



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,



HSNC University Mumbai

(2024-2025)

Ordinances and Regulations

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Humanities

For the Course

Master of Arts in Communication and Journalism (MACJ)

With effect from the Academic Year

2024-25

Semester III and IV

Preamble

The Mass Media Department at KC College of the HSNC Cluster University has four integrated programs that have been designed to cater to students who wish to pursue a career in different media both at the undergraduate & Postgraduate levels. Students will be trained in several disciplines as they progress in the different programs.

The MACJ program is relevant in today's academic sphere as it keeps pace with the evolving media landscape. The traditional media has changed both in presentation & content. It has become more personalized and accessible. More and more people are now connected and are continuously accessing information, exchanging communication & entertainment. The advent of digital platforms and social media has revolutionized traditional journalism practices, disrupted the television industry, and changed the way people watch movies. Understanding these changes is essential for aspiring journalists and communication professionals.

The program is divided into two semesters: Semester I has introduction papers on various aspects of media business, advertising, design and communication theories. Semesters II, III and IV introduce students to integrated marketing communication, media research methods and questions of ethics in media production and consumption.

The program encourages and facilitates the students to use online components launched by the University Grants Commission (UGC) along with MHRD. Students can learn some topics using e-content as resource material in a Flipped Classroom model by watching video lectures/documentaries.

The program was designed in a deliberative manner, with inputs from the members of the **Board of Studies**. The BoS comprised academic experts and industry professionals, some of whom were also alumni of the university. There were face-to-face meetings as well as deliberations through emails and virtual platforms. The general electives were drafted in accordance with the suggestions made by industry professionals to make the students industry ready.

Programme Objectives

With that aim in mind, the program enables the students to:

1. Develop an understanding of global political, social, Environmental and corporate issues
2. Foster skills to represent various social issues sensitively, cognitively & compassionately
3. Build a foundation in the practice of writing & be proficient in writing in different media
4. Learn and apply nuances of filmmaking across platforms & develop proficiency in the same
5. Conceptualize, design, and produce content aesthetically
6. Acquire the knowledge, skills, and values that prepare them for future careers

MACJ Part I and Part II structure

Sem	50 % of Total Credit		Minor (4)	Field projects/C ommunity engagemen t (4)	Interns hip/ Appren ticeship	Seminar / Research Project	To tal
	Major (8+4)	DSE / Core Elective (4)					
I	Reporting and Editing	Introduction to Public Relations Theory and Practise	Introductio n to Media Research		-	-	20
	Communication Theory	Introduction to Advertising					
	Visual Communication						
II	Introduction to TV and Film Production	Entertainment and Lifestyle Journalism	-	-	Media Interns hip/	-	20 +4
	Media Economics	Business and Finance Journalism					
	Ethics, Constitution and Media Laws						
	32		4	-	4	-	40 +4
III	Perspectives on Communication		Media Research and Analytics			1. Book Prese ntatio n 2. Resea rch Propo sal	
	Digital Media Communication						
	Multimedia Production						
IV	Media Advocacy			-	-	Dissertation / Documentary / News Magazine(8)	20
	Writing for the Media						
	Media Criticism						
	24		4	-	-	12	40
Tota l	56		8		4	12	80

Part 2 - The Scheme of Teaching and Examination

Semester – III

Second-year Semester -III Internal and External Assessment Details

S N.	Type of subject	Subject Title	Lectures Per Week (Lecture of 60 min)				Credit	Seasonal Evaluation Scheme					Total Marks
			Units	SL	L	P		SLE	CT	TA	SEE	PE	
1	Major 1	Perspectives on Communication	5	20%*	4	-	4	10	10	20	60	-	100
2	Major 2	Digital Media Communication	5	20%*	4	-	4	10	10	20	60	-	100
3	Major 3	Multimedia Production	5	20%*	4	-	4	10	10	20	60	-	100
4	Minor	Media Research and Analytical Skills	5	20%*	4	-	4	10	10	20	60	-	100
5	Seminar	Research Seminar	-	-	-	-	4					-	100

Semester III

Course Title: Perspectives on Communication

Course Objectives:

