



(Nerul) College of Arts,  
Science & Commerce  
(Autonomous)



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

**MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)**

Sr. No.	Heading	Particulars
1	Title of the course	MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	Graduate from any degree
3	Minimum percentage	40%
4	Semesters	I and II
5	Level	PG
6	Pattern	02 years & 04 semesters CBGS
7	To be implemented from	From Academic year 2024-2025 in a progressive manner

Date: 29 June 2024

Signature

**Dr. Koel Roychoudhury**  
AC Chairperson



**Mr. Mithun Pillai**  
Head of Department

Sri Chandrasekarendra Saraswati Vidyapuram, Plot I-C, Dr D Y Patil Vidyanagar, Sector 5,  
Nerul, Navi Mumbai, Maharashtra 400706. Tel No: 61196409, 61196410, 61196402, 61196413,  
61196414, 61196415, 27708371, Fax No: 022-27713356

Email:ascnsies@sies.edu.in/siesascn@yahoo.in, Website:www.siesascn.edu.in



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

**(Affiliated to University of Mumbai)**

**RE-ACCREDITED GRADE "A" BY NAAC (3<sup>rd</sup> CYCLE)**

**BOARD OF STUDIES**

**SYLLABUS FOR**

**MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)**

**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)**

**OBJECTIVES OF THE PROGRAMME:**

**Program Objectives**

1. To impart basic knowledge of mass communication processes to students from diverse backgrounds.
2. To train well rounded Journalists, Advertising, Public relations and Mass media professionals with requisite technical and content-generation skills.
3. To develop an analytical approach among students for critical evaluation of the mass communication media.
4. To prepare socially responsible media academicians, researchers, professionals with a global vision.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.

**Program Outcomes**

1. Students should demonstrate depth of knowledge from communication, media and ancillary domains.
2. Students should critically engage with different media and communication contexts and extend into other social spheres.
3. To enable students to think critically, creatively and independently
4. Students should be able to apply technologies essential for Journalism or Advertising
5. Practise informed-citizenship based on secular and egalitarian values enshrined in the Indian Constitution.

## **PROGRAMME SPECIFIC OUTCOMES:**

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### **PSO 1: Advanced Media Production & Innovation**

Learners will be able to **design, direct, and manage complex multimedia projects** by integrating advanced creative techniques, production workflows, and innovative storytelling approaches across traditional and digital platforms.

### **PSO 2: Critical Journalism & Investigative Practice**

Learners will be able to **apply advanced journalistic methods in reporting, analysis, and investigative writing**, demonstrating rigor, ethical responsibility, and contextual awareness in addressing socio-political and cultural issues.

### **PSO 3: Research, Policy & Media Analysis**

Learners will be able to **conduct independent media research, critically evaluate communication policies, and analyze media systems** to assess their impact on democracy, culture, and society, with emphasis on Indian and global contexts.

### **PSO 4: Academic, Professional & Industry Contribution**

Learners will be able to **contribute to academia, media industries, and cultural institutions** through teaching, scholarly writing, consultancy, and creative practice, thereby advancing knowledge and professional standards in multimedia and mass communication

### SCHEME OF MODULES

<b>SEMESTER I</b>			
Serial No	Course code	Credits	Course Name
<b>I</b>	<b>Major Department Specific Course (DSC)</b>		
1	P24MMC1MJ01	04	Introduction to Communication Studies
2	P24MMC1MJ02	04	Digital media and Data analytics
3	P24MMC1MJ03	04	Communication and Democracy
4	P24MMC1MJ04	02	Writing for Media
<b>II</b>	<b>Major Elective Department Specific Course</b>		
1	P24MMC1MJE01/ P24MMC1MJE02	04	News Reporting/ Advertising Management
<b>III</b>	<b>Minor Department Specific Course</b>		
1	P24MMC1MI01	04	Research Methodology
<b>TOTAL CREDITS</b>		<b>22</b>	



