University of Mumbai

No. UG/149 of 2019-20

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Interdisciplinary Studies.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Communication & Journalism at its meeting held on 15th May, 2019, have been accepted by the Academic Council at its meeting held on 26th July, 2019 **vide** item No. 4.43 and subsequently approved by the Management Council at its meeting held on 13th September, 2019 **vide** item No.16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinances No. 6488 & 6489 Regulations No. 9232 to 9233, 9232-A and the syllabus of Certificate Course in Media and Disability Communication has been introduced and the same have 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).

MUMBAI – 400 032
22nd November, 2019

(Dr. Ajay Deshmukh)
REGISTRAR

To ,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Faculty of Interdisciplinary Studies. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.43/26/07/2019
M.C/16/13/09/2019

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No. UG/149-A of 2019   MUMBAI-400 032   22nd November, 2019
Copy forwarded with Compliments for information to:-

1) The I/c Dean, Faculty of Interdisciplinary Studies,
2) The Chairman, Ad-hoc Board of Studies in Communication & Journalism,
3) The Director, Board of Examinations and Evaluation,
4) The Director, Board of Students Development,
5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR

Certificate Course

in

Media and Disability Communication

Department of Communication and Journalism

Kalina Campus

Admission forms will be available in the office of DCJ, at Kalina Campus from _____ to _____ between 11.00 am to 4.00 pm (Lunch Time 1.00 pm to 1.30 pm)

O. 6488 Title: Certificate Course in Media and Disability Communication

O. 6489 Eligibility: A student for the admission of Certificate Course in Media and Disability Communication must have at least completed his/her Higher Secondary Education (HSC i.e. 10+2) of Maharashtra State Board or any other equivalent board.

R. 9232 Duration of Programme: The duration of Certificate Course in Media and Disability Communication shall be of 60 hours. The programme shall be conducted on part time basis. The maximum duration for the completion is 3 months.

R. 9233 Course Fees:
INR 10,000/- per student

R. 9232 A Batch Intake:
30 Students

Teaching Methodology:
The Methodology shall include classroom teaching, assignments, practical work, Workshop, project work, group activity, etc.

Introduction

The course shall provide the learner with a sense of what is disability, its identification, prevention, cause, intervention and rehabilitation in terms of 21 disabilities, as prescribed by the RPWD Act. 2016, directives of MSJE regarding the approach to persons with disability in terms of identity, culture and rehabilitation. It will encourage the learner to engage with language, identity, image used in addressing various types of disabilities in the media and adopt the acceptable language in addressing disability and related issues. The Course will train the learner in finding out the accessibility nature of various media and learn to enable/increase accessibility to multimedia using audio description for the blind, captions and sign language for the Deaf.
The course will also provide insight into human and machine testing of accessibility in physical environment and digital environment related to information, education and communication. The course will also provide basic training in Indian Sign Language, Usage of Braille, Captioning, Audio description format, skills in using various software for captioning techniques and its usage in various appropriate multimedia. Universal Design in Digital Media application in providing information, education, entertainment, accessibility audit will be given special emphasis with practical assignments for application in the selected area of interest of the learner. Disability rights enshrined in RPWD act 2016 and UNCRD will be guiding principle, in the usage of ICT enabling accessibility in digital media.

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include

two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include conducting seminars, writing a research project, a review of literature, conducting surveys or interviews. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Learning Objectives

1. Learn to use acceptable and dignified words, language, visuals and audio in addressing disability issues
2. Learn to usage accessible format of communication in digital media for communication with persons with disabilities in terms of captioning, subtitling, using Indian Sign Language, Audio-description, etc.
3. Learn to design, develop and produce accessible information, educational and entertainment for persons with disabilities.

Learning Outcomes

The course lays emphasis on the ability to actively engage with accessible communication and be able to analyse and understand disability communication and the appropriate practices in media for information, education and entertainment using mass communication and multimodal communication.

The course shall comprise of the following units :

Week 1	What are various types of disabilities mentioned in RPWD act 2016. Defining, Understanding, scaling, certification of disabilities. The concessions and facilities in terms of disability rights and law protecting these rights.
Week 2	Language and Imagery in addressing disability issues in reporting, interviewing of PWDs, creating advertisements, comic strips, cinema and digital space for awareness on identification, prevention, intervention and rehabilitation.
Week 3	The Causes, identification, prevention, intervention of 21 disabilities as mentioned in RPWD act 2016. The certification and rehabilitation process, issues related to such persons with disabilities and challenges faced by their families/wards.
Week 4	The concept of Disability Communication, and the Psychology of persons with disabilities and their needs in the digital space.
Week 5	Education of persons with disabilities and the role of media. Preparation of accessible learning materials in accessible format as per the cognitive needs.
Week 6	Basics of Indian Sign Language and its application in media for accessible communication.
Week 7	Captioning and Subtitling, various software, its use and application in digital media
Week 8	Audio description and its application in digital media for enabling

	communication
Week 9	Creation of Accessible websites and mobile applications for persons with disabilities. Social Media and its role in Disability communication.
Week 10	The concept of Universal design and accessible environment for persons with disabilities. Audit of accessible environment and testing of accessible websites/digital applications.
Week 11	Assistive devices, technology and its usage to persons with disabilities for mobility and communication.
Week 12	Social responsibility of the media towards addressing issues of persons with disabilities. Charity model, Medical model, Social Model approaches
Week 13	Socio-economic rehabilitation of PWDs and their Rights, identification of jobs and Reservation policies
Week 14	UNCRPD- the article 8,9, 21 and 30 on awareness, access to information, accessible information, entertainment & leisure at various domain areas in society. Creation of Accessible entertainment, sports, and leisure.
Week 15	Basics of Braille and its application and usage in providing accessible communication.
Total Hours	60 hours –[3 MONTHS]

Budget:

Total Revenue from 30 students @ 10,000/- = INR 3,00,000/- (Three Lakh)

Cost to the Department:
Expert Faculty Remuneration - INR 85,000 /- @ of INR 1000/- per hour
Coordinator - INR 10,000/-
Resource Procurement - INR 25,000/-
(Newspapers, books, DVDs, Props etc.)
3 Workshop- 10,000/- each = 30,000/-

Total Cost - INR 1,50,000/- (One Lakh and Fifty Thousands only)

References:

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2. RPWD Act 2016 as mentioned in the Gazatte of India.
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4. Indian Sign Language Training Module-Level A- Developed by AYJNISHD(D)-Mumbai 2001.
5. Captioning and Subtitling- Published by National Institute for Captioning, USA
6. C-Print –NTID-Rochester, Newyork, USA.
7. CART-UK
8. Braille for beginners-NIVH-Dehradun,

9. Media Research & Analytical Skills, P.J.Mathew Martin
10. Audio-description tips and techniques- Clark, Canada.
11. List of Assistive devices and technologies-Barrier Break Technologies, Mumbai
12. Accessibility of Websites of Organisations working for perons with disabilities- Laplambert Publication
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    India country report-produced by the Disability Policy Officer for the Policy Project of the Disability Knowledge and Research (KaR) programme, funded by the UK Department for International Development (DFID).
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