester : I	
Course : INTRODUCTION TO SOCIOLOGY				Course Code: UAMABAMMC 105 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75

Learning Objectives:

- To discuss Mass Media from a sociological perspective
- To highlight the need and relevance of Sociology in Mass Media

Course Outcomes:

- To acquaint the students with the basic foundations of Sociology
- To establish the relationship between Sociology and Mass Media

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Introduction to Sociology <ul style="list-style-type: none">• Definition and features• Sociological imagination• Sociological perspectives - Functionalist, Conflict, Symbolic Interaction and Feminist perspective	06 lectures

2	<p>Society and Social Interaction</p> <ul style="list-style-type: none"> • Definition of society, features, Types of Society- Rural and Urban, civil society <ul style="list-style-type: none"> • Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, Integration 	06 lectures
3	<p>Social Institution</p> <ul style="list-style-type: none"> • Definition • Need for social institutions • Types: family, marriage, education, religion, economy, polity, and media 	06 lectures
4	<p>Media with reference to sociology of news</p> <ul style="list-style-type: none"> • Definition of news • Types of news • News values • Sociological significance of news 	06 lectures
5	<p>Culture and Media</p> <ul style="list-style-type: none"> • Culture: meaning, elements, types, features • Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag) • Discussion of Core Indian values • Establish the link between culture and media 	06 lectures

6	Social stratification <ul style="list-style-type: none"> • Definition • Segments: caste, class, gender & age 	06 lectures
7	Socialization <ul style="list-style-type: none"> • Meaning • Need • Agencies of socialization with particular reference to Media 	06 lectures
8	Social group <ul style="list-style-type: none"> • Meaning, need and importance • Types (primary, secondary, formal, informal, in-group and out-group, Reference group) 	06 lectures
9	Social control <ul style="list-style-type: none"> • Meaning • Functions • Formal and informal means of control over media. 	06 lectures
10	Social change and social movements <ul style="list-style-type: none"> • Social Change - meaning, factors of social change, impact of social change with special reference to media and communication • Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples 	06 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		
Reference Books:		
1.	Principles of Sociology – R.N.Sharma, Media Promoters & Publishers Pvt. Ltd	
2.	Sociology – Anthony Giddens, Wiley India Edition	
3.	Culture Change in India: Identity and Globalisation – Yogesh Sharma, Rawat Publications	
4.	Family, Kinship and Marriage in India – Edited by Patricia Oberoi, Oxford India Papers	
5.	Caste in Modern India and other Essays – M.N.Srinivas, Media Promoters & Publishers Pvt. Ltd	
6.	Modernisation of Indian Tradition – Yogendra Singh, Rawat Publications	
7.	Indian Social System – Ram Ahuja, Rawat Publications	
8.	Sociology – John.J. Macionis, Pearson Education	
9.	Contemporary Sociological theory – Ruth. A. Wallace, Pearson Education	
10.	Society In India – Ram Ahuja, Rawat publications	
11.	Sociology – Shankar Rao, S. Chand	
	12. Seeing Like a Feminist , Nivedita Menon	
Any other information :		

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

Signature/s
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Signature

Signature
 Principal

Program: First Year Bachelor of Arts in Multimedia and Mass Communication				Semester : I	
Course : Advanced Computers				Course Code: UAMABAMMCP 17 A	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	Practical 100 marks	
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To train them with the software knowledge required in the above-mentioned Industries

Course Outcomes:

- To equip the students with an understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Basics of Computer and Online Marketing <ul style="list-style-type: none">• Introduction (Definition and Characteristics)• Block Diagram of computer• Computer Memory• Computer Software: System and Application software• Networks - LAN, WAN, MAN etc.• Network Media - Types of wires, etc.	15 lectures

