

## SEMESTER II

Semester II	
Course code	Course Name
BAMMEC-201	Effective communication -II
BAMMFC-202	Foundation course -II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

**01**

<b>PROGRAM</b>	BAMM	
<b>YEAR</b>	FYBMM	
<b>SEMESTER</b>	II	
<b>COURSE:</b>	EFFECTIVE COMMUNICATION SKILLS -II	
<b>COURSE CODE</b>	BAMMEC 201	
<b>PAPER</b>	1	
<b>TOTAL MARKS</b>	100 (75 : 25)	
<b>NO OF LECTURES</b>	48	
	<b>SEMESTER II</b>	
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>	
<b>BAMMEC-201</b>	Effective Communication Skills-II	
<b>Learning Outcome:</b>		<b>Total Lectures: 48 hrs.</b>
<ol style="list-style-type: none"> <li>1. To make the students aware of use of language in media and organization.</li> <li>2. To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>3. To introduce key concepts of communications.</li> </ol>		
<b>Module</b>	<b>Topics</b>	<b>Details</b>
<b>1</b>	<b>Writing</b>	
	<b>1.Report writing</b>	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)
	<b>2. Organizational writing</b>	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose-Format- Important points to remember while

- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

<b>Syllabus Designed by:</b>
<ul style="list-style-type: none"> <li>• Gajendra Deoda ( Convenor )</li> <li>• Smita Jain</li> <li>• Deepak Kumar Tiwari (Subject expert).</li> </ul>

<b>02</b>			
<b>PROGRAM</b>	<b>BAMM</b>		
<b>YEAR</b>	<b>FYBMM</b>		
<b>SEMESTER</b>	<b>II</b>		
<b>COURSE:</b>	<b>FOUNDATION COURSE</b>		
<b>COURSE CODE</b>	<b>BAMMFC 202</b>		
<b>PAPER</b>	<b>2</b>		
<b>TOTAL MARKS</b>	<b>100 (75 : 25)</b>		
<b>NO OF LECTURES</b>	<b>48</b>		
	<b>SEMESTER II</b>		
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>		
<b>BAMMFC-202</b>	<b>FOUNDATION COURSE</b>		
	<p><b>Course Outcome:</b> 1. To introduce students to the overview of the Indian Society.</p> <ol style="list-style-type: none"> <li>1. To help them understand the constitution of India.</li> <li>2. To acquaint them with the socio-political problems of India.</li> </ol>		
	<p><b>Note :</b> Revised FC (Foundation Course ) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.</p>		
<b>Module</b>	<b>Topics</b>	<b>Details</b>	<b>Lectures</b>
1	<b>Globalisation and Indian Society</b>	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.	07

2	<b>Human Rights</b>	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.	10
3	<b>Ecology</b>	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.	10
4	<b>Understanding Stress and Conflict</b>	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.	10
5	<b>Managing Stress and Conflict in Contemporary Society</b>	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.	08
6	<b>Contemporary Societal Challenges</b>	<ul style="list-style-type: none"> <li>a. Increasing urbanization, problems of housing, health and sanitation;</li> <li>b. Changing lifestyles and impact on culture in a globalised world.</li> <li>c. Farmers' suicides and agrarian distress.</li> <li>d. Debate regarding Genetically Modified Crops.</li> <li>e. Development projects and Human Rights violations.</li> <li>f. Increasing crime/suicides among youth.</li> </ul>	15
Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.			

<b>03</b>	
<b>PROGRAM</b>	<b>BAMM</b>
<b>YEAR</b>	<b>FYBMM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE:</b>	<b>CONTENT WRITING</b>
<b>COURSE CODE</b>	<b>BAMMCW 203</b>
<b>PAPER</b>	<b>3</b>