

# University of Mumbai



**CIRCULAR:-**

**No. UG/ 59 of 2019-20**

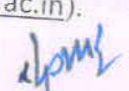
Attention of the Principals of the Affiliated Colleges, the Head University Departments and Directors of the recognized Institutions in Humanities Faculty is invited to this office circular No.UG/174 of 2016-17, dated 22<sup>nd</sup> November, 2016 relating to the revised syllabus as per the (CBCS) for (Sem. I & II) of M.A. Programme in Entertainment, Media and Advertising w.e.f. the academic year 2016-17.

Syllabus uploaded by Academic Authority Unit which was accepted by the Academic Council at its meeting held on 11<sup>th</sup> May, 2017 vide item No. 4.128 relating to the syllabus as per (CBCS) (Sem. III to IV) for the M.A. (Media , Entertainment and Advertising) w.e.f. the academic year 2017-18.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 26<sup>th</sup> April , 2019 have been accepted by the Academic Council at its meeting held on 10<sup>th</sup> May, 2019 vide item No. 4.21 and that in accordance therewith, the revised syllabus as per (CBCS) for the M.A. in Entertainment Media and Advertising M.A. (EMA) – Sem. I to IV has been brought into force with effect from the academic year 2019-20, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032  
15<sup>th</sup> July, 2019

To

  
(Dr. Ajay Deshmukh)  
REGISTRAR

The Principals of the affiliated Colleges, the Head University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

A.C/4.21/10/05/2019

No. UG/ 59 -A of 2019

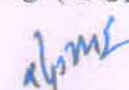
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MUMBAI-400 032

15<sup>th</sup> July, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Board of Studies in Mass Media
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL)
- 6) The Co-ordinator, University Computerization Centre

  
(Dr. Ajay Deshmukh)  
REGISTRAR

**UNIVERSITY OF MUMBAI**

Sr. No.	Heading	Particulars
1	Title of the Course	<b>M.A. (Entertainment , Media &amp; Advertising)</b>
2	Eligibility for Admission	Graduation
3	Passing Marks	40%
4	Ordinances / Regulations ( if any)	--
5	No. of Years / Semesters	02 years & 04 semesters
6	Level	√P.G. / U.G./ Diploma / Certificate ( Strike out which is not applicable)
7	Pattern	Yearly / Semester √ CBCS ( Strike out which is not applicable)
8	Status	New / Revised √ CBCS ( Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2019-20</u> in Progressive manner.

Signature :  Date : April 26, 2019.Name of BOS Chairperson√ / Dean : Dr. Sunder Rajdeep

## **PROGRAM OUTCOMES**

1. The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.
2. This program will provide an excellent foundation for Doctoral & Post Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media.
3. The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.
4. It will enable them to have a 360 degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.
5. This program highlights amalgamation of humanities, Social Sciences& New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.
6. In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world..
7. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
8. Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media.
9. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints..
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.

**Semester I**

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
<b>PAEMA 101</b>	Overview I: Print, Radio, Television and Advertising	60	6
<b>PAEMA 102</b>	Overview II: Film, Digital, Events, Gaming and Animation	60	6
<b>PAEMA 103</b>	Media Communication Theories	60	6
<b>PAEMA 104</b>	Media Management	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

**Semester II**

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
<b>PAEMA 205</b>	Introduction to Media Research	60	6
<b>PAEMA 206</b>	Media Marketing (IMC)	60	6
<b>PAEMA 207</b>	Media Finance & Accounting	60	6
<b>PAEMA 208</b>	Entrepreneurship, Innovation & Media Laws	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

**SPECIALIZATION in Film and Television Semester –III****Semester –III – Students to choose four subjects**

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
<b>PAEMA FT 309</b>	Broadcast Business Management	60	6
<b>PAEMA FT 310</b>	Film Production & Content pipeline	60	6
<b>PAEMA FT 311</b>	An Orientation to New Media Technologies	<b>60</b>	6
<b>PAEMA FT 312</b>	Television & Radio Production & Programming	60	6
<b>PAEMA FT 313</b>	Film Distribution and Marketing	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

**SEMESTER –IV**

	<b>A. Optional Courses</b>	<b>Teaching and Extension</b>	<b>Credits</b>
<b>PAEMA FT 414</b>	Media Research Analytical Skills	60	6
<b>PAEMA FT 3415</b>	Business Plan and Negotiation Skills	60	6
<b>PAEMA FT 416</b>	<b>B. Dissertation / Field Project</b>	120	12
<b>Total</b>		<b>240</b>	<b>24</b>