	<ul style="list-style-type: none"> • Network Topology – Star, Ring, Bus, Mesh • Internet, Intranet and Extranet • Building an online marketing foundation • Planning and Building the Website • Content Marketing • Blogging • Social Media Marketing^{[1][2]} • Web Analytics (Google Analytics) ^{[1][2]} • Search Engine optimization/How Google Works^{[1][2]} • Online Advertising/Search Engine Marketing (Google Ad words) • Email Marketing/Webinar • Online Public Relation • Managing Multitasking Web Marketing 	
2	<p>Introduction to Designing</p> <ul style="list-style-type: none"> • Colour theory • Colour Model (RGB, CMYK, Difference between RGB and CMYK Colour Model) <ul style="list-style-type: none"> • Bit Map and Vector based Graphic images (Concept and Difference) 	15 lectures
3	<p>Photoshop</p> <ul style="list-style-type: none"> • 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 	15 lectures

	<ul style="list-style-type: none"> Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, preparing images for the web, print medium and films 	
4	<p>HTML 5 and CSS</p> <ul style="list-style-type: none"> Introduction to the Web Introduction to HTML5 Formatting Text Using Tags Creating Hyperlinks and Anchors Introduction to CSS3 Formatting Using Style Sheets Displaying Graphics and CSS3 Animation Creating Navigational Aids and Division Based Layout Creating Tables^[1]_{SEP} HTML Forms HTML5 Audio and Video Creating Static Websites 	15 lectures
	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		

	Not Applicable	--
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Text Books:

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Any other information :

Practical	100 marks

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				Semester: I	
Course: FOUNDATION COURSE - I				Course Code: UAMABAMMC 107	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
2			2	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To introduce students to the overview of the Indian Society. ● To help them understand the constitution of India. ● To acquaint them with the socio-political problems of India. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To introduce students to the overview of the Indian Society.					
CO2: To help them understand the constitution of India.					
CO3: To acquaint them with the socio-political problems of India.					
Program: B.A.M.M.C.(2021-22)					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours

1	Overview of Indian Society:	08
2	Concept of Disparity - 1:	08
3	Concept of Disparity - 2:	08
4	The Indian Constitution:	08
5	Significant Aspects of Political Processes:	08
6	Growing Social Problems in India:	05
	Total	45
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	Overview of Indian Society	08
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	
Module 2	Concept of Disparity I	08
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female feticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	
Module 3	Concept of Disparity II	08

	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	
Module 4	The Indian Constitution :	08
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	
Module 5	Significant Aspects of Political Processes :	08
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	
Module 6	Growing Social Problems in India :	05
	<ul style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services 	

	<ul style="list-style-type: none"> c. Problems of the elderly- causes, implications and response d. Issue of child labour- magnitude, causes, effects and response e. Child abuse- effects and ways to prevent 	
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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

- Shivananda, J., Human Rights. Alfa Publications, New Delhi,. 2006
- Rajawat, M., Human Rights and Dalits. Anmol Publications, New Delhi, 2005
- Kaushal, R., Women & Human Rights in India; Kaveri Books, New Delhi, 2000
- Bajpai, A., Child Rights in India; Oxford University Press; New Delhi; 2003
- Biju, M.R., Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005
- Sathe, S. P. Judicial Activism in India; OUP; New Delhi, 2002
- Satpathy, N. Sustainable Development (An Alternative Paradigm); Karnavati Publications, Ahmedabad, Pachauri R.K & 1998
- Shiva, Vandana Ecology and the Politics of Survival: Conflict over Natural Resources in India; Sage Publications, California, 1991

Goel, S.L. Encyclopedia of Disaster Management, Vol. I, II & III; Deep and Deep
2006

Publications Pvt. Ltd., New Delhi;

Program: B.A.M.M.C.(2021-22)				Semester: II	
Course: EFFECTIVE COMMUNICATION SKILLS - II				Course Code: UAMABAMMC201	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To enhance communication and language skills with particular reference to Media communication ● Using critical thinking to achieve efficiency in oral skills 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To enhance communication and language skills with particular reference to Media communication					
CO2: Using critical thinking to achieve efficiency in oral skills					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Editing				08
2	Summarization				06

