



HSNC University, Mumbai

No. HSNCU/BOS-Mass Media/April/172-A of 2024

1st April 2024

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Respected Sir / Madam,

By the direction of the Hon'ble Vice-Chancellor, I am pleased to inform you that you have been nominated on the Board of Studies in **Mass Media** under the Faculty of Humanities of the HSNC University, Mumbai, for a period of five years. I am therefore to request you kindly to form yourselves into the Board of Studies in Mass Media and also request you kindly to fulfill all the duties. Your appointment shall be governed by HSNC University Notification असाधारण क्रं. ३९१, dated 30th October 2019.

I am to request you kindly to convey your acceptance and confirmation at the earliest.

Looking forward to your active participation in the deliberations at the meetings of the Board of Studies in Mass Media, as and when held.

With warm regards.

Yours faithfully,



Dr. Bhagwan Balani
Registrar (Ag)

Copy for information to :
PA to Vice-Chancellor, HSNC University, Mumbai,
Office of the Hon'ble Vice-Chancellor, HSNC University
Office of the Registrar, HSNC University, Mumbai,

Credit Structure for MACJ - PG

Sem .	50 % of Total Credit		Minor (4)	Field projects/ Community engagement (4)	Internship / Apprenticeship	Seminar / Research Project	Total
	Major (8+4)	DSE / Core Elective (4)					
I	Reporting and Editing	Introduction to Public Relations Theory and Practise	Media Economics	Development communication projects	-	-	20
	Communication Theory	Introduction to Advertising					
	Visual Communication						
II	Introduction to TV and Film Production	Entertainment and Lifestyle Journalism	-	-	Media Internship	-	20
	Introduction to Media Research	Business and Finance Journalism					
	Ethics, Constitution and Media Laws						
	32		4	-	4	-	40+4
III	Perspectives on Communication I		Social Science Research Design				
	Digital Media Communication						
	New Media Production						
IV	Media Advocacy			-	-	Dissertation	20
	Technical Writing						
	Media Criticism						
	24		4	-	-	12	40
Total	56		8		4	12	80

First year Semester -I Internal and External Assessment Details

Sr No	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks	
			Units	S L	L	P	CR	SLE	TA	CT	SEE	PE		
1	MACJ Major	Communication and Media Theory (M)	4	20 %*	4	-	4	10	20	10	60	-	100	
2	MACJ Minor	Media Economics	4	20 %*	4	-	4	10	20	10	60	-	100	
3	MACJ Major	Reporting and Editing (M)	4	20 %*	4	4	4	10	20	10	60	-	100	
4	MACJ Major	Visual Communication	4	20 %*	4	-	4	10	20	10	60	-	100	
5	MACJ	DSE 1	4	20 %*	4	-	4	10	20	10	60	-	100	
6	MACJ	Development Communication Project	-	20 %*	-	4	4	10	20	10	-	60	100	
Total Lectures/ Credit			(20+4) per week / 20				24	Total Marks						600

***One to two lectures to be taken for CONTINUOUS self -learning evaluation**

SN	Subject Type & Title	Unit	Lectures (60mins)	Total Lectures	Credit	Total Marks	
1	Communication and Media Theory	1	Introduction to Communication Theory <ul style="list-style-type: none"> Defining mass communication, history and significance Defining communication theory and models of communication; significance Communication models – Rhetorical Model, Berlo’s Model, Lasswell’s Model, Shannon and Weaver’s Model, Gerbner’s Model, Gatekeeping Model, HUB Model, Understanding Indian Media model and theory: Sadharanikaran model, Natyashashtra and Rasa Theory Communication Universe 	12			
		2	Theories of Interpersonal and Mass Communication <ul style="list-style-type: none"> Defining Interpersonal Communication, channels and significance; Theories: Symbolic Interaction Theory, Uncertainty Reduction Theory, Attitude Change, Theory, Theory of Cognitive Dissonance Theories of Mass communication: Two-step and Multi-step flow of information; Media Effect Theories – Agenda-setting theory, Cultivation theory Theories of Media Structure: Agenda Setting Theory, Priming, Framing, Four Theories of the Press, Manufacturing Consent – Noam Chomsky Media Content, Representation and Audience theories: Semiotics – signs, codes and signification; semiotic methods and applications; Stuart Hall – Representation and Circuit of Culture; Fiske - Popular Culture Audience theory and research traditions, audience formation and experience, Spiral of Silence, Hypodermic Needle Theory, Audience reception theory, Uses and Gratification theory, Social Learning Theory 	12	60	4	100 (60+40)
		3	Theories of Media and Society and New Media Theories: <ul style="list-style-type: none"> Juergen Habermas and Public sphere Media as Ideological State Apparatus Marshall McLuhan’s Medium is the Message and Global Village Theory Theories of Media Convergence and MediaScape, Six Degrees of Separation 	12			

