

University of Mumbai

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विद्याविषयक प्राधिकरणे
सभा आणि सेवा विभाग(ए.ए.एम.एस)
कम नं. १२८ एम.जी.रोड, फोर्ट,
मुंबई - ४०० ०३२
टेलिफोन नं - ०२२ - ६८३२००३३

(नॅक पुनर्मूल्यांकनाद्वारे ३.६५ (सी.जी.पी.ए.) सह अ++ श्रेणी
विद्यापीठ अनुदान आयोगाद्वारे श्रेणी १ विद्यापीठ दर्जा)

क.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७

दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२५-२६ पासून पदवी व पदव्युत्तर अभ्यासक्रम विद्यापरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यापीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

मुंबई - ४०० ०३२
२७ मे, २०२५


(डॉ. प्रसाद कारडे)
कुलसचिव

क.वि.प्रा.स.से.वि/आयसीडी/२०२५-२६/३७ दिनांक : २७ मे, २०२५
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6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
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18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

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4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Offg. Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Offg. Associate Dean 2. Prof.Manisha Karne mkarne@economics.mu.ac.in 3. Dr.Suchitra Naik Naiksuchitra27@gmail.com
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6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020



**Revised Syllabus for
M.A. (Communication & Journalism) (Two Year)
Semester – Sem I & II
From academic Year-2025-26
Ref: GR dated 16th May, 2023 for Credit Structure of PG**



(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: IMP-5A	A	P.G. Diploma in Communication & Journalism
	O: IMP-5B	B	M.A. (Communication & Journalism) (Two Year)
	O: IMP-5C	C	M.A. (Communication & Journalism) (One Year)
2	Eligibility O: IMP-6A	A	Graduated from any discipline
	O: IMP-6B	B	Graduated from any discipline
	O: IMP-6C	C	Graduate with 4 year U.G. Degree (Honours / Honours with Research) with Specialization in concerned subject or equivalent academic level 6.0 OR Graduate with four years UG Degree program with maximum credits required for award of Minor degree is allowed to take up the Post graduate program in Minor subject provided the student has acquired the required number of credits as prescribed by the concerned Board of Studies.
3	Duration of program R: IMP-11	A	1 Year
		B	2 Year
		C	1 Year
4	R: IMP-12 Intake Capacity	60	

5	R: IMP-13 Scheme of Examination	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: IMP-14	40%	
7	Credit Structure Sem I & II - R: IMP – 15 A	Attached herewith	
8	Semesters	A	Sem. I & II
		B	Sem. I, II, III & IV
		C	Sem. I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	2027-28	

Sd/-

Sign of the BOS
Chairman
Prof. Gajendra Deoda
Ad-hoc Board of
Studies in
Communication &
Journalism

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Dr. C.A.Chakradeo
Faculty of
Interdisciplinary
Studies

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Dr. Kunal Ingle Faculty of
Interdisciplinary Studies

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Offg. Dean
Prof. A. K. Singh
Faculty of
Interdisciplinary
Studies

Preamble

1) Introduction

Communication is the foundation of human interaction and societal progress. In an increasingly interconnected and digital world, journalism and communication professionals play a critical role in shaping public discourse, empowering communities, and nurturing democratic values. The Master's program in Communication and Journalism is designed to prepare students for dynamic careers in media, public communication, research, and content creation, with an emphasis on ethical storytelling, technological innovation, and critical inquiry.

This program is designed with a blend of theoretical knowledge and practical skills. Students will engage with concepts in media and communication studies, Through immersive experiences, research-driven learning, and industry engagement, the curriculum adopts a deep understanding of global media systems while addressing the unique challenges of the Indian media landscape.

With a strong focus on critical thinking, ethical decision-making, and hands-on learning, this program empowers students to navigate the evolving media landscape as responsible, informed, and impactful communication professionals.

2) Aims and Objectives

PO1 : Develop advanced understanding and analytical skills to evaluate media content, narratives, and communication trends within global and local contexts.

PO2 : Gain in-depth knowledge of communication theories, journalism practices, and media research methodologies, enabling critical inquiry and scholarly contributions to the field.

PO3 : Demonstrate proficiency in the creation and management of media content across platforms, including print, broadcast, digital, and multimedia formats.

PO4 : Uphold journalistic integrity and ethical practices, fostering socially responsible communication that promotes democracy, diversity, and inclusivity.

PO5 : Analyze and address the dynamics of global media systems while contextualizing communication strategies within the cultural, political, and economic frameworks of India and South Asia.

3) Learning Outcomes

- a) Demonstrate a comprehensive understanding of communication theories, media landscapes and practices to analyze and interpret media trends in diverse socio-cultural contexts.
- b) Adapt to evolving communication technologies and media practices while nurturing a mindset of continuous learning and professional growth.

- c) Collaborate effectively in media projects and assume leadership roles in creative, production, and strategic communication initiatives.
- d) Analyze audience demographics, behaviors, and preferences to craft content and communication strategies that engage diverse audiences.
- e) Think critically to solve complex problems and adapt strategies to dynamic communication environments.

4) Any other point (if any)

I) Internal assessment (Total Marks 50): Presentation, Class Test, Class Activities, Field based assignments, Overall classroom conduct and performance etc.

Question Paper Pattern:

Total Marks 50 :

1) Question No. 1 is compulsory (10 marks.)

2) Attempt any five more questions from Questions 02 to Question 10. Each question carries 08 marks.

1)- A :

OR

1)- B :

2)

3)

4)

5)

6)

7)

8)

9)

10) Write short notes on **ANY TWO**.

II) Credit Structure of the Program (Sem I, II, III & IV) (Table as per Parishisht 1 with sign of HOD and Dean)

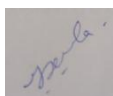
R: IMP – 15 A

Year (2 Yr PG) M.A.(CJ)	Level	Major		RM	OJ T / FP	RP	Cum.Cr	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Communication Studies (Credits 4) Course 2: Journalism Studies (Credits 4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media (Credits 2)	Course 1 : Production for the print media (Credits 4) OR Course 2 : Preparing a Public Relations Campaign (Credits 4)	Social Science Research Design (4 Credits)	-	-	22	-
Sem-II	6.5	Course 1 : Audience Studies (Credits 4) Course 2 : Television Studies (Credits 4) Course 3 : Strategic and Integrated Communication (Credits 4) Course 4 : Digital Media Marketing (Credits 2)	Course 1 : Production for the audio-visual media (Credits 4) OR Course 2 : Preparing an Advertising Campaign (Credits 4)	-	OJT (4 Credits)	--	22	-
Cum. Cr. For PG Diploma		28	8	4	4	--	44	
Exit option : PG Diploma (44 Credits) after Three Year UG Degree								

Note: * The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as

Year (2 Yr PG) M.A.(CJ)	Level	Major		RM	OJT / FP	RP	Cum.Cr	Degree
		Mandatory*	Electives (Any one)					
Sem-III	6.5	Course 1: Perspectives on Communication Theory (Credits 4) Course 2: Media Advocacy (Credits 4) Course 3: Media Laws and Ethics (Credits 4) Course 4: Data Analytics (Credits 2)	Course 1 : Cinema Studies (Credits 4) OR Course 2 : Media and Culture (Credits 4)	Quantitative and Qualitative Research Approaches (4 Credits)	-	-	22	-
Sem-IV	6.5	Course 1 : Political Communication (Credits 4) Course 2 : Media Criticism (Credits 4) Course 3 : Data Journalism (Credits 4)	Course 1 : Storyboarding and Storytelling (Credits 4) OR Course 2 : Decolonising Media and Communication Practices (Credits 4)	-	-	Dissertation (6 Credits)	22	-
Cum. Cr. For Sem III and IV		26	8	4	--	6	44	
Cum. Cr. For MA Program		54	16	8	4	6	88	

illustrated.

