

E-RESOURCES

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BATCH : 13BAMMC		Semester : II		
	Sr. No.	Chapter Name	Content Type	Links
Introduction to Advertising	1	Introduction to Advertising	VIDEO	https://youtu.be/bJ4TOBc1EeU
	2	Types of Advertising	VIDEO	https://youtu.be/FP_hM86b8Ec
	3	Ethics and laws in advertising	VIDEO	https://youtu.be/j9AEtFdb1_4
	4	Social, cultural and economic impact of advertising	VIDEO	https://youtu.be/BL3FdQuViNA
	5	Theories of Advertising	VIDEO	https://youtu.be/3Y1btOg6VUs
	6	Integrated marketing communication	VIDEO	https://youtu.be/uuFGD7eCrhc
	7	Print Media and out of home media	VIDEO	https://youtu.be/NPW3wEyY1r0
	8	Broadcast Media	VIDEO	https://youtu.be/Lg4ERWisBqU
	9	Public Relation	VIDEO	https://youtu.be/7yq34Wb4fNs
	10	Sales Promotion and Direct marketing	VIDEO	https://youtu.be/bBJDel24waU
	11	Introduction to creativity	VIDEO	https://youtu.be/zfQyiS7A_oc
	12	Role of different elements in ads	VIDEO	https://youtu.be/GzcQuNIDZ-o
	13	Elements of copy	VIDEO	https://youtu.be/agVdhsPY53A
	14	Types of advertising agency	VIDEO	https://youtu.be/h6kucKbossM
	15	Various departments in an agency	VIDEO	https://youtu.be/RCvUfzCIGg0
	16	Latest trends	VIDEO	https://youtu.be/UglBtucPx-8
Foundation Course - II	1	Globalisation and Indian Society	VIDEO	https://youtu.be/IzwNXkC16SY
			VIDEO	https://youtu.be/IzwNXkC16SY
	2	Human Rights	VIDEO	https://youtu.be/s90GfHIpfnA
	3	Ecology	VIDEO	https://youtu.be/bKWRcBqKGLU
	4	Understanding stress and conflict	VIDEO	https://youtu.be/oZrSC-Ju_C4
5	Managing stress and conflict in contemporary society	VIDEO	https://youtu.be/tYobwVWBsEo	
Introduction to Journalism	1	History of Journalism : Gutenberg to new media	VIDEO	https://youtu.be/Q_hzFb5DR2U
	2	Journalism in India	VIDEO	https://youtu.be/wc7EvPgwX7E
	3	The digital age and citizen journalism	VIDEO	https://youtu.be/itPC8oEoKz8
	4	The news	VIDEO	https://youtu.be/8_NmVtnEEA8
	5	News values and its types	VIDEO	https://youtu.be/ITEIoVa9gn4
	6	News Sources	VIDEO	https://youtu.be/_ikLRfte15o
	7	News writing	VIDEO	https://youtu.be/xo-PpA4H_Bk
	8	writing a lead and its types	VIDEO	https://youtu.be/6HXIFHa1VZ0
	9	principles and role of journalism	VIDEO	https://youtu.be/9RyA8EoMIxg
	10	writing for broadcast and online	VIDEO	https://youtu.be/N-1eD0n0k3o