- To understand the theories and their development through the years
- To analyse varied communication practices
- To have a nuanced understanding of cultural differences and their impact on communication
- Critically evaluate media messages, discerning between facts and opinions

Learning Outcomes

At the end of the semester, the students are able to:

- Demonstrate an understanding of various theories and their development
- Demonstrate critical thinking abilities by analyzing and evaluating communication practices from various perspectives
- Apply their nuanced understanding of cultural differences and their impact on communication
- Critically design media messages for a large audience

Sr. No	Course Code	Title	Credits	Hours
1		Perspectives on Communication	4	60

Module 1 - Religion and Communication

Defining religion, various approaches to religion-Marx, Weber, Simmer, the concept of 'text' in religions, Communication in religious practices- Hindu, Islam, Christian, Sikh, Buddhist, Formation of religious comodule and role of media

Module 2 – Culture, Power and Communication

Culture studies – ideology, class structures, ethnicity, national formation; Role of communication in culture, Ethnocentrism, bias, stereotyping, culture shock, assimilation, cultural relativism, Verbal and nonverbal communication as related to culture, Cross-cultural, intercultural challenges in work and personal relationships, media ecologies.

Module 3 – Political Communication

Introduction to Political Communications., Political communication paradigm, Communication and civic engagement, Political Communication Theory, Transmission Of Political Information Within Social Networks, the effect of mass media on political attitudes, Public Opinion and Public Policy, Political Polarization

Module 4 – International Relations and Communication

Introduction to international relations and international communication, International Information flow, New World Information and Communication Order, Theorizing international communications, International Media organizations, Conflict and politics,

Dialogue and creative peacebuilding in political conflicts, Non-political conflict communication

Module 5 – Disability Communication

Defining and understanding disability, Language and Imagery in addressing disability issues in reporting, concept of Disability Communication, Education of persons with disabilities and the role of media, media for accessible communication, Creation of Accessible media content on multiple platforms, Concept of Universal design, responsibility of media towards persons with disabilities

Self-Learning topics (Module wise)	
Module	Topics
1	Ideology & class structure

Online Resources	
1	To be informed as an when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Rethinking Media, Religion, and Culture, edited by Stewart M. Hoover, Knut Lundby, Sage, 1997
2	Media, Religion and Culture: An Introduction, By Jeffrey H. Mahan, Routledge, 2014
3	Accessibility of Websites of Organisations working for perons with disabilities - Laplambert Publication
4	Mowlana, H. (1986) Global information and world communication: New frontiers in international relations, New York: Longman
5	Huckfeldt, Robert and John Sprague. 1995. Citizens, Politics, and Social Communication: Information and Influence in an Election Campaign. Cambridge: Cambridge University Press.
6	Norris, Pippa. 2000. A Virtuous Circle: Political Communications in Postindustrialist Societies. Cambridge, UK: Cambridge University Press.

Course Title: Digital Media Production

Course Objectives

- To understand the central concepts of digital media technologies.
- To explore the impact of digital media on traditional means of communication.
- To critically assess and synthesise digital media theories and approaches.
- To study tools and techniques required for digital communication
- To explore facets of digital marketing

Learning Outcomes

At the end of the semester, the students are able to:

- Demonstrate an understanding of digital media production technologies
- Create and edit digital media content
- Strategize plans for the digital medium
- Strategize content to engage content for target audiences

Sr. No	Course Code	Title	Credits	Hours
2		Digital Media Production	4	60

Module 1 - Introduction to Online Communication & Internet

Development of Internet and online communication – web 1.0, web 2.0, web 3.0, hypertextuality, Interactivity, Crowdsourcing, RSS, Metrics, Analytics, Networking, SEO, Ad-Words

Module 2 - Introduction to Digital Media & Social Networking

Characteristics of Digital Media, Impact of New/Digital Media on Old/Traditional Media, Media Convergence, digital identity, User Generated Communication, Facebook, Instagram, YouTube, Participatory Culture and Social Media, New/Digital media & Public sphere, Information Society and E-governance

Creating content for social media

Module 3 - Web Journalism s

Characteristics of Online Journalism, Citizen Journalism, Content and Data Journalism, Newsroom for online journalism, Non-linear storytelling, Readable video, mobile-friendly story presentation, Journalism as a conversation – Audience development, Feedback, Opinion polls, Combating Sensationalisation and Fake news.