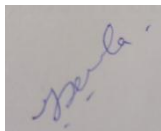


Sign of BoS Chairperson
Prof. Gajendra Deoda
Sathaye College, Mumbai

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary

Letter Grades and Grade Points:

Semester GPA / Program CGPA Semester / Program	% Of Marks	Alpha – Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)
4.00-<5.00	40.0-<50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
AB (Absent)	-	Absent



Sign of BoS Chairperson
Prof. Gajendra Deoda
Sathaye College, Mumbai

SYLLABUS OUTLINE SEM I & II

M.A. (COMMUNICATION AND JOURNALISM)

Year (2 Yr PG) MA(CJ)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Communication Studies (Credits 4) Course 2: Journalism Studies (Credits 4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media (Credits 2)	Course 1 : Production for the print media (Credits 4) OR Course 2 : Preparing a Public Relations Campaign (Credits 4)	Social Science Research Design (4 Credits)	-	-	22	
Sem-II	6.5	Course 1 : Audience Studies (Credits 4) Course 2 : Television Studies (Credits 4) Course 3 : Strategic and Integrated Communication (Credits 4) Course 4 : Digital Media Marketing (Credits 2)	Course 1 : Production for the audio-visual media (Credits 4) OR Course 2 : Preparing an Advertising Campaign (Credits 4)	-	OJT (4 Credits)	--	22	
Cum. Cr. For PG Diploma		28	8	4	4	--	44	
Exit option : PG Diploma (44 Credits) after Three Year UG Degree								

SEMESTER- I (Course Outline)

Year (2 Yr PG) MA(CJ)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Communication Studies (Credits 4) Course 2: Journalism Studies (Credits 4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media (Credits 2)	Course 1 : Production for the print media (Credits 4) OR Course 2 : Preparing a Public Relations Campaign (Credits 4)	Social Science Research Design (4 Credits)	-	-	22	
Sem I Credits		14	4	4	--	--	22	

COURSE I

Communication Studies

This course provides a comprehensive overview of communication studies, exploring the fundamental concepts, theories, and practices of human communication. It covers various contexts, including interpersonal, group, organizational, intercultural, and media communication. The course aims to develop critical thinking and analytical skills necessary for effective communication in diverse settings.

Total Credits	4
Semester	1
Total Hours	60 (Classroom)

Course Outcomes (CO)

Course Outcome 1 To understand key concepts and theories in communication studies.

Course Outcome 2 To analyze the role of communication in different contexts.

Course Outcome 3 To develop effective communication skills for various situations.

Course Outcome 4 To evaluate the impact of media and technology on communication.

Course Outcome 5 To apply communication theories to real-world scenarios.

Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Communication Studies	Overview of communication as a field of study, Historical development of communication theories, Importance of communication in society, types of communication, barriers to communication	Craig, R. T., & Muller, C. F. (Eds.). (2020). Theories of Communication: A Short Introduction. Routledge.
Communication theories and models	Origins, the Speech Act, Redundancy and entropy, channel-medium-code, Feedback, Models of communication, Shannon and Weaver's Model of Communication, Lasswell's Communication Model, Schramm's Model of Communication, Critiques and applications of classical models	Littlejohn, S. W., & Foss, K. A. (2019). Theories of Human Communication (11th ed.). Waveland Press. Fiske, J. (1990). Introduction to Communication Studies. Routledge. Denis McQuail, S. W. (1993). Communication Models for the Study of Mass Communication. Routledge. 41

Theoretical Foundations of Communication	Semiotics and structuralism in communication, Postmodern perspectives on media and culture, Ferdinand de Saussure and the study of signs, Roland Barthes and mythologies, Structuralist approaches to media analysis	Castells, M. (2011). <i>The Rise of the Network Society</i> . Wiley-Blackwell. Dijk, J. V. (2012). <i>The Network Society</i> . Sage.
Classic Communication Theories	Hypodermic needle theory, Two-step flow theory, Agenda-setting theory, Framing theory, Propaganda and public opinion, Frankfurt School and Critical Theory	Denis McQuail, S. W. (1993). <i>Communication Models for the Study of Mass Communication</i> . Routledge.
Contemporary Communication Theories	Hegemony and resistance in media, Cultural hybridity and global media, Hegemony and Ideology, Feminist media theory, Intersectionality and media analysis	Dyer, G. (1982). <i>Advertising as communication</i> . Routledge. Philip Rayner, P. W. (2004). <i>Media Studies: the essential resource</i> . Routledge. Valdivia, A. N. (2003). <i>A companion to media studies</i> . Blackwell.
Interpersonal Communication	Social penetration theory, Uncertainty reduction theory, Relational dialectics,	Valdivia, A. N. (2003). <i>A companion to media studies</i> . Blackwell. Wayne, M. (2003). <i>Marxism and Media Studies: Key concepts and contemporary trends</i> . Pluto Press.
Postmodern and Postcolonial Theories	Jean Baudrillard and Hyperreality, Postmodernism in media studies, Postcolonial theory and media, Media and cultural imperialism	McMillin, D. C. (2007). <i>International Media Studies</i> . Blackwell. John
Media Ecology and Medium Theory	Contributions of Marshall McLuhan, Harold Innis, Neil Postman,	Nguyet Erni, S. K. (2005). <i>Asian Media Studies Politics of Subjectivities</i> . Blackwell. James
Digital Communication	Social media and networked communication, Impact of digital technologies on communication practices, convergence, information society and network society, Network Society and Manuel Castells, Participatory Culture and Henry Jenkins, Theories of digital divide	Curran, M.-J. P. (2005). <i>De-Westernizing Media Studies</i> . Routledge.
Media perspectives	Marxist, Feminist, Nationalist, Alternative media, Normative theories	Monroe Price, B. R. (2004). <i>Media Reform: Democratizing the media, democratizing the state</i> . Routledge.
International media studies	Fixity of nation, postcolonial media, competing networks, hybrid identities, politics of research, Asian media studies, need for de-westernizing media studies	

