

University of Mumbai

वेबसाईट - mu.ac.in

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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
Desktop/ Pritam Loke/Marathi Circular/NEP Tab Circular



Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
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.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
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16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
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
	Faculty of Commerce & Management, Offg. Dean, 1 Prin.Ravindra Bambardekar principal@model-college.edu.in Offg. Associate Dean 2. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in 3. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 4. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Offg. Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Offg. Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Offg. Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Offg. Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com 3. Dr. Kunal Ingle drkunalingle@gmail.com
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4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

AC – 20/05/2025
Item No. – 8.46 (N)

As Per NEP 2020



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

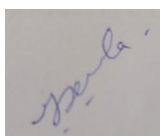
University of Mumbai



(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 III & IV - R: IMP – 15 B	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	2025-26	



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

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary

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)**

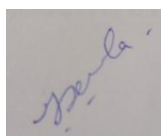
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Year (2 Yr PG) M.A.(CJ)	Level	Major		RM	OJ T /FP	RP	Cum.Cr	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Communication Studies (Credits 4) Course 2: Journalism Studies (Credits 4) Course 3: Media Management and Economics (Credits 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 3 : 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								

Sem III & IV - R: IMP – 15 B

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 : Decolonizing 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	

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

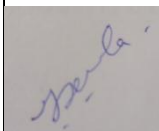


Sign of BoS Chairperson
Prof. Gajendra Deoda
Sathaye College, Mumbai

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 III & IV

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-III	6.5	Course 1: Perspectives on Communication Theory (Credits 4) Course 2: Media Advocacy (Credits4) 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 (Credits4) Course 3 : Data Journalism (Credits 4)	Course 1 : Storyboarding and Storytelling (Credits 4) OR Course 2 : Decolonizing Media and Communication Practices (Credits 4)	-	-	Dissert ation (6 Credits)	22	
Cum. Cr. For Sem III and IV		26	8	4	--	6	44	

SEMESTER- III (Course Outline)

Year (2 Yr PG) MA(CJ)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-III	6.5	Course 1: Perspective 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 III Credits		14	4	4	--	--	22	

COURSE I

Perspectives on Communication Theory

The course covers the various interdisciplinary approaches and perspectives on communication theory. This includes relationality, ritual, transcendence, constructive approaches, embodiment, contextualization, social identity, politicizing and the like. It explores how communication shapes and influences society, organizations, and individuals.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To analyze communication processes in various contexts.	
Course Outcome 2	To apply communication principles to real-world scenarios.	
Course Outcome 3	To critically evaluate the impact of communication on culture, politics, and technology.	
Course Outcome 4	To understand perspectives of communication and its effect on media texts.	
Course Outcome 5	To evaluate and recontextualize media and communication texts.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Interpersonal Relationships	The dynamics of face-to-face communication, The role of trust, empathy, and intimacy in relational communication, Conflict resolution and negotiation in relationships	Communication as ...: Perspectives on Theory edited by Gregory J. Shepherd, Jeffrey St. John, Sage, 2006 Health Communication: A Media and Cultural Studies Approach by Belinda Lewis Environmental Communication and the Media by Libby Lester The Politics of Memory:
Transcendence in Interpersonal Communication	Communication as a means of self-expression and self-discovery, The role of empathy and understanding in transcending interpersonal boundaries, Communication in therapeutic contexts and personal growth	
Family Communication	Communication patterns within families, Parent-child communication and socialization, Family rituals and storytelling as communicative practices	

Symbolic Interactionism	The role of symbols and gestures in communicative rituals, Meaning-making and interpretation in ritualistic communication, Rituals as forms of social interaction and identity construction	Transitional Justice in Democratizing Societies by Alexandra Barahona de Brito, Carmen González-Enríquez, and Paloma Aguilar
Organizational Relationships	Communication structures in organizations, Leadership and follower communication, Team dynamics and collaboration	Media and Religion: Foundations of an Emerging Field edited by Daniel A. Stout and Judith Buddenbaum
Media and Relationships	Media's impact on interpersonal relationships, Social media and relational maintenance, Representations of relationships in media narratives	Spirituality and Mass Communication: A Critical Perspective edited by Judy S. Trent and Ray B. Browne
Gender and Communication	Gendered communication patterns and expectations, Gender roles and power dynamics in relationships, LGBTQ+ communication and identity negotiation	Communication for Social Change: Context, Social Movements and the Digital edited by Pradip Ninan Thomas and Divya C. McMillin
Health Communication	Patient-provider communication in healthcare settings, Supportive communication in health crises, Health campaigns and behavior change communication	Media, Democracy, and Social Change: India's Long Road by Hilal Ahmed
Digital Relationships	Online dating and virtual relationships, Social networking and digital intimacy, Ethical issues in digital communication and privacy concerns	Media, Conflict and Peacebuilding: Multifaceted Perspectives edited by L. Andrew Nutting and Kyle L. Huckins
Conflict and Communication	Communication strategies in conflict resolution, Communication climates and relationship satisfaction, Power dynamics and relational conflict	Media and Conflict: Framing Issues, Making Policy, Shaping Opinions edited by Philip Seib
Communication and Social Change	Communication as a catalyst for social movements and activism, The role of media in shaping public opinion and policy change, Community engagement and participatory communication approaches	Gender, Race, and Media: Representation and Audience Reception edited by Karen Ross
Philosophical Foundations of Communication	Theories of language and meaning (e.g., semiotics, hermeneutics), Existentialist and phenomenological perspectives on communication, Communication ethics and moral reasoning	Understanding Symbolic Interactionism: An Introduction by Barry Gibson and John H. Stolte Handbook of Symbolic Interactionism edited by Larry T. Reynolds and Nancy J. Herman-Kinney

		Family Communication: Theory and Research edited by Chris Segrin and Jeanne Flora
Spirituality and Communication	Communication in religious contexts and rituals, The intersection of faith, belief systems, and dialogue, Communication as a tool for spiritual growth and understanding	
Artistic Expression and Communication	Visual communication and the aesthetics of representation, Performing arts (e.g., theater, dance) as forms of communicative practice, Media arts and creative storytelling	
Environmental Communication	Communication as advocacy for environmental sustainability, Ecological rhetoric and the representation of nature, Environmental justice and communicative activism	
Memory and Power Dynamics	Power struggles and memory politics in communication, Representational ethics and the manipulation of memory, Counter-memory and marginalized voices in public discourse	

COURSE II

Media Advocacy

This course outlines concepts of Media Advocacy covering theoretical frameworks, practical skills, and case studies relevant to advocating for social change through media. The course provides a comprehensive framework for understanding the complex interactions between media, democracy, and informed citizenship. Learners can adapt and expand the topics based on specific interests, current events, and regional contexts.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To develop a comprehensive understanding of the concept of media advocacy.	
Course Outcome 2	To understand and evaluate critically the position of media in democracy.	