	11	organisational structure of newspaper	VIDEO	https://youtu.be/X_Ytdb5DnOY
	12	careers and trends in journalism	VIDEO	https://youtu.be/gc7fSrOrIEs
Media, Gender and Culture	1	Introduction to Cultural Studies	VIDEO	shorturl.at/ceER7
	2	Concepts related to culture	VIDEO	shorturl.at/bvEI9
	3	Theories of Culture	VIDEO	shorturl.at/imGTX and https://www.youtube.com/watch?v=-Dwef9o0W5Y and shorturl.at/cfQY3
	4	Construction of culture	VIDEO	shorturl.at/fpqBM and shorturl.at/hnxL2
	5	Culture Industry and Media	VIDEO	shorturl.at/GNQY7
	6	Cultural Industry and Communication	VIDEO	shorturl.at/dvwC0
	7	Gender and Media Culture	VIDEO	shorturl.at/pqsTY
	8	Globalization and Media Culture	VIDEO	shorturl.at/cdFNV
	9	Digital media Culture	VIDEO	shorturl.at/cfiV9
Content Writing	1	Foundation	VIDEO	https://www.youtube.com/watch?v=X9EO77ibZYg
	2	editing skills	VIDEO	https://www.youtube.com/watch?v=36TzC9W-Pfs
	3	writing tips and techniques	VIDEO	https://www.digimat.in/nptel/courses/video/109101017/L01.html
	4	presentation tools and techniques	VIDEO	https://davenport.libguides.com/comm120/presentation
	5	writing for the web	VIDEO	https://www.youtube.com/watch?v=WvFxUBbvIDQ
Effective Communication	1	Report Writing	VIDEO	https://youtu.be/860LiRxP3rw
	2	Organisational Writing (Trade Letters)	VIDEO	https://youtu.be/NPJaiU5hv0A
	3	Editing and Paragraph Writing	VIDEO	https://youtu.be/DPaU8kYS3ml
	4	Summary Writing	VIDEO	https://youtu.be/AEwmnts9MqGs
	5	Interpretation of Technical Data	VIDEO	https://youtu.be/T7U09Y2OOC4

BATCH : 14BAMMC			Semester : IV	
	Sr. No.	Chapter Name	Content Type	Links
Media Laws & Ethics	1	Core values of the Constitution	VIDEO	https://youtu.be/gnpW1TEI8lg
	2	Freedom of expression	VIDEO	https://youtu.be/ASjt9eNvqUk
	3	Judicial Infrastructure	VIDEO	https://youtu.be/LIWuUOuuJ98
	4	Social Responsibility	VIDEO	https://youtu.be/n-GwBMXpUXc
	5	Social Media	VIDEO	https://youtu.be/3b7u0yGkbgU
	6	Press Council of India	VIDEO	https://youtu.be/h2TbrjJfY2E
	7	TRAI Telecom Regulatory Authority of India	VIDEO	https://youtu.be/3mhYQ2wv7iA
	8	Indian Broadcasting Foundation	VIDEO	https://youtu.be/Yh6r5SRITx4
	9	Advertising standards council of india	VIDEO	https://youtu.be/2Mpi1KYEels
	10	News Broadcasters Association	VIDEO	https://youtu.be/DMb-4IR3py8
	11	copyright and IPR	VIDEO	https://youtu.be/YvNfzI3crJU
	12	Defamation	VIDEO	https://youtu.be/7TYPaSfzDQQ
	13	The information technology act, 2000	VIDEO	https://youtu.be/czDzUP1HclQ
	14	Contempt of Court act, 1971	VIDEO	https://youtu.be/YZ5TZNAd_ck
	15	Drugs and magical remedies act, 1954	VIDEO	https://youtu.be/mLWR7g4S9ic
	16	Emblems and names act	VIDEO	https://youtu.be/fL43PwnbAmQ
	17	Right to Privacy	VIDEO	https://youtu.be/Gsw0t_gBfq4
	18	Indecent Representation of Women s Act	VIDEO	https://youtu.be/scORqANL1JQ
	19	Unfair Trade Practices	VIDEO	https://youtu.be/OYh8JayZOaM
	20	competition act	VIDEO	https://youtu.be/Q5UtNrS1v_w
	21	official secrets act	VIDEO	https://youtu.be/L8UyJKLnhSk
	22	right to Information act, 2005	VIDEO	https://youtu.be/actbIk5iAQ
	23	ethics	VIDEO	https://youtu.be/RybdUv0GfKc
	24	Ethical Responsibility of Journalist	VIDEO	https://youtu.be/FBU0i7BNiXQ
	25	Fake News	VIDEO	https://youtu.be/L15V4mFIXBE
	26	Ethical Responsibility of Advertisers	VIDEO	https://youtu.be/_2IEQAnkcBA
	27	Stereotyping	VIDEO	https://youtu.be/-noyva23M8
Mass Media Research	1	MODULE I (RESEARCH IN MEDIA)	VIDEO	shorturl.at/duJL1 and shorturl.at/brFO3
	2	MODULE II (DESIGN)	VIDEO	shorturl.at/jsyzO
	3	MODULE III (DATA COLLECTION)	VIDEO	https://www.youtube.com/watch?v=yOU_s0xzc-Y and shorturl.at/dFMWY and shorturl.at/tvHI8
	4	MODULE IV (ANALYSIS)	VIDEO	shorturl.at/bd135
	5	MODULE V (APPLICATION OF RESEARCH)	VIDEO	shorturl.at/rxIKV
	6	MODULE VI (THE SEMIOTICS)	VIDEO	shorturl.at/mLNRX
	1	MODULE I (WRITING FOR PRINT MEDIA)	VIDEO	shorturl.at/mWZ56
	2	MODULE II (WRITING FOR BROADCAST MEDIA)	VIDEO	shorturl.at/diQX5