3	Interpretation of technical data	05
4	Letter writing	08
5	Critical Thinking	05
6	Analysing situation or an incident from different perspective	05
7	Brainstorming	05
8	Copywriting	05
9	Report writing	05
10	Types of translation and Practical Exercises	08
	Total	60
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	Editing	08
	(English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing.	
Module 2	Summarization	06
	(English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content	
Module 3	Interpretation of technical data	05
	Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.	
Module 4	Letter writing	08

	(English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor	
Module 5	Critical Thinking	05
Module 6	Analysing situation or an incident from different perspective	05
Module 7	Brainstorming	05
	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.	
Module 8	Copywriting	05
	(English, Hindi and Marathi) Basics and Format (Making headline, sub-headline, body copy, Slogans and Graphic Box)	
Module 9	Report writing	05
	(English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report - hard news and soft news)	

Module 10	Types of translation and Practical Exercises:	08
	Actual translation of newspaper clips - Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Business Communication - Rhoda A.Doctor and Aspi H.Doctor
2. Communication Skills in English - Aspi Doctor
3. Teaching Thinking - Edward De Bono
4. De Bono's Thinking Course - Edward De Bono
5. Serious Creativity - Edward De Bono
6. The Mind Map Book - Buzan Tony
7. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
8. A Textbook of Translation - by Peter Newmark, Newmark

Program: B.A.M.M.C.(2021-22)				Semester: II	
Course: FOUNDATION COURSE - II				Course Code: UAMABAMMC 202	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
2			2	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To introduce students to the overview of the Indian Society. ● To help them understand the constitution of India. ● To acquaint them with the socio-political problems of India. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO4: To introduce students to the overview of the Indian Society.					
CO5: To help them understand the constitution of India.					
CO6: To acquaint them with the socio-political problems of India.					
Outline of Syllabus: (per session plan)					
Modul	Description				No of Hours

e		
1	Globalisation and Indian Society	08
2	Human Rights	08
3	Ecology	08
4	Understanding Stress and Conflict	08
5	Managing Stress and Conflict in Contemporary Society	08
6	Contemporary Societal Challenges	05
	Total	45
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	Globalisation and Indian Society	08
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	
Module 2	Human Rights	08
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	
Module 3	Ecology	08
	Importance of Environment Studies in the current	

	developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment.	
Module 4	Understanding Stress and Conflict	08
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	
Module 5	Managing Stress and Conflict in Contemporary Society	08
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	
Module 6	Contemporary Societal Challenges	05

	<ul style="list-style-type: none"> a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth. 	
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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

- Shivananda, J., Human Rights. Alfa Publications, New Delhi,. 2006
Rajawat, M., Human Rights and Dalits. Anmol Publications, New Delhi, 2005
Kaushal, R., Women & Human Rights in India; Kaveri Books, New Delhi, 2000
Bajpai, A., Child Rights in India; Oxford University Press; New Delhi; 2003
Biju, M.R., Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005
Sathe, S. P. Judicial Activism in India; OUP; New Delhi, 2002

Satpathy, N. Sustainable Development (An Alternative Paradigm); Karnavati Publications, Ahmedabad, Pachauri R.K & 1998

Shiva, Vandana Ecology and the Politics of Survival: Conflict over Natural Resources in India; Sage Publications, California, 1991

Goel, S.L. Encyclopedia of Disaster Management, Vol. I, II & III; Deep and Deep Publications Pvt. Ltd., New Delhi; 2006

Program: B.A.M.M.C(2021-22)				Semester: II	
Course: POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM				Course Code: UAMABAMMC203	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To acquaint the students with fundamental political concepts essential for understanding political systems and theories ● To orient the students to the Indian Constitution and the functioning of the Indian political system ● To provide the students with a strong base in the ‘Indian Political System’ and to expose them to its dynamics and complexities ● To establish a link between Politics and Media 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To acquaint the students with fundamental political concepts essential for understanding political systems and theories					
CO2: To orient the students to the Indian Constitution and the functioning of the Indian political system					
CO3: To provide the students with a strong base in the ‘Indian Political System’ and to expose them to its dynamics and complexities					