COURSE II

Journalism Studies

This syllabus provides a comprehensive overview of journalism studies, including its history, principles, practices, ethics, and the impact of new media. The course is designed to equip students with theoretical knowledge and practical skills necessary for a career in journalism.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the history and evolution of journalism.	
Course Outcome 2	To learn about the principles and ethics of journalism.	
Course Outcome 3	To acquire skills in news writing, reporting, and editing.	
Course Outcome 4	To analyze the impact of digital media on journalism.	
Course Outcome 5	To explore specialized areas of journalism such as investigative journalism, political reporting, and business journalism.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Journalism	Definition and Scope of Journalism, History and Evolution of Journalism, Types of Journalism: Print, Broadcast, and Digital, Role and Functions of Journalism in Society, Evolution of journalism in India, Key figures and milestones in Indian journalism history	Kovach, B., & Rosenstiel, T. (2014). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press.
Media Landscape in India	Print media: Newspapers and magazines, Broadcast media: Television and radio, Digital media: Rise of online journalism and social media platforms	Mencher, M. (2010). News Reporting and Writing. McGraw-Hill Education.
Broadcast News Reporting	Editorial hierarchy in TV newsrooms, Responsibilities of producers, reporters, anchors, and technical staff, Techniques for writing scripts for TV, Interviewing skills for broadcast journalists	Harrower, T. (2012). Inside Reporting: A Practical Guide to the Craft of Journalism. McGraw-Hill Education.

Principles and Ethics of Journalism	The reporter on the job, what makes news, how to read a newspaper, how to follow news, Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources	"The Indian Press: A History of the Growth of Public Opinion in India" by S. N. Sinha
Principles and Ethics of Journalism	Journalistic Ethics and Professional Standards, Codes of Conduct for Journalists, Issues in Media Ethics: Objectivity, Fairness, and Bias, Ethical Dilemmas in Journalism	"The Print and Visual Media in India" by B. P. Sanjay
News Writing and Reporting	Basics of News Writing, The Inverted Pyramid Structure Leads and Nut Graphs, News Reporting Techniques, Interviewing Skills, Components of a news story, the lead, the story structure, what are features, long stories, series.	"Handbook of Journalism and Media: India, Bharat and Hindustan" edited by Surinder Awasthi
Editing and Production	Principles of Editing, Copy Editing Techniques, Headline Writing, Layout and Design for Print Media, Editing for Broadcast and Digital Media	"New Media in India: What Every Educated Indian Should Know" by Raghu Rai
Specialized Journalism	Court reporting, Investigative Journalism, Crime reporting, Political Reporting, Business and Economic Journalism, Science and Environmental Journalism, Sports Journalism, Feature Writing and Magazine Journalism, Advocacy Journalism, Health Reporting,	
Role of Technology in TV Journalism	Basics of camera operation and framing, Video editing techniques for news packages, Role of Technology in TV Journalism	
Digital Journalism	The Impact of the Internet on Journalism, Digital transformation in Indian news media, Social Media and Citizen Journalism, Multimedia Storytelling, Data Journalism, Ethical Issues in Digital Journalism, Field production and mobile journalism	
Contemporary Issues in Journalism	Media Ownership and Control Journalism and Public Opinion The Role of Journalism in Democracy Challenges Facing Journalism Today Future Trends in Journalism	
Emerging Trends in Indian Journalism	Case studies on ethical dilemmas in Indian journalism, Representation of gender, caste, and diversity in Indian media, Analysis of significant events and coverage, Insights from journalists and media professionals	

COURSE III

Media Management and Economics

This course teaches how economic theories and concepts apply to all aspects of media. The digital revolution, convergence, globalized competition, and international trade has reshaped communication and media businesses and is, at the same time, presenting challenges to policy-makers. This course equips the learner to understand how economic forces affect the operation of media industry, explores innovation, digital multi-platform developments, economics of networks, risk-spreading strategies, copyright, corporate expansion, advertising whose resonance frequently extends beyond individual sectors and across the industry.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Teach how economic theories and concepts apply to all aspects of media.	
Course Outcome 2	Equip the learner to understand how economic forces affect the operation of media industry and explore innovation.	
Course Outcome 3	Learner must be able to apply economic theories and concepts to the mass media and mass communication.	
Course Outcome 4	Understand the media market production, consumption and distribution	
Course Outcome 5	Learner must be able to conceptualize media content based on market demands and functions	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to media economics	What is media economics about, macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior	Understanding Media Economics, Gillian Doyle, Sage, 2013 Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
Concepts of Media Economics	What is so special about economics of the media, key economic characteristics of the media. Economies of scale, of scope and changing technology	
Understanding media market	Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence	

Role of technology	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth	Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, University of New Mexico Press, 2012 The Indian Media Business, Vanita Kohli-Khandekar, Response, 2010 Indian Media in a Globalised World, Maya Ranganathan, Usha M Rodrigues, Sage, 2010 The New Media Monopoly, Ben H. Bagdikian, Beacon Press, 2004 Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
Media distribution	Economics of networks, broadcasting networks, online content distribution, social networks and microblogging. The economics of print, film, television and radio	
The Indian media business	Media economics and public policy, the Indian media business	
Introduction to media management	What is media management, Market segmentation, Marketing mix	
History and evolution of media business- pre and post globalisation	Effect of Globalisation, Liberalisation and Privatisation on media business	
Understanding media consumers	Understanding Indian consumerism, what works and what doesn't, factors affecting consumer decision making	
Media management basic concepts	Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation of content and audience	
Media management basic concepts	Media Basics, Reach, Frequency and Distribution	
Understanding media market	Preparing a Media Strategy, Defining the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling	
Media buying and selling	Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation	
Budget setting	Budget Setting, Budget allocation, Solutions Approach	
Evaluation systems	Understanding media business models in the context of Artificial Intelligence, Auditing and evaluation techniques, risk management	

COURSE IV

Writing for the Media

This course is designed to introduce students to the fundamentals of writing for various media platforms, including print, broadcast, and digital media. Students will learn how to craft compelling stories, adhere to media standards, and adapt their writing to suit different media formats.

Total Credits	2	
Semester	1	
Total Hours	60 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles of effective media writing.	
Course Outcome 2	To develop skills in writing for print, broadcast, and digital platforms.	
Course Outcome 3	To learn to adhere to media ethics and standards.	
Course Outcome 4	To gain proficiency in researching and fact-checking.	
Course Outcome 5	To understand how to tailor content to specific audiences and media formats.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Writing	Importance of writing in the media, Introduction to different media platforms	Mencher, M. (2010). News Reporting and Writing. McGraw-Hill Education. Rich, C. (2015). Writing and Reporting News: A Coaching Method. Cengage Learning. Yopp, J. J., & McAdams, K. C. (2017). Reaching Audiences: A Guide to Media Writing. Pearson. Filak, V. F. (2018). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. SAGE Publications. Foster, J. (2008). Effective Writing Skills for Public Relations. Kogan Page.
Ideation	A voice of your own, Brainstorming of ideas, Developing a practice, taking inspiration from every day	
Ideation	Writing about personal experiences, what makes a story a story.	
Context	Social, political, economic, spiritual, physical, mental context of story and character	
Reporting and Researching for Media	Fact-checking and sourcing, Understanding Misinformation and Disinformation, Fact-Checking Methods, Digital Tools for Fact-Checking	
Writing for Print Media	Writing news articles, Feature writing, Opinion pieces and editorials Reporting accidents and disasters, writing obituaries.	