Module 4- Storytelling and media

Changing roles of storytellers for news, businesses and non-profit organizations, Creation of Content for digital audiences, digital storytelling ideas, production, and analysis, Creating impactful stories, online trends and viral content, Tools for digital storytelling, Introduction to Podcasting

Module 5 - New Marketing Era

Digital Marketing Tools, SEO, SMO, Lead Generation, revenue models on digital media, marketing automation, multimedia tools, marketing campaign development, and working on digital assets, Introduction to Emerging technologies like Artificial Intelligence and Augmented Reality

Self-Learning topics (Module wise)	
Module	Topics
1	Characteristics of Online Journalism

Online Resources	
1	To be informed as an when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Multimedia Storytelling for Digital Communicators in a Multiplatform World Seth Gitner
2	Briggs, Mark. (2016). <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing</i> (3rd ed.).
3	Ryan, D. (2014) <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> , Kogan Page Limited.
4	Martin Lister, <i>New Media: A Critical introduction</i> , Routledge, 2009

Course Title: Multimedia Production

Course Objectives

- To understand the various formats of storytelling of multimedia content
- To explore the intricacies of creating still and moving images.
- To understand the concepts behind the use of sound in multimedia.
- To learn basic skills and software required for various multimedia formats.
- To have an in-depth understanding of processes and people involved in any kind of multimedia production.

Learning Outcomes

At the end of the semester, the students are able to:

- Conceptualize and create various formats of multimedia content
- Integrate different media elements to create cohesive and engaging multimedia projects
- Demonstrate knowledge of principles and concepts of production, including pre-production planning, production techniques, and post-production processes.
- Strategize plans to engage target audiences through their productions.

Sr. No	Course Code	Title	Credits	Hours
3		Multimedia Production	4	60

Module 1 - Stories - Short and long format

History of multimedia art forms. The concept of storytelling. Basics of scripting and screenplay for various formats - ads, shorts, features, series, corporate films and documentaries. The process of development of ideas into the final project. Pitching. PPM deck and negotiations. Storyboarding.

Module 2 - Images - Still and Moving

Basics of light, photography and general concepts of visual aesthetics. Basic understanding of how moving images work, various formats, history and evolution. The visual grammar of moving images. Shots and scenes. Lenses and shot design. Blocking and staging.

Module 3 - Sound - Recording and Mixing

Basics of sound - analogue and digital. Importance of sound in various formats of multimedia. Recording sound for various fiction and non-fiction formats. Various audio file formats and their uses. Concepts of foley, sound design and background music. Copyrights and royalties.

Module 4 - Production and post-production

People involved in production for various formats - ads, short films, feature films, series and non-fiction formats. Their roles and responsibilities. The workflow and timelines. Project lifecycle. Basics of post-production for various multimedia formats - their differences and significance of each step. Final delivery.

Module 5 - Packaging and design

Basics of photo editing - Lightroom and Photoshop. Concepts of video editing - story and pace for various formats. Basics of Adobe Premiere. General design principles and guidelines for various mediums. Working with Adobe Illustrator.

Self-Learning topics (Module wise)	
Module	Topics
1	General concepts of visual aesthetics

Online Resources	
1	To be informed as an when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Tay Vaughan, "Multimedia: Making it work" 7th edition, Tata McGraw-Hill, 2008
2	Introduction to Media Production, Fourth Edition - The Path to Digital Media Production - By Gorham Kindem and Robert B. Musburger, PhD
3	Multimedia Production, Planning and Delivery - John Villamil-Casanova, Louis Molina
4	Ze-Nian Li and Mark S. Drew, "Fundamentals of Multimedia" (Low Price Edition), Pearson Education, 2004

Course Title: Media Research Design and Analytical Skills

Course Objectives

- To understand various types of research methods for research design.
- To study the tools and techniques of research in media and communication
- To learn how to go about a research proposal and research papers