Course Outcome 3	To enhance media literacy skills and critical thinking abilities to assess media messages.	
Course Outcome 4	To build the ability to critically analyze the impact of media coverage and advocacy campaigns on public awareness, policy change, and social attitudes.	
Course Outcome 5	To learn strategies for adapting advocacy approaches in different contexts.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Advocacy	Basic concepts, Definition and scope of media advocacy, Historical overview and evolution of media advocacy	Communication for Development in the Third World, Srinivas R Melkote, H Leslie Steeves, Sage 2001
Public Interest and Public Opinion	Definitions and conceptual frameworks, The role of media in shaping public interest and opinion, Historical perspectives on media and public discourse	An Introduction to Political Communication, Brian McNair, Routledge, 1995 Public Communication Campaigns, Ronald E. Rice, Charles K. Atkin, Sage, 2001
Public Sphere and Deliberative Democracy	Habermasian theory and the concept of the public sphere, Media's role in fostering deliberative democracy, Case studies of effective public discourse facilitated by media	Constructing Public Opinion, Justin Lewis, Columbia University Press, 2011
Policy Advocacy and Legislative Communication	Integrating media advocacy with policy change efforts, Advocacy coalitions and collaborative strategies, Lobbying and influencing policy makers through media	News: The Politics of Illusion, W Lance Bennett, Longman, 2012 Sociology of News, Michael Schudson, W W Norton, 2011
Media and Democracy	Media's role in promoting public discourse and civic engagement, The watchdog function of the media and its impact on public accountability, Media's influence on political participation and democratic governance	Cultural Meanings of News: A Text-Reader, Daniel A. Berkowitz, Sage, 2011 News Narratives and News Framing: Constructing Political Reality
Media Literacy and Critical Thinking	Strategies for promoting media literacy and informed citizenship, Analyzing media messages and identifying bias, Educational initiatives and their role in fostering critical media consumption	By Karen S. Johnson-Cartee, Rowman and Littlefield, 2005 The Handbook of Development Communication and Social Change, Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, Wiley Blackwell, 2014
Media Advocacy Campaign Planning	Strategic planning for media advocacy campaigns, Setting campaign goals and objectives, Role of digital media in advocacy campaigns, Analysis of successful media advocacy campaigns	Media and Democracy by James Curran and Jean Seaton

Case Studies	Media advocacy and public health – case studies Media advocacy and gender – case studies Media advocacy and disability – case studies Media advocacy and child rights Media advocacy, race and caste – case studies Media advocacy and minorities – case studies Media advocacy and citizens’ rights – case studies	(Routledge, 2010) Manufacturing Consent: The Political Economy of the Mass Media by Edward S. Herman and Noam Chomsky (Pantheon Books, 2002) The Internet and Democracy in Global Perspective: Voters, Candidates, and Parties edited by Philip N. Howard and Eva S. Kugler (Oxford University Press, 2010)
Digital Democracy and Online Activism	Role of social media in political mobilization and activism, Digital divide and access to information in democratic participation, Online platforms for citizen journalism and grassroots movements	
Media and Civic Education	Media literacy initiatives in schools and communities, Educational role of media in promoting civic values and democratic principles, Media's influence on civic knowledge and engagement	
Challenges to Democratic Media	Media consolidation and its impact on diversity of voices, Fake news and misinformation in the digital age, Threats to journalistic independence and media pluralism	
Global Perspectives on Media and Democracy	Comparative analysis of media systems in democratic vs. non-democratic countries, International standards and challenges in promoting democratic media practices, Case studies of media's role in democratic transitions and governance	

COURSE III

Media Laws and Ethics

This course explores the legal and ethical frameworks governing the media industry. It covers key media laws, regulations, and ethical principles that media professionals must adhere to in their work. The course aims to provide students with a comprehensive understanding of the legal constraints and ethical considerations in media practices. There will be a special emphasis on ethics of the communication and media professions.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the fundamental principles of media law.	
Course Outcome 2	To analyze the ethical issues and dilemmas faced by media professionals.	
Course Outcome 3	To apply legal and ethical principles to real-world media situations.	
Course Outcome 4	To evaluate the impact of media laws and ethics on society and the media industry.	
Course Outcome 5	To co-relate the interconnectedness between ethics, constitution and the media laws.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Laws	Overview of Media Laws and Ethics, Importance and Scope of Media Laws, Historical Development of Media Laws	Pember, D. R., & Calvert, C. (2019). Mass Media Law. McGraw-Hill Education.
Constitutional Rights	Freedom of Speech and Expression, Limits to Freedom of Speech, Defamation Laws, Contempt of Court Act, 1971, Hate Speech and Media, Fundamental Rights, Duties and Obligations	Singh, S. (2008). Media Law and Ethics. Anmol Publications. Day, L. A. (2006). Ethics in Media Communications: Cases and Controversies. Thomson Wadsworth.
Fundamental Rights and Ethical Values	☐ Right to Equality (Articles 14-18) ☐ Right to Freedom (Articles 19-22) ☐ Right against Exploitation (Articles 23-24) ☐ Right to Freedom of Religion (Articles 25-28) ☐ Cultural and Educational Rights (Articles 29-30) ☐ Right to Constitutional Remedies (Article 32)	What is History, Edward Carr, Penguin, 2008 History of Western Philosophy, Bertrand Russell, Simon and Schuster, 1972
Cyber Laws and Digital Media	Information Technology Act, 2000, Intermediary Guidelines and Digital Media Ethics Code, 2021,	History of Indian Philosophy, Surendranath Dasgupta, Motilal Benarsidass, 1997