CO4: To establish a link between Politics and Media

Outline of Syllabus: (per session plan)

Module	Description	No of Hours
1	Concepts	12
2	Characteristics- Indian Constitution	12
3	Political Dynamics (India)	12
4	Political Dynamics (Maharashtra)	12
5	Politics and Media	12
	Total	60
PRACTICALS		

Unit	Topic	No. of
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		Hours/Credits
Module 1	Concepts	12
	<ul style="list-style-type: none"> ● Interaction between State and Society ● Definition and Elements of State and factors building a Nation ● Democracy: Principles, Institutions and Challenges ● Non-Democratic forms of government 	
Module 2	Characteristics- Indian Constitution	12
	<ul style="list-style-type: none"> ● Features of the Constitution ● Preamble and Philosophy of the Constitution ● Fundamental Rights ● Fundamental Duties ● Directive Principles of State Policy ● Federal structure 	
Module 3	Political Dynamics (India)	12
	<ul style="list-style-type: none"> ● Indian Party System: Evolution ● Major National and Regional Parties ● Caste and Reservation 	

	<ul style="list-style-type: none"> ● Role of Religion in Indian Politics ● Local Self Government ● Electoral System and Reforms ● Coalition governments 	
Module 4	Political Dynamics (Maharashtra)	12
	<ul style="list-style-type: none"> ● Party system in Maharashtra: Evolution ● Regional Imbalance ● Dominant Caste ● The Dalit movement in Maharashtra and its present status ● The Naxal movement in Maharashtra ● Mumbai's political history 	
Module 5	Politics and Media	12
	<ul style="list-style-type: none"> ● Role of Media in democracy ● Media and formation of Public opinion ● Political Campaigning and advertising in new media 	

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Suggested Readings

1. Oxford Concise Dictionary of Politics, Iain Mclean/Alistair McMillan, Oxford University Press
2. Politics, 2nd Edition, Andrew Heywood, Ane Books.
3. Dictionary of Politics, D. Robertson, Penguin Books India
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts: An introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies: An introduction, Heywood Andrew, Macmillan, Houndmills
7. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, OxfordUniversity Press New York.
8. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
9. Introduction to the Indian Constitution, BasuD.D., Wadhwa Publications.
10. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House
11. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India
12. Our Constitution Kashyap Subhash, National Book Trust
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill
14. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi
15. Introduction to Media and Politics, Sarah Oates, Sage publishers
16. Principles of Modern Political Science, J.C. Johari, Sterling publishers.
17. Democracy in India, JayalNiraja Gopal, Oxford University Press

Program: B.A.M.M.C.(2021-22)				Semester: II	
Course: MASS MEDIA RESEARCH				Course Code: UAMABAMMC204	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To introduce students to the basic concept of research, its approaches, its scope and limitations, tools and techniques ● To make students understand the link and importance of research in media education ● To equip students with necessary skills to undertake a mass media research project 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To introduce students to the basic concept of research, its approaches, its scope and limitations, tools and techniques					
CO2: To make students understand the link and importance of research in media education					
CO3: To equip students with necessary skills to undertake a mass media research project					
Outline of Syllabus: (per session plan)					

Module	Description	No of Hours
1	Introduction to Research concepts	10
2	Steps in conducting research	10
3	Steps in conducting research	10
4	Determination of sample size	10
5	Statistical procedure	10
6	Application of research in mass media	10
	Total	60
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	Introduction to Research concepts	10
	<ul style="list-style-type: none"> ● Introduction to Research - Definition, types, need for research ● Scientific Research * basic principles, Empiricism, verifiability, generalization 	
Module 2	Steps in conducting research	10
	<ul style="list-style-type: none"> ● Selection of a problem ● Formulation of the problem ● Objectives ● Hypothesis – Definition, types, conditions of hypothesis, features ● Research design – case study, survey, experiment, longitudinal research, observation, concepts analysis, introduction to ethnography ● Concepts and their operationalization 	