Writing for Broadcast Media	Writing for radio and television, Scriptwriting basics, Techniques for engaging audio and visual storytelling	Bielsa, E., & Bassnett, S. (2008). Translation in Global News. Taylor & Francis. Bonea, A. (2016). The News of Empire: Telegraphy, Journalism, and the Politics of Reporting in Colonial India, C. 1830-1900. Oxford University Press. Silverman, C. (2014). Verification Handbook: A Definitive Guide to Verifying Digital Content for Emergency Coverage. European Journalism Centre. Graves, L. (2016). Deciding What's True: The Rise of Political Fact-Checking in American Journalism. Columbia University Press.
Writing for Digital Media	Differences between traditional and digital media writing, Blogging and online journalism, SEO and writing for the web	
Writing reviews	Book, Film, TV show, play, Food, eating places, products, services	
Translation and transcreation	Understanding transcreation, the role of creativity in transcreation, Adapting content for different cultural contexts, Translating news articles, features, and opinion pieces, Translating scripts for radio and television	

COURSE V

Production for the print media

This course provides students with an in-depth understanding of the production processes involved in print media. From the initial stages of content creation to the final stages of printing and distribution, students will learn the technical, creative, and managerial aspects of print media production.

Total Credits	4	
Semester	1	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles of print media production.	
Course Outcome 2	To develop skills in layout design, typography, and photo editing.	
Course Outcome 3	To learn the technical aspects of printing processes.	
Course Outcome 4	To gain proficiency in using industry-standard software for print media.	

Course Outcome 5	To understand the production workflow from planning to distribution.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Print Media	History of printing, Monotype, Linotype, Molten metal Growth of Print media & Production Principles of Print Media: • Focus/ Emphasis • Order/ Hierarchy • Organisation of Content Paper Types • GSM • Grade • Grains • Std. sizes • Surface (Glossy/ Matt/ Lustre/ Laminates) • Gumming Sheets • Newsprint rolls • Art Paper (UGO, Concord, Ballarpur)	Kipphan, H. (2001). Handbook of Print Media: Technologies and Production Methods. Springer. Samara, T. (2014). Making and Breaking the Grid: A Graphic Design Layout Workshop. Rockport Publishers. Ambrose, G., & Harris, P. (2010). The Fundamentals of Typography. AVA Publishing. Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.
Layout of Newspaper	The Grid Structure – Organising in space division Space Organisation – Allotment Style Book – Design & Grammar Comparison of Different papers wrt. their Readership preferences, Tastes, Interests, Character Types of Layout: • Modular • Brace/ Focused • Contrast & Balance • Quadrant • Mondrian • Picture Window • Split	Adobe Creative Team. (2021). Adobe InDesign Classroom in a Book (2021 Release). Adobe Press. Gavin Ambrose & Paul Harris. (2015). The Production Manual: A Graphic Design Handbook. Bloomsbury Visual Arts.
Design Basics	Principles of Design • Proportions (Relative dimensions, Relative space) • Contrast (Clarity & Weightage) • Harmony (Colour – Meaning & Mood) • Balance (Discipline) • Rhythm (Flow & Ease on eye) • Unity (Cohesiveness) • Repetition (Organising)	Kress, G., & van Leeuwen, T. (2006). Reading Images: The Grammar of Visual Design. Routledge. Polk, C. (2013). Print Production with Adobe Creative Cloud: A Guide for Graphic Designers, Prepress⁴¹

	Proximity (Picture & Text)	Professionals, and Printers. Adobe Press.
Basics of Typography	Principles of typography, Typeface classification and selection, Typographic hierarchy and readability Terms used in Publication - Terms of Editorial (Lines, Panels, Sections, Beats) - Terms of Layout (Errors, Placing) - Terms of Print measures (Point, Pica, Agate, Units)	Gatter, M. (2018). Production for Print. Laurence King Publishing. Pipes, A. (2005). Production for Graphic Designers. Laurence King Publishing. Adobe Creative Cloud Tutorials - Adobe Tutorials
Production Workflow, Distribution and Management	Planning and scheduling production, Coordinating with writers, designers, and printers, Quality control and proofing, Distribution channels for print media, Strategies for effective distribution	
Tools of Design	Quark Express InDesign Basics: - Page Setup - Master Pages - Special Character - Grid Setup - Baseline Setup - Theme Colour Palate set up - Paragraph Styles/ Style Sheets - Pagination: Odd sequence for order - Imposition: Multiple ups	

COURSE VI

Preparing a Public Relations Campaign

This course provides students with the knowledge and skills needed to design, develop, and implement effective public relations (PR) campaigns. Students will explore the strategic planning process, learn about various PR tools and techniques, and understand how to measure the success of PR efforts.

Total Credits	4	
Semester	1	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles and practices of public relations.	

Course Outcome 2	To develop skills in strategic planning and campaign development.	
Course Outcome 3	To learn to use various PR tools and techniques effectively.	
Course Outcome 4	To gain insights into media relations and crisis management.	
Course Outcome 5	To understand how to measure and evaluate PR campaigns.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Setting PR Objectives and Goals	Campaign planning, Defining clear, measurable PR objectives, Aligning objectives with organizational goals, Setting SMART goals	<i>Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2013). Public Relations: Strategies and Tactics. Pearson.</i>
Understanding Publics and Stakeholders	Identifying and analyzing key publics, Stakeholder mapping, Communicating with diverse audiences	<i>Smith, R. D. (2017). Strategic Planning for Public Relations. Routledge.</i>
Research and Situation Analysis	Conducting PR research, SWOT analysis, Identifying PR problems and opportunities	<i>Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). Effective Public Relations. Prentice Hall.</i>
Developing PR Strategies	Crafting effective PR strategies, Message development and positioning, Choosing appropriate communication channels	<i>Gregory, A. (2010). Planning and Managing Public Relations Campaigns. Kogan Page.</i>
Planning and Tactics	Creating PR plans, Implementing PR tactics (press releases, events, social media, etc.), Integrating traditional and digital PR tools	<i>Heath, R. L. (2010). The SAGE Handbook of Public Relations. SAGE Publications.</i>
Internal and Community Relations	Building internal communication strategies, Engaging with employees and internal stakeholders, Community engagement and corporate social responsibility (CSR)	<i>Seitel, F. P. (2013). The Practice of Public Relations. Pearson.</i> <i>Public Relations Society of India (PRSI). PRSI's Publications and Resources. Available at: PRSI Publications</i>
Integrated Marketing Communications (IMC)	Understanding the role of PR in IMC, Coordinating PR with other marketing efforts, Case studies of integrated campaigns	<i>Chattopadhyay, S. P. (2011). "Public Relations in Indian Organizations: A Study of Impact on Corporate Image." Public Relations Review, 37(1), 58-64.</i>
Evaluating PR Campaigns	Methods of evaluating PR effectiveness, Analyzing media coverage and public response, Using metrics and analytics to measure success	<i>Parameswaran, R. (2014). Public</i>

