



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-III and Semester -IV

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 III

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Perspectives on Communication	Religion and Communication	4
		Culture, Power and Communication	
		Political Communication	
		International Relations and Communication	
		Disability Communication	
2	MAJOR II – Digital Media Production	Introduction to Online Communication & Internet	4
		Introduction to Digital Media & Social Networking	
		Web Journalism	
		Storytelling and media	
		New Marketing Era	
3	MAJOR III – Multimedia Production	Stories - Short and long format	4
		Images - Still and Moving	
		Sound - Recording and Mixing	
		Production and post-production	
		Packaging and design	
4	MINOR - Media Research Design and Analytical Skills	Research Approach	4
		Review of Literature	
		Methodology and Methods in Research	
		Data Analysis Tools	
		Writing Research	
5	Seminar		4

Semester IV

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Media Advocacy	Introduction to Advocacy and Social Movements	4
		Theories of Media & Advocacy	
		Media advocacy and political communication	
		Media advocacy and climate change	
		Media advocacy and outreach	
2	MAJOR II – Writing for Media	Grammar and Style	4
		Film Writing	
		Writing for Digital Media	
		Promotional Literature	
		Report Writing	
3	MAJOR III – Media Criticism	Key Concepts	4
		Criticism and Communication Process	
		Theories	
		Ways of Analysis	
		Language and Culture	
4	Dissertation / Documentary / News Magazine		8