**SPECIALIZATION in Advertising and Marketing Communication****Semester –III – Students to choose four subjects**

<b>Course Code</b>	<b>Name of Course B. Core Courses</b>	<b>Term work</b>	
		<b>Teaching and Extension</b>	<b>Credits</b>
<b>PAEMA AM 309</b>	Account Planning & Media Business	60	6
<b>PAEMA AM 310</b>	Media & Consumer Behaviour	60	6
<b>PAEMA AM 311</b>	Strategic Brand Management	60	
<b>PAEMA AM 312</b>	Advertising Agency Structure & Management	60	6
<b>PAEMA AM 313</b>	Media Planning and Buying	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

**SEMESTER –IV**

	<b>C. Optional Courses</b>	<b>Teaching and Extension</b>	<b>Credits</b>
<b>PAEMA AM 414</b>	Media Research Analytical Skills	60	6
<b>PAEMA M 3415</b>	Digital and Socials Media Advertising & Marketing	60	6
<b>PAEMA AM 416</b>	<b>D. Dissertation / Field Work</b>	120	12
<b>Total</b>		<b>240</b>	<b>24</b>

## **COURSE CODE: PAEMA 101**

### **Overview I: Print, Radio, Television and Advertising**

#### **Objectives:**

- To understand the dynamics of Media
- To explain the dynamics of content Creation & Execution
- To understand the basics of monetization from various sources of Media
- An overview of Print , Radio, Television and Advertising industry

**Outcomes:** At the end of this course students should be able to:

- Understand the scope, functioning of Media Industry
- Understand the behavior of Indian Media Economy.
- Understand mass media as a system of interrelated forces, technological advances and economic dynamics.

**Unit I** Beginning of printing in India: early origins of newspapers in India, Birth of the Indian news Ad agencies. A brief overview of Print Newspapers advertisement and magazines (The Times of India -Hindustan Times -The Hindu -The Indian Express -The Tribune -Statesman -India Today, Outlook, Frontline).

**Unit II** Radio as a medium of mass communication, History of radio in India, Major top radio programs in the world AIR, Emergence of commercial broadcasting, Private FM radio Channels, Industry size and growth rate for satellite broadcasting.

**Unit III** Advent of television in the world, and in India Early days of Doordarshan, major channels and media houses. Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs, their effect on advertising rates, current ad spot rates of various channels, prime time rates v/s ROS rates, etc., Content acquisition and production models of various channels, including licensing of international reality show formats. BARC rating system

**Unit IV** Understanding dynamics of revenue streams of satellite channels i.e subscription v/s advertising revenues: Digitization – Advantages & Govt. Mandate/ Ruling. Future trend: Concept of embedded advertising. Resource requirements for various types of channels depending on their content strategy. Career opportunities in satellite broadcasting space.

**Unit V** Size of advertising Indian and Global advertising industry: Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie.

#### **Recommended Readings:**

- Indian Media Business 4th Edition - Vanita Khandekar
- FICCI- KPMG Indian Media and Entertainment Industry Report (Current Year)
- Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
- Mass Communication in India by Kumar, Kewal J.
- Indian Broadcasting by Luthra
- Radio, TV & Modern Life by Paddy Scannell; Blackwell Publishers

## **COURSE CODE: PAEMA 102**

### **Overview II: Film, Digital, Events, Gaming and Animation**

#### **Objectives:**

- To understand the dynamics of Media
- To explain the dynamics of content creation & execution
- To understand the basics of monetization from various sources
- An overview of Film, Digital, Events, Gaming and Animation industry

#### **Outcomes:** At the end of this course students should be able to:

- Identify the differences and similarities in mass media
- Understand the scope, functioning of Media Industry
- Understand the behavior of Indian Media Economy.
- Understand mass media as a system of interrelated forces, technological advances and economic dynamics.

**Unit I** Indian and Global Film Industry: Market Size, growth rate, international trends, etc., Product Life Cycle for filmed entertainment: Music release, theatrical release, home video rights, DTH, New Media (VOD, IPTV), mobile rights, satellite, cable and terrestrial telecast, merchandising and licensing rights, overseas release, sequels, etc.

**Unit II** Dynamics of each content delivery platform for filmed entertainment: Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. Revenue sharing models and agreements, revenue earning potential, flow of revenue across value chain and share of revenue contribution of each platform in the total revenue collection of a film.

**Unit III** Case studies and examples: Blockbuster hit and flop films and their performance on each content delivery platform, reasons behind the films performance, etc. Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India; Career opportunities in filmed entertainment space, Piracy: Value and volume, copyright, IPR protection measures like DRM, government laws, regulations and acts to counter piracy, other private bodies involved in vigilance for copyright protection.