Case Studies in PR Campaigns	Analyzing successful and unsuccessful PR campaigns, Learning from real-world examples, Group discussions and presentations	Relations and Corporate Communications in Indian Organizations: A Case Study Approach. <i>Macmillan India</i> .
Case Studies	Incredible India, Jaago Re, Amul, Swachh Bharat Abhiyan, Make in India, Ujjwala Yojana, Jan Dhan Yojana, Beti Bachao Beti Padhao, Digital India, LIC of India, BPCL-Project Boond, SAIL-Ispati Irada	<i>Rayudu, C. S. (2010). Media and Communication Management. Himalaya Publishing House.</i> <i>Sen, B. (2011). Corporate Reputation Management in India: Public Relations in a Socially Responsible Era. SAGE Publications.</i>

COURSE VII

Social Science Research Design

This course provides a critical component of media studies, offering a structured approach to understanding human behaviour, societal dynamics, and communication patterns. Research helps media students understand audience preferences, and cultural contexts, enabling them to tailor messages effectively. Learning social science research empowers media students with the tools to critically analyze, innovate, and contribute meaningfully to the ever-changing media industry. It builds a strong foundation for creating impactful content, understanding audiences, and addressing societal challenges through effective communication.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Develop a comprehensive understanding of the fundamental principles of social science research, including its purpose, methods, ethics, and significance in contributing to the body of knowledge.	
Course Outcome 2	Learn how to do thorough literature review, formulate research questions, hypotheses, and objectives, and develop appropriate research designs, whether quantitative, qualitative, or mixed methods, based on the research goals.	
Course Outcome 3	Learn various data analysis techniques, such as statistical analysis, content analysis, thematic analysis, and coding, depending on the type of data collected and the research questions.	
Course Outcome 4	Foster critical thinking skills to evaluate the strengths and weaknesses of various research methodologies, data sources, and analytical techniques, promoting a well-rounded approach to research.	
Course Outcome 5	Develop skills to interpret research findings critically, connect them to the research questions, and draw meaningful conclusions that contribute to the field's understanding.	

Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Basic concepts of research, Critical thinking, Research ethics	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science Research Approaches and Research paradigms in social science research, Research methods and tools, Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research, Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy	Northey, M., Tepperman, L., Russell, J. M. (2005). Making Sense: A Student's Guide to Research and Writing : Social Sciences. United Kingdom: Oxford University Press. O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications. Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
Reviewing Literature, Understanding research tools	Paraphrasing, Understanding plagiarism, Meta Analysis, Annotation, citing, referencing, How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist	Nardi, P. M. (2017). Critical Thinking: Tools for Evaluating Research. United States: University of California Press. Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.
Understanding research tools	Action Research, Case Studies, Experimental research design, Ethnography and observation studies	Lincoln, Y. S., Guba, E. G. (1 985). Naturalistic inquiry. India: SAGE Publications

SEMESTER- II (Course Outline)

Year (2 Yr PG) MA(CJ)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-II	6.5	Course 1 : Audience Studies (Credits 4) Course 2 : Television Studies (Credits 4) Course 3 : Strategic and Integrated Communication (Credits 4) Course 4 : Digital Media Marketing (Credits 2)	Course 1 : Production for the audio-visual media (Credits 4) OR Course 2 : Preparing an Advertising Campaign (Credits 4)	-	OJT (4 Credits)	--	22	
Sem II Credits		14	4	--	4	--	22	

COURSE I

Audience Studies

This course explores the role and behavior of media audiences in traditional and digital environments. Students will examine audience formation, engagement strategies, and measurement techniques while analyzing audience responses to different media formats and cultural products. The course will also address critical perspectives on media effects, participatory culture, and the rise of audience analytics.

Total Credits	4	
Semester	2	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Analyze the changing role of audiences in digital, participatory media landscapes.	
Course Outcome 2	Demonstrate knowledge of the key issues, problems and contexts for understanding audiences within Media and Communication Studies.	
Course Outcome 3	Demonstrate an evaluation of empirical and theoretical approaches to the study of media audiences.	
Course Outcome 4	Demonstrate an understanding of the importance of multi-method research and interdisciplinary research in contemporary audience studies.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Audience Studies	Compare different types of audience, Analyze the history of audience, Use the various methods in audience measurement, Analyze the challenges of audience research in the digital media era	Boyle, Raymond, and Kelly, Lisa. (2012) The Television Entrepreneurs, Ashgate: 176pp. Butsch, Richard. (2008) The Citizen Audience: Crowds, Publics and Individuals, London and New York: Routledge: 200pp. Hermes, Joke. (2005) Re-reading Popular Culture, London: Blackwells: 196pp. Hill, Annette (2007) Restyling Factual TV: Audiences and News, Documentary and Reality Genres, London: Routledge: 210pp.
Audience Analytics	Assess the significance of audience research in media industries, Use the basic concepts in audience measurement, Apply the techniques used in sampling design and audience measurement	
Audience Analytics	Utilize the skills in the audience data production, Utilize the metrics used in quantitative online research	

Theories of Audience Engagement	Classify the common theories, Explaining audiences' behaviors, Utilize Cumulative measures used in Audience research, Utilize gross measures used in audience research.	Hill, Annette. (2011) Paranormal Media: Audiences, Spirits and Magic in Popular Culture, London: Routledge: 263pp.
Theories of Audience Engagement	Compare the paradigms of audience research, Use the concepts and theories to study transnational audience from a critical perspective, Use the theories to understand the audiences from a global perspective	Napoli, Phillip. (2010) Audience Evolution, Columbia University Press: 272pp. Nightingale, Virginia, ed. (2011) The Handbook of Media Audiences, London: Blackwells: 562pp. Hill, Annette (2005) Reality TV: Audiences and Popular Factual Television, London: Routledge: 223pp. Sandvoss, Cornell. (2005) Fans, Cambridge: Polity Press: 198pp. Staiger, Janet. (2005) Media Reception Studies, New York: NYU Press: 262pp.

COURSE II

Television Studies

This course explores television as a cultural, industrial, and technological medium. It examines the evolution of television, its role in shaping public discourse, and its impact on identity, representation, and society. Students will analyze television programs, genres, audiences, and institutions using theoretical frameworks from media, cultural, and critical studies.

Total Credits	4	
Semester	2	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the historical development of Indian television from Doordarshan to the digital age.	
Course Outcome 2	Evaluate historical and contemporary television programs and trends.	
Course Outcome 3	Analyze key genres and their sociocultural significance in India.	