		4	<p>Television Studies</p> <ul style="list-style-type: none"> • What is Television Studies? Why Study Television? The language of television (overview) • Television and Society with special reference to India • Who is the author of television content? Realism, ideology and television <p>Rethinking the Culture Industr(ies)</p>	12			
		5	<p>Films Studies:</p> <ul style="list-style-type: none"> • What is cinema, why theorise cinema, the subject and the method of theorizing cinema; structuralism, semiotics and deconstruction • Mise-en-scene – within the image, camera movement, cinematography Editing and sound • Representation and reality; Realist film theory – Siegfried Kracauer • The formative tradition – Hugo Munsterberg <p>Who is the author of cinema? Auteur theory, the role of the producer</p>	12			
2	Media Economics	1	<p>Definition of media economics</p> <ul style="list-style-type: none"> • Micro-economics and Macroeconomics, the firm in economic theory, competitive market • structures, Market Structure and behavior • Key economic characteristics of the media • Economies of scale, its scope and changing technology 	12			
		2	<p>Trends in Media Economics</p> <ul style="list-style-type: none"> • Convergence, what are multi-media platforms, the vertical supply chain • Changing market structures and boundaries, digital convergence • Technological change, innovation, creative destruction, multi-platform 	12			
		3	<p>Digitization and Media Economics</p> <ul style="list-style-type: none"> • Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth, • Mass to niche, user empowerment, segmentation and branding, audience flow management, public service content provision 	12	60	4	100 (60+40)

		4	<p>The economics of print, film, television and Radio</p> <ul style="list-style-type: none"> ● Overview of Print newspapers advertisements – revenue model ● Industry size and growth rate for satellite broadcasting in India ● Concepts of Reach, viewership, TRPs and their impact on advertising revenue ● Content acquisition and production models of various channels ● Indian and global film industry: Market size, growth rate, trends, cost and revenue generation, international studio model and its adaptation in India ● Revenue model of various content delivery platforms 	12			
		5	<p>Economics of Media Networks</p> <ul style="list-style-type: none"> ● Broadcasting networks, online content distribution, social networks and microblogging, internet advertising ● Advertising as barrier to market entry, globalizing of content, advertising industry, internet advertising, advertising as barrier to market entry; ● Media economics and public policy 	12			
3	MACJ 103 Reporting and Editing	1	<p>Anatomy of a newspaper</p> <ul style="list-style-type: none"> ● How to read a newspaper, how to follow news, news values ● Components of a news story, the lead, the story structure, what are features, long stories, series. ● Multimodal and multivalent narrative structures, newspaper as a pedagogical and an andragogical tool 	12	48	6	100 (60+40)
		2	<p>Covering news I</p> <ul style="list-style-type: none"> ● The reporter on the job, what makes news ● Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources ● Reporting accidents and disasters ● Reporting on the courts 	12			
		3	<p>Covering News II</p> <ul style="list-style-type: none"> ● Writing a crime story, Writing news releases, writing obituaries ● Writing sports and business stories ● Investigative journalism, principles and practices ● Interviewing principles and practices, 	3			

			speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes				
		4	Reporting for Television and Digital <ul style="list-style-type: none"> ● Reporting and writing for Television- What makes news on TV, Difference between TV News and Print News Gathering, how do you get the best possible shots & audio for your news story ● Reporting and writing for Digital Media ● Translating for the mass news media ● Writing Headlines 	3			

