

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE

FYABMMC SEMESTER II INTERNAL ASSIGNMENT FOR VIVA - VOCE (25 MARKS)

INSTRUCTIONS TO NOTE:

STUDENTS ARE INSTRUCTED TO PREPARE A TYPED or HANDWRITTEN ASSIGNMENT ON THE ALLOCATED TOPICS AS PER THE DETAILS GIVEN BELOW:

I) A4 SIZE RULED PAPER WITH ONE SIDE RULED AND BLANK ON THE OTHER SIDE MUST BE USED FOR ASSIGNMENT.

II) PICTURES PERTAINING TO YOUR TOPIC CAN BE STUCK ON THE BLANK SHEET.

III) FORMAT OF THE ASSIGNMENT IS AS FOLLOWS:

1st Page - Cover Page (Will be shared by teacher)

2nd Page - Index

3rd Page - Introduction of your Topic

4th to 12th Page - Research content about your topic

13th Page - Conclusion

14th Page - Bibliography

15th Page - Acknowledgement

Sr. No.	Seat No.	Name of the Student	EFFECTIVE COMMUNICATION - II	FOUNDATION COURSE - II	CONTENT WRITING	INTRODUCTION TO ADVERTISING	INTRODUCTION TO JOURNALISM	MEDIA, GENDER & CULTURE
1	23FMM011	BADANI MEET NISHA	Film Review Report: Runway 34	A study on problem faced by farmer in India	Content is King', Elaborate.	Introduction to Advertising: Evolution, importance, Features	The earliest publications in India which contributed towards social awakening.	A study on Stuart hall's encoding and decoding model
2	23FMM012	BAIT SANCHI SANTOSH	Film Review Report: The Lion King	A study on natural disasters	ChatGPT- the Future of Creative Writing?	Benefits of Ads, limitation, effects and SM's of advertising	Mainstream English newspapers of India	A study on memes culture
3	23FMM013	BURTE SHUBHAM SANDIP	Film Review Report: Article 15	A study on National Human Right Commission of India	Writing Power-Packed Social Media Posts	Types of advertising-Consumer, Industrial, Retail	The earliest publications in India that contributed towards the freedom struggle.	A study on Stereotyping
4	23FMM014	CHAUHAN ANSH RAHUL	Film Review Report: Bahubali	A study on CSR actively undertaken by Godrej	Unique and Creative Copywriting in Advertising	Types of advertising-Classified, Corporate, Public service, Global, International, Social (CSR) and Advocacy	Media freedom in the Indian context	A study on cultural diversity
5	23FMM015	CHAUHAN DHIRUV DAYASH	Film Review Report: Rocket Singh	A study on Information Technology sector in India	Snippets- Meaning, Importance and Features	Types of advertising- Generic, National, Global, International, Social (CSR) and Advocacy	The Emergence of 1975 impacted journalism in India	A study on sexism and misogyny
6	23FMM016	CHAURASIYA ANJALI AKHLESH	Film Review Report: Guru	A study on genetically modifies crops	Pitfalls to avoid in Creative Writing	Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim	The role of mainstream media in India	A study on cultural similarities
7	23FMM017	CHOUDHARY RINKU DARGARAM	Film Review Report: Panga	A study on impact of LPG in Indian economy	Search Engine Optimisation, the Buzzword today	Ethics and Laws in Advertising: Surrogate, Shocking ads, Controversial, Comparative.	The role of alternative media in India	A study on women's liberation in USA
8	23FMM018	DHAKAN YASH HIREN	Film Review Report: Swadesh	A study on Impact of globalisation on India's foreign trade	Writing on any Two Popular Social media Platforms	Advertising code of ethics, Regulatory bodies, Laws and regulations	ALT News	A study on feminine mystique
9	23FMM019	GAWDE SHIRAVANI MANGESH	Film Review Report: Anand	A study on environmental degradation	Use of Jargon, Abbreviations and	Social, Cultural and Economic impact of Advertising: Women and advertising	Elements constitute a good story in journalism	A study on culture shock
10	23FMM020	HANAMARADDI SUNILKUMAR ASHOK	Film Review Report: Zindagi Na Milegi Dobara	A study on difference between public sector and private sector banks	Acronyms with Suitable Examples	Children and advertising, Senior citizen and advertising, Pop Culture and advertising	The Republic	A study on household chores issues
11	23FMM021	JADHAV ROSHNI RUPESH	Film Review Report: Andhadhun	A study on causes and effects of violence	Tips for Collecting Information for Domestic and	Theories-Stimulus theory, AIDA, Hierarchy, Means- End Theory	Ravish Kumar	A study on digital media culture
12	23FMM022	JADHAV SANKET SANTOSH	Film Review Report: Neerja	A study on Right to Constitutional Remedies	International Websites	Integrated marketing communication: Emergence, Role, Tools, Communication process, The IMC Planning Process	Define objectivity, accuracy, and balance in journalism	A study on gender equality in India
13	23FMM023	KADAM TANISH KHELURAM	Film Review Report: Barfi	A study on Right to freedom of Religion	Any Two Advertisements Known for Unique Concepts and Appeal	Sales Promotion and Direct marketing: Growth and Types of Sales promotion, Advantages and Disadvantages	Differentiate between a public relations (PR) professional and a journalist	A study on commodification of culture