Module 3	Steps in conducting research	10
	<ul style="list-style-type: none"> ● Measurement and scaling techniques ● Sources of data – primary and secondary ● Tools of data collection – observation, interview, questionnaire, schedule 	
Module 4	Determination of sample size	10
	<ul style="list-style-type: none"> ● Sampling procedure – probability sampling and non-probability sampling and its types ● Processing of data ● Analysis and interpretation ● Writing of a report 	
Module 5	Statistical procedure	10
	Mean, median, mode, standard deviation and co-relation	
Module 6	Application of research in mass media	10
	<ul style="list-style-type: none"> ● Content analysis – Definition and users, steps, limitations ● Research in print media ● Research in Advertising ● Research in Public Relations 	

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| | <ul style="list-style-type: none">● Mass media Research and the Internet● Research in Media Effects | |
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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Research Methodology - C.R. Kothari, New Age International Publication, New Delhi, 2004
2. A Handbook of Social Science Research - B.R. Dixon, G.D. Bouma, G.B.J. Atkinson - Oxford University Press, 1987
3. Mass Media Research: An Introduction - Roger D. Wimmer and Joseph R. Dominick, Thomson Wadsworth, 2006
4. Milestones in Mass Communication Research - Shearon A. Lowery and Melvin L. DeFleur, Allyn & Bacon, 1995
5. Media Research Methods: Measuring Audiences, Reactions and Impact - Barrie Gunther, Sage Publications, 2000
6. Analysing Media Messages: Using Quantitative Content Analysis in Research - Daniel Riffe, Stephen Lacy, and Frederick G. Fico, Lawrence Erlbaum Assoc Inc, July 2005
7. Research Methodology and Analysis: Sharma R.P., Publisher- DPH Publication, New Delhi
8. Methodology of Research in Social Science – Krishna Swami, Publisher - Himalaya Publication

9. Marketing Research - An applied Orientation by Naresh K. Malhotra, Publisher - Prentice Hall of India
Publication
10. Mass Communication - Theory by Stanley J. Baron & Dennis K. Davis, Publisher-Thomson/ Wadsworth

Program: B.A.M.M.C.(2021-22)				Semester: II	
Course: INTRODUCTION TO MEDIA PSYCHOLOGY				Course Code: UAMABAMMC205	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To impart knowledge of the basic concepts and modern trends in psychology ● To provide an interdisciplinary study of concepts in the field of media, communication and psychology ● To expose students to a multicultural understanding, use, influence and impact of media ● To prepare students for a future filled with opportunities in the field of media and communication 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To impart knowledge of the basic concepts and modern trends in psychology					
CO2: To provide an interdisciplinary study of concepts in the field of media, communication and psychology					
CO3: To expose students to a multicultural understanding, use, influence and impact of media					
CO4: To prepare students for a future filled with opportunities in the field of media and communication					

Outline of Syllabus: (per session plan)

Module	Description	No of Hours
1	Evolution of Psychology	15
2	Role of Psychology in Media	15
3	Psychological Effects and Influence of Media	15
4	Social Psychology of the Media	15
	Total	60
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	Evolution of Psychology	15
	<ul style="list-style-type: none"> ● Definition of psychology Branches of psychology- Overview of the fields Media psychology- Definition, scope & objectives Psychology and media- An uneasy relationship ● Research methods in media psychology. 	
Module 2	Role of Psychology in Media	15
	<ul style="list-style-type: none"> ● Memory – Definition - Information processing model, LOP Thinking - Definition - Lateral thinking and creative thinking Perception - Visual and depth perception ● b. Cognitive and behavioural effects of media. (Focus on print, interactive medium and web advertising) 	
Module 3	Psychological Effects and Influence of Media	15

	<ul style="list-style-type: none"> ● Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behaviour theory) and their relevance in mass media ● Social influence (Definition, Conformity, Compliance, Obedience & Indoctrination) ● Effects of media violence, Effects of pro-social media. Developmental Psychological Issues With Respect To Media ● Learning - Theories - Classical conditioning and Operant conditioning. Cognitive Learning Observation learning Social cognition- Script and schema Motivation- Definition- Types- Need hierarchy theory 	
Module 4	Social Psychology of the Media	15
	<ul style="list-style-type: none"> ● Attitude formation - Theories, cognitive dissonance, role of media in attitude formation - Persuasion - Prejudice ● Gender representation in media ● Representation of minority groups ● Media representation of disability ● Media representation of mental health 	

