



HSNC University Mumbai

(2024-2025)

Ordinances and Regulations

For

Choice-Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

The Faculty of Humanities

For the subject

Bachelor of Arts in Multimedia and Mass Communication

(B.A.M.M.C.)

With effect from the Academic year

2024-2025

Semester III & Semester IV

Board of Studies

Mass Media

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Semester – III

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Media and Cultural Studies ii) Principles and Practices of Audio-Visual Media	4+4	
2	Minor Courses- Film Appreciation	4	
3	Skill Enhancement Courses- Fundamentals of Photography	3	
4	Modern Indian Language Hindi/Marathi/Sindhi/Sanskrit	2	

Sr No	Course Code & Title	Course Unit Title	Credit	Total Marks
1	MAJOR - I Media and Cultural Studies	Media and Society	4	100
		Communication Theories		
		Theories of Media Effects and Audience Theories		
		Critical and Cultural Theories		
2	MAJOR - II Principles and Practices of Audio-Visual Media	Foundations of AV Media	4	100
		Audio Mediums: Formats and Techniques		
		Audio-Visual Mediums: Formats and Techniques		
		Business and Organisation of AV media		
3	MINOR - I Film Appreciation	Understanding Film Language	4	100
		World and Indian Cinema, Film Movements and their Filmmakers		
		Genres, Trends and Influences		
		Films and Society		
4	SEC - Fundamentals of Photography	Understanding Your Camera and Photography Basics	3	75
		Composition and Lighting		
		Advanced Camera Settings and Techniques		
		Post Processing and Final Review		
5	MIL - Hindi/Marathi/Sindhi/ Sanskrit		2	50

Semester – IV

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Fundamentals of Advertising ii) Fundamentals of Journalism	4+4	
2	Minor Courses- Fundamentals of Public Relations	4	
3	Skill Enhancement Courses- Documentary Research and Production	3	
4	Modern Indian Language Hindi/Marathi/Sindhi/Sanskrit	2	

Sr No	Course Code & Title	Course Unit Title	Credit	Total Marks
1	MAJOR - I Fundamentals of Advertising	Advertising Foundation	4	100
		Advertising Psychology, Theory and Research		
		Advertising Tools/Channels and Advertising Agency		
		Advertising Campaign- Planning and Management		
2	MAJOR - II Fundamentals of Journalism	Journalism: Meaning and Definition	4	100
		Understanding News		
		Understanding Views		
		Journalism as Profession		
3	MINOR - I Fundamentals of Public Relations	Public Relations: Meaning and Practices	4	100
		Process of PR		
		Media Relations		
		Crisis Communication		
4	SEC - Documentary Research and Production	Introduction to Documentary	3	75
		Research and Planning for Documentary		
		Documentary Production		
		Ethics of Documentary		
5	Modern Indian Language Hindi/Marathi/Sindhi /Sanskrit		2	50