

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of HUMANITIES

Board of Studies in MASS MEDIA

Second Year Programme in Minor (Specify Subject)

Semester	III & IV	
Title of Paper	Sem.	Credits
I) ELECTRONIC MEDIA	III	2
II) MEDIA STUDIES		2
Title of Paper		Credits
I) MASS MEDIA RESEARCH	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: ELECTRONIC MEDIA

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course offers an in-depth introduction to electronic media, covering radio, television, and emerging digital platforms such as web series, podcasts, and OTT content. It equips students with essential skills in audio-visual production, format development, and content planning, making it highly relevant for careers in broadcasting, digital journalism, content creation, and media production. Closely linked with courses in journalism, advertising, and digital media, it meets the growing industry demand for multi-skilled media professionals.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To introduce students to the fundamentals and evolution of radio, television, and digital media platforms. 2. To develop technical and creative skills in audio-visual content creation, including production processes and media formats. 3. To foster an understanding of the role of electronic media in society and its relevance to contemporary communication and industry practices.	
8	Course Outcomes: 1. Learners will be able to identify and explain various electronic media formats and their functions across radio, television, and digital platforms. 2. Learners will demonstrate the ability to plan, produce, and edit basic audio-visual content for media applications. 3. Learners will critically analyze the societal impact of electronic media and apply industry-relevant skills to pursue roles in content creation, broadcasting, and digital communication.	

9	Module 1: Foundations of Electronic Media (15 Hours)
	1. History and Evolution • A brief history of Radio and Television in India and globally • Role and structure of Prasar Bharati • FM & Community Radio: Role, Reach, and Relevance 2. Convergence and Modern Trends • Cross-platform media: radio, TV, web integration • Rise of OTT platforms, web series, and streaming services • The shift from traditional to digital-first content consumption 3. Sound for Media • Types of sound: natural, ambient, recorded • Studio & outdoor sound setups • Microphones and recording types: analog vs digital 4. Visual Language • Types of video shots, framing, and composition • Lighting for video production • TV studio setup vs location shoots
	Module 2: Formats, Production & Application (15 Hours) 1. Content Formats • Radio: News, Talk shows, Documentaries, Music shows, Radio drama • Television & Web: News, Reality shows, Docudramas, Sports, Animation, Web series • Podcasting & Online Radio (New Addition): Concepts and trends 2. Production Process Overview • Pre-Production: Scriptwriting, Storyboarding, Camera & lighting plot • Production: Camera angles, sequences, shot-taking, log keeping • Post-Production: Editing (linear and non-linear), dubbing, use of stock content 3. Electronic News Gathering (ENG) & Field Production (EFP) • ENG: Single and two-person crew setups • EFP: Live shows, single & multi-camera setups 4. Societal Impact and Media Responsibility • Role of Community Radio and All India Radio • Media's role in education, development, and public service • DTH and Satellite broadcasting challenges
10	Reference Books: 1. Basic Radio and Television: by S Sharma 2. The TV Studio Production Handbook : Lucy Brown 3. Mass Communication in India by Keval J. Kumar 4. Beyond Powerful Radio by Valerie Geller 5. Writing News for TV and Radio : Mervin Block 6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler 7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London. 8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House. 9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi. 10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi 11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett 12. Community radio in India : R Sreedher, Puja O Murada

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 1. A visit to a Radio or Television station 2. Listening and recording news for TV and Radio 3. Shooting an interview for a Television channel 4. Recording a chat show for a radio channel	

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: MEDIA STUDIES

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course provides a critical understanding of media theories, cultural perspectives, and the evolving role of media in shaping society, identity, and public discourse, especially in the digital age. It is highly relevant for students pursuing careers in journalism, content creation, digital strategy, media research, and cultural analysis, as it connects foundational media theory with real-world media practices and current industry trends. Closely aligned with courses in communication, journalism, advertising, and digital media, it equips learners with analytical and conceptual tools demanded by media organizations, think tanks, and content platforms.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To introduce students to key media theories and their historical, social, and cultural contexts. 2. To explore how media shapes public perception, identity, and cultural narratives across traditional and digital platforms. 3. To develop critical thinking and analytical skills to evaluate the impact of media on society, politics, and behavior.	
8	Course Outcomes: (List some of the course outcomes) 1. Students will be able to explain major media theories and cultural perspectives, including their relevance in the digital era. 2. Students will critically analyze media content and its role in shaping social issues such as identity, representation, and public opinion. 3. Students will demonstrate the ability to apply theoretical frameworks to contemporary media forms, including digital, social, and participatory media.	

