

# **Tilak Maharashtra Vidyapeeth, Pune**

## **MAMC- Master of Arts Mass Communication**

### **Program Outcomes**

- **Conceptual thinking** Demonstrate the ability to respond to design briefs through conceptual thinking, design work and media
- Develop the ability to express thoughts through print and electronic media
- **Critical Understanding** : To develop critical understanding and contextual solutions for issues prevailing in the society
- **Technical Skills**: To demonstrate use of different media tools, techniques and software.

### **Programme Educational Objectives for MAMC**

- To make increase the awareness about the nuances of journalism integrating different facets of mass communication
- To facilitate the acquisition of critical and strategically informed perspective of the evolving technologies used in the Mass Communication and Journalism Industry and their present applications and future development in this industry
- To enhance the knowledge with regard to fundamentals of communication and its various forms.
- Ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work.

### **Course Outcomes**

#### **FIRST YEAR**

##### **Semester I**

#### **Subject : Communication Theory & Practice:( MAMC 101)**

After successful completion of subject, student will be able to:

- Understand different theories of Communication
- Develop understanding about various modes of communication
- apply communication theory in real life aspects
- To use practical oriented communication to design Business Strategy.

#### **Subject : National and State News(Issues and Challenge):( MAMC -102)**

After successful completion of subject, student will be able to:

- Locate the contemporary national and state issues
- Analyze the complexity of Societal Issues.
- Explain the challenges related to socio Political Issues,
- Devise functionalist and normative issues.

**Subject : Current Affairs:( MAMC 103)**

After successful completion of subject, student will be able to:

- Draw the outlines of state, national and International Issues.
- Aware of issues related to Art, Cultural ,sports , Political Etc.
- Debate on different factors of Contemporary Media.

**Subject : Web Marketing:( MAMC 104)**

After successful completion of subject, student will be able to:

- Understand different web marketing strategies.
- Implement different online web marketing Ideas.
- Use Google Adwords SEO, SMO, Creatively.
- Design Different digital marketing Plan

**FIRST YEAR**

**Semester II**

**Subject : Video Production & Script Writing:( MAMC 201)**

After successful completion of subject, student will be able to:

- Design production plan for Audiovisual Media.
- Learn to Handle Floor Production Activity.
- Understand the basic format of story telling
- Understand different forms of Narratives.

**Subject : International News( MAMC -202)**

After successful completion of subject, student will be able to:

- Understand the mediated relationship between India and Globe
- Explain Cardinal International Affairs.
- To paraphrase the Reporting Techniques used by International Media
- Differentiate , adoption of New Media

**Subject : Advertising Production:( MAMC 203)**

After successful completion of subject, student will be able to:

- Understand Audio Visual forms of Marketing Communication.
- Design Exact Production Plan.
- Learn creative story writing Techniques( 10-30 Sec Magic of Story Telling)
- Produce influence advertising using Logos, Ethos and Pathos Theories.

**Subject : Corporate Communication ( MAMC 204)**

After successful completion of subject, student will be able to:

- Develop Microscopic Understanding of Internal and External Communication
- Design effective Communication strategies for different business plan.
- Understand different Communication modes used in Corporate Sector.
- Develop Leadership skills and team work Techniques.

**Subject : Feature Writing ( MAMC 205)**

- Understand difference between a features and News.
- Sense to write different types of features.
- Develop sense of Analysis.
- Write full Length Features for Print Media.

**SECOND YEAR****Semester III****Subject : Event management( Planning & Organization :( MAMC 301)**

After successful completion of subject, student will be able to:

- Understand different types of Planning Concept
- Understand series of Decisions involved in Target Audience
- Create and event plan to achieve specific objective of client.
- Learn time management.

**Subject : Documentary Photography( MAMC -302)**

After successful completion of subject, student will be able to:

- Understand visual language of documentary photography.
- Develop a creative sense for non fictional story telling.
- Do photo shoot for short photography documentary.
- Understand syntagmatic and Paradigmatic approaches in non fictional photography.

**Subject : Reality Show -Talk Shows:( MAMC303)**

After successful completion of subject, student will be able to:

- Understand to difference between fictional and non fictional and reality shows and talk show .
- Handle multi camera setup.
- Aware about new technology in shows production.
- Develop instant sense of decision making.

**Subject :Media Economics ( MAMC 304)**

After successful completion of subject, student will be able to:

- Explain different budgeting plan for different media .
- Design a financial plan for optimized profit making for media houses.
- Compare different Business plan for radio, TV, Print and New Media..
- Understand financial challenges and barriers for Media Organizations/Houses

**Semester IV****Subject : Research Methodology and Fact Finding Techniques :( MAMC 401)**

After successful completion of subject, student will be able to:

- State various research methodologies and Characteristics
- Differentiate between qualities and quantities research approaches
- Outline different types of Research design .
- Learn different Fact Finding Techniques.

**Subject : Media & Information Technology ( MAMC -402)**

After successful completion of subject, student will be able to:

- Understand different tools and software used in Media Industry..
- Effective use of Information Technology in Media Production.
- Discuss relevance of New media Technology