Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

Re-accredited by NAAC with B++, ISO 9001-2015 Certified, Recognised under section 2(f) & 12(B) of the UGC Act 1956

Permanently Affiliated to the University of Mumbai,

Syllabus

Bachelor of Arts in Multimedia and Mass Communication

(B.A. (MULTIMEDIA AND MASS COMMUNICATION))

(Programme Code: UGMMC01)

As Per New Education Policy (NEP) 2020

(To be implemented from the Academic Year 2025-2026)

Approved in the Academic Council Meeting held on 5th July 2025

INTRODUCTION OF THE PROGRAMME

The Bachelor of Arts in Multimedia and Mass Communication is a comprehensive four-year degree program designed to provide students with practical, industry-relevant media education. It aims to nurture the next generation of media professionals equipped to thrive in a rapidly evolving media landscape.

AIMS

To deliver a strong foundation of knowledge while instilling values of integrity, credibility, and social responsibility
To prepare students for dynamic careers across various domains of media and related industries such as communication, advertising, public relations, journalism, and research

OBJECTIVES

- To equip learners with essential professional skills for careers in the entertainment sector, including cinema, television, OTT platforms, and digital media
- To foster self-confidence, professional identity, and a sense of responsibility within the media ecosystem
- To develop a deeper understanding of the relationship between communication/media theories and diverse individual, social, and professional practices

PROGRAM OUTCOME

Upon successful completion of the program, learners will:

1. Learners will be able to understand the basic concepts of mass communication, media, and how communication shapes society

2. Students will develop effective communication skills in reading, writing, speaking, and listening, useful in media-related careers

3. To help learners apply digital tools such as Google Workspace and multimedia software in real-world media tasks

4. To enable students to analyze current events and media trends with critical thinking and awareness

5. Learners will demonstrate social responsibility and ethical behavior in their media and communication practices

SEMESTER IV
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major	NUMM401	Media Laws and Ethics	**4**
	Major	NUMM402	Mass Media Research	**4**
Vertical 2	Minor	NUMM403	Writing and Editing for Media	4
Vertical 3	OE1	NUMM404	Brand Building and Management	2
Vertical 4	VSC		NA	*****
	SEC	NUMM405	Introduction to Photography	2
Vertical 5	AEC	NUEN401	Hindi Bhasha: Kaushal Ke Aadhar	2
	VEC		*****	*****
	IKS		*****	*****
Vertical 6	CC	NUCP401	Community Engagement Program	2
	CC	NUCC402	Cultural Expressions through Cinema, TV and Theatre	2
				22

Vertical – I

Mandatory Courses

Name of the Course: Media Laws and Ethics

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Media Laws and Ethics explores the legal frameworks and ethical principles governing the media industry. The course covers topics like freedom of the press, defamation, censorship, intellectual property, and privacy. It emphasizes responsible journalism, ethical decision-making, and the importance of balancing public interest with professional integrity and legal compliance.
2	**Vertical :**	Major
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To understand the core values and principles of the Indian Constitution relevant to media practice 2. To examine the theory and application of social responsibility in the media landscape. 3. To comprehend key media laws including copyright, IPR, defamation, contempt, and IT Act through case-based learning. 4. To recognize the need for ethical standards in journalism and advertising. 5. To analyze emerging ethical issues such as fake news, misinformation, conflict of interest, and shock value in media content.	
8	**Course Outcomes**: (List some of the course outcomes) CO1. To provide the learners with an understanding of laws those impact the media. CO2. To sensitize them towards social and ethical responsibility of media. CO3: To identify the functions and limitations of Indian media regulatory bodies and assess their role in governance. CO4: To analyze major media laws and apply them to real-world issues involving copyright, defamation, and digital content. CO5: To identify and address ethical dilemmas in journalism and advertising by applying professional codes of conduct	

9	**Modules**:- Per credit One module can be created
	Module 1: Constitution and Media
	1. Core values of the Constitution Refreshing Preamble, unique features of the Indian Constitution **2. Freedom of Expression** Article 19 (1) (a), Article 19(2) **3. Social Responsibility of the media** Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era Threat of Fake News and facts verification Social media decorum
	Module 2: Regulatory bodies
	Press Council of India Brief history: Statutory status Structure Powers and limitations **TRAI** **IBF** **ASCI** **NBA**
	Module 3: Media Laws
	Copyright and IPR What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies **Defamation** **IT Act** **Contempt** Contempt of Court Contempt of Parliament
	Module 4: Media Ethics and Social Responsibility
	Why Ethics What is ethics? And why do we need ethics? **Ethical responsibility of journalist** Code of conduct for journalist Conflict of interest Misrepresentation