		5	Structure of a newsroom <ul style="list-style-type: none"> ● Newsroom, Organisational setup of newspaper and a news channel, Editorial Department, Role of a sub-editor ● Modern news editing, layout and design ● Style books, grammar, syntax of news ● News agency writing 				
4	MACJ 104 Visual Communi cation	1	Visual Understanding and Need of Visual Communication <ul style="list-style-type: none"> ● Visual Understanding, Visual Thinking, Need of Visual Communication, ● Principles of Visual Perception, Visual aesthetics, ● The physiology and psychology of vision 	12	60	4	100 (60+40)
		2	Fundamentals of Design <ul style="list-style-type: none"> ● Fundamentals of Design, Colour Science, Colour theory, Centrality of Design ● Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc., perspectives in drawing, Various stages of design process ● Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. 	12			
		3	Working with Images <ul style="list-style-type: none"> ● Working with Images, photographs as mediated reality, storytelling through images, photojournalism, ● Photo-features, Photo – essays, images in advertising, ● Software needed to work with images, raster and vector graphics, Basic image editing with Adobe Photoshop 	12			
		4	Graphic Designing and Storyboarding <ul style="list-style-type: none"> ● Elements of graphic Designing, using design elements and principles to create meaning, 	12			

			<ul style="list-style-type: none"> • Basic desktop publishing, typography, introduction to Adobe Illustrator, Logo and layout designing, • Introduction to Storyboarding, Applications of storyboarding, General drawing techniques for storyboard 				
		5	<p>Emerging trends in Visual Communication</p> <ul style="list-style-type: none"> • Emerging trends in Visual Communication, Visual communication in the social media age, internet memes- creation and use, emojis, gifs, case studies • Fundamentals of Animation and VFX, Basics of VFX, Rotoscopy, Compositing, Understanding usage of layers and masks, Working with various blend modes, VFX pipeline, Basics of Motion Graphics, kinematics, colour grading, keyframing, VFX showreel 	12			
5A	MACJ DSE Public Relations and Corp Comm	1	<p>Evolution and Role of PR in Various Sectors</p> <ul style="list-style-type: none"> • Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution • Tracing Growth of Public Relations in India, advantages and disadvantages of Public Relations, Role of finance in PR, Role of PR in Business, Government, Politics, NGOs and Industry • Public Relations of the Government of India, PRB, Case Studies 	12	60	4	100 (40+60)
		2	<p>Theories and Tools of PR</p> <ul style="list-style-type: none"> • Grunig and Hunt's 4 models of Public Relations, Situational theory • Concepts of Public Relations – Press, Publicity , Propaganda, Persuasion, Lobbying and Advocacy, Pseudo-Events • Tools of PR- Press conference, Press release, Media Dockets, Advertorials, Sponsorship • Difference between Advertising, Marketing and Public Relations 	12			
		3	<p>Emerging Trends in PR</p> <ul style="list-style-type: none"> • Use of Digital media for PR, Website, Online press release, Article marketing, Online newsletters, Blogs, Webcasts • Role of influencer marketing, Identifying brand threats, Viral marketing, • Social media for PR, Interactivity in PR using social media, Case Studies 	12			
		4	<p>Introduction to Corporate Communication</p> <ul style="list-style-type: none"> • Need and Scope of Corporate Communication, Corporate Image creation- sustainability and restoration, • Corporate Reputation Management, Internal and 	12			