Press Laws and Regulations	Press Laws and Regulatory Bodies, Press Council of India, Press Information Bureau, Press and Registration of Books Act, 1867, Press Council Act, 1978	Working a Democratic Constitution: A history of the Indian experience, Granville Austin, OUP, 2003
Broadcasting Laws and Regulations	Cable Television Network Regulation Act (India), Prasar Bharati, Broadcasting Content Complaints Council, Cinematograph Act, 1952, Telecom Regulatory Authority of India (TRAI), Central Board of Film Certification (CBFC), Ministry of Information and Broadcasting, Parliamentary Committees on Information Technology, Advertising Standards Council of India (ASCI)	Introduction to the Constitution of India, Durga Das Basu Media Ethics, Paranjoy Guha Thakurta, OUP, 2011 Ethics and the Media: An Introduction, Stephen J. A. Ward, Cambridge University Press, 2011 Media at Work in China and India: Media at Work in China and India: Discovering and Dissecting, edited by Robin Jeffrey, Ronojoy Sen
Intellectual Property Rights	Copyright Law, Trademark Law, Patent Law, Fair Use and Public Domain	Ethics in Public Relations: A Guide to Best Practice, Patricia J Parsons, Patricia Parson,. 2008
Special Bodies and Laws Affecting Media	Official Secrets Act, 1923, Right to Information Act, 2005, Protection of Children from Sexual Offences (POCSO) Act, 2012, National and State Human Rights Commission, United Nations and Human Rights	Ethics in Public Relations: Responsible Advocacy, edited by Kathy Fitzpatrick, Carolyn Bronstein, Sage, 2006
Key Committees and Reports	Justice Mukul Mudgal Committee, Ram Vilas Paswan Committee, Narayanmurthy Committee, Verghese Committee, Chanda Committee, MacBride Report, Hutchins Commission, Leveson Inquiry, Finkelstein Inquiry	The Human Rights Reader: Major Political Essays, Speeches, and Documents from ancient times to the present, Micheline Ishay, Routledge, 2007
Privacy and Media	Right to Privacy, Data Protection Laws, Surveillance and Media, Case Studies: Privacy Issues in Journalism	
Media and Ethics	Ethical Theories and Principles, Professional Journalists Code of Ethics, Ethical Issues in Journalism (Accuracy and Objectivity, Conflicts of Interest, Plagiarism),	
Contemporary Issues in Media Laws and Ethics	Disinformation and Misinformation, Media Trials, Regulation of Social Media, Case Studies: Contemporary Legal and Ethical Issues	

International Perspectives on Media Laws and Ethics	Comparative Media Laws (USA, UK, EU with India), Global Ethical Standards, Role of International Organizations (e.g., UNESCO, IFJ)	
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COURSE IV

Data Analytics

This course provides an in-depth understanding of how data analytics can be applied in media and communication studies. Students will learn various data analytics techniques, tools, and methodologies to analyze media content, audience behavior, and communication strategies.

Total Credits	2	
Semester	3	
Total Hours	60 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the role of data analytics in media and communication.	
Course Outcome 2	To learn and apply data analytics techniques and tools.	
Course Outcome 3	To analyze media content and audience behavior using data-driven approaches.	
Course Outcome 4	To develop skills in interpreting and presenting data insights effectively.	
Course Outcome 5	To apply data analytics to improve communication strategies and decision-making.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Data Analytics	Overview of data analytics, Importance of data analytics in media and communication, Key concepts and terminology	"Data Analytics for Media and Communications Professionals" by Edward R. Tufte
Data Cleaning and Preprocessing	Data cleaning techniques, Handling missing data, Data transformation and normalization	"Social Media Mining: An Introduction" by Reza Zafarani,

Data Visualization	Importance of data visualization, Tools for data visualization (Tableau, Power BI, etc.), Creating effective visualizations	Mohammad Ali Abbasi, Huan Liu "Python for Data Analysis" by Wes McKinney
Social Media Analytics	Key metrics in social media analytics, Tools for social media analytics (Hootsuite, Brandwatch, etc.), Analyzing social media campaigns	<i>Audience Evolution: New Technologies and the Transformation of Media Audiences.</i> Napoli Philip, Columbia University Press, 2011.
Audience Analytics	Understanding audience segmentation, Analyzing audience behavior and preferences, Tools for audience analytics (Google Analytics, Nielsen)	<i>Beyond the Hype: Big Data Concepts, Methods, and Analytics.</i> Springer, 2015 by Gandomi Amir and Murtaza Haider.
Predictive Analytics in Media	Introduction to predictive analytics, Applications in media and communication, Case studies and practical applications	
Big Data in Media and Communication	Understanding big data, Tools for big data analysis (Hadoop, Spark), Case studies in media	
Machine Learning in Media Analytics	Introduction to machine learning, Applications in media analytics, Tools for machine learning (Scikit-Learn, TensorFlow)	
Data-Driven Decision Making	Importance of data-driven decisions, Case studies on data-driven communication strategies, Developing a data-driven strategy	

COURSE V

Cinema Studies

Studying cinema exposes students to various genres (drama, comedy, thriller, etc.) and filmmaking styles (realism, formalism, experimental). This exploration fosters creativity and expands students' understanding of narrative possibilities in media production. Cinema from different countries and cultures offers insights into global perspectives and diverse storytelling traditions. This understanding is valuable in today's interconnected media landscape. Films often provoke societal debates and influence public opinion. The course outlines to study how films address social issues, challenge stereotypes, and advocate for change, contributing to discussions on media's role in society.

Total Credits	4	
Semester	3	
Total Hours	120 (Practical)	
Course Outcomes (CO)		

