

E-RESOURCES

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BATCH : 13BAMMC		Semester : I			
	Sr.No.	Chapter Name	Content Type	Links	
Effective Communication I	1	An Overview Of Communication	VIDEO	https://youtu.be/UxHOWTAv8dM	
			VIDEO	https://youtu.be/DyDJ3I3cVh0	
	2	Oral Communication	VIDEO	https://youtu.be/uD6g7rN0NBY	
			VIDEO	https://youtu.be/LPsgCjChE3w	
			VIDEO	https://youtu.be/hE6I9apUvrk	
			VIDEO	https://youtu.be/HmSYNDouZ2Y	
	3	Reading And Listening	VIDEO	https://youtu.be/iHeU-Upx-Lg	
			VIDEO	https://youtu.be/3LIQ6Qduhy8	
	4	Learning Language	VIDEO	https://youtu.be/x5oA5znexho	
			VIDEO	https://youtu.be/FQVaYNURUNU	
	5	Thinking Creativity	VIDEO	https://youtu.be/cYhgIIty4yY	
			VIDEO	https://youtu.be/BDylujgCuc8	
			VIDEO	https://youtu.be/syNSdFBiVFo	
			VIDEO	https://youtu.be/40ziiRi1Tos	
	Foundation Course - I	1	Overview Of Indian Society	VIDEO	https://youtu.be/GGOzFEy1UWI
				VIDEO	https://youtu.be/ryTOAv9e1Js
				VIDEO	https://youtu.be/9aPsHlpDh4o
		2	Concept Of Disparity-1	VIDEO	https://youtu.be/F2QDV9Hyb38
VIDEO				https://youtu.be/YuPVhwvoefQ	
VIDEO				https://youtu.be/odHJld4gjL0	
VIDEO				https://youtu.be/-9TxPdB3wIQ	
3		Concept Of Disparity-2	VIDEO	https://youtu.be/Ui0z6ceY2H8	
			VIDEO	https://youtu.be/iI-1wAQIfbQ	
			VIDEO	https://youtu.be/BVxQVDSn3RU	
4		The Indian Constitution	VIDEO	https://youtu.be/F3swNM9I9lo	
			VIDEO	https://youtu.be/vq2Q1_v6TNU	
5		Significant Aspect Of Political Processes	VIDEO	https://youtu.be/7zxoUw2CNhk	
			VIDEO	https://youtu.be/20VZH8I3kN4	
			VIDEO	https://youtu.be/XOZfbq6ydO8	
			VIDEO	https://youtu.be/wEX2XkpLJ4s	
1		Introduction And Overview	VIDEO	https://youtu.be/FOM4XtGJwEc	
			VIDEO	https://youtu.be/XzCTAHM81hc	
	VIDEO		https://youtu.be/3y2AYELI_oI		
	VIDEO		https://youtu.be/DmwkK85VddQ		
			VIDEO	https://youtu.be/JMDnjYVuLiM	

History of Media	2	History Of Media	VIDEO	https://youtu.be/wHmcL0l8VoE
			VIDEO	https://youtu.be/dTUQOb95TOw
	3	Impact Of Media On Society	VIDEO	https://youtu.be/vZwKVtYz3Hw
			VIDEO	https://youtu.be/iY8x8Sn-Qs
			VIDEO	https://youtu.be/WbiWQsqGvrg
4	Significant Aspect Of Media	VIDEO	https://youtu.be/OfLe9oTeaMQ	
		VIDEO	https://youtu.be/yd6uNtR-4bU	
5	Importance Of Media	VIDEO	https://youtu.be/dDoLyFYkG60	
Current Affairs	1	Current National Stories	-	-
	2	Polity And Governance	VIDEO	https://youtu.be/HSU6JHf3hs
	3	International Affairs	-	-
	4	Maharashtra Issues	-	-
	5	Technology	-	-
Fundamentals of Mass Communication	1	Introduction And Overview	VIDEO	https://youtu.be/KIWwRwkMkaM
	2	History Of Mass Communication	VIDEO	https://youtu.be/Rif-6P2er0c
	3	Major Forms Of Mass Media	VIDEO	https://youtu.be/vlsyDsnatMc
			VIDEO	https://youtu.be/yELPiELravic
	4	Impact Of Mass Media On Society	VIDEO	https://youtu.be/EvgmP3dtvvo
			VIDEO	https://youtu.be/VjwcknzG_Xk
	5	The New Media And Convergence	VIDEO	https://youtu.be/JPDxfFraNbk
VIDEO			https://youtu.be/1sCe0339x2I	
Visual Communication	1	Development Of Visual Communication	VIDEO	https://youtu.be/E1whkAIDHYk
			VIDEO	https://youtu.be/5RRyX9mI5Lw
	2	Theories Of Visual Communication	VIDEO	https://youtu.be/IcBP3yjBT00
			VIDEO	https://youtu.be/HV6rp7RCZw8
	3	Impact Of Colors	VIDEO	https://youtu.be/x0smq5ljlf4
	4	Channels Of Visual Communication	VIDEO	https://youtu.be/cAqV9HGg-MQ
	5	Language And Culture In The Age Of Social Media	VIDEO	https://youtu.be/CPVaXbs7ioc