## INTRODUCTION TO COMMUNICATION STUDIES

**COURSE CODE: P24MMC1MJ01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

1. To grasp the fundamental theories, models, and processes of communication in various contexts.
2. To develop effective verbal, nonverbal, written, and digital communication skills for personal and professional interactions.
3. To examine how communication functions within different cultural, organizational, interpersonal, and mediated contexts.
4. To cultivate critical thinking skills to analyze and evaluate messages, media, and communication strategies.
5. To learn techniques for building and maintaining positive interpersonal relationships, including conflict resolution and negotiation skills.
6. To develop the ability to critically evaluate media messages, understand media effects, and navigate the complexities of the digital media landscape.
7. To prepare for careers in fields such as public relations, journalism, advertising, corporate communication, marketing, and media production.
8. To understand the ethical considerations and social implications of communication practices and to promote responsible communication behavior.

### **Course outcomes:**

1. Students will analyze the role of communication in media
2. Students will be able to debate and analyze communication in all channels of media.
3. Students will understand the techniques applied in media for producing professional content
4. Students will evaluate ethical and social communication that impact the media.



<b>Syllabus</b>		
<b>Sr. No.</b>	<b>Details</b>	<b>Lectures</b>
<b>1.</b>	1. What is communication, communication theory, communication models 2. Communication, meaning and signs, codes, signification 3. Semiotic methods and applications, Structuralist theory and application 4. Empirical methods, ideology and meanings Theory of Media and Society, New Media, New Theory?	20
<b>2.</b>	1. Media structure and performance: principles and accountability, media economics and governance, global mass communication 2. The media organization: pressures and demands, the production of media culture. 3. Media content issues, concepts and methods of analysis, media genres and texts. 4. Audience theory and research traditions, audience formation and experience Processes and models of media effects, 5. socio-cultural effects	20
<b>3.</b>	1. News, public opinion and political communication. 2. De-westernising media and communication theory 3. The Indian communication and media universe - ancient India, colonized India, pre Independence, postindependence, the 21 <sup>st</sup> century. 4. Indian communication and its design. The future of mass communication	20
<b>Total Lectures</b>		<b>60</b>

**Syllabus Designed by-Mr Abhishek Dandekar**

**Dr Divya Nair**

**References**

1. Introduction to Communication, John Fiske, Routledge, 1990
2. McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
3. De-Westernizing Media Studies, edited by James Curran, Myung- Jin Park, Routledge, 2005
4. Empire and Information: Intelligence Gathering and Social Communication in India 1780-1879, Christopher Alan Bayly, C. A. Bayly, Cambridge University Press, 1999
5. Indian Literary Criticism: Theory and Interpretation, G. N. Devy, Orient Longman, 2004



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

### A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
<b>Total</b>	<b>40</b>

### B) Semester end examination 60 marks

#### Question Paper Pattern

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
<b>Total</b>	<b>60</b>

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## DIGITAL MEDIA AND DATA ANALYTICS

COURSE CODE: P24MMC1MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

1. Understand digital marketing platform
2. Understand the key goals and stages of digital campaigns
3. Understand the use of key digital marketing tools
4. Learn about data and analysis of data for decision making

### Course Outcomes:

1. Students will demonstrate an understanding of various digital marketing platforms (such as social media, search engines, email marketing, and websites) and their roles in the digital marketing landscape.
2. Students will be able to identify and explain the key goals and stages of digital marketing campaigns, including campaign planning, execution, and performance measurement.
3. Students will become proficient in using key digital marketing tools and software (e.g., Google Analytics, social media management tools, email marketing platforms) to create, manage, and optimize marketing campaigns.
4. Students will develop the ability to analyze and interpret digital marketing data, using insights gained from data to make informed decisions and improve the effectiveness of marketing strategies.