	Shock Value **Fake News** **Ethical responsibility of advertisers** Violation of ethical norms by advertisers	
10	**Reference Books:** 1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment:

10 marks Viva,

10 marks Class Participation and Attendance

Name of the Course: Mass Media Research

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Mass Media Research introduces methods and techniques used to study media effects, content, audiences, and trends. The course covers quantitative and qualitative research, including surveys, content analysis, and interviews. It equips students with analytical skills to interpret data, evaluate media practices, and contribute to informed media production and policymaking.
2	**Vertical :**	Major
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) a) Understand the role, scope, and relevance of research in the field of mass media. b) Learn various research designs and their applications in media studies. c) Acquire knowledge of primary and secondary data collection methods and sampling techniques. d) Develop analytical skills in both qualitative and quantitative research, including content analysis. e) Explore the practical applications of media research in TRP, readership surveys, and advertising studies	
8	**Course Outcomes**: (List some of the course outcomes) CO1) Identify and define research problems and hypotheses relevant to mass media studies. CO2) Design and implement appropriate research methodologies for media-related topics. CO3) Collect, analyze, and interpret media data using structured tools and reporting formats. CO4) Apply media research to real-world contexts like audience analysis, polling, and consumer behavior. CO5) Explain the role of semiotics in media and use it to decode media messages and symbols.	

9	**Modules**:- Per credit One module can be created
	Module 1: Research In Media
	Introduction to mass media research ● Relevance, Scope of Mass Media Research and ● Role of research in the media ● Steps involved in the Research Process ● Qualitative and Quantitative Research ● Discovery of research problem, identifying dependent and independent variables, developing hypothesis
	Module 2: Design
	• Concept, types and uses • Research Designs: a) Exploratory b) Descriptive and c) Causal.
	Module 3: Data collection Methodology
	3.1 Primary data collection methods:– Depth interviews, Focus group, Surveys, Observations, Experimentations **3.2** Secondary dats collection methods, Literature Review **3.3** Designing Questionnaire and measurement techniques i. Types and basics of Questionnaire ii. Projective techmiques iii. Attitude measurement scales **3.4** Sampling process Data tabulation and research report format **3.5** The Semiotics of the Mass Media - What is semiotics in media? Why is semiotics important?What are codes in semiotics? Semiotics and media
	Module 4: Analysis & Application
	a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis Analysis a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research

10	***Reference Books:*** 1. Research Methodology; Kothari: Wiley Eastern Ltd. 2. A Hand book Of Social Science Research :Dixon, Bouma, Atkinson OUP 3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates. 4. Media Research Methods: Gunter ,Brrie; (2000); Sage 5. Mass Media Research :Wimmer And Dominick	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Vertical – II

Name of the Course: Writing and Editing for Media

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course offers a foundational understanding of the principles and practices of news reporting and editing in the context of print and digital journalism. Students will learn how to gather, verify, and present news accurately and ethically, while also developing the skills required for effective newsroom editing.
2	**Vertical :**	Minor
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester))
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives: (List some of the course objectives)** 1. To develop an understanding of newsworthiness and apply essential writing tools and formats suited to print media such as newspapers, magazines, and advertisements. 2. To enable learners to write effective scripts and program content for radio and television by understanding the structure, style, and challenges of broadcast media. 3. To build proficiency in creating written content tailored for digital platforms, with a focus on web formatting, interactivity, and response to real-time developments such as breaking or fake news. 4. To cultivate skills in evaluating and editing content across media formats, with emphasis on grammar, layout, visual elements, and digital readability for both journalistic and advertising purposes. 5. To empower students to adapt writing styles across multiple media platforms, ensuring clarity, coherence, and relevance to diverse audiences and publication contexts.	

8	**Course Outcomes: (List some of the course outcomes)** CO1. Provide the ability to understand writing styles that fit various media platforms. CO2. It would help the learner acquire information gathering skills and techniques. CO3. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. CO4. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences CO5. Provide acquire basic proficiency in proof-reading and editing.