BATCH : 14BAMMC			Semester : III		
	Sr.No.	Chapter Name	Content Type	Links	
Electronic Media	1	Introduction : A History Of Radio And TV in India and Abroad	PDF	https://www.ddegjust.ac.in/studymaterial/mmc-1/mmc-104.pdf	
	2	Introduction to Sound For Both TV And Radio	PDF		
	3	Introduction to Formats (Fiction And Non-Fiction)	PDF	-	
	4	Different Roles And Contributions In The Society	PDF	http://www.uop.edu.pk/ocontents/Types%20of%20Radio%20Stations%20Lecture%205.pdf	
	5	Introduction To Production Process	PDF	https://old.amu.ac.in/emp/studym/100010537.pdf https://www.futurelearn.com/info/courses/sustainability-through-film/0/steps/266342	
Media Studies	1	Introduction	VIDEO	https://youtu.be/nmotJSAjyfc	
			VIDEO	https://youtu.be/RVfGA_cfIg	
			VIDEO	https://youtu.be/BUPXj5DFZ1I https://youtu.be/c979km9qkQQ	
	2	Media theories	VIDEO	https://youtu.be/4xndC6fRtAM	
			VIDEO	https://youtu.be/V09FuazW8bc https://youtu.be/xT7gZiS3hls	
	3	Cultural Perspective	VIDEO	https://youtu.be/dC_mwTT2Zvc https://youtu.be/Qt5MjBlvGcY	
			VIDEO	https://youtu.be/Vr1YiZTCRAk https://youtu.be/vkGSle9Do00	
	4	Media Effects	VIDEO	https://youtu.be/BYF7uvU9EJQ https://youtu.be/RJ-ThF5Uu5c	
			VIDEO	https://youtu.be/C5wCcbz5e4A https://youtu.be/R0n5Zlo8BPk	
	5	New Media and the Age of Internet	VIDEO	https://youtu.be/1MPI8CROr6g https://youtu.be/Y-LwVuKibHo	
	Introduction to Photography	1	The Story Tellers	VIDEO	https://www.youtube.com/watch?v=PWWCBAHq49g https://youtu.be/PVikWk9IPr0
		2	Lens-Imaging Device	PPT	https://www.slideshare.net/eliseb/lenses-and-mirrors?next_slideshow=466023 https://youtu.be/1gPm-clwRsQ
3		Light Parameters	PDF	https://digitalworldbeauty.com/why-is-lighting-important-in-photography https://www.khanacademy.org/computing/pixar/virtual-cameras/virtual-cameras-1/v/optics1-final	
4		Composition -Art Of Seeing	PDF	https://www.bhphotovideo.com/explora/photography/tips-and-solutions/viewpoint-and-perspective-photographic-composition https://www.youtube.com/watch?v=-Yj_JDh5ZwQ	
5		Digital Imaging-Electronic Effect	VIDEO	Explaining Image File Formats - YouTube	
	1	Introduction to Corporate Communication	VIDEO	https://youtu.be/z4WJjgsBYIc/	