- To study data collection and analysis with tools like surveys, interviews, content analysis and coding
- To understand how to use media research using analytical tools and software

Learning Outcomes

At the end of the semester, the students are able to:

- Use various methodologies and methods in their research design
- Use the tools and techniques for their own research in media and communication
- Design and plan research proposals and research papers
- Demonstrate the use of various tools like surveys, interviews, content analysis and coding
- Analyse and interpret media research using analytical tools and software

Sr. No	Course Code	Title	Credits	Hours
4		Media Research Design and Analytical Skills	4	60

Module 1 – Research Approach

Research paradigms in social sciences, theorizing a research, inductive and deductive approach, research models

Module 2 – Review of Literature

Meaning and need of Review of Literature (RoL), methods of carrying out RoL, Writing RoL

Module 3 – Methodology and Methods in Research

Pre-tests and pilot studies, Tools for qualitative research, tools for quantitative research, questionnaire design, content analysis parameters, in-depth interview techniques, ethics in research methods, Ethnography and observation studies, and survey techniques.

Module 4 – Data Analysis Tools

Data Analysis in research, Software used for quantitative data analysis- Microsoft Excel, SPSS, Elan, etc., analysing qualitative research data.

Module 5 – Writing Research

Research Writing- Styles and Techniques, research proposal, research report, abstract, dissertation writing.

Self-Learning topics (Module wise)	
Module	Topics
1	Inductive and deductive approach

Online Resources	
1	To be informed as an when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Wadsworth, 2010
2	Media Research Techniques, Arthur Asa Berger, Sage, 1998
3	Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Sage, 2000

Course Title: Seminar/ Project/ (4 Credits)

Course Objectives

- To develop critical thinking skills by evaluating the content, themes, and messages conveyed in the book presentations.
- To learn nuanced approaches to research methodology
- To learn how to identify, question, address questions and formulate feedback
- To learn to present their research.

Learning Outcomes

At the end of the semester, the students are able to:

- Demonstrate critical thinking skills by analysing and evaluating research questions, literature reviews, and methodologies presented in their own and peers' research proposals
- Demonstrate their ability to identify research questions, formulate hypotheses, and design a research methodology.
- Showcase problem-solving skills by addressing questions, challenges, or feedback during the presentation, demonstrating adaptability and flexibility in responding to unexpected situations.
- Self-reflect on their presentation skills and research proposal content, identifying areas for improvement and developing strategies for enhancing their future presentations and research projects.

Sr. No	Course Code	Title	Credits	Hours
5		Seminar	4	60

Brief for Book presentation: (2 credits)

Each student will have to Identify one seminal work from communication and media studies that has had a significant impact on the field, shaping theories, methodologies, or perspectives. The book has to be approved by their mentor. The student will have to present

work in front of the class, followed by questions and discussions. Each student will have to choose between 3 to 6 books. 3 being the minimum and 6 being the maximum.

Brief for Seminar: (2 credits)

Each student will choose a topic for a research presentation. This topic will have to be vetted by the mentors assigned to them at the start of the semester. The student will have to make a presentation and submit a research proposal of the same (5000 words). The presentations will happen in the form of a seminar where all students will present and discussions will ensue after each presentation.

Semester – IV

Second-year Semester -IV Internal and External Assessment Details

S N.	Type of subject	Subject Title	Lectures Per Week (Lecture of 60 min)				Credit	Seasonal Evaluation Scheme					Total Marks
			Units	SL	L	P		SLE	CT	TA	SEE	PE	
1	Major 1	Media advocacy	5	20%*	4	-	4	10	10	20	60	-	100
2	Major 2	Writing for the media	5	20%*	4	-	4	10	10	20	60	-	100
3	Major 3	Media Criticism	5	20% *	4	-	4	10	10	20	60	-	100
4	Seminar/Research Work	Dissertation/ Documentary/New s Magazine		20% *	4	-	8				100	-	100

Semester IV

Course Title: Media Advocacy

Course Objectives:

- To understand the concept and need for media advocacy.
- To learn various the influences behind the advocacy communication campaign
- To understand the shifts and evolution in media advocacy over time
- To understand how various communities can be engaged to enhance policies.

Learning Outcomes

At the end of the semester, the students are able to:

- Gain an understanding of principles and strategies used in media advocacy
- Evaluate the influence of media on public opinion, policy-making and societal change
- Identify the key stakeholders, influencers and channels relevant to specific media advocacy campaigns and issues
- Develop and present strategic communication plans for media advocacy campaigns

Sr. No	Course Code	Title	Credits	Hours
6		Media Advocacy	4	60

Module 1 - Introduction to Advocacy and Social Movements

Civic Engagement and Social Justice, Deliberative democracy

Introduction to Media Advocacy

Module 2 - Theories of Media & Advocacy

Community Organization Theories and Models

The Random Diffusion Model of Mass Public Opinion. The Receive-Accept-sample model of public opinion, Five Models of Representations and community organisation theories and models

Module 3 - Media advocacy and political communication

Interest Groups and Democratic Representation, Narrative Power Analysis and Deliberative Democracy

Media-led campaigns in the World and India.

Module 4 – Media advocacy and climate change

Eco-centric and anthropocentric approaches.

News, Framing, and Environmental Coverage, Global Environmental Activism and the Documentary Image-event

Media Advocacy and Health- Perceiving Communities through a Public Health Lens, Understanding Health and Social Advocacy

Module 5 - Media advocacy and outreach

Research and needs assessment, Setting goals and objectives and Developing strategies and tactics, Building relationships with media professionals, Crafting press releases and media kits and Organizing press conferences and media events, Advocacy as CSR

Self-Learning topics (Module wise)	
Module	Topics
1	Basics of Civic Engagement

Online Resources	
1	To be informed as an when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Advocacy: A Practical Guide by Peter Lyons
2	Media Politics: A Citizens Guide by Shanto Iyengar
3	Media Advocacy and Public Health: Power for Prevention edt by Lawrence Wallack, Lori Dorfman, David Jernigan and Makani Themba-Nixon
4	Tufekci, Zeynep, Twitter and Teargas: The Powerful and Fragility of Networked Protest,
5	Reinsborough, Patrick and Canning, Doyle Re:Imagining Change: How to Use Story-based Strategy too win campaigns, build movements and change the world

Course Title: Writing for the Media

Course Objectives

- To understand various fundamentals of writing for the media
- To understand the various nuances of writing for different mediums
- To learn how stories can be evolved through different mediums.
- To stay updated with evolving trends in writing

Learning Outcomes

At the end of the semester, the students are able to:

- Demonstrate proficiency in media writing styles
- Apply and integrate skills to write for various mediums
- Develop a professional writing portfolio.
- Revise and edit written work professionally

Sr. No	Course Code	Title	Credits	Hours
7		Writing for the Media	4	60

Module 1 – Grammar and Style

The Mass Media Audience and the Writer, who is the media audience, Types of writing
Writing for different media

Writing that is Clear, Concise, and Complete - Syntax and grammar, Joining sentences together, graphs and paragraphs, Differences between essays and media pieces.

Appealing to the senses, Storytelling

MODULE 2 – Film writing

From story to a script- Fundamentals of Film Scripting & Screenplay.

MODULE 3 - Writing for Digital Media

Web Writing – Technical Writing – Blogging

Digital Correspondence Digital Editing – Assignments in Technical Writing web writing
Blogging/ SEO

Multimedia Journalism – Long-form Journalism, Etiquettes of new/digital media writing

MODULE 4 - Promotional Literature

Copywriting for leaflets, Pamphlets, Brochures

Classifieds – Text Captions Logo- storyboard etc

Content Writing for E-commerce Sites - Effective Content Writing for E-commerce Sites,
Product description that sells

MODULE 5 – Report Writing

Technical Report Writing

Writing reports – compiling, and collating information.

Objectives, Format, Writing and Using Visual Data

Self-Learning topics (Module wise)	
Module	Topics
1	To be discussed by the respective professor in the beginning of the semester

Online Resources	
1	To be informed as an when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Wardrip-Fruin, P. H. (2009). Third Person: Authoring and Exploring Vast Narratives. MIT Press.

2	Prose, F. (2006). <i>READING Like a WRITER</i> . Harper Collins
3	Field, S. (2005). <i>Screenplay: The Foundations of Screenplay</i> .
4	Delta Sandler, E. (2008). <i>The TV Writer's Handbook: A Creative Approach to Television Scripts</i> . Random House.
5	<i>Writing for Media</i> by Usha Raman (2012)
6	<i>Writing for Digital Media</i> by Cara Miller (2024)

Course Title: Media Criticism

Course Objectives:

- To understand the relevance of Media Criticism in Contemporary Journalism
- To understand Media Criticism concerning Audience Gratification, Business Gratification & reality programming
- To understand Ethics & Aesthetics from a Media Criticism perspective

Learning Outcomes

At the end of the semester, the students are able to:

- Examine the influence and impact of media criticism concepts in contemporary media
- Analyse the media content based on the theories taught.
- Formulate well-reasoned arguments and opinions about media topics based on evidence and analysis.
- Use the concepts taught to create more nuanced content

Sr. No	Course Code	Title	Credits	Hours
8		Media Criticism	4	60

Module 1- Key concepts

Concepts and keywords in Journalism, media and communication

What is criticism, the essence of criticism, and why critique the media.

Critical functions, aesthetics and ethics of Media.

Module 2 – Criticism and Communication Process

Criticism and the Communication Process, Knowledge Processing function of mass media, Tonal and Talent Ingredients, Stage-Molding Ingredients,

Module 3 - Theories

Business Gratifications, Audience Gratifications, Reality Programming

Module 4 – ways of Analysis

Depiction analysis, Structural analysis, Probing Ethics and Values, Aesthetics and Art and Composite Criticism

Module 5 – Language and culture

Culture framing language. Language informs the way we interact within mediated spaces and our understandings.

Self-Learning topics (Module wise)	
Module	Topics
1	Keywords in Media Criticism

Online Resources	
1	To be informed as and when

Reference Books:

Sr. No.	Title Author/s Publisher
1	Media Criticism in Digital Age by Peter Orlik
2	Age of Disruption by Bernard Stiegler (2019)
3	Amusing ourselves to Death by Peter Postman (1985)

Dissertation/ Documentary Series/ News Analysis Magazine

The students have to choose any one of the following for 8 credits

Dissertation

Course Objectives

- To inculcate research aptitude and temperament of scientific investigation
- To apply research techniques to actual communication problem
- To create an appropriate research design
- To write an original research thesis and research paper

Approval of Proposals: Before the start of the semester, the students will be required to submit a draft proposal on a topic of their choice. The proposal will be evaluated by the Department research committee, based on which supervisor will be allocated to the students.

Allocation of Supervisors: The students will be given the opportunity to select/name a supervisor from the list of teachers available for the course. The allocation will be done either of the two ways: by mapping the expertise of the supervisor with the topic/draft proposal submitted by the student, or by assigning the students to supervisors on a proportionate basis (for eg, one supervisor – max 4 students).

Record of Progress

The student will maintain a logbook that outlines all the components with their deadlines. Each component has to be signed off by the supervisor and supervisee.

In addition, there will be lectures/sessions on research methodology. Attendance in these sessions is mandatory.

Structure of the Dissertation

Abstract – Introduction – Literature Review – Research Design – Findings and Analysis – Conclusion – Recommendations – References

Assessment Process – Colloquia & Submission

Colloquium I – Proposal Presentation before a panel comprising the supervisor and one external member, selected from within or outside the institution.

Colloquium II – Final presentation/defence before an external member, selected from outside the institution.

Final submission of the dissertation in written format is mandatory for the award of credits.

Dissertation assessment criteria

1. Mastery of theories and concepts in the field demonstrated in problem statement and literature review
2. Mastery of methods of inquiry
3. Quality of writing
4. Originality and potential for contribution to discipline

Guidelines for writing a dissertation:

- Each learner shall undertake an original topic of research individually under the supervision of a guide.
- The learner shall decide the topic and title in consultation with the mentor
- The mentor shall undertake consulting sessions with the learner throughout the semester.
- The learner will have to present their research design in a research colloquium conducted in the presence of an external examiner.
- Proposed research work will have to be completed in the semester and the learner will have to submit a research dissertation as per the format given by the university.