9	**Modules**:- Per credit One module can be created
	Module 1: Writing For Print Media
	● What makes news? ● Art and basic tools of writing ● Steps and elements of writing-editorial, features and review ● Writing for Newspapers and Magazines ● Writing a News story/feature, stories/Article/Editorials(differences) ● Leads, nut shelling and story structure Writing for Advertisements
	Module 2: Writing For Broadcast Media
	● Radio and Television: Challenges, strengths and weaknesses ● Writing for Television and Radio programs ● Script writing formats ● Writing for interviews, live news and ● daily news ● Radio jockeying / online radio and new ● Trends ● Storyboarding for Television commercials
	Module 3: Digital Media
	● Difference between newspaper writing, and writing for the Web, headline, writing, deck heads, subheads, lists and hyperlinked content ● How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. ● Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). Dealing with breaking news and fake news in real time.
	Module 4: Evaluation of Content
	● Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. ● Rewriting leads ● Achieving fitment with spacing requirements at any newspaper, magazine or webpage. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining –website design

10	**Reference Books:** James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India) 2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005 3. The associated press stylebook. . Associated press (current edition) 4. Chicago guide to fact–checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel 5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013 6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill 7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger 8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Vertical – III

Name of the Course: Brand Building and Management

Sr. No.	Heading	Particulars
1	Description of the Course	**Including but not limited to:** This course provides a comprehensive understanding of brand building and brand management in contemporary business environments. It focuses on the strategic creation, positioning, communication, and long-term management of brands as valuable organizational assets. Students will learn the principles of developing strong brands, managing brand equity, understanding consumer-brand relationships, and implementing branding strategies across traditional and digital platforms. The course also explores global branding trends, corporate identity, brand storytelling, and reputation management in competitive markets.
2	Vertical	OE
3	Type	Theory
4	Credit	2 Credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted	30 Hours
6	Marks Allotted	50 Marks
7	Course Objectives	By the end of the course, students will be able to: • To introduce students to the concepts and importance of brand building and brand management in modern markets.• To develop an understanding of strategies used in creating, positioning, communicating, and sustaining brands.• To familiarize students with methods of managing brand equity, brand identity, and consumer perception.• To expose students to digital branding, global branding practices, and contemporary brand management challenges.• To encourage analytical thinking in evaluating successful brand strategies across industries.
8	Course Outcomes	After completing this course, students will have the knowledge and skills to: **CO1** Explain the concepts, significance, and processes involved in brand building and brand management.**CO2** Apply branding strategies for creating, positioning, and sustaining brands in competitive markets.**CO3** Analyze brand equity, consumer perception, and communication strategies in contemporary business environments.**CO4** Evaluate global branding practices, digital branding trends, and brand management challenges across industries.
9	Modules	**Module 1: Foundations of Brand Building and Brand Identity** • Introduction to Branding: Meaning, Nature, Importance of Brands • Product vs. Brand, Brand Building Process, Types of Brands • Brand Elements: Name, Logo, Tagline, Packaging, Design and Identity Systems • Brand Identity and Brand Personality • Consumer Perception and Brand Image • Brand Positioning: Segmentation, Targeting, Differentiation and Perceptual Mapping • Brand Communication and Storytelling **Module 2: Brand Management and Global Branding** • Brand Management: Meaning, Scope, and Strategic Importance • Brand Equity: Concepts, Elements, Sources, and Measurement • Brand Loyalty and Consumer Relationship Management • Brand Extension, Co-branding, Multi-branding, and Rebranding Strategies • Brand Architecture and Portfolio Management • Digital Branding and Influencer Branding Strategies • Global Branding: Opportunities, Challenges, and Cross-cultural Branding

Sr. No.	Heading	Particulars
		• Corporate Branding, Reputation Management, and Contemporary Branding Trends
10	Reference Books	1. David A. Aaker, *Building Strong Brands*, The Free Press, 1996 2. Kevin Lane Keller, *Strategic Brand Management*, Pearson Education 3. Jean-Noël Kapferer, *The New Strategic Brand Management* 4. Subroto Sengupta, *Brand Positioning: Strategies for Competitive Advantage* 5. Y. L. R. Moorthi, *Brand Management – The Indian Context* 6. Harsh V. Verma, *Brand Management: Text and Cases* 7. Philip Kotler and Kevin Keller, *Marketing Management* 8. Damian Ryan, *Understanding Digital Marketing* 9. Denise Lee Yohn, *What Great Brands Do* 10. Sangeeta Trott and Vinod V. Sople, *Brand Equity: An Indian Perspective*
11	Internal Continuous Assessment	40% External Semester End Examination: 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation Through	1. Individual / Group Project 2. Group Discussion / Debate 3. Presentation 4. Assignment

SEMESTER END EXAMINATION: 30 MARKS

Time: 1 Hour

Question No.	Questions	Marks
Q1	Case Study	15 Marks
Q2	Theory	15 Marks

Note:

1. Equal weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e., attempt any two out of four. For direct 15 marks question, option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible, more importance is to be given to practical problems and case-based learning.