Course Outcome 4	Understand key theoretical approaches to television studies.	
Course Outcome 5	Investigate the relationship between television, digital technologies, and global cultures.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Television Studies	History and Evolution of Television, Television as Technology and Medium, Television and Cultural Studies, Key Theorists: Raymond Williams, John Fiske, and Stuart Hall	India on Television: How Satellite TV Changed the Way We Think and Act By Nalin Mehta Television in India: Satellites, Politics and Cultural Change By Nalin Mehta
Television in India	History of Indian Television: Doordarshan Era to Satellite TV, Liberalization and the Rise of Cable & Satellite Television in the 1990s, Television as a Tool for Nation-Building, Postmodernism and Intertextuality in Television	Globalization and Television: A Study of the Indian Experience, 1990–2010 by Sunetra Sen Narayan and Shalini Narayanan Television and Popular Culture in India By Shoma Munshi
Genre and Narrative Analysis	Narrative Structures in Television, Fiction and Non-fiction formats, Genre Theory, Types of genres, The Era of Soap Operas, Serialization vs. Episodic Formats	Indian Television in a Global Context Edited by Amrita Shah and others Television, Advertising and Consumer Choice in India By Meenakshi Menon
Representation in Indian Television	Gender and Patriarchy in Indian Soaps, Caste and Class Dynamics, Religious and Cultural Identities in TV Narratives, Sex and Crime on TV, LGBTQ+ Representations in Contemporary TV	The Social Life of Television in India By Abhijit Roy and Subhadeep Sarker
Television Industries and Globalization	Globalization and television growth in India, The Business of Television: Networks, Platforms, and Advertising, Global Formats and Local Adaptations (KBC, Indian Idol, Big Boss etc)	Television: Technology and Cultural Form by Raymond Williams Television Culture by John Fiske Genre and Television by Jason Mittell
The Future of Television	Digital Convergence and Television, Interactive and Participatory TV. AI and Algorithmic Programming, Ethical Concerns in the Streaming Era	Television Aesthetics and Style by Sarah Cardwell The Television Will Be Revolutionized by Amanda D. Lotz Television Studies: The Basics by Toby Miller On-Demand Culture by Chuck Tryon

COURSE III

Strategic and Integrated Communication

This course offers a thorough exploration of strategic and integrated communication, focusing on how organizations create cohesive messaging across multiple platforms. Students will learn to develop, implement, and assess communication strategies that align with organizational goals, engage diverse audiences, and maintain brand consistency. The course integrates aspects of branding, digital marketing, media relations, and crisis communication with practical case studies and hands-on projects.

Total Credits	4	
Semester	2	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the basic concepts of communication	
Course Outcome 2	To establish the connection between the theory and the practice of mass communication and mass media	
Course Outcome 3	To make learner apply the communication theory in order to analyse their own communication universe, their media sphere, their social, political and economic environment.	
Course Outcome 4	To understand the importance of inclusion and ethics in strategic communication	
Course Outcome 5	To study the domains of practice of strategic communication. To make the learner understand how communication contributes to shaping discourses and practices associated with leadership within organisations and across them.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)

Understanding concepts of strategic communication	Structuralist theory and applications, Empirical methods, ideology and meanings, Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication	Introduction to Communication, John Fiske, Routledge, 1990 Pinkleton, E. W. (2006).
Institutional and Organizational Dimensions, Implementing Strategic Communication, Understanding media content structures	Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication, Why People Respond to Messages— Finding the Right Motivating Strategy, Relationship Cultivation Strategies in Strategic Communication, Media content issues, concepts and methods of analysis, media genres and texts	Strategic Public Relations Management . London: Lawrence Erlbaum Associates. Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984 Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015
Media and Communication Theories	Theory of Media and Society, Media and culture, Media content- public opinion and political communication. A Theoretical Framework for Strategic Communication Messaging, Framing as a Strategic Persuasive Message Tactic	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010 Heath, R. L. (2013). The Handbook of Strategic Communication.
Role of digital media, Ethics in strategic communication	Strategic Communication in Participatory Culture: From One- and Two- Way Communication to Participatory Communication Through Social Media, Strategic Communication During Change, Social Media and Strategic Communication, Global Strategic Communication: From the Lens of Coordination, Control, Standardization, and Localization, Fundamentals of ethics in business communication, Ethical dilemmas, Understanding ethics in the management context, Right decision making process	Indian Media: Global Approaches by Maya Ranganathan and Usha M. Rodrigues Digital Communication Strategy in India by Subho Ray Development Communication in Practice: India and Beyond by J. V. Vilanilam
Strategies for inclusive communication, Domains of Practice	Need and importance of inclusive communication, Best practices of diverse and inclusive communication, Politics of inclusion, Strategic Health Communication, Strategic Communication Practice of International and National Non-governmental Organizations, Strategic Activism for Democratization and Social Change, Strategic Dimensions of Public Diplomacy, International relations and strategic communication	

COURSE IV

Digital Media Marketing

This course offers a deep dive into the world of digital media marketing, covering key concepts, strategies, tools, and platforms. It emphasizes integrating digital marketing with traditional marketing strategies, analyzing data for decision-making, and understanding consumer behavior in a digital environment. Students will develop practical skills in SEO, content marketing, social media, paid advertising, and analytics while exploring emerging trends like AI in marketing and the metaverse.

Total Credits	2	
Semester	2	
Total Hours	60 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	Understand the fundamentals of digital media marketing and its integration with traditional marketing.	
Course Outcome 2	Develop expertise in tools and techniques like SEO, SEM, email marketing, and social media.	
Course Outcome 3	Explore emerging trends and technologies shaping the future of digital marketing.	
Course Outcome 4	Analyze consumer behavior using digital tools and platforms.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Digital Marketing	Evolution of Marketing: From Traditional to Digital, Key Concepts and Frameworks in Digital Marketing, Benefits and Challenges of Digital Marketing, Overview of Digital Platforms (Search, Social Media, Websites, Email)	Digital Marketing by Seema Gupta Fundamentals of Digital Marketing by Punit Singh Bhatia

Website and SEO (Search Engine Optimization)	Designing Effective Websites: UX/UI Principles, Understanding SEO: On-page, Off-page, and Technical SEO, Keyword Research and Implementation, Tools for SEO: Google Search Console, Ahrefs, SEMrush, Writing SEO-Friendly Content	Digital Marketing: Scope and Practices by Arunendra Singh and Anukrati Sharma Essentials of Digital Marketing: Theory, Tools, and Practice by Tanmay Pattnaik Digital Marketing in the Indian Context by Suresh Bedi
Content Marketing	Content Marketing Strategy and Planning, Types of Content: Blogs, Videos, Infographics, Podcasts, Creating Content for Different Platforms (YouTube, Instagram, LinkedIn, etc.), Measuring the Impact of Content Marketing	Digital Marketing: Indian Cases and Perspectives by Debabrata Das and Ashok Ranchhod Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan (Adapted for India)
Social Media Marketing	Overview of Major Platforms: Facebook, Instagram, LinkedIn, Twitter, TikTok, Social Media Strategy and Campaign Planning, Paid Advertising on Social Media: Facebook Ads Manager, Instagram Ads, Community Building and Influencer Marketing	Social Media Marketing in India by Arun Agrawal Digital India: Strategies for Growth by Kapil Garg and Abhishek Goyal Ryan, Damian, Understanding Digital Marketing
Search Engine Marketing (SEM) and Paid Ads	Google Ads: Understanding, Words and Campaign Setup, Types of Ads: Search, Display, Video, Shopping, and Remarketing, Programmatic Advertising and Real-Time Bidding, Budgeting and ROI Calculation	Digital Marketing: Strategy, Implementation, and Practice by Chaffey, Dave, and Ellis-Chadwick, Fiona Web Analytics 2.0 by Avinash Kaushik
Emerging Trends in Digital Marketing	Artificial Intelligence (AI) and Machine Learning in Marketing, Voice Search and Smart Assistants, Augmented Reality (AR) and Virtual Reality (VR) in Digital Campaigns, The Role of Blockchain in Digital Advertising, Exploring the Metaverse and Marketing Opportunities	

COURSE V

Production for the Audio-Visual Media

This course provides hands-on training in the production of audio-visual content, including film, television, and digital media. Students will learn the fundamentals of conceptualization, scriptwriting, pre-production, production, and post-production. The course focuses on creative storytelling, technical skills, and project management required for audio-visual media production.