9	Module 1: Foundations of Media and Cultural Theory (15 Hours) 1. Historical Context & Cultural Relevance • Eras of Mass Society & Culture (till 1965) • Media and its link to culture, literature, and identity 2. Key Media Theories • Normative theories: Social Responsibility, Development Media Theory • Propaganda Theory & Hypodermic Needle/Magic Bullet • Limited Effects Theories: Two-Step Flow (Lazarsfeld), Attitude Change (Hovland) 3. Cultural and Critical Perspectives • Frankfurt School (Adorno & Horkheimer), Birmingham School (Stuart Hall) • Toronto School (McLuhan), Technological Determinism (Raymond Williams) • Media and Identity: Representation of gender, caste, class, ethnicity, queer identities (with Indian examples) Module 2: Contemporary Media, Effects & Digital Culture (15 Hours) 1. Media Effects and Public Discourse • Theories of Media Effects • Agenda-Setting Theory, Cultivation Theory • Arguments against deterministic effects • Media Bias, Decency, and Ownership 2. New Media and Participatory Culture • Definition and evolution of New Media • Jenkins: Participatory Culture & Convergence • McLuhan's "Global Village" in the age of streaming (Netflix, YouTube) • Habermas to Twitter: Internet as the Public Sphere 3. User Behavior and Meaning Making • Uses & Gratification in the age of the internet • Audience autonomy and algorithmic influence • Social media as a tool for identity, activism, and misinformation
10	Reference Books: 1. Mass communication theory- Dennis quail 2. Mass communication theory: foundations, ferment and future-Stanley j Baranand Dennis k Davis 3. Introduction to mass communication: media literacy and culture updated edition 8th edition 4. Introduction to mass communication – Stanley J. Baran 5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner 6. Social media: a critical introduction- Christian Fuchs

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz	

Sem. - IV

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- IV)

Title of Paper: MASS MEDIA RESEARCH

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course introduces students to the principles and practices of mass media research, covering both qualitative and quantitative approaches essential for understanding audience behavior, content trends, and media impact. It is highly relevant in today's data-driven media landscape, where research guides decisions in journalism, advertising, broadcasting, and digital content strategy. By exploring tools such as surveys, content analysis, and semiotics, students gain practical skills for application in TRP analysis, consumer studies, and audience measurement. Closely connected with courses in media studies, advertising, and journalism, this course prepares students for careers in media research, analytics, audience insights, and strategic communication roles within media agencies, research firms, and digital platforms.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To introduce students to the fundamental concepts and scope of mass media research. 2. To familiarize students with the research process including problem identification, hypothesis formulation, and variable classification. 3. To provide knowledge of various research designs and data collection methods relevant to media studies. 4. To develop skills in designing research tools such as questionnaires and attitude measurement scales. 5. To enable students to analyze and interpret data using content analysis and other basic techniques. 6. To explore the real-world application of research in media industries including audience studies, TRP analysis, and advertising research.	

8	Course Outcomes: 1. Explain the relevance and process of conducting research in mass media contexts. 2. Identify and apply appropriate research designs and methodologies to media research problems. 3. Construct effective research instruments and apply sampling methods for data collection. 4. Conduct content analysis and basic data interpretation for media texts and audience studies. 5. Demonstrate understanding of media research applications such as readership surveys, TRPs, and consumer insights. 6. Analyze and evaluate media messages using semiotic tools and communicate research findings effectively in structured reports.
9	Module 1: Foundations of Mass Media Research (15 Hours)
	1. Introduction to Mass Media Research 2. Relevance, scope, and role of research in media industries 3. Steps in the research process 4. Qualitative vs. Quantitative research approaches 5. Identifying research problems 6. Variables: Independent & Dependent 7. Hypothesis development and significance
	Module 2: Research Design and Data Collection Techniques (15 Hours)
	1. Understanding research design: Concepts, types, and uses • Exploratory, Descriptive, and Causal research designs 2. Primary data collection methods: • Focus Groups, Depth Interviews, Surveys, Observations, Experiments 3. Secondary data: • Literature review and document analysis 4. Designing effective questionnaires • Types, measurement techniques, projective techniques 5. Attitude measurement scales 6. Sampling techniques and procedures
	Module 3: Data Analysis & Interpretation (15 Hours)
	1. Introduction to content analysis: Definition, uses, limitations 2. Quantitative vs. Qualitative content analysis 3. Steps in conducting content analysis 4. Creating coding categories and quantification systems 5. Data tabulation, interpretation, and visualization basics 6. Structure and format of a research report
	Module 4: Applications and emerging research perspectives
	1. Application of research in media contexts: • Readership & Circulation surveys • Television Rating Points (TRP), Radio Rating Points (RRP) • Audience and media consumption research • Exit polls and media influence • Advertising and consumer behavior research 2. Introduction to Semiotics in Media Research: • What is semiotics? • Importance of semiotics in media studies • Media codes, signs, and symbols • Semiotics as a tool for media interpretation

10	Reference Books: 1. Research Methodology; Kothari: Wiley Eastern Ltd. 2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP 3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates. 4. Media Research Methods: Gunter, Brrie; (2000); Sage 5. Mass Media Research: Wimmer And Dominick 6. Milestones In Mass Communication: Research De Fleur	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Class Tests / presentation, project / role play / assignment etc.	

QUESTION PAPER PATTERN (External and Internal)

PAPER PATTERN – 1 (30 MARKS)

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Question No	Questions	Marks
Q 1	Practical/ Case study / Concept Testing	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may be subdivided into 5 and 5 marks each. Internal option shall be given. For direct 10 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (40 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	10
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

PAPER PATTERN – 2 (60 MARKS)

Semester End Examination: 60 Marks

Time : 2.00 hr

QUESTION PAPER PATTERN

Question.1. is compulsory

Attempt any 3 from Q2. –Q.5

Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
Q 4	Practical/ Theory	15
Q 5	Practical/ Theory	15
	TOTAL	60

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 and 7 marks each. Internal option shall be given. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (40 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	20
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	20

Sd/-

**Sign of the BOS
Chairman,
Dr. Navita Kulkarni
Board of Studies in
Mass Media**

Sd/-

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Dr. Suchitra Naik
Faculty of Humanities**

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