14	23FMM026	KUMARAT BHARATKUMAR JAWANARAM	Film Review Report: Natsamrat	A study on Right against Exploitation	Less is more- the Secret to Successful Writing for Print Media	Print Media and Out-of-Home Media: Basic concepts, Types of Newspapers advertising	News-worthiness of a story	A study on culture shock
15	23FMM027	MAKAWANA HARSH JIGNESH	Film Review Report: The Kashmir Files	A study on role of prejudice in individual development	Role of Content Writing in Digital Marketing	advantages and disadvantage of News paper advertising, Magazines, Factors to consider for magazine advertising.	Hard news and soft news	A study on cultural relativism
16	23FMM028	MAKAWANA VIRAL MAHESHBAI	Film Review Report: PK	A study on natural disaster with reference to Floods	Power Point Presentation- Use of Power Point Tools	Out-of-home Advertising, On-premise advertising, Transit advertising, Posters, Directory advertising	The inverted pyramid format.	A study on culture industry
17	23FMM029	NADAR DINESH SARMAN	Film Review Report: Avatar	A study on man-made disaster with reference to Bhopal Gas Tragedy	The Inverted Pyramid Format	Public Relation: Meaning of Public Relations, Types of public relations: Difference between public relations and advertising, Difference between Publicity and Advertising, Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	Types of lead	Changing Attitudes and behaviour for empowerment of women
18	23FMM030	RAJ KANGANA SHANI	Film Review Report: The Godfather	A study on modes of communication	Any Two International Ad Campaigns	Sales Promotion and Direct marketing: Growth and Types of Sales promotion, Advantages and Disadvantages	Career paths available in journalism	A study on consumer culture
19	23FMM031	SHAH VANSH DAKSHESH	Film Review Report: Bombay	A study on man-made disasters	Difference in Writing for Print and Digital Platforms	The roles of a reporter, feature writer, and investigative journalist	The roles of a reporter, feature writer, and investigative journalist	A study on female image in marketing
20	23FMM033	SHIRKE NAKSHATRA MANISH	Film Review Report: Mary Kom	A study on liberalization in India	Editing Captions and Photo Captions with Illustrations	Growth of Direct marketing and its tools Advantages and disadvantages	Mojo (Mobile journalist) and a real-time journalist	A study on expected gender traits
21	23FMM034	SINGH DEEPAK SANJAY	Film Review Report: Hichki	A study on impact of urbanization on crime rate	Characteristics of Language in Communication Today	Introduction to Creativity: Importance of creative process, Creative strategy development: Determining message theme,	Rural journalism	A study on world culture
22	23FMM035	SUTHAR RAJ RAMESH	Film Review Report: RRR	A study on IT company with reference to TCS	All about Crawlers (Tickers) on News Channels	Big idea, positioning strategies, Types of appeals	Lifestyle journalism	A study on racial identity
23	23FMM037	VAIDYA JAYESH SURENDRA	Film Review Report: Life of Pi	A study on major cause for farmer suicides in Maharashtra	Content Writing and ChatGPT today	Role of different elements in ads: Logo, Jingle, Company signature, Slogan, Tagline, illustration, Creating Radio commercial - Words, sounds clarity, coherence etc.	Chat GPT	A study on gender identity
24	23FMM038	VAISHNAV ANJU DIVYAKANT	Film Review Report: Bala	A study on importance of Environmental studies	Landing Page and White Papers in Content Writing	Elements of copy: Headline, Sub headline, Layout, Body copy, Types of copy and slogan, creating story board	Impact of AI on journalism	A study on challenges faced by digital media
25	23FMM039	VISHWAKARMA MEGHANSHI AMIT	Film Review Report: Pretty Woman	A study on G.P.S.	Importance of Content Writing in Digital Marketing	Types of advertising agency: Full service, Creative boutique, Media buying agency,	Importance of pictures in journalism	A study on impact of global culture
26	23FMM040	VORA KARTIK DEVANG	Film Review Report: Robot	A study on dams and its impact on Human Rights	Body Copy as an Important Element of a Creative Piece	Types of advertising agency: In-house agency, Specialized Agencies and others	the importance and types of headlines.	Role of media in social construction of gender
27	23FMM041	WAGHELA RAKSHIT JAYSUKH	Film Review Report: Vikram	A study on domestic violence	importance, Features and Role of Metadescrptions	Various departments in an agency: Account handling, Production	Click bait journalism	A study on economic system that has changed the society
28	23FMM042	YADAV SNEHA SHYVDHARI	Film Review Report: Chakde India	A study on IT Company with reference to Tech Mahindra	Landing Page- an Element that Makes or Breaks a Website	Various departments in an agency: Art, Copy, Media, Public relation, Human resources, Finance and others	YouTube Channels as source of news	A study on Ethnocentrism