Corporate Communication and Public Relations	2	Introduction to Corporate Identity	VIDEO	https://youtu.be/gNzg2cFvJDE Studies_MP_resolution_2020_print.pdf
	3	Introduction to Corporate Image, Corporate Reputation and Corporate Communication	VIDEO	https://youtu.be/ltBUjzuncQ4
	4	Importance of Ethics in Corporate Communication and Laws in Corporate Communication	VIDEO	https://youtu.be/50LdIXvERIA
	5	Importance of Public Relation in Business	VIDEO	https://youtu.be/7yq34Wb4fNs
	6	Emerging International Public Relation	VIDEO	https://youtu.be/QcKFU2Hb1KU
	7	Roles of Public Relation in Various Sector	VIDEO	https://youtu.be/OpZk0xBC9vM
	8	Theories of Public relation	VIDEO	https://youtu.be/DQUsw0YQCrw
	9	Tools used in Public Relation	VIDEO	https://youtu.be/IO4fO7M5hJ0
	10	Importance of Media Relations	VIDEO	https://youtu.be/KIZQjn2hghQ
	11	Introduction to Employee Communication	VIDEO	https://youtu.be/6sHdkDPaBnM https://youtu.be/DRn7qAJLQsg
	12	Crisis Communication	VIDEO	https://youtu.be/ACK15-1J_ok https://youtu.be/bHUICyb6VtA
	13	Importance of Technology in Corporate Communication	VIDEO	https://youtu.be/zDCydAf-IkA
	14	New Media Tools through Digital Public Relation	VIDEO	https://youtu.be/7kgMYjUI5Bw
	15	Role of Social Media in Public Relation	VIDEO	https://youtu.be/5TUALrQa7H8
	Film Communication -1	1	History : Still Pictures to Moving Images	PPT
2		Understanding Aspects	VIDEO / PDF	https://www.lamar.edu/_files/documents/academics/core-folders/COMM%201375/COMM1375-Syllabus.pdf https://youtu.be/pMS5lu0psDY
3		The Early Cinema	PDF	https://www.davuniversity.org/images/files/study-material/History%20of%20Indian%20Cinema.pdf https://www.slideserve.com/baker-diaz/documentary-film
4		Major Film Movements And Its Imoact	PPT	https://www.powershow.com/view/3c8e5e-MTM4M/Film_Movements_Overview_of_Some_Famous_Movements_in_powerpoint_ppt_presentation http://esdi.pbworks.com/f/Sound%2520Design%2520for%2520Film%2520and%2520Television.pdf
5		Mainstream Indian Cinema And Parallel Indian Cinema	PAGE / PDF	https://fdocuments.in/document/indian-cinema-ppt.html https://www.researchgate.net/publication/23547753_The_Evolution_of_the_Development_Doctrine_1950-2005
	1	Pixel Based Image Editing Software	VIDEOS	https://youtu.be/B-FJcY7z-qU https://www.academia.edu/10132796/Iranian_Cinema

Computer and Multimedia	2	Coreldraw	VIDEOS	https://youtu.be/FJYgNUYUvZc https://filminutz.in/what-is-golden-era-of-indian-cinema-and-why-its-called-this/
	3	Quark Xpress/In Layout Software	VIDEOS	https://youtu.be/ALTCQ6mVH1Q https://youtu.be/BHsrwAIXOtc
	4	Premiere Pro Audio Visual Video Editing Software	VIDEOS	https://youtu.be/wwRPYDBsuN0
	5	Sound Forge/Sound Booth:Sound Editing S/W	VIDEOS	https://youtu.be/bM83yuPyDsk https://youtu.be/vJGMWOXTOG4

BATCH : 15BAMMC				Semester : V
	Sr.No.	Chapter Name	Content Type	Links
Copywriting	1	Introduction To Copywriting	VIDEO	https://youtu.be/nBfJzw9HpNU https://old.amu.ac.in/emp/studym/99995583.pdf
	2	Writing For Advertising : Brief	VIDEO	https://youtu.be/OWz8CzLELLQ
	3	Current Advertising Campaigns	VIDEO	https://youtu.be/UFxCzPU61vU
	4	Media And Audiences: Writing Copy For Various Audience	VIDEO	https://youtu.be/Npr8h_uzuXU
	5	Writing Copies, Appeals, Execution Styles And Evaluation	VIDEO	https://youtu.be/agVdhsPY53A
Direct Marketing & Commerce	1	Intoduction Direct Marketing And Integraed Marketing	VIDEO	https://youtu.be/gQDcZmgndWQ https://youtu.be/PTD_EZWCO7w https://youtu.be/_bUFxO6VPbg https://youtu.be/HNSXNUaWmv0
	2	Database Managemnet,Marketing ,Markeing Strategies & Ltv Slums	VIDEO	https://youtu.be/Q1RIpXS7IPc https://youtu.be/LoOaNZiJr8Y https://youtu.be/Cilg3zd2FdA https://youtu.be/WGdqnxHJ1XY
	3	E- Commerce,E- Business,Building Up A Website	VIDEO	https://youtu.be/xuAltNpvC0 https://youtu.be/T3cpQio764U https://youtu.be/7qcdcBfxuH0 https://youtu.be/tWdWY07Ky8s
	4	Paying,Security In E- Commerce,Intergration Dm & Social Media	VIDEO	https://youtu.be/TdepRoO4_O0 https://youtu.be/W8LHs91aJjY https://youtu.be/ITpG8skREDM https://youtu.be/HIU9APtECrI
Agency Management	1	Advertising Agencies	VIDEO	https://youtu.be/QpsyZSgBIgU https://youtu.be/yt3My3vUBXo
	2	Account Management	VIDEO	https://youtu.be/yGvIKyuE5Kc
	3	Clients Servicing	VIDEO	https://youtu.be/vvfBvJqe7n8 https://youtu.be/FFv1FDDbJ5k
	4	Advertising Campaign Management	VIDEO	https://youtu.be/jz4rD1Bu8PM https://youtu.be/r2jY4c00Bas
	5	Advertising Campaigns of the Best Advertising Agencies	VIDEO	https://youtu.be/Aocgp3e7BXo https://youtu.be/DyH4qbg2H-w
	6	Entrepreneurship and Startups	VIDEO	https://youtu.be/xGQYp7QlnTs
	7	Setting Up Agency	VIDEO	https://youtu.be/bB1UeTFo7Pc https://youtu.be/WEJqIMbEKJo
	8	Marketing Plan of client	VIDEO	https://youtu.be/4ti_uK60nLk https://youtu.be/Yi3DvguCGtM
	9	Communication and Response process in Advertising	VIDEO	https://youtu.be/bDHx3zW2w1E
	10	Growing The Agency	VIDEO	https://youtu.be/hxI0_kagGj4
	11	Sales Promotion	VIDEOS	https://youtu.be/iMWQbdAmodY https://youtu.be/4SFR-uVcfxA
	1	Introduction To Cosumer Behaviour	VIDEO	https://www.youtube.com/watch?v=dWAuLMKF_Io