**Unit IV** Indian and Global gaming Industry Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi player gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Play station, X-box, Nintendo, others), sequels, etc. Film based Indian and International gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space.

**Unit V** Indian and Global Animation Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian and International franchises: A comparative study. Dynamics of Indian Animation Industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Spiderman, Batman, Krish, Hanuman and many more. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties. Career opportunities in animation space.

**Recommended Readings:**

- The Insider's Guide to Independent Film Distribution by Stacey Parks
- The Complete Independent Movie Marketing Handbook by Mark Steven Bosko
- Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich
- Movie Marketing: Opening the Picture and Giving It Legs by Tiiu Lukk
- Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham & Neil Watson
- Indian Media Business 4<sup>th</sup> Edition- Vanita Khandekar



**COURSE CODE: PAEMA 103****Media Communication Theories****Objectives:**

- To understand the spectrum of mass communication theories and communication models.
- To describe the ideas that influence the practice and development of communication systems (i.e., print, radio, television, internet, etc.).
- Analyze key concepts and issues in mass communication theory.
- Relevance of media communication theories and the concerning media influence and management, and review practical applications of those theories.

**Outcomes:** At the end of this course students should be able to:

- Reflect and critically evaluate theory related to Media and Communications.
- Fundamental knowledge of the central theories in the Media and Communications discipline.
- Apply specific paradigms for critical thinking to mass communication.

**Unit I** Introduction to Communication Theory, History of Mass Communication Theory, Building Theory and Concept Explication (Explanation with research topic).

**Unit II** Theories of communication I - Media Effects, Agenda-Setting, Sadharanikaran, Priming, Strategic Communication, Advertising- Elaboration Likelihood Model, Heuristic- Systematic Model of Information Processing, Communication Campaigns, Crisis Communication, Risk Communication, Inoculation, Third-Person Effect, Social Comparison, Two Step Flow, Attitude Change.

**Unit III** Theories of communication II- Social Cognitive and Dissonance Narrative Persuasion, Cultivation Theory, Uses-and-Gratifications, Selective Exposure, Semiotics, Stereotypes, Framing Theory, Marshall McLuhan, Circuit of Culture (Stuart Hall), Communication Networks, Social Media, Diffusion of Innovations, Mobile Communication, Interpretation / Reception / Sense-making, Visual Communication.

**Unit IV** Advertising and Promotion through Mass Media, Communication Research – recent trends, Effects of Media stereotypes, Influence of Marshall McLuhan, Persuasive effects of Media.

**Recommended Readings:**

- Theories of Mass Communication by De Fleur and B. Rokeach
- McQuail, D. (2010). McQuail's Mass Communication Theory, Sage
- Stevenson, N. (2002). Understanding Media Cultures: Social Theory and Mass Communication. Sage,
- Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014
- Severin, WJ. (2000) Communication Theories: Origins, Methods and Uses in the Mass Media. Pearson
- Perry, DK. (2008). Theory and Research in Mass Communication: Contexts and Consequences. Taylor and Francis,
- Communication Theory: Melvin DeFleur
- Understanding Media: Marshal McLuhan

## **COURSE CODE PAEMA 104**

### **Media Management**

#### **Objectives:**

- To study the most important aspects of media organizations including advertising, production and programming.
- To understand the organizational and economic structures of the media industries.
- To study strategies used in media industries.

#### **Outcomes:** At the end of this course students should be able to:

- To understand how to manage the different types of Media
- To understand Organizational structures & the economics of the same
- Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances

#### **Unit I**

Management – Definition & Nature, Principles and Need for Management, Management Functions

#### **Unit-II**

Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession.

#### **Unit-III**

Organizational Patterns of a various Media (Print, Radio, Advertisement & Television), Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper, Newspaper economics: Circulation & Advertising as source of revenue.

#### **Unit-IV**

Brief Idea of Government Media Organization: Publication Division, Photo Division, Film Division & Central Board of Film Certification (CBFC), Doordarshan & All India Radio.

#### **Unit V**

Financial management – Introduction, Meanings and Definitions, Goals of Financial Management, Finance Functions, Interface between Finance and Other Business Functions. Break up of expenditure for the year, Raw Material Costs, Fixed and Variable Costs, Production Cost, Commercial Policy - Budgeting, Production Scheduling, Media Scheduling.

#### **Recommended Readings:**

- Hargie O, Dickson D, Tourish Communication Skills for Effective Denis Management, Palgrave Macmillan, India
- Dr. Sakthivel Murugan Management Principles & Practices, New Age International Publishers, New Delhi
- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi

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