Total Credits	4	
Semester	2	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	Understand the principles of audio-visual storytelling and media production.	
Course Outcome 2	Develop skills in scriptwriting, cinematography, sound recording, and video editing.	
Course Outcome 3	Manage the production process from pre-production planning to post-production delivery.	
Course Outcome 4	Analyze and critique audio-visual media productions for creative and technical quality.	
Course Outcome 5	Create and present professional-quality audio-visual media projects.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Audio-Visual Media Production	Overview of the production process, Roles and responsibilities in production teams	Film Production and Direction: Techniques and Practices by Tapas Roy
Concept Development and Scriptwriting	Story ideation and brainstorming, Writing for visual media: Screenwriting formats and techniques, Developing scripts for short films, documentaries, and advertisements	Writing for the Media by Uma Joshi Script to Screen: Conversations with Filmmakers by Sanjeev Hota Cinematography: Techniques and Styling by Piyush Roy
Pre-Production Planning	Storyboarding and shot lists, Budgeting and scheduling, Location scouting and set design, Casting and crew selection, Costumes	Audiography and Sound Engineering by Madhav Chanchani The Art of Film Editing: An Indian Perspective by Aruna Vasudev
Production Techniques	Basics of cinematography: Camera angles, shots, and movements, Lighting techniques for different environments, Sound recording and management, Directing actors and	Digital Media Production in India by Vasuki Belavadi Orpen, V. (2019). Film Editing: The Art of the Expressive. United

	crew coordination	Kingdom: Columbia University Press. Reich, J. T. (2017). Exploring Movie Construction & Production. (n.p.): Open Suny Textbooks.
Post-Production Techniques	Video editing principles and software, Audio editing and sound design, Color correction and grading, Adding visual effects and titles	Gibbs, J. (2012). Mise-en-scène: Film Style and Interpretation. United Kingdom: Columbia University Press.

COURSE VI

Preparing an Advertising Campaign

This course offers a practical, step-by-step guide to planning, developing, and executing an advertising campaign. Students will explore key concepts, tools, and strategies involved in creating impactful campaigns for traditional and digital media. Emphasis will be placed on audience analysis, creative messaging, media planning, budgeting, and evaluation metrics.

Total Credits	4	
Semester	2	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	Understand the strategic components involved in designing an advertising campaign.	
Course Outcome 2	Analyze target audiences and develop insight-driven advertising strategies.	
Course Outcome 3	Create persuasive and creative advertising content for multiple platforms.	
Course Outcome 4	Develop media plans with appropriate budgeting and scheduling strategies.	
Course Outcome 5	Evaluate the effectiveness of advertising campaigns using performance metrics.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Basic concepts and terminologies	Overview of the advertising scene in India, the current practice of this profession, social and economic impact of advertising, agency operations, and client agency interface. PLC, USP, Branding process, brand positioning, brand equity,	Advertising Management by Jaishri Jethwaney & Shruti Jain Advertising and Sales

	The art of oral, written and visual communication	Promotion by S. H. H. Kazmi & Satish K. Batra Advertising Copywriting by P. R. Smith Indian Advertising: Laughter and Tears by Arun Chaudhuri 30-Second Thrillers: Short Stories Behind Iconic Indian Ads by Anant Rangaswami Advertising Ethics and Legal Framework in India by Jaishri Jethwaney
Advertising copy, Strategy Planning and Brand Management	Develop a creative concept, Writing for different media, Elements of good copy, writing effective ad copy, How to read a storyboard, Role and relevance of strategy in advertising, The strategy planning process, Various theories and models in brand management and case studies	
Setting advertising campaign goals	Strategic planning, product development, Marketing and Communication objective, Create an advertising brief, Pitching mechanism in advertising, various appeals in ads, Language of ad claims, agency revenue process,	
Segmentation, targeting and positioning, Case studies	What is market segmentation, targeted advertising, product positioning, deciding the marketing mix, digital media and traditional media, International advertising strategies, appreciation and presentation of some of the great and failed campaigns, case studies	Strausbaugh- Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.
Setting an ad budget, Production Techniques and Methods	Budget allocation, types of budgeting, Optimum utilization of resources, Best practices of ad budgeting, preparing a budget sheet, Students will be familiarized with the AV (audio- visual) equipment, photography, design software	Advertising: planning and implementation, third Edition. (2021). (n.p.): Phi learning pvt. Ltd. Advertising: planning and implementation, third Edition. (2021). (n.p.): Phi learning pvt. Ltd.
Execute an advertising campaign, Evaluate campaign effectiveness	Creative management process, Integrated Marketing Communication, Implementing advertising strategy, Understanding persuasive communication, need for evaluation, campaign metrics, pre and post testing, evaluating campaign objectives, ROI, understand the impact and reach of the campaign	Ind, N. (1995). Great Advertising Campaigns: Goals and Accomplishments. United Kingdom: NTC Business Books. Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited. Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and

		Visualization in 3D. Germany: Wiley. Editorial, M. (2023). How To Create An Out of Control Viral Marketing Campaign. United Kingdom: Bibliomundi.
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OJT POLICY

Preface

In the National Education Policy 2020, to enhance their employability, students have been given significant importance in the experiential learning domain of our comprehensive educational framework. As a result, collaborations have been formed with industry partners, creating opportunities for students to gain hands-on experience in real-world settings, as well as access to internships in national and international businesses. These collaborations have also facilitated research collaborations with professors and researchers, providing opportunities for joint research and access to internships.

As per the guidelines of the National Research Fund (NRF) in April 2023, credit recognition has been granted for internship programs as part of postgraduate programs, as outlined in the government's decision-making process. This credit recognition ranges from 8 to 12 credits for internships/OJT, making internships/OJT an integral part of the curriculum.

Internships/OJT, projects related to work, entrepreneurial initiatives, and other such mediums have become crucial in providing practical exposure to students. Enhancing employability and fostering entrepreneurial skills among students through internship-based collaborations with industry partners is a significant focus area for universities in the education sector. They aim to facilitate internships/entrepreneurship opportunities by establishing strong connections with organizations such as start-ups, MSMEs, industry associations, banks, government agencies, etc., thus successfully providing internships/entrepreneurship opportunities to students.