Course Outcome 1	To understand the major milestones in the history of cinema, both globally and in India.	
Course Outcome 2	To identify key movements, genres, and figures in the evolution of film.	
Course Outcome 3	To apply classical and contemporary film theories to analyze and critique films.	
Course Outcome 4	To analyze the formal elements of film, including mise-en-scène, cinematography, editing, and sound.	
Course Outcome 5	To critically evaluate how films reflect and influence societal issues and movements.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Cinema Studies	Definition and scope of cinema studies, The importance of cinema as an art form and cultural product, Key milestones in the history of cinema globally and in India	Film Art: An Introduction by David Bordwell and Kristin Thompson The Oxford History of World Cinema edited by Geoffrey Nowell-Smith Film Theory and Criticism edited by Leo Braudy and Marshall Cohen Satyajit Ray: The Inner Eye by Andrew Robinson Bollywood: A Guidebook to Popular Hindi Cinema by Tejaswini Ganti The Major Film Theories: An Introduction, J. Dudley Andrew, OUP, 1975 Film Studies: An Introduction, Ed Sikov, Columbia University Press, 2010
Classical Film Theory	Realism: André Bazin, Siegfried Kracauer Formalism: Sergei Eisenstein, Rudolf Arnheim	
Contemporary Film Theory	Auteur theory: François Truffaut, Andrew Sarris Genre theory: Rick Altman, Thomas Schatz Feminist film theory: Laura Mulvey, bell hooks Psychoanalytic theory: Christian Metz, Laura Mulvey Postcolonial theory: Homi K. Bhabha, Edward Said	
Film Analysis and Interpretation	Elements of film form: mise-en-scène, cinematography, editing, sound, Narrative theories: Todorov's narrative structure, Propp's character functions	
Technical Aspects of Filmmaking	Cinematography: camera work, lighting techniques, Editing: continuity editing, montage, Sound design: diegetic and non-diegetic sound, sound editing	

Genre and Conventions	Major film genres: drama, comedy, thriller, horror, science fiction, documentary, Conventions and tropes within genres	
Auteur Studies	Examination of films by key directors: Alfred Hitchcock, Satyajit Ray, Akira Kurosawa, Quentin Tarantino, Analysis of directorial style and thematic preoccupations	
Cinema and Society	Films as reflections of societal issues and movements, Case studies of socially impactful films	
Representation in Cinema	Race and ethnicity in films, Gender and sexuality representation, Class and social hierarchy	
Indian Cinema	Historical overview: pre-independence, post-independence, contemporary, Major movements: Parallel Cinema, New Wave Cinema, Key filmmakers	
Global Cinema	Hollywood cinema and its global influence, European cinema: French New Wave, Italian Neorealism, Asian cinema: Japanese cinema, Chinese cinema, Korean cinema, Iranian cinema, African cinema: Nollywood, Francophone African cinema	
Experimental Cinema	Characteristics and significance of experimental films, Notable experimental filmmakers, Analysis of groundbreaking experimental films	
Digital Cinema and New Media	Influence of streaming platforms: Netflix, Amazon Prime, Disney+, Hotstar, SonyLiv, Interactive and immersive media: VR and AR in cinema	

COURSE VI

Media and Culture

This course explores the relationship between media and culture, examining how media shapes and reflects cultural norms, values, and identities. Students will analyze various media forms and their impact on society, culture, and individual behavior.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the theoretical foundations of media and culture studies.	
Course Outcome 2	To analyze the role of media in shaping cultural perceptions and social norms.	
Course Outcome 3	To explore the impact of media on identity, race, gender, and politics.	
Course Outcome 4	To develop critical thinking and analytical skills in media and cultural studies.	
Course Outcome 5	To examine contemporary issues and trends in media and culture.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media and Culture	Definition and scope of media and culture studies, Key concepts and terminology, Historical context of media and culture	Media and Cultural Studies: Keywords by Meenakshi Gigi Durham and Douglas M. Kellner Culture and Society by Raymond Williams Understanding Media: The Extensions of Man by Marshall McLuhan The Media and Modernity: A Social Theory of the Media by John B. Thompson Intercultural Communication: A Reader By Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel, Carolyn Sexton Roy, Cengage Learning, 2015 Handbook of Intercultural Communication, Edited by Helga Kotthoff, Helen Spencer-Oatey,
Theoretical Foundations	Introduction to key theories (Cultural Studies, Media Ecology, etc.), The Frankfurt School and Critical Theory, The Birmingham School and Cultural Studies	
Media Representation and Ideology	Media representation of race, gender, and class, The concept of ideology in media, Analyzing media texts	
Media and Technology	The impact of technological advancements on media, Digital culture and new media, The concept of the "Network Society"	
Popular Culture and Media	Definition and characteristics of popular culture, Media's role in shaping popular culture, Case studies in popular culture (music, film, television)	

Media and Gender	Gender representation in media, Feminist media studies and theories, Case studies on gender and media	2007 <i>Critical Studies in Media: The Indian Context</i> . Biswajit Das, Orient BlackSwan, 2013.
Media and Marginalised Communities	Race and Caste representation in media, Critical race theory and media, Case studies on race and media	
Media and Identity	The cultural context of media interpretation, Communicating identity in intercultural communication, Cross cultural communication in intimate relationships	
Contemporary Issues in Media and Culture	Current trends and challenges in media and culture, Social media and its cultural impact, Case studies on contemporary media issues, Humour across cultures, Exploring music across cultures, Ritual and style across cultures	

COURSE VII

Quantitative and Qualitative Research Approaches

This course offers a comprehensive understanding of both quantitative and qualitative research methodologies as they apply to media studies. Students will learn to design, conduct, and analyze research using both approaches, gaining insights into how each method contributes to the field of media research.

Total Credits	4	
Semester	3	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the fundamental principles of quantitative and qualitative research methods.	
Course Outcome 2	To learn how to design and conduct research studies in media.	
Course Outcome 3	To analyze and interpret data using quantitative and qualitative techniques.	
Course Outcome 4	To develop critical thinking skills for evaluating media research.	

Course Outcome 5	To apply research findings to real-world media issues and problems.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Quantitative Research	Overview of quantitative research in media studies, Key concepts and terminology, Importance and applications of quantitative research	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Wadsworth, 2010 The Essential Guide to Doing Your Research Project (3rd ed.). Sage Publications, 2017. Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Sage, 2000 "The SAGE Handbook of Qualitative Research" by Norman K. Denzin and Yvonna S. Lincoln "Qualitative Research Methods for Media Studies" by Bonnie S. Brennen "Research Methods in Media and Communication" by Arthur Asa Berger "Qualitative Inquiry and Research Design: Choosing Among Five Approaches" by John W. Creswell and Cheryl N. Poth
Introduction to Qualitative Research	Overview of qualitative research in media studies, Key concepts and terminology, Importance and applications of qualitative research	
Research Design and Hypothesis Testing	Formulating research questions and hypotheses, Types of quantitative research designs (descriptive, experimental, correlational), Concepts of validity and reliability, Types of qualitative research designs	
Data Sources and Collection Methods	Types of data in media and communication (structured vs. unstructured), Data collection methods (surveys, social media, web analytics), Ethical considerations in data collection	
Survey research	Designing questionnaires, Types of questionnaire, Measurement scales and reliability	
Content Analysis	Qualitative vs. quantitative content analysis, Case studies and practical applications, Coding and categorizing media content, Inter-coder reliability, Analyzing and interpreting qualitative content data	
Sentiment Analysis	Introduction to sentiment analysis, Natural Language Processing (NLP) basics, Tools for sentiment analysis	
In-Depth Interviews	Designing and conducting interviews, Types of interviews (structured, semi-structured, unstructured), Techniques for effective interviewing	