Consumer Behaviour	2	Psychological Determinants & Consumer Behaviour	VIDEO	https://youtu.be/HSXcLj62b-g https://youtu.be/qlS_Pgo9i6s
	3	Relevance Of Learning In Consumer Behaviour	VIDEO	https://youtu.be/idst5dn0PzE https://youtu.be/5mE2imX8XTI
	4	Socio Economic & Cultural Determinants Of Consumer Behaviour	VIDEO	https://www.youtube.com/watch?v=HSXcLj62b-g
	5	Consumer Decision Making	VIDEO	https://www.youtube.com/watch?v=_kIIErzsAjQ
Advertising & Marketing Research	1	Fundamentals Of Research	VIDEO	https://www.youtube.com/watch?v=6keepo3Kqcs
	2	Research Design	VIDEO	https://www.youtube.com/watch?v=oldRsawZWqc https://youtu.be/uYuniXFHncs
	3	Preparing Questionnaire	VIDEO	https://www.youtube.com/watch?v=bbgDaRtKRQE
	4	Sampling	PDF	https://www.questionpro.com/blog/sample/
	5	Preparing Data Sheet And Data Processing	VIDEO	https://youtu.be/77XQQtgUZ8
	6	Data Analysis	VIDEO	https://youtu.be/fWE93St-RaQ
	7	Methods Of Data Analysis	VIDEO	https://youtu.be/yOU_s0xzc-Y https://youtu.be/3ZHvP4OilRE
	8	Report Writing	VIDEO	https://youtu.be/51cOaPh7FN4
	9	Advertising Research	VIDEO	https://youtu.be/Qz1GY8ugo_w
	10	Marketing Research	VIDEO	https://youtu.be/ABLHV5Ce6TI https://www.youtube.com/watch?v=QB6Fdw-LDiI
Brand Building	1	Introduction To Brand Building	PPT	https://www.slideshare.net/tshah_t/brand-building-11295962
	2	Brand Identity	PDF	https://sendpulse.com/support/glossary/brand-identity
	3	Brand Positioning	PDF	FORMATION_OF_BRAND_POSITIONING_STRATEGY.pdf
	4	Brand Personality	PDF	file:///C:/Users/IT-LAB%20PC/Downloads/Davies_Rojas-Mendez_Whelan_Mete_LooJPBM2018.pdf
	5	Brand Leveraging	PPT	https://www.extension.iastate.edu/AGDm/wholefarm/pdf/c5-53.pdf
	6	Branding Strategies	PDF	file:///C:/Users/IT-LAB%20PC/Downloads/Brand_and_Brand_Strategies.pdf
	7	Managing Brands Over Time	PPT	https://old.amu.ac.in/emp/studym/99999080.pdf
	8	Brand Building Imperative	PPT	https://amp.tuck.dartmouth.edu/assets/ee/files/The_New_Branding_Imperatives.pdf
	9	Brand Equity	PDF	https://core.ac.uk/download/pdf/268111906.pdf