INTERNAL EVALUATION METHODOLOGY (20 MARKS)

Component	Marks
Assignment	10 Marks
Viva	05 Marks
Class Participation and Attendance	05 Marks

Vertical – IV

Name of the Course: Introduction to Photography

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Introduction to Photography covers the basics of camera operation, composition, lighting, and visual storytelling. The course explores both technical and creative aspects of photography, including framing, exposure, and editing. It helps students develop a photographic eye and understand photography as a powerful medium of communication, documentation, and artistic expression.
2	**Vertical :**	SEC
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) a) Understand the fundamental components and operations of a camera, including aperture, shutter, image sensor, and viewfinder. b) Learn about various lenses, focal lengths, and how to choose the right lens for specific photographic purposes. c) Explore the principles of light and lighting techniques used in cinema, TV, and advertising photography. d) Develop composition skills using rules of framing, perspective, and visual aesthetics. e) Gain technical knowledge in digital imaging, resolution, file formats, and image magnification for professional output.	
8	**Course Outcomes**: (List some of the course outcomes) CO1) Tointroducetomedialearnertheabilityofimageintoeffectivecommunication. CO2) Tohelpthelearnerunderstandthatmediaphotographyisalanguageofvisual communication and is far beyond just point and shoot fun moments. CO3) Topracticehowpicturespeaksthousandwordsbyenlighteningthelearneronhow. CO4) Todevelopthebaseofvisualisationamonglearnersinusingpicturesinpractical	

	projects. CO5) Tohelplearnerworkongiventhemeorthesubjectintomakingarelevantpictureor photo feature.

9	**Modules**:- Per credit One module can be created
	Module 1: Camera: The Storyteller
	1. The Body: The faithful middleman The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. **2. Aperture: The iris of the camera** Diaphragm Controls amount of light entering lens Application of Depth of Field in advertising and Journalism. **3. Shutter: The Click magic** Blind between Lens and Image sensor Controls duration of light **4. Viewfinder: The interactive monitor** The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc
	Module 2: Lens: Imaging device
	5. The eye of camera: Learning to see Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc **6. Types of lenses: The right one for the task at hand** Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift **7. Direction and Lighting:** Lighting for Cinema, Television and Advertising From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting

	Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama **8. Rules of composition** Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking…	
10	**Reference Books:** • CollinsBooksseries:Pentax Inc. 1. Takingsuccessfulpictures, 2. Makingmostofcolour, 3. ExpandingSLR system, 4. Lightingtechniques MinoltaPhotographer'shandbook ●IndoorPhotography, ●Outdoorphotography: • Colour, • Camera, • Light • Portrait Photographycoure : ○ Volume1:UnderstandingCamera ○ Volume2:Secretsbehindsuccessfulpictures ○ Volume3:PracticingPhotography ○ Volume4:HandlingProfessional assignments Me and My Camera ○ Portraitphotography○ Glamourphotography ○ Do it in Dark (Darkroom Techniques)Pro-technique(Pro-photo) ○ NightPhotography○ Beauty and Glamour○ Product Photography	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Practical	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment: Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either PS or Adobe Illustrator

05 marks Viva,

05 marks Class Participation and Attendance

Sr.no.	Project/Assignment	Reason/Justification
01	Scrap book with	The pictures cropped are captured by professionals.
Print	Collection of	This gives ready examples of what is the decisive
Media	Photographs cropped	Moment and they can have to inspect the picture to
	From newspaper and	Understand composition, lighting and subject handling.
	Magazine(40+20)	Analysis of each picture for the learned topics in scrap
		Points: Depth of field, Motion blur/freeze, Lighting,
02	Screenshots captured	Movieisa2-3hrsongoingcontinuousevent.Capturing
Electronic	Of a movie (36)	realkeyframesisasifphotographinginasmall2-3hrs
Media		event, This should help them to look for the right story
		Telling frame, anticipate and stay alert as if required on
03	Shooting, i.e. actual	This is the field application of the learnt technique to get
Field work	Working on given	Presentable pictures. The creation part of appreciation