Discourse Analysis	Principles and types of discourse analysis, Collecting and analyzing discourse data, Applications of discourse analysis in media studies	"Quantitative Research Methods for Communication" by Jason S. Wrench, Candice Thomas-Maddox, Virginia Peck Richmond, and James C. McCroskey "Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact" by Sarah J. Tracy "Statistics for People Who (Think They) Hate Statistics" by Neil J. Salkind
Grounded Theory	Principles of grounded theory, Data collection and coding in grounded theory, Developing and validating grounded theory	
Experimental research	Types and methods of experimental research, case studies of experimental research	
Focus Groups	Planning and conducting focus groups, Moderating focus group discussions, Analyzing focus group data	
Case Study Research	Designing case studies, Data collection methods for case studies, Analyzing and reporting case study findings	
Narrative Analysis	Principles of narrative analysis, Collecting narrative data, Analyzing narratives in media studies	
Ethnography and observation studies	Principles of ethnography, Participant observation techniques, Conducting ethnographic fieldwork	
Mixed Methods Research	Combining quantitative and qualitative approaches, Types of blends, Designing mixed methods studies, Case studies of mixed methods research in media	
Introduction to Statistical Analysis	Descriptive statistics, Inferential statistics, Hypothesis testing, Measurement scales (nominal, ordinal, interval, ratio), Measures of central tendency (mean, median, mode), Measures of dispersion (range, variance, standard deviation), Graphical representation of data, Concepts of population and sample, Hypothesis testing (null and alternative hypotheses), p-values and significance levels, Parametric and Non-parametric tests, Correlation and Regression Analysis, Multivariate Analysis	
Using software for data analysis	SPSS, Excel, NVivo	

SEMESTER- IV (Course Outline)

Year (2 Yr PG) MA(CJ)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-IV	6.5	Course 1 : Political Communication (Credits 4) Course 2 : Media Criticism (Credits4) Course 3 : Data Journalism (Credits 4)	Course 1 : Storyboarding and Storytelling (Credits 4) OR Course 2 : Decolonizing Media and Communication Practices (Credits 4)	-	-	Dissert ation (6 Credits)	22	
Sem IV Credits		12	4	--	--	6	22	

COURSE I

Political Communication

This course explores the role of media in political processes, covering theoretical frameworks and practical strategies used by political actors, media professionals, and the public. Students will gain an understanding of campaign management, media influence on public opinion, the rise of digital political communication, and ethical considerations.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the theoretical foundations of political communication.	
Course Outcome 2	Analyze the media's influence on political attitudes, behavior, and democratic processes.	
Course Outcome 3	Examine the role of traditional and digital media in political campaigns and movements.	
Course Outcome 4	Develop strategies for effective political messaging.	
Course Outcome 5	Evaluate the ethical implications of media involvement in politics.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Political Communication	Defining Political Communication, Key Theories: Agenda Setting, Framing, Priming, Spiral of Silence, Political Communication in Democracies vs. Authoritarian Systems	Political Communication: Principles and Practices in Indian Context by N. Bhaskara Rao Political Communication and Indian Media by K.V. Nagaraj
Political Campaigning and Election Communication	Crafting Political Messages: Slogans, Symbols, and Narratives, Traditional vs. Digital Campaign Strategies, Political Advertising and Paid Media, Debates and Public Appearances	Indian Parliamentary Democracy and Media by Subhash C. Kashyap Media, Democracy and Political Communication in India by Anupama Saxena
Media and Public Opinion Formation	The Role of News Media in Shaping Political Perceptions, Fake News and Disinformation Campaigns, Media Bias and Ownership Patterns	Digital Politics in India by Priyanka Vaishnavi

Political Communication in the Digital Age	Social Media as a Tool for Political Mobilization, Data Analytics, AI, and Microtargeting, Hashtag Activism and Citizen Journalism	Editor Unplugged: Media, Politics, and Power by Vinod Mehta
Political Movements and Grassroots Communication	Communication in Protests and Social Movements, Civil Society and NGOs in Political Communication, Media Coverage of Social and Political Movements	Digital Media and Political Communication in India by Narendra Mohan and Harish Kumari
International Political Communication	Soft Power and Public Diplomacy, International Media and Global Politics, Media Framing in International Conflicts, Case Studies	India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press by Robin Jeffrey
Ethics and Political Communication	Ethical Issues: Misinformation, Negative Campaigning, and Media Manipulation, Privacy Concerns in Digital Political Communication, Legal Regulations: Model Code of Conduct in India	Social Media and Political Communication in India by Ruchi Jain and Ashok Kumar Is Anyone Responsible? by Shanto Iyengar Manufacturing Consent by Noam Chomsky and Edward Herman Soft Power: The Means to Success in World Politics by Joseph Nye An Introduction to Political Communication by McNair Brian

COURSE II

Media Criticism

This course aims to provide a comprehensive roadmap for a course on media criticism. It combines theoretical frameworks and practical analysis to enable students with the tools to critically evaluate media content, industries, and their impact on society. It explores the intersection of media, culture, society, and power, equipping students to evaluate the role of media in shaping public opinion, identity, and societal norms.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand key theories and frameworks of media criticism.	
Course Outcome 2	Develop analytical skills to critique various forms of media.	