Writing and Editing	3	MODULE III (DIGITAL MEDIA - A SUNRISE OPPORTUNITY)	VIDEO	https://www.digimat.in/nptel/courses/video/109102156/L01.html
	4	MODULE IV (EVALUATION OF CONTENT)	VIDEO	https://pgcc.libguides.com/c.php?g=631064&p=4409526#s-lg-box-13723788
Electronic Media - II	1	Evolution and growth of Radio and Television	VIDEO	https://youtu.be/EzCZ1VnOHmQ
	2	Regional channels	VIDEO	https://youtu.be/FOkmgv584Yw
	3	News and other non fictional formats		-
	4	Writing for Broadcast media (Radio and Television)	VIDEO	https://youtu.be/R-y195YO70Q
	5	Current and Emerging Trends in Electronic Media		-
Film Communication - II	1	Regional Cinema	VIDEO	https://youtu.be/8eNFFGE7wsA
	2	Hindi Cinema	VIDEO	https://youtu.be/mx8pCl0DzXU
	3	Cinema now	VIDEO	https://youtu.be/tYrSoE6lbiM
	4	film making	VIDEO	https://youtu.be/reVdmq8mrzs
	5	film culture	VIDEO	https://youtu.be/6whwk-Ums6c
Computer and Multimedia - II	1	Photoshop: Advanced Images Editing	VIDEOS	https://www.youtube.com/watch?v=7XQzvCnzi5A , https://www.youtube.com/watch?v=UverxE4MjvU ,
	2	Adobe Illustrator:vector based drawing software	VIDEOS	https://www.youtube.com/watch?v=z2sERYgyIE4 , https://www.youtube.com/watch?v=dFBZBBnhwjU
	3	InDesign -Layout software	VIDEO	https://www.youtube.com/watch?v=0eqhUFRlvgl
	4	Premiere Pro: Audio-Visual: Advanced Application	VIDEOS	https://www.youtube.com/watch?v=h6eeDgBjZq8&list=PLW-zSkCnZ-gABGZU8--ISUauyewG40Yex , https://www.youtube.com/watch?v=SHvbys_WUmI
	5	Adobe Dreamweaver: Web Designing Software	VIDEO	https://www.youtube.com/watch?v=csbEb1KnTQA