Documentary

Course Objectives

- To inculcate an understanding of history, styles and genres of documentary film-making
- To come up with credible and relevant information for their documentary topics
- To develop a compelling story structure and treatment for a documentary project
- To develop hands-on experience in handling people and institutions

Learning Outcomes

At the end of the semester, the students are able to:

- Demonstrate the essential steps involved in pre-production, including concept development, budgeting, scheduling, and securing necessary permissions and locations.
- Gain hands-on experience with camera operation, sound recording, lighting, and other technical aspects specific to documentary production
- Develop interviewing techniques to elicit insightful responses from subjects and enhance storytelling.
- Foster collaborative skills by working cohesively within a production team, understanding individual roles, and communicating effectively.

➤ **Assessment Process –Progress Report & Submission**

- This will be a group endeavour. Each group will consist of 5 students. They will divide the work and department amongst themselves.
- Every month the group will have to submit their progress report.
- The submissions will consist of a synopsis of the documentary project and the documentary on a CD drive.
- The Final screening of the documentary will be before an external examiner, selected from outside of the institution.

➤ **Guidelines:**

- **Choose a Topic:**
The group needs to select a topic. The topic has to be relevant.
- **Research and Pre-production:**
Research your chosen topic thoroughly. Understand the history, context, and key players involved. Identify potential subjects, locations, and events to feature in your documentary.
Create a production plan, including a shooting schedule, budget, and a list of equipment and resources
- **Assemble Your Team:**
Build a team with the necessary skills, including a director, producer, cinematographer, sound engineer, and editor. Make sure everyone understands the goals and vision of the project.
- **Legal and Ethical Considerations:**

The legal and ethical aspects of documentary filmmaking - obtaining permission from people appearing in your documentary and permission for shooting in certain locations.

News Magazine

Course Objectives

- To inculcate an understanding of news media magazine
- To develop skills in identifying, researching and selecting newsworthy stories for publication
- To enhance journalistic writing and editing skills
- To develop skills in designing and layout

Learning Outcomes

At the end of the semester, the students are able to:

- Demonstrate an understanding of content planning and research skills in the context of news journalism
- Demonstrate journalistic writing skills and reporting proficiency.
- Develop storytelling and multimedia integration
- Demonstrate ethical principles and legal considerations

➤ **Assessment Process – Progress Report & Submission**

- This will be a group endeavour. Each group will consist of 5 students. They will divide the work and department amongst themselves.
- The groups will have a monthly meeting with the mentors for guidance.
- Each group will have to publish 4 editions of the news magazines.
- The work published in the magazine has to be original.
- The magazine will be an online news magazine. The submissions at the end will consist of all four editions on a CD drive.
- The submissions will consist of all four editions of the magazine on a CD drive.
- The Final submission will be before an external examiner, selected from outside of the institution.

➤ **The steps to make a news magazine:**

- **Define Your Magazine's Mission and Audience:**
Determine the purpose of your magazine and identify your target audience. What topics will you cover? Who is your ideal reader?
- **Market Research:**
Conduct market research to understand your audience's interests, preferences, and needs. This will help you tailor your content and design to meet their expectations.
- **Content Planning and Editorial Calendar:**

Develop an editorial calendar outlining the topics, themes, and stories you'll cover in each issue. Plan ahead to ensure a mix of content that appeals to your audience.

- **Gather Content:**
Assign writers, photographers, and journalists to cover news stories, features, interviews, and other content relevant to your magazine's theme and audience.
- **Content Creation:**
Write, edit, and proofread articles, interviews, and features. The content has to be accurate, well-researched, and engaging..
- **Digital Version:**
Create a digital version of your magazine for readers. You can use digital publishing platforms or create a dedicated website or app for your magazine.

Sr. No	Course Code	Title	Credits	Hours
8		Dissertation/Documentary/Magazine Publication	4	60