Internship programs/OJT are structured, time-bound, supervised, short-term, project-based activities that provide direct exposure in specific domains, contributing significantly to the overall educational and professional development of students. They also serve as a catalyst for open collaborations between academia and industry for impactful research and innovation initiatives.

Guidelines (महाराष्ट्र शासन उच्च व तंत्र शिक्षण विभाग, शासन निर्णय क्रमांक: एनईपी- २०२४/प्र.क्र. ११/विशि-३)

As per the National Education Policy 2020, educational institutions in the state have been directed to establish **Internship/OJT Cells (internship cell)** in universities/colleges to facilitate internships in various sectors such as start-ups, MSMEs, industry associations, banks, government agencies, etc. This initiative aims to provide internship opportunities to students and align them with the credit recognition criteria outlined in the policy.

The establishment of an **Internship/OJT Cell** in universities and colleges as follows:

Chairperson: The officer designated as the **Nodal Officer** for the trainer and employment cell at the University level or College level or the Vice Chancellor at the University level or Principal at the college level who has been appointed will be the chairperson of the cell.

Assistant Coordinator: Appointed by the University or College administration for internships of undergraduate and postgraduate courses at universities and colleges.

Members: Departmental Coordinators appointed as the overseer of the department's internships will be the members of the cell.

Members: Two Student Coordinators appointed by the respective department's Coordinators to ensure effective communication with all students.

"The Nodal Officer shall submit progress and detailed reports regarding the progress of internships for each academic year to the concerned Vice-Chancellor/Principal.

The brief outline of the responsibilities of this cell/department shall be as follows:

1. Establish/restructure the internship cell at the beginning of the academic year.
2. Take appropriate action to select projects considering the needs of local industries.
3. Make efforts to identify new organizations/institutions to provide good and diverse opportunities for students every year. Also, make efforts to reach out to organizations preferred by students.
4. Initiate collaboration with industrial institutions through educational institutions to provide internships, and initiate discussions to sign agreements for long-term cooperation.
5. Create a digital portal for registering subject experts, industries, organizations, mentors, faculty members for students to view their information.
6. Organize pre-internship preparation programs throughout the year. Information about the programs should be disseminated to students via email and other means. Reference books, sample questions, practice tests should be distributed among students.
7. Student coordinators should assist in conducting personal interviews with department/branch-level faculty members at the beginning of the academic session to assess personal information forms."

These guidelines outline the roles and responsibilities of the Nodal Officer and the internship cell in facilitating student internships effectively.

Terms to know:

- **Apprenticeship Training** is the combination of on-the-job training and the classroom training, wherein the workers earn while learning the skills required for performing the specialised job.
- **Internship** is a form of apprenticeship training that covers a limited set of skills relevant for an occupation.
- **On-the-Job Training** is referred to as a form of professional learning experience provided to students at workplace (Industry, Company or Organization) for meaningful practical engagement in the field of study.
- **Vocational Education and Training** is education and training for a specific occupation in a trade, or industry given through a combination of theoretical teaching and practical experience.
- **Formal training** is the training that is given in an orderly, logical, planned and systematic manner in a specially equipped workshop under the guidance of a qualified trainer for a specific period of time in the specified field.
- **Skill** is the ability to use one's knowledge effectively and readily in execution or performance.
- **Cognitive skills** are defined as the ability to understand complex ideas, to adapt effectively to the environment, to learn from experience, to engage in various forms of reasoning, to overcome obstacles by taking thought.
- **Employability skills** are the skills, which enable people to gain, keep and progress in employment, including skills in the clusters of work readiness and work habits, interpersonal skills and learning, thinking and adaptability skills.
- **Generic skills** are the transferable skills, which can be used across all occupational groups.
- **Green skills** are the skills, knowledge, values and attitudes needed in the workforce to develop and support sustainable social, economic and environmental outcomes in business, industry and the community.

- **Logbook** is the personal data folder which contains all documentation and evidence relevant to each assignment and each module in the training and development roadmap and keeps a record of the awareness, knowledge, skills and attitude acquired during training and development.

Introduction

Recognizing the transformative vision outlined in the National Education Policy (NEP) 2020, which emphasizes experiential learning and skill development alongside academic rigor;
Acknowledging the imperative of bridging the gap between classroom learning and real-world applications to nurture holistic professionals;

Understanding the pivotal role that On-the-Job Training (OJT) plays in enhancing students' employability, fostering industry-relevant competencies, and promoting lifelong learning;

Therefore, this policy is crafted to outline a robust framework for OJT programs during the fourth semester at Sathaye College Autonomous. It aligns with the objectives of NEP 2020 to empower students with practical skills, industry exposure, and a strong foundation for professional growth."

Objective:

This OJT program aims to provide postgraduate students in communication studies with hands-on experience in various communication roles. It enables students to apply theoretical concepts in real-world environments while developing practical skills for the media, corporate communication, advertising, and PR sectors.

Credits and Duration:

- a) On-the-job training (OJT) will carry a weightage of Four Credits.
- b) Each student is required to complete one hundred and twenty clock hours of On-the-Job Training (OJT).
- c) The OJT program is to be completed during Semester II. According to the guidelines outlined in the National Education Policy (NEP), postgraduate students are expected to fulfil this requirement either within the second semester of their PG program or during the semester break following the second semester.

Evaluation:

Evaluation during the OJT program involves two key components: External Evaluation (50%) and Internal Evaluation (50%). The following is a suggested two-fold pattern of evaluation.

1. Host Organization Evaluation: The host organization will assess students based on criteria such as punctuality, completion of hours, and proficiency in required skill sets. They will also provide feedback on the student's overall performance.
2. Department Mentor Evaluation: Additionally, students will be evaluated by their department mentor based on their weekly reporting, written report, and viva voce/presentations.

The guidelines laid by University of Mumbai regarding OJT Implementation and Evaluation must be followed. Please refer to : [MU-OJT-Guidelines-Draft.pdf](#) for details of proforma of OJT undertaking, Joining Letter, Student feedback, Report of OJT, OJT Completion certificate, Evaluation by institute, Supervisor Evaluation, Attendance Sheet, and Student Diary.

Appendix B

Justification for M.A. (COMMUNICATION AND JOURNALISM)

1.	Necessity for starting the course:	Communication and Journalism (C&J) offers numerous benefits, equipping students with the skills, knowledge, and credentials to thrive in the dynamic field of media and communication.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	P.G. Diploma in Communication and Journalism M.A. (Communication and Journalism)
6.	The intake capacity of each course and no. of admissions given in the current academic year:	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	It leads to diverse career paths across industries. Graduates can pursue roles in journalism and media, Digital media specialists, Content creators, communication researchers, Audio-Visual Media, and similar other job profiles.

Sd/-

Sign of the BOS
Chairman
Prof. Gajendra Deoda
Ad-hoc Board of
Studies in
Communication &
Journalism

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Offg. Associate Dean
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Faculty of
Interdisciplinary
Studies