Sr. No.	Module	Lectures
<b>Module-1. Introduction to Digital Media</b>		
1	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	5



## Module-2. – Search Engine, SEO and SEM

1	a. How search Engine works	
	b. Introduction to SEO c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	5
2	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies	5

## Module-3. Digital Marketing

1	<b>Social Media Marketing</b> a. Introduction to social media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	5
2	<b>Email marketing:</b> a. key terms and concepts b. Customer acquisition strategies c. Best Practices: CRABS d. Tools to enhance lead nurturing e. Enhance better reach	5
3	<b>Affiliate Marketing:</b> a. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing b. Programmatic Marketing c. Evolution and growth of programmatic Marketing	5



	d. Real Time bidding, c. Types of Programmatic Advertising,	
<b>Module-4. Introduction to web analytics and Data Analytics</b>		
1	<b>Web analytics</b> a. Brief History of Web Analytics b. Components of Web Analytics c. Different Types of Web Analytics d. Social CRM and analysis e. Google analytics, Digital Analytics, Content performance analytics f. Visitor analysis g. social media analytics	10
2	<b>Data Analytics:</b> a. Data Basics (concept of data, basic data variable types, basic structures used in data analytics, data categories) b. Data Collection and Manipulation (Import, store, export data, Clean data, Organize data, Aggregate data) c. Data Analysis (types of data analysis) d. Data Visualization and Communication (Report data, Create visualizations from data, Derive conclusions from a data visualization)	20

**Syllabus Designed By- Mr Gaurav Derasari  
Dr Divya Nair**

**References**

1. Digital marketing By Seema Gupta
2. Digital Marketing By Puneet Singh Bhatia
3. Data Analytics By Anil Maheshwari

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 40 marks**
- **Semester end examination 60% i.e. 60 marks**

**A) Internal Assessment 40 marks**



Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
<b>Total</b>	<b>40</b>

**B) Semester end examination 60 marks**

**Question Paper Pattern**

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
<b>Total</b>	<b>60</b>

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## COMMUNICATION AND DEMOCRACY

**COURSE CODE: P24MMC1MJ03**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

1. To understand the role of media in influencing and impacting public opinion.
2. To analyse the formation of Political opinion through digital and social media.
3. To analyse the impact of the media on public opinion on international conflicts
4. To help students understand the laws that impact the media

### Course Outcomes:

1. Students will analyze the role of media in influencing public opinion
2. Students will be able to debate and analyze formation of political opinion through digital media.
3. Students will understand the role of media on public opinion on international conflicts
4. Students will evaluate laws that impact the media.

Sr. No	Syllabus	No. of lectures
01	<p><b>ROLE OF MEDIA IN A DEMOCRACY.</b></p> <p>India's Constitution basic features.</p> <p>Freedom of press in India and restrictions on it.</p> <p>Media thinkers – Walter Lipmann, Noam Chomsky, Paul Lazarsfeld, Michel Foucault, Juergen Habermas</p>	15
02	<p><b>MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING.</b></p> <p>Coverage of Political Parties, Personalities and General Elections by national and international media; media biases.</p> <p>Use of Media for election campaigns in India and USA.</p> <p>Media Coverage of Indian Government's Economic, Defence and Foreign Policy.</p>	15



03	<b>MEDIA'S COVERAGE OF WARS AND CONFLICTS.</b> Media role in shaping national opinion on international issues	15
	India-Pakistan conflict, India China relations, Conflict in Middle East, Russia Ukraine conflict, War on Terror.	
04	<b>Laws impacting Media and ethical issues</b> Defamation, Contempt of Courts Act 1971, Public Order, Sedition, Obscenity, RTI (Right to Information) and Privacy	15