Vertical – V

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	**हिन्दी भाषा : कौशल के आधार** हिंदी राजभाषा होने के साथ-साथ भारत में बोलीजने वाली एक प्रमुख भाषा है। भारत के अधिकांश निवासी और यहां तक कि भारत के बाहर बसनेवाले भारतवंशी भी अपने दैनिक आपसी वार्तालाप, कार्य-व्यवहार में हिंदी भाषा का ही प्रयोग करते हैं। विश्व की प्रमुख पांच भाषाओं के अंतर्गत हिंदी का अस्तित्व है, इस दृष्टि से हिंदी को लेकर विभिन्न प्रकार के कौशल सीखे और सिखाए जा सकते हैं। विद्यार्थियों के लिए हिंदी एक सामान्य भाषा होने के साथ विशेष भाषा तब बन जाती है जब वह हिंदी के माध्यम से अपने कौशल में अभिवृद्धि करें, हिंदी के माध्यम से रोजगार के कई अवसरों को प्राप्त करें। इस दृष्टि से पाठ्यक्रम अत्यंत लाभवर्धक और उपयोगी सिद्ध होगा। हिंदी भाषा में कौशल विकास की असीम संभावनाएं हैं और कौशल के विभिन्न आयाम जुड़े हुए हैं जो अलग-अलग दिशाओं में देखे जा सकते हैं। पाठ्यक्रम विद्यार्थियों में लेखन, वाचन कौशल की अभिवृद्धि करने के साथ रोजगारपरक अवसर प्रदान करता है।
2	**Vertical :**	Open Elective
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) 1. विद्यार्थियों को लेखन, वाचन कौशल का ज्ञान देना एवं रोजगार के अवसरों से जोड़ना। 2. विद्यार्थियों को लेखन, वाचन कौशल से परिचय करते हुए अभिव्यक्ति की शैलियों का विकास करना। 3. विद्यार्थियों को भाषण कला के विविध रूपों को समझाना, मौलिकता में अभिवृद्धि लाना एवं विशेषज्ञता दिलाना। 4. विद्यार्थियों को श्रवण कौशल की विशेषताओं से परिचय कराते हुए श्रवण कौशल के लाभों से अवगत कराना।	

8 **Course Outcomes**: (List some of the course outcomes)

CO-1) विद्यार्थियों को लेखन, वाचन कौशल के ज्ञान प्राप्ति के साथ मौलिक अभिव्यक्ति में बदलाव आएगा।

CO-2) विद्यार्थियों का लेखन, वाचन कौशल द्वारा मानसिक विकास होगा, पठन-शक्ति, शैली का विकास होगा।

CO-3) विद्यार्थियों को लेखन, भाषण कौशल से भाषिक-शक्ति, शैलियों का संवर्धन होगा विशेषज्ञता आएगी।

CO-4) विद्यार्थियों को लेखन, वाचन, श्रवण, भाषण कौशल की विशेषताओं और उपयोगिता का ज्ञान प्राप्त होगा।

9 **Modules**:-

इकाई	पाठ	व्याख्यान संख्या
इकाई -1	1. लेखन कौशल का अर्थ एवं स्वरूप 2. लेखन कौशल की उपयोगिता एवं महत्व 3. लेखन कौशल की विधियाँ 4. लेखन कौशल के भेद एवं विशेषताएँ 5. वाचन कौशल का अर्थ, स्वरूप एवं विशेषताएँ 6. वाचन कौशल की उपयोगिता 7. वाचन कौशल की विधियाँ एवं विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01
इकाई -2	8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01

10 **संदर्भ ग्रंथ सूची** -

1. हिंदी भाषा शिक्षण के विविध आयाम - प्राध्यापक डॉ. राठौर, किनले एडिशन
2. अभिनव पत्र लेखन - डॉ अनिल सिंह
3. हिंदी के व्यावहारिक रूप - डॉ संतोष मोटवानी, परिदृश्य प्रकाशन, मुंबई
4. हिंदी भाषा लेखन कौशल - गुलीबाबा पब्लिकेशन प्राइवेट लिमिटेड