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| | <ul style="list-style-type: none">● Audience participation and reality T.V. | |
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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Ciccarelli, S.K. & Meyer, G.E. (2006). Psychology. Pearson Education Inc. and Dorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008
2. David, G. (2003). Media Psychology. Lawrence Erlbaum Associates Inc. New Jersey.
3. Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. (2008). Social Psychology (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009
4. Feldman, R.S. (2008). Understanding Psychology (8thed.) McGraw- Hill Publication, New York
5. Lahey, B.B. (2007). Psychology: An Introduction (9th ed.). McGraw- Hill Publications, New York
6. Karen, E.D. (2012). Oxford Handbook of media Psychology (1st ed.). Oxford Library of Psychology

Program: B.A.M.M.C.(2021-22)				Semester: II	
Course: INTRODUCTION TO MEDIA STUDIES				Course Code: UAMABAMMC206	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To expose students to the well-developed body of media theory and analysis ● To foster analytical skills that will allow them to view the media critically 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To expose students to the well-developed body of media theory and analysis					
CO2: To foster analytical skills that will allow them to view the media critically					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Media Studies				04

2	Media Studies as an Interdisciplinary Approach	10
3	Early Effects Theories	08
4	Limited Effects Theories	10
5	Cultural and Critical Theories	10
6	Media and Society	08
7	Introduction to Audience Theory	10
	Total	60
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	Introduction to Media Studies	04
	<ul style="list-style-type: none"> ● Relevance of Media Studies in Contemporary Times ● Historical perspectives to media studies ● Definition and three questions of Media ● Four Eras of Media Theory 	
Module 2	Media Studies as an Interdisciplinary Approach	10
	<ul style="list-style-type: none"> ● Media Studies as a Social Science ● Karl Marx ● Juergen Habermas ● Stuart Hall ● Paul Lazarsfeld ● Michel Foucault – Power and Authority ● Marshall McLuhan 	
Module 3	Early Effects Theories	08
	<ul style="list-style-type: none"> ● Mass society Theory 	

	<ul style="list-style-type: none"> ● Propagandistic Theories ● Normative Theories 	
Module 4	Limited Effects Theories	10
	<ul style="list-style-type: none"> ● Lazarsfeld's Two step flow Theory ● Carl Hovland's Attitude Change Theory ● Lazarsfeld- Hovland Legacy ● Robert Merton's Middle range Theory ● Joseph Klapper's Phenoministic Theory 	
Module 5	Cultural and Critical Theories	10
	<ul style="list-style-type: none"> ● Emergence of Critical and Cultural theories ● Marxism ● The Frankfurt School ● Political Economy ● British Cultural School ● Raymond Williams' Technological Determinism 	
Module 6	Media and Society	08
	<ul style="list-style-type: none"> ● Harold Innis' Bias of Communication ● Bernard Cohen's Agenda Setting 	
Module 7	Introduction to Audience Theory	10

	<ul style="list-style-type: none">● Types of Audiences● Uses and Gratification● Audience Reception● Dependency Theory● Cultivation Theory● Psychoanalytical Theory	
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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. McQuail, Denis, McQuail Reader in Mass Communication Theory, Sage Publications
2. Branston Gill and Roy Stafford – The Media Student Book, Routledge
3. Rayner, Philip, Peter Wall, and Stephen Kruger, As Media Studies, The Essential Introduction. Routledge
4. Baran, Stanley – Introduction to Mass Communication. McGraw-Hill Higher Education
5. Dominick, Joseph R;. Dynamics of Mass Communication. McGraw- Hill College
6. Williams, Raymond – Television: Technology and Cultural Form. Routledge
7. McLuhan, Marshall

