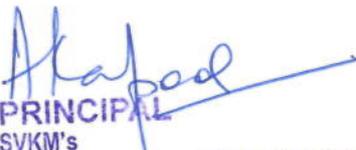


PROGRAM OUTCOMES OF B.A.(MULTIMEDIA & MASS COMMUNICATION)

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.


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13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

COURSE OUTCOMES OF B.A. (MULTIMEDIA & MASS COMMUNICATION)

FYBAMMC

SEM I

Effective Communication

1. To make the students aware of the functional and operational use of language in media.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

Foundation Course I

1. To introduce students to the overview of the Indian Society.
2. To help them understand the constitution of India.
3. To acquaint them with the socio-political problems of India.

Visual Communication

1. To provide students with tools that would help them visualize and communicate.
2. Understanding Visual communication as part of Mass Communication
3. To acquire basic knowledge to be able to carry out a project in the field of visual communication
4. To acquire basic knowledge in theories and languages of Visual Communication
5. The ability to understand and analyze visual communication from a critical perspective

Fundamentals Of Mass Communication

1. To introduce students to the history, evolution and development of Mass Communication in the world with special reference to India.
2. To study the evolution of Mass Media as an important social institution.
3. To understand the development of Mass Communication models.
4. To develop a critical understanding of Mass Media.
5. To understand the concept of New Media and Media Convergence and its implications.

Current Affairs

1. To provide learners with an overview of current developments in various fields.


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2. To generate interest among the learners about burning issues covered in the media
3. To equip them with a basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

History Of Media

1. The learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continue to influence Indian mass media.
5. Learners will develop the ability to think and analyze media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

SEM 2

Effective Communication II

1. To make the students aware of the use of language in media and organization.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

Foundation Course II

1. To introduce students to the overview of the Indian Society.
2. To help them understand the constitution of India.
3. To acquaint them with the socio-political problems of India.

Content Writing

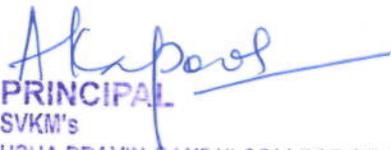
1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

Introduction To Advertising

1. To provide the students with a basic understanding of advertising, growth, importance and types.
2. To understand effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising, various departments, careers and creativity
4. To provide students with various advertising trends, and future.

Introduction To Journalism

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.


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Media Gender And Culture

1. To discuss the significance of culture and the media industry.
2. To understand the association between the media, gender and culture in the society.
3. To stress on the changing perspectives of media, gender and culture in the globalized era

SYBAMMC

SEM 3

Electronic Media-I

To make the students acquainted with the working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

Motion graphics and visual effects-I

This course is designed to introduce the student to the art and science of visual effects for broadcast and digital filmmaking. Topics covered include the visual effects workflow, video technology, image processing, creating mattes, tracking, and compositing.

1. Understand the difference between a visual effect and a special effect.
2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.
3. Understand basic image processing techniques.
4. Pull mattes using various image processing techniques including Chroma-keying.
5. Track motion data using various techniques.
6. Describe and use the compositing process and identify major applications used in the industry. Develop a visual effects pipeline for integration in the filmmaking process.

Corporate Communication and public relations

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
4. To develop a critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

Media Studies


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1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

Introduction To Photography

1. To introduce to media learners the ability of image into effective communication.
2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.
3. To practice how a picture speaks a thousand words by enlightening the learner on how.
4. To develop the base of visualization among learners in using pictures in practical projects.
5. To help learners work on a given theme or the subject to make a relevant picture or photo feature.

Film Communication - I

1. To inculcate liking and understanding of good cinema.
2. To make students aware with a brief history of movies; the major cinema movements.
3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.
4. Insight into film techniques and aesthetics

Computer & Multimedia- I

1. To help learners make the media industry-ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independence during project papers in TY sem VI.
4. To help learners work on small scale projects during the academic period.

SEM IV

Electronic Media-II

To make the students acquainted with the working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.


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Motion Graphics and Visual Effects-II

1. Provide the ability to understand writing styles that fit various media platforms.
2. It would help the learner acquire information gathering skills and techniques.
3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including the internet and digital.
4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
6. Provide acquire basic proficiency in proofreading and editing.

WRITING and EDITING FOR MEDIA

1. Provide the ability to understand writing styles that fit various media platforms.
2. It would help the learner acquire information gathering skills and techniques.
3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including the internet and digital.
4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
6. Provide acquire basic proficiency in proofreading and editing.

Media Laws and Ethics

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards the social and ethical responsibility of media.

Mass Media Research

1. To introduce students to debates in Research approaches and equip them with tools to carry on research
2. To understand the scope and techniques of media research, their utility and limitations

Film Communication II

1. Awareness of cinema of different regions.
2. Understand the contribution of cinema in society.
3. How to make technically and grammatically good films.
4. From making to the marketing of films.
5. Economic aspects of the film.
6. Careers in films.


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Computer & Multimedia II

1. To help learners be media industry-ready. This will help learners to be aware of the minimum requirement of the software when stepping into the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independence during project papers in TY sem VI.
4. To help learners work on small scale projects during the academic period.