			<p>External Communication,</p> <ul style="list-style-type: none"> ● Corporate social responsibility, Evaluation of Corporate Communication, Concept of communication Audit 				
		5	<p>Crisis Communication</p> <ul style="list-style-type: none"> ● Effective crisis communications, Proactive Crisis Communications, Crisis Action Teams ● Impact of Crisis on businesses, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies ● Ethics of Public Relations 	12			
5B	MACJ DSE 2 Introduction to Advertising and Brand Management	1	<p>Advertising: Definition and overview</p> <ul style="list-style-type: none"> ● Advertising Theories, Appeals, Message Strategies, Executional Framework, Types of Advertising ● Understanding the need gap fulfilled by a brand/product, understanding the requirement for the brand/ product, ● Case studies of successful ads/brands in offline and online spaces 	12			
		2	<p>The Structure of an Ad Agency:</p> <ul style="list-style-type: none"> ● Types of Agencies ● Departments in an Agency, Functions and Services, Relations between Client-Agency-Media-Consumer 	12			
		3	<p>Defining the target audience:</p> <ul style="list-style-type: none"> ● Audience profiling, Demographics and psychographics, conducting observation studies, Research, Market visits, Understanding the audiences in the digital space: first party data and privacy 	12	60	4	100 (40+60)
		4	<p>Brand: Definition and Concept</p> <ul style="list-style-type: none"> ● Brand vs Product , Why do brand matters? Branding challenges and opportunity Strategic Brand management process, ● CBBE model, Four steps of brand building (Blocks, Salience, performance, Imagery, judgment , feelings and resonance) ● Brand positioning and its Basics, Point of Parity, Point of Difference ● IMC Overview, Marketing Mix 	12			
		5	<p>Brand Management</p> <ul style="list-style-type: none"> ● Selecting brand elements- Criteria and options and tactics of brand element, Product strategy, pricing strategy and channel strategy ● Criteria, options and tactics of brand element, ● Product strategy, pricing strategy and channel strategy Role of multiple communication Criteria of IMC programs, Using IMC choice criteria, ● Creating new branding association, Co- branding, Licensing, Celebrity endorsement ,Sports 	12			

			,Cultural or other events				
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First year Semester -II Internal and External Assessment Detail Scheme

SN .	Type of Subject	Subject Title	Lectures Per Week (Lecture of 45 min)				Credit	Seasonal Evaluation Scheme					Total Marks
			Units	SL	L	P		SLE	CT	TA	SEE	PE	
1	Major	Introduction to Television and Film Production	5	20%*	4	-	4	10	10	20	60	-	100
2	Major	Introduction to Media Research	5	20%*	4	-	4	10	10	20	60	-	100
3	Major	Ethics, Constitution and Media Laws	5	20%*	4	-	4	10	10	20	60	-	100
4	DSE 1 Major	Entertainment and Lifestyle Journalism Or Business and Finance Journalism	5	20%*	4	-	4	10	10	20	60	-	100
5	Internship/Apprenticeship	Media Internship	-	-	-	-	4					-	100

***One to two lectures to be taken for CONTINUOUS self -learning evaluation**

#	Subject Code & Title		Subject Unit Title	Lectures	Total Lectures	Credits	Total Marks
12	Introduction to Television and Film Production	1	<ul style="list-style-type: none"> • The language of television, connotations and codes, narrative structures, narrative functions with special reference to India • Elements of Programming - 24 hours schedule, time slots, weekday and weekend programming, national and regional level programming. • Content – Fiction, Non-Fiction. Storytelling, narrative styles, character journey, original formats vs acquired formats • Introduction to Production – Production house and the processes • Miscellaneous – Anchors, VOs • The Production: - Three stages of production – Pre, Shoot and Post. Develop production management, operating and creative skills for fiction -Story & Script , Multiple Tracks, - Monitoring, Crewing, Casting , Sets & Outdoors, Scheduling & Budgeting , Unions - Rates, Rules & Regulation 	12	60	4	(60+40) 100
		2	<ul style="list-style-type: none"> • Overview of TV Documentaries, Types of Documentaries, Funding for documentaries, Business of documentary films • Documentary Production and Processes: Pre-Production (research, sourcing case studies / stories, finding locations for production), budgeting & scheduling, Planning contingencies, Risk assessment & management and Crewing. • Production for picture and sound (sync and ambience). Post-production (budgeting, scheduling and execution) 	12			
		3	<p>Film Production</p> <ul style="list-style-type: none"> • Ideation, Research & development, Concept & Treatment note, Story, Screenplay and Dialogues Importance of script in the business arena today • Based on script, planning the cast and crew, Location, Recce; and the design of the film Scheduling & Budgeting, • Script Breakdowns, Planning the film production Process of seeking permissions for shoots, creating a pitch document and bible for the project 	12			