Course Outcome 3	Critically evaluate media content and its societal impact.	
Course Outcome 4	Examine the relationship between media, culture, and power.	
Course Outcome 5	Develop nuanced critiques of representation, ethics, and industry practices.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Criticism	Defining media criticism: Purpose and scope. Historical development of media criticism. The importance of critical perspectives in media studies	Television in India: Satellites, Politics and Cultural Change" by Nalin Mehta The Idea of India: Media, Politics, and the Indian Imagination" by Arvind Rajagopal
Foundations of Media Criticism	Key theories: Semiotics, structuralism, and post-structuralism. Understanding media texts: Encoding/decoding (Stuart Hall). Media as cultural artifacts: Representation and ideology.	"Indian Media in a Globalized World" edited by Maya Ranganathan Caste, Communication, and Power" edited by Biswajit Das and Vishnu Raj
Media, Power, and Society	Media's role in shaping public opinion and reinforcing power structures. Theories of media and power: Marxism, Gramsci's hegemony, and the culture industry (Adorno & Horkheimer). Case Study: Media coverage of political events.	Economic and Political Weekly (EPW) -Publishes analytical articles on media and its role in Indian society. "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes
Challenges of Indian Media	Challenges such as linguistic and cultural barriers, diversity and complexity, digital media proliferation and its impact on media content, Corporate control and advertising dependency, Political influence, Media bias	"The Cultural Studies Reader" edited by Simon During "Manufacturing Consent: The Political Economy of the Mass Media" by Edward S. Herman and Noam Chomsky
Digital Media and Criticism	Analyzing social media platforms and their algorithms. The rise of influencer culture and its societal impact. Case Study: Examining TikTok's influence on cultural trends.	"Convergence Culture: Where Old and New Media Collide" by Henry Jenkins

Global Media and Cultural Criticism	Media globalization and cultural imperialism. The impact of transnational media on local cultures. Case Study: Hollywood's dominance vs. regional film industries.	Media, Culture & Society: An Introduction by Paul Hodkinson. The Medium is the Message by Marshall McLuhan and Quentin Fiore.
Contemporary Issues in Media Criticism	Current debates: AI-generated content, data privacy, and misinformation. Critiquing media's response to global crises (e.g., pandemics, conflicts). Case Study: Examining the portrayal of AI in popular media.	Stuart Hall: Critical Dialogues in Cultural Studies by David Morley and Kuan-Hsing Chen

COURSE III

Data Journalism

This course introduces students to the principles, techniques, and tools of data journalism. It emphasizes finding, interpreting, analyzing, and visualizing data to tell compelling stories. Students will learn how to identify data-driven story ideas, use data analysis tools, and maintain ethical standards in reporting.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the fundamentals of data journalism and its importance in modern media.	
Course Outcome 2	Collect, clean, and analyze datasets for journalistic stories.	
Course Outcome 3	Create impactful data visualizations and infographics.	
Course Outcome 4	Apply storytelling techniques using data insights.	
Course Outcome 5	Address legal and ethical issues in data reporting.	

Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Data Journalism	History and evolution of data journalism, Importance of data in storytelling, Case studies of impactful data journalism, How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories	Data Journalism: Tools and Techniques for Data-driven Storytelling by T N Hari & Others The Visual Journalist: Data-driven Storytelling for Media Professionals by Anirban Bandyopadhyay
Finding and Collecting Data	Public datasets, government sources, Scraping data from websites, Interviewing for data and fact verification, Common Data Formats, Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analysing Fact Sheets	The Art of Investigative Journalism in India by B. G. Verghese Infographics and Data Visualization in Media by S. M. Anwar Digital Journalism in India: Trends and Opportunities by Vasuki Belavadi
Cleaning and Preparing Data	Data cleaning techniques, Handling missing data and errors, Tools for cleaning data, Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy	Journalism and Media Ethics in the Age of Data by Kiran Thakur Behind the Numbers: Data Journalism Stories in India by Rajesh Kalra Right to Information and Data Journalism in India by Prashant Reddy
Data Visualization and Storytelling	Purpose of Data Visualization, Matching Data and Graph Types, Design and Color Basics, Map Theory, Principles of effective visual storytelling	Data Journalism Handbook by Jonathan Gray, Liliana Bounegru, Lucy Chambers Infographics and Data Visualization for Journalists by S.M. Anwar
Writing Data Stories	Reaching your Audience, Data Driven Interviews, Anatomy of a Data Story, Data-Driven Leads, Data-Driven Writing, Solution Journalism, Crafting compelling narratives from complex datasets, Ethical use of data and privacy concerns	Data Journalism: Tools and Techniques for Data-driven Storytelling by T.N. Hari The Visual Display of Quantitative Information by Edward Tufte The Art of Insight in Data Journalism by Mirko Lorenz

COURSE IV

Storyboarding and Storytelling

This syllabus is designed to provide a comprehensive understanding of the principles, techniques, and applications of storyboarding and storytelling across various mediums, including film, animation, advertising, and digital platforms. The curriculum combines theoretical knowledge with practical assignments to enhance creativity and technical skills.

Total Credits	4	
Semester	4	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	Understand the fundamentals of storytelling, including structure, characters, and themes.	
Course Outcome 2	Learn the principles and techniques of storyboarding.	
Course Outcome 3	Understand cultural contexts and audience demographics that influence storytelling approaches and narrative interpretation.	
Course Outcome 4	Enhance skills in collaborating with others, such as directors, writers, and designers, to effectively communicate and visualize story concepts.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to storytelling	What is storyboarding? Introduction, origin and overview, General drawing techniques. Introduction and basics. Using graded pencils.	"Storyboard That: A Guide to Creating Digital Storyboards" (Online resource)
Drawings Techniques	Drawings techniques according to the shooting style, framing, camera movements. Drawing techniques practice. Perspective drawing. Space, depth, form.	"The Digital Storytelling Cookbook" by David C. Bunker "Storyboarding Essentials" by David Harland Rousseau & Benjamin Reid Phillips
Implementing Drawing Technique	Implementing drawing techniques to storyboarding the sequences. Attempting realistic storyboards, Continuity. 180 degree rule, screen direction	"Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation" by Francis Glebas

Storyboarding & Cuts	Cutaways cut ins. Storyboarding for animation and special effects, Storyboarding for advertisements. Imagine the story and telling it with storyboards.	"Film Directing Shot by Shot" by Steven D. Katz "Bollywood: The Films! The Songs! The Stars!" by Satyajit Bhatkal and others
Storyboard presentation	Storyboard presentation techniques, Digital storyboarding. Requirements. Revision, remarks, suggestions over the progress of this storyboard course.	"The Art of Storyboarding: From Story to Screen" by Bhanu Awasthi "Film Craft: Storytelling" by Girish Kasaravalli "Visual Storytelling: The Art and Technique of Storyboarding" by M. R. Bhat

COURSE V

Decolonizing Media and Communication Practices

This syllabus is designed to critically examine and address colonial influences in media practices and explore pathways to create equitable, diverse, and inclusive media landscapes. It aims to empower students to challenge dominant narratives and reimagine media from decolonial perspectives. This course explores the colonial legacies embedded in Indian media systems, critically examines their impact, and reimagines media practices from decolonial perspectives. It focuses on fostering inclusive, ethical, and culturally rooted approaches to media production, representation, and education.