**Syllabus Designed by- Mr Mithun Pillai**

**Dr Divya Nair**

**References:**

1. Ahmed Rashid: The Taliban.
2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press. 3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
4. Sardesai Rajdeep: "2014: The Election that Changed India" .
5. Walter Lippmann : "Public Opinion"
6. Lalles John: Nature and Opinion of Public Opinion.
7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elction. – acadademia.edu.
8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies.
9. Coleman Benjamin: Conflict, Terrorism an Media in Asia.
10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications.
12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu
14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy.
15. Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media"
16. Mass communication theory- Dennis quail .
17. Introduction to mass communication – Stanley J. Baran



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

### (A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

### B) Semester end examination 60 marks

#### Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## WRITING FOR MEDIA

**COURSE CODE: P24MMC1MJ04**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- To make the students acquainted with Different Media Formats
- To help students Develop Core Writing Skills
- To Produce quality writing tailored to different media formats, including news articles, features, editorials, and broadcast scripts.

### Course outcome:

- Students will be able to Write content that is appropriately targeted to specific audiences
- Students will develop skills to critically analyze media content.
- Students will be able to demonstrate proficiency in writing clear, concise, and grammatically correct media content.

<b>Module-1</b>		<b>(Total 10 Lectures)</b>
1.	Foundations of Media Writing  Overview of media writing  Differences between media writing and other types of writing  Journalistic Writing:  News writing: structure, style, and ethics  Feature writing: techniques and storytelling	05
2.	Broadcast Writing:  Writing for television: scripts and formats  Writing for radio: crafting audio stories  Digital Media Writing:  Blogging: personal and professional  Social media writing: platform-specific strategies	05



	SEO content: basics of search engine optimization	
<b>Module-2.</b>		<b>(Total 10 Lectures)</b>
1.	Advanced Media Writing Techniques Creative Writing for Media Screenwriting: structure and dialogue Technical writing: clarity and precision Corporate Writing Corporate communications: internal and external	05
2	Ethical and Legal Issues in Media Writing: Ethical considerations: truth, fairness, and objectivity Legal issues: defamation, copyright, and privacy Case studies	05
<b>Module-3.</b>		<b>(Total 10 Lectures)</b>
1.	Conducting effective interviews Writing engaging profiles and human interest stories Integrating text with visuals Scriptwriting for Films and TV: Story structure, character development, dialogue writing, and understanding of visual storytelling. Writing for multimedia platforms	05



2	Editing and Proofreading  Narrative techniques, storytelling, in-depth research, interviews, and <u>creating engaging content.</u>	05
	Multimedia integration, engaging headlines, social media proficiency, and understanding of web analytics.  Current trends in media and writing	

**Syllabus designed by:**

**Ms. Tejal Shinde**

**Dr. Divya Nair**

**References**

- The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, Bill Kovach and Tom Rosenstiel
- The Associated Press Stylebook by Associated Press
- Writing & Reporting News: A Coaching Method by Carole Rich
- News Reporting and Writing, Melvin Mencher
- Feature Writing: Telling the Story the Missouri Group
- The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide, William E. Blundell
- Broadcast News Writing, Reporting, and Producing, Frank Barnas and Ted White
- Writing and Producing Television News: From Newsroom to Air, Eric K. Gormly
- The Digital Journalist's Handbook, Mark S. Luckie
- Media Ethics: Issues and Cases, Philip Patterson and Lee Wilkins

**SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)**

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e.20 marks**
- **Semester end examination 60% i.e.30 marks**

**(A)Internal Assessment 40 marks**

Description	Marks
Internal test of 20 marks	10



Assignment	05
Attendance and Class participation	05
Total	20

**B) Semester end examination 30 marks**

**PAPER PATTERN**

Duration: 1 hours	
Total Marks:30	
Q.1 10 marks OR 10 marks (5+5 marks)-Unit 1	10
Q.2 10 marks OR 10 marks (5+5 marks)-Unit 2	10
Q.3 10 marks OR 10 marks (5+5 marks)-Unit 3	10
Total	30

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026-2027.**



## News Reporting

COURSE CODE: P24MMC1MJE01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

1. Students will develop the ability to write clear, concise, and engaging news stories for different platforms
2. