



HSNC University Mumbai

(2024-2025)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Humanities

For the Course

Master of Arts in Communication and Journalism (MACJ)

Semester-I and Semester -II

2024-25

HSNC University Mumbai

Faculty of Humanities

Department of Mass Media

(with effect from the Academic Year 2024-25)

HSNC University Mumbai

Board of Studies – Mass Media

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Programme: MACJ

Semester: I

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Reporting and Editing	Anatomy of a Newspaper	4
		Covering News I	
		Covering News II	
		Reporting for Television and Digital	
		Structure of a Newsroom	
2	MAJOR II – Communication Theory	Introduction to Communication Theory	4
		Theories of Interpersonal and Mass Communication	
		Theories of Media and Society and New Media Theories:	
		Television Studies	
		Film Studies	
3	MAJOR III – Visual Communication	Visual Understanding and Need of Visual Communication	4
		Fundamentals of Design	
		Working with Images	
		Graphic Designing and Storyboarding	
		Emerging trends in Visual Communication	
4	MINOR – Introduction to Media Research	Philosophy of Research	4
		History of Media Research	
		Statistics in Media Research:	
		Communication Research in India	
		Research Writing	

5	DSE – Introduction to Advertising	Advertising: Definition and overview	4
		The Structure of an Ad Agency	
		Defining the target audience:	
		Brand: Definition and Concept	
		Brand Management	
6	DSE - Introduction to Public Relations (Theory and Practices)	Evolution and Role of PR in Various Sectors	4
		Theories and Tools of PR	
		Emerging Trends in PR	
		Introduction to Corporate Communication	
		Crisis Communication	

Semester: II

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Introduction to Television and Advertising	Television	4
		Documentary	
		Film Production	
		Organizing the production:	
		Edits	
2	MAJOR II – Media Economics	Definition of media economics	4
		Trends in Media Economics	
		Digitization and Media Economics	
		The economics of print, film, television and Radio	
		Economics of Media Networks	
3	MAJOR III - Ethics, Constitution and Media Laws	Ethics history and definition	4
		Ethics in the Constitution of India	
		Laws regulating the mass communication and media in India	
		Media and Ethics	
		Ethics in PR & Advertising	
4	DSE I - Entertainment and Lifestyle Journalism	Elements of Critical Writing and Feature Writing	4
		Writing about Television, Films, and OTT content	
		Art of Music Reviews	
		Creating Celebrity Profiles, the art of interviewing; Event-based reporting, Navigating the world of Entertainment for information	
		Ethics of Entertainment Reporting	

5	DSE II – Business and Finance Journalism	The Business/Finance Beat in Journalism; Basics of Business and Finance – public vs private company, Key business and finance terms (overview)	4
		Accessing company information – websites, brochures, media dockets, 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	
6	Internship		4