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	**Continuous Evaluation through:** **<u>मूल्यांकन प्रारूप</u>** ***आंतरिक मूल्यांकन- 20- अंक*** रचनात्मक कार्य, प्रकल्प इत्यादि- 10 अंक, कक्ष शिक्षण के दौरान सहभागिता इत्यादि - 05 अंक अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक कुलयोग -**20 अंक**	
13	**Format of Question Paper:** ***बाह्य मूल्यांकन- लिखित परीक्षा- 30- अंक*** ***परीक्षा अवधि- 01 घंटा*** ***निम्नलिखित तीन में से किन्हीं दो प्रश्नों के उत्तर लिखिए*** ***30 अंक*** कुलयोग- **30 अंक**	

Vertical – VI

Name of the Course: Cultural Expressions through Cinema, TV and Theatre

Sr. No.	Heading	Particulars
1	**Description the course:**	• **Introduction:** Indian theatre has evolved from traditional street plays to modern stage performances reflecting social narratives. • **Relevance:** It continues to address social issues, public awareness, and cultural heritage. • **Usefulness:** Enhances performance, public speaking, and critical social thinking skills. • **Application:** Applied in social campaigns, educational institutions, and professional theatre. • **Interest:** Captivates those interested in activism, acting, and live performance. • **Connection with Other Courses:** Linked to literature, sociology, history, and performing arts. • **Demand in the Industry:** Theatre skills are increasingly valued in media, advertising, and education sectors. • **Job Prospects:** Opportunities include actor, playwright, theatre director, and cultural coordinator.
2	**Vertical:**	**Co-Curricular**
3	**Type:**	**Theory and Activity**
4	**Credits:**	**2 credits**
5	**Hours Allotted:**	**30 Hours**
6	**Marks Allotted:**	**50 Marks**
7	**Course Objectives(CO):** 1. Understand how Indian cinema reflects and shapes societal values, traditions, and change. 2. Identify key cultural themes represented in films such as love, marriage, family, poverty, education, and gender roles. 3. Analyse the changing portrayal of women in Indian cinema—from traditional roles to modern identities. 4. Recognize the influence of Indian theatre and its transition into modern storytelling formats like TV and digital platforms. 5. Develop the ability to express opinions and reflections through discussions and review writing based on cultural content.	
8	**Course Outcomes:** **CO1** Understand how Indian cinema represents and shapes traditions, values, and society. **CO2** Identify key social and cultural themes in popular films and shows. **CO3** Understand the portrayal of women in cinema and its evolution over time. **CO4** Recognize the impact of theatre, TV, and digital media on public thinking and culture.	

<table>
<tr><td></td><td>CO5 Express critical views and cultural insights through group discussions and review writing.</td></tr>
<tr><td>9</td><td>Syllabus
Short history of Indian theatre (Nukkad Natak, modern stage plays)
TV serials and web series – how they shape opinions.
OTT (Over – The Top) platforms as cultural influencers</td></tr>
<tr><td>10</td><td>Reference Books
Shoma A. Chatterji Indian Cinema: The Cultural and Political Narrative
S. P. Bansal Cultural Studies
B. K. Nagla Understanding Indian Society and Culture
Nalin Mehta Television in India: Satellites, Politics and Cultural Change</td></tr>
<tr><td>11</td><td>Internal Continuous Assessment: 40%</td></tr>
<tr><td></td><td>
<table>
<tr><th>Sr. No.</th><th>Particulars</th><th>Marks</th></tr>
<tr><td>1</td><td>Class Test</td><td>15</td></tr>
<tr><td>2</td><td>Attendance</td><td>05</td></tr>
<tr><td colspan="2">Total</td><td>20</td></tr>
</table>
</td></tr>
<tr><td>12</td><td>Semester End Examination: 60%
External Examination (30 Marks) (Any Two)
<table>
<tr><th>Sr. No.</th><th>Particulars</th><th>Marks</th></tr>
<tr><td>1</td><td>Participation in Intra/ Inter collegiate Cultural Event/Competition. (Participation/ Organizing Team) (Minimum 02 certificates to be submitted)</td><td rowspan="3">15 marks each for a certificate</td></tr>
<tr><td>2</td><td>Certificate of participation or winning in the competition organized by any Club/Local/State/National Level Certificate or winning can also be considered.</td></tr>
<tr><td>3</td><td>Participation in the Workshop and other cultural competitions.</td></tr>
<tr><td colspan="2">Total</td><td>30</td></tr>
</table>
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Chairperson (Head of the Department)	Department faculty	I/C Principal