		4	<p>Organizing the production:</p> <ul style="list-style-type: none"> • The various departments of Camera, Sound and Art, Talent — Direction & Management, Budgeting • Day to day shoot planning, cross checks, Proper recording, Production planning with social distancing and crew restrictions 	12			
		5	<p>Edits</p> <ul style="list-style-type: none"> • Picture & Sound, Processing, Mixing & Special Effects, DI and the Final Negative, different formats for film exhibition, • Digital Nonlinear editing tools, AI based editing tools, New software for film editing, off line and online film editing 	12			
2	Introduction to Media Research	1	<ul style="list-style-type: none"> • Scientific approach to the study of media effects, Ways of knowing, the nature of science, what is theory • Concepts and steps in research • Types of Research Design in Mass Media – content analysis, narrative analysis, audience research, semiotics, ethnography • Concepts, constructs and operationalization of constructs • Literature review and research gap • Sources of Data – Primary and Secondary Data, Triangulation • Tools of Data Collection • Sampling and data processing 	12	60	4	(60+40) 100
		2	<ul style="list-style-type: none"> • Brief history of media effects research, types of media effects, analyzing media content, search for causal relationships • Propaganda and publicity with reference to the World Wars, effects of media violence, sexual content in the media, media that stir emotions; • Effects of news and political content, impact of new media technologies • Effects of media stereotypes, influence of Marshall McLuhan, persuasive effects of media 	12			
		3	<p>Statistics in Media Research:</p> <ul style="list-style-type: none"> • Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables. • Scope and limitations of statistics, • Parametric and non-parametric tests, descriptive and inferential statistics • Mean, median, mode, variance, standard deviation, covariance, correlation and regression, Type I error and Type II error • Graphs and diagrams- How to read data 	12			

		4	<ul style="list-style-type: none"> ● Communication and Media research in India ● Research Methods in Print Media ● Research Methods in Advertising and Public Relations ● Research Methods in Television and Films 	12			
		5	<ul style="list-style-type: none"> ● Research writing ● Framing a research proposal ● Critiquing any one theory of communication/media ● Ethics of research ● Research skills and techniques for journalists 	12			
3	Ethics, Constitution and Media Laws	1	<ul style="list-style-type: none"> ● Ethics history and definition ● What are ethics, types of ethics, ● Euro-American ethics, ethics in other parts of the world, historical influences ● Ethics in India – principles and practice ● What the religions of the world say about ethics, what is the nature of truth 	12	60	4	100 (60+40)
		2	<ul style="list-style-type: none"> ● Ethics in the Constitution of India ● Democracy, liberty, freedom, secularism, socialism, federalism, sovereignty, equality ● Fundamental Rights, Duties and Obligations 	12			
		3	<ul style="list-style-type: none"> ● Laws regulating the mass communication and media in India ● India's criminal justice system ● Crime, punishment, reform, and the IPC ● Intellectual property rights and copyright in India 	12			
		4	<ul style="list-style-type: none"> ● Global journalism ethics ● Journalism ethics in India ● Social responsibility of the media 	12			
		5	<ul style="list-style-type: none"> ● Ethics of Public Relations ● Ethics of Advertising 	12			
4A	DSE Entertainment and Lifestyle Journalism		<ul style="list-style-type: none"> ● Elements of Critical Writing and Feature Writing ● Writing about Television, Films, and OTT content ● Art of Music Reviews ● Creating Celebrity Profiles, art of interviewing; Event-based reporting ● Navigating the world of Entertainment for information; Ethics of entertainment reporting 	60	4		100 (60+40)

4B	Business and Finance Journalism	<ul style="list-style-type: none"> ● The Business/Finance Beat in Journalism; Basics of Business and Finance – public vs private company, Key business and finance terms (overview) ● Accessing company information – websites, brochures, media docket, financial statements, exchange filings, company events, executive interviews ● IPO, M&A news ● News related to Bankruptcy and Litigation, Global Trade and Economy ● Ethics of Business and Finance reporting 	60	4		100 (60+40)
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