TYBAMMC

SEM V

Journalism

Reporting

1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
2. To make them understand basic ethos of the news and news-gathering.
3. To prepare them to write or present the copy in the format of news.
4. To develop nose for news.
5. To train them to acquire the skills of news-gathering with traditional as well as modern tools.
6. To inculcate the skills for investigative journalism.
7. To make them understand the basic structure/ essential knowledge for various beats
8. To make them responsible reporters and the face of media.

Investigative Journalism

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for media.
4. To acquire advanced investigative journalistic skills
5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

Features and Writing For Social Justice

1. To provide students with the technique of narration and storytelling
2. To share the art of developing a story idea
3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice


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GLOBAL MEDIA and CONFLICT RESOLUTION

1. To help students understand the difference in the role and structure of the media across the globe.
2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences
- 3 To help students appreciate the potential of media in resolving conflicts.

MOBILE JOURNALISM and NEW MEDIA

1. This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.
2. Towards the end of the course, you will leave away with information about:
3. Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media, is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
4. Step by step instructions to report and connect with crowds utilizing cell phones.
5. Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
6. The most effective method is to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting

Journalism and public opinion

1. To understand the role of media in influencing and impacting Public opinion.
2. To analyse the formation of Public opinion through digital and social media.
3. To analyse the impact of the media on public opinion on socio-economic issues.
4. To make students aware of the theoretical framework of research on media and society.

ADVERTISING

Copywriting

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative



thinking in written expression.

5. In an ad agency, as a copywriter, one cannot “*Just be creative and express self*” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.

6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

ADVERTISING & MARKETING RESEARCH

1. The course is designed to inculcate analytical abilities and research skills among the students.
2. To understand research methodologies – Qualitative Vs Quantitative
3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
4. To understand the scope and techniques of Advertising and Marketing research, and their utility.

GLOBALIZATION AND INTERNATIONAL ADVERTISING

1. To introduce to media students the concept of Globalization and its impact on Global Media and International Advertising.
2. To help the student understand and practice Global Communication.
3. To develop media student’s understanding of Global Brands.
4. To introduce to media students about concept and process of International advertising.
5. To help students formulate an international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.
6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, a career in ad agencies for the Global market.

BRAND BUILDING

1. To understand the awareness and the growing importance of Brand Building
2. To know how to build, sustain and grow brands
3. To know the various new way of building brands
4. To know about the global perspective of brand building.

AGENCY MANAGEMENT

1. To acquaint the students with concepts, techniques and give experience in the application


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- of concepts for developing an effective advertising campaign.
2. How an ad agency works and what opportunities exist
 3. To familiarize students with the different aspects of running an ad agency
 4. To inculcate competencies thereby enabling to undertake professional work with the advertising industry.

CONSUMER BEHAVIOUR

1. To understand the sociological & psychological perspective of consumer behaviour.
2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.
3. To sensitize students to the changing trends in consumer behaviour.

SEM VI

Journalism

DIGITAL MEDIA

1. Understand the key goals and stages of digital campaigns
2. Understand the use of key digital marketing tools
3. Learn to develop digital marketing plans
4. Understand digital marketing platform

NEWSPAPER and MAGAZINE DESIGN

1. The learner is required to understand the process of print media production from the content collection to the final print-ready layout.
2. This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
3. The learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
4. Learners are expected to develop software skills to be employable in the industry.
5. Learners shall develop an aesthetic vision and understand the discipline behind a layout.

CONTEMPORARY ISSUES

1. To stress the importance of social-economic political aspects of the society as a media professional.
2. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.


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LIFESTYLE JOURNALISM

1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.
2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.
3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.
4. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests

SPORTS JOURNALISM

1. To provide learners with tools and techniques of sports writing and analysis.
2. To acquaint learners with the importance of different sports tournaments from a commercial point of view.
3. To educate learners about careers in sports journalism.

TELEVISION JOURNALISM

1. To provide students with the technique of narration and storytelling
2. To share the art of developing a story idea
3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

Advertising

DIGITAL MEDIA

1. Understand digital marketing platform
2. Understand the key goals and stages of digital campaigns
3. Understand the use of key digital marketing tools
4. Learn to develop digital marketing plans

ADVERTISING DESIGN

1. Learner shall understand the process of planning & production of the advertisement.
2. To highlight the importance of visual language as an effective way of communication.


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3.To provide practical training in the field of advertising & make learners industry-ready.

ADVERTISING IN CONTEMPORARY SOCIETY

1. To understand the environment of Advertising in Contemporary Society
2. To understand Liberalization and its impact on the economy and other areas of Indian society
3. To compare and analyse the advertising environment of different countries

MEDIA PLANNING & BUYING

1. To develop knowledge of major media characteristics
2. To understand procedures, requirements, and techniques of media planning and buying.
3. To learn the various media mix and its implementation
4. To understand budget allocation for a Media plan and fundamentals

ADVERTISING & SALES PROMOTION

1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts.
2. Use a framework to make effective sales promotion decisions, and
3. Adopt the necessary skills and point of view of an effective sales promotion campaign

ENTERTAINMENT & MEDIA MARKETING

1. To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector
2. Introducing the students to the television industry and film industry.
3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.
4. Will help to know the impact of the media industry on the viewers, understanding its characteristics


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