BATCH : 15BAMMC			Semester : VI	
	Sr. No.	Chapter Name	Content Type	Links
Advertising Contemporary Society	1	MODULE I (CHANGES IN ADVERTISING	VIDEO	https://youtu.be/_-0msf4LRG0
	2	MODULE II (EFFECT OF ADVERTISING,CRITICISM	VIDEO	https://youtu.be/xAwCd0WfLx8
	3	MODULE III (TYPES OF ADVERTISING, INTERNET	VIDEO	https://youtu.be/XVvhiX4N9CQ
	4	MODULE IV (THE ANALYSIS OF ADVERTISING	VIDEO	https://youtu.be/acfV4t5fS64
	5	MODULE V (SOCIAL MARKETING)		
Entertainment and Media Marketing	1	Introduction to Marketing	VIDEO	https://www.youtube.com/watch?v=6TJb5SeoYSY
	2	Latest Entertainment Marketing Strategies	VIDEOS	https://www.youtube.com/watch?v=V9WTXxSIGTY , https://www.youtube.com/watch?v=4ti_uK60nLk
	3	Overview of India Media Industry		-
	4	Marketing in Television Industry		-
	5	Niche Marketing	VIDEO	https://www.youtube.com/watch?v=JM78Zwj-AXE
	6	Marketing in Film Industry		-
	7	Marketing in Online and Social Media	VIDEO	https://www.youtube.com/watch?v=X-pCbWwu50k
	8	Marketing in Radio Industry	VIDEO	https://www.youtube.com/watch?v=wim16c47D7k
Brand Management	1	Introduction to Brand Management	VIDEO	https://youtu.be/Nui9cWeK270
	2	Planning & Implementing Brand Marketing Programs	VIDEO	https://youtu.be/ARxYdRRMigk
	3	Measuring and Interpreting Brand Performance	VIDEO	https://youtu.be/4Pz7qqz_LGM
	4	Growing and Sustainability Brand Equity	VIDEO	https://youtu.be/TSim155EvTo
Digital Media	1	Introduction to Digital Marketing	VIDEO	https://youtu.be/RNh8VHc8qkk
	2	Search Engine Optimization (SEO)	VIDEO	https://youtu.be/bLUkIgY8MTE
	3	Search Engine Marketing (SEM)	VIDEO	https://youtu.be/6z02pcgx9Pg
	4	Social Media Marketing (SMM)	VIDEO	https://youtu.be/toZrqSyIFYA
	5	Email Marketing	VIDEO	https://youtu.be/OiNms2Muf-0
	6	Web Analytics	VIDEO	https://youtu.be/6teny5P340k
	7	Affiliate Marketing and Programmatic Marketing.	VIDEO	https://youtu.be/47aobf6zGFY
	8	Content Writing	VIDEO	https://youtu.be/XOGxK1yFR_Y
	9	Cyber Laws	VIDEO	https://youtu.be/ZFHCZt5VnMs
Advertising Design	1	Project Paper		
	2	Role of Agency Departments	VIDEO	https://youtu.be/RCvUfzCIGg0
	3	Process of Design	VIDEO	https://youtu.be/0-jSpfgtmJY
	4	Art Direction	VIDEO	https://youtu.be/SEj0m7QbjPI

	5	Analysing Ads & Logos	VIDEO	https://youtu.be/auPhrWCoyVQ
Media Planning and Buying	1	Introduction to Media Planning and Selection	VIDEO	shorturl.at/izCL9
	2	Sources of Media Research	VIDEO	https://www.library.illinois.edu/hpnl/tutorials/primary-sources/
	3	Media Planning Process and Criteria for Selecting Media Vehicle	VIDEO	https://www.youtube.com/watch?v=y5nhjNqJCDg&t=21s
	4	Selection of Suitable Media Vehicles	VIDEO	https://pressbooks.senecacollege.ca/buscomm/chapter/2-3-selecting-appropriate-channels/
	5	Negotiation Skills in Media Buying	VIDEO	https://www.wrapbook.com/blog/media-buying
	6	Digital Media Planning	VIDEO	shorturl.at/mrzIS
	7	Digital Media Buying	VIDEO	shorturl.at/uSY69