Total Credits	4	
Semester	4	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the historical and cultural impact of colonialism on Indian media systems.	
Course Outcome 2	Critically evaluate Indian media practices through decolonial frameworks.	
Course Outcome 3	Identify colonial influences in contemporary media and propose alternatives.	
Course Outcome 4	Explore alternative media practices that amplify marginalized voices.	
Course Outcome 5	Develop and promote inclusive, ethical, and decolonial media projects.	

Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Decolonisation in Media	Key Concepts: Colonialism, Decolonisation, Postcolonialism Historical overview of colonial influences in Indian media systems. Why decolonising Indian media matters today.	The Postcolonial Indian Media by Vibodh Parthasarathi and others. Everyone Loves a Good Drought by P. Sainath.
Historical Context: Colonial Media in India	The role of media in colonial India: Print, radio, and early films, British control over media narratives and their impact on identity, The role of print media and early films in anti-colonial movements.	Cultural Politics in Modern India by Makarand R. Paranjape. Orientalism by Edward Said The Wretched of the Earth by Frantz Fanon
Media and National Identity Post-Independence	How Indian media navigated nation-building post-1947, Persisting colonial structures in media ownership, education, and policies. The tension between cultural preservation and modernity in Indian media.	Decolonizing Methodologies by Linda Tuhiwai Smith Relevant research papers, critical essays and articles may also be used for examples.
Media and Cultural Imperialism	The role of Western media in promoting cultural hegemony, Examining the dominance of Hollywood, Eurocentric journalism, and global news networks on Indian media, Resistance to cultural imperialism in media industries. Colonial roots of stereotypes in Indian films, advertisements, and journalism, Representation of caste, gender, and regional identities in media.	
Indigenous Media and Storytelling Traditions	Traditional Indian storytelling: Oral histories, folk theatre, and classical art forms, Revival and integration of indigenous practices in contemporary media, Colonial aesthetics in film, photography, and art, Case Study: Folk traditions in regional cinema and community media, indigenous filmmakers, radio stations, and digital platforms. Challenges and opportunities in supporting indigenous media.	

Global South Media Practices	Media systems and innovations from the Global South, The role of media in anti-colonial movements. Case Study: Alternative media ecosystems in Africa, Asia, and Latin America.	
Regional Media and Linguistic Diversity	Addressing the dominance of Hindi and English in Indian media, Decolonising linguistic hierarchies: Promoting regional languages and cultures, Case Study: Regional film industries (e.g., Tamil, Malayalam, Marathi, Bengali).	
Decolonising Digital Media in India	The potential of digital platforms to democratise Indian media and to amplify marginalized voices, Challenges: Algorithmic biases, online harassment, and digital divides, Strategies for creating inclusive and ethical digital media practices, Decolonial activism through social media.	
Collaborative and Community Media	Community media as a tool for empowerment, Participatory media practices and their decolonial potential, Case Study: Grassroots media projects in marginalized communities.	
Ethics and Accountability in Indian Media	Addressing media bias, sensationalism, and misinformation. Building frameworks for ethical storytelling and decolonial reporting, Developing a code of ethics rooted in Indian cultural values and inclusivity, The role of media professionals in dismantling colonial systems, Developing a decolonial media code of ethics.	
Globalisation and Neo-Colonialism in Indian Media	The impact of globalisation and Western influence on Indian media systems, Data colonialism and its implications for India's digital economy, Resisting neo-colonial narratives through alternative media.	

Research Project

Dissertation (6 credits)

Every candidate registered for the Degree of MA (CJ) shall be required to carry out research work for the thesis under the supervision and guidance of a recognized University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Master's Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC. A research supervisor may not accept more than 15 research students in an academic year.

The research project shall be assigned within six weeks of the beginning of Semester III. Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate to a Research Committee comprising a teacher registered with the Department of Communication Journalism, a research fellow registered for the Ph.D programme of the Department of Communication and Journalism and the supervisor chosen by the candidate. The topic of research shall be approved of by the Research Committee after a formal interview. If the topic is not approved by the Research Committee, then the Research Committee shall give a topic of research to the candidate. The candidate shall then submit a fresh proposal within one week of the interview.

Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate, through the candidate's guiding teacher. The dissertation word count is about 20,000 words.

The thesis shall be the candidate's own work carried out under the guidance of her/his teacher and shall be submitted at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon the payment of fresh fees of Rs. 5000/-. Extension of the limit will be based on recommendations from the Research Supervisor and approved by the Head. Before submission of the thesis every candidate will have to undergo a continuous evaluation process.

The evaluation process for the thesis: The dissertation evaluation shall be done twice before the final viva. In both situations the candidate shall be given the right to defend the thesis in case the evaluation is 'unsatisfactory'. There are 6 credits proposed for the dissertation. Of these, 2 credits will be from the continuous evaluation process. To get these credits the candidate must not get less than four 'satisfactory' remarks. The remaining 4 credits should be earned based on evaluation of the written dissertation (2 credits) and viva voce (2 credits) conducted by an external examiner and the supervisor. To get these 6 credits the candidate must not get less than six 'satisfactory' remarks. The thesis evaluation forms and research assessment are provided in Annexure 1 and Annexure 2.

Every candidate shall submit a certificate signed by the guiding teacher under whom he/she has

worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate shall be regarded as satisfying the Research Committee for the Department of Communication and Journalism.

The thesis shall be referred for examination and report to two referees, to be appointed by the Board of Examinations and Evaluation on the recommendations of the Research Committee, one of the referees being always the guiding teacher. After the viva –voce, the recommendations of the referees have to be included in the final submission copy of the thesis. The period for the inputs to be added in the final copy is two weeks from the viva-voce.

If at the time of the viva-voce, one of the referees rejects the thesis, while the other recommends it for the degree, the Research Committee shall in consultation with the Chairperson, Ad Hoc Board in Communication and Journalism, appoint a third referee who shall conduct an additional viva-voce of the candidate. The Research Committee upon receipt of the recommendations of the third referee, shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he/she is informed about the thesis being rejected. The candidate must pay fresh examination fees. If the candidate does not submit the thesis within this period or if his/her thesis is rejected again, he/she will not be granted re-admission for the MA (CJ) course.

The student must pass with a minimum of 40% in the internal assessment / continuous evaluation and with a minimum 40% in the semester end examination separately.

The grades to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work, the performance of the candidate at the continuous evaluation and the performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed journal, the candidate shall provide a proof of the same. Only such a candidate should be considered for O level grade. A mention of the grade so awarded shall be made in the results of the examination.

A thesis that has been rejected may be resubmitted again after due revision and payment of fresh examination fees. The revised thesis must be resubmitted within two semesters after rejections.

Dissertation Evaluation Form For Members of the Research Committee

Please evaluate the dissertation's different aspects using the following scale: unsatisfactory, satisfactory, good, very good, excellent.

The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise. Extra space has been given with each evaluation to allow for a more detailed explanation of your rating, which would be much appreciated.

Evaluation:	Indication of frequency	Indication of quality
Unsatisfactory		
Satisfactory	20%	
Good	80%	Top 80%
Very Good		Top 10%
Excellent		Top 2%

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the committee considers any part of the work 'unsatisfactory'. The committee may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

1. Scientific Quality of the PhD Thesis

1a. Originality of the Research

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

1b. Scientific Quality of the (Research) Chapters

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

2. Candidate's Reflection on the Research as Proven in the Introduction and General Discussion

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

3. Quality of Written Presentation

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

4. Overall Assessment (based upon the above evaluation categories 1 – 3)

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

1. Conclusion

The undersigned considers that the candidate can defend the thesis: **yes / no**

The qualification of 'excellent' indicates that the dissertation is in the top 2% of the research in the field of expertise and may be a reason for awarding 'with distinction'. The undersigned herewith would like to have this dissertation considered for a 'with distinction' award.

yes / no

Remarks by the supervisor

Date _____

Research Assessment Form

		Unsatisfactory	Satisfactory	Good	Very good	Excellent
Method or procedure	Focus					
	Relevance					
	Coherence					
	Research					
	Reading					
Critical Analysis	Focus					
	Relevance					
	Coherence					
	Argument					
Presentation of information and/or data	Mechanics					
	Expression					
	Structure					
	Unity					
Oral Defense	Focus					
	Relevance					
	Coherence					

This evaluation will be made available to the learner and the Research Committee. The learner shall be given the opportunity to defend in writing wherever the supervisor considers any part of the work 'unsatisfactory'. The supervisor may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

Criteria for evaluation of dissertation

Focus: relevance to research problem and argument. It is crucial that the research retains a focus on the stated research problem and the proposed argument. It should develop a clear sense of core arguments; establish their relationship to the question or research problem being posed, and to sustain a focused development of the argument throughout the thesis. For every paragraph of a thesis there should be an answer to the question: So what?

Reading: thorough and critical use of a wide range of literature and theories. It is necessary to clearly provide evidence of the range of literature, care taken in selecting the texts most relevant to the thesis topic, efforts made to find sources independently, attempts made to follow up references. It must also be clear that the student has a good understanding of the literature.

Research: adequacy of research design and execution, consistency of interpretation. Examiners will scrutinize the research design, its appropriateness for the thesis, and the adequacy of its execution. They will look for evidence of an appreciation of the range of different methodologies and of how the chosen research design suits the topic, as well as its possible limitations. It is also essential that the data generated and discussed are consistent with and support the arguments and interpretations put forward.

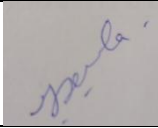
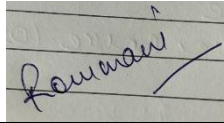
Argument: the presentation of a thesis and its reasoned defense. It is essential that a distinguished thesis takes up an independent position in relation to the relevant literature on the topic. The thesis must clearly demonstrate a depth and breadth beyond merely a literature review to establish a clear relation between the literature and the research, drawing conclusions and making connections not immediately evident in the existing literature itself. It must pursue analysis in addition to description, and the production of a line of reasoning going beyond mere reading and a descriptive account of data (where relevant). In other words, the thesis must present a coherently organized argument. The thesis must clearly identify a formulated position/s on the topic, support these with arguments, deal with arguments against as well as for it, and arrive at some sort of conclusion. This is particularly important in a thesis because by definition a thesis needs to actually have a "thesis"!

Presentation: competence in mechanics of essay writing and expression. Spelling, grammar, correct use of citations and construction of a bibliography must be impeccable. The bibliography must accurately represent all sources and reading. Material contained in tables or graphs must be clearly and adequately presented, and sources provided. The thesis must conform to the APA style for referencing, citations and bibliography. It must follow the guidelines laid down by the UGC for PhD Thesis writing. The quality of expression is also very important. The thesis must structure and organize the topic well. The thesis must have: *coherence*: successive sentences should relate to each other, as should successive sections of the essay, and the grammar should make sense, and *unity*: everything should be clearly related to thesis topic and to the propositions discussed. The thesis must be structured in an appropriate academic style, containing those sub-sections required to organize the material with suitable sub-headings to signify the progression and structure of its arguments. The contents page must correspondingly give a clear indication of the structure of the thesis.

The thesis must be more than a collection of manuscripts. All components must be integrated into a cohesive unit with a logical progression from one section/chapter to the next. In order to ensure that the thesis has continuity, connecting texts that provide logical "bridges" between different sections/chapters are recommended.

Assessment: The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise.

Team for Creation of Syllabus:

Name	Dept./College Name	Sign
Shri. Gajendra Deoda (BoS Chairperson)	Sathaye College, Mumbai	
Dr. Navita Kulkarni (BoS Member)	UPG College, Mumbai	
Daivata Patil (BoS Member)	Dept. of Communication & Journalism	
Dr. Rommani Shitak (BoS Member)	K.P.B. Hinduja College, Mumbai	

Sd/-

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

Sd/-

Sign of the
Offg. Associate Dean
Dr. C.A.Chakradeo
Faculty of
Interdisciplinary
Studies

Sd/-

Sign of the
Offg. Associate Dean
Dr. Kunal Ingle Faculty of
Interdisciplinary Studies

Sd/-

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