29	23FMM032	SHARMA AMIT VIJAY	Film Review Report: Rock On	A study on impact of urbanization on sanitation	Social Media Addiction	Latest trends: Rural advertising, Ambush advertising, Internet advertising,	Fake news and the role of fact checking	A study on Enculturation
30	23FMM044	KALE YASH CHANDRASHEKHAR	Film Review Report: Saikat	A study on impact of urbanization on growth of slums	Captivating Pinterest Descriptions with Examples	Email advertising: Advertisement, advertorial, mobile advertising	Gutenberg press	A study on social system that has changed the society
31	23FMM043	YADAV VISHAL HARENDRA	Film Review Report: Madras Cafe	A study on digital India	Introduction to advertising: Evolution, importance, Features	Writing Power-packed Blogs that Win Readers over	Press Council of India	A study on changing values in contemporary society
32	23FMM045	YADAV VISHAL HARENDRA	Film Review Report: Badla	A study on Agrigold as corporate farming company	Benefits of Ads, limitation, effects and SM's of advertising	Types of advertising-Consumer, Industrial, Retail	News Laundry	A study on globalization and its threat to regional identities
33	23FMM036	KOLI SAIRAJ SHRINIWAS	Film Review Report: Gol Maal (1979)	A study on causes and effect of migration	Unique and Famous Ads: Famed for Great Copywriting	Types of advertising-Classified, Corporate, Public service,	News Agencies of India	A study on homogenization and fragmentation
34	23FMM044	TIWARI LALITESH GANGARAM	Film Review Report: The Lunchbox	A study on BPO with reference SERCO	Keywords and their Importance in SEO	The Pitfalls of Plagiarism and Steps to Avoid them	The Wire	What can be done to make cities safer for women?
35	23FMM045	SINGH SHAURYA AJAY	Film Review Report: Notting Hill	A study on LPG in India	How Writing Suffers in Absence of Editing	Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim	Global news Agencies	A study on material culture
36	23FMM046	KAPADIA RUKHSAR MANZOOR	Film Review Report: Chupke Chupke(1975)	A study on impact of COVID-19 on Public Mental Health	Essentials of Good Writing- Tips to Write with Clarity, Logic and Structure	Ethics and Laws in Advertising: Surrogate, Shocking ads, Controversial, Comparative.	Mainstream Hindi newspapers/news channels	A study on cultural conflict resolution
37	23FMM047	SHARON JACOB XAVIER	Film Review Report: Bend It like Beckham	A study on UDHR	Creative, Witty and Attractive Ad Campaigns that Still Rule	Advertising code of ethics, Regulatory bodies, Laws and regulations	Captions	A study on wage gap between sexes
38	23FMM048	SINGH VINAY VINOD	Film Review Report: Dil Chahta Hai	A study on impact of urbanization on sanitation	Keywords- Designing Keywords for Search Engine Optimisation	Social, Cultural and Economic impact of Advertising: Women and advertising	Mainstream Marathi newspapers and news channels	A study on Stuart hall's encoding and decoding model
39	23FMM049	RAJ AANYA NAGENDRA	Film Review Report: Paa	A study on Natural disaster with reference to Earthquake	Writing Social Media posts- for Twitter and other Social Networks	Children and advertising, Senior citizen and advertising, Pop Culture and advertising	You Tube news channels	A study on memes culture
40	23FMM050	DUBEY SHIVENDER CHANDRABHUSHAN	Film Review Report: Mission Mangal	A study on the impact of media on youth	The Growing Influence of Artificial Intelligence in Advertising	Theories: Stimulus theory, AIDA, Hierarchy, Means- End Theory	Al Jazeera	A study on Stereotyping
41	23FMM051	DUBEY SHRUTI SHAILENDRA	Film Review Report: Hotel Mumbai	A study on the Aarey colony project	The Anatomy of a Perfect Instagram Caption	Integrated marketing communication: Emergence, Role, Tools,	CNN	A study on women's liberation in USA
42	23FMM052	SHETH NAYAN PINTU	Film Review Report: Chachi 420	A study on the Brazilian rainforest fire	Blogs and Wikis- Powerful Vehicles of Communication	Print Media and Out-of-Home Media: Basic concepts, Types of Newspapers advertising	Nikhil Wagle	A study on sexism and misogyny
43	23FMM053	CHAUHAN KASHISH RAHUL	Film Review Report: Hum Tum	A study on Colour Selection and Use of Clip Art in PPT	advantages and disadvantage of News paper advertising, Magazines, Factors to consider for magazine advertising.	advantages and disadvantage of News paper advertising, Magazines, Factors to consider for magazine advertising.	Doordarshan	A study on cultural similarities
43	23FMM053	PATIL DHIRUVESH SURYANKANT	Film Review Report: Hum Tum	A study on Colour Selection and Use of Clip Art in PPT	advantages and disadvantage of News paper advertising, Magazines, Factors to consider for magazine advertising.	advantages and disadvantage of News paper advertising, Magazines, Factors to consider for magazine advertising.	Doordarshan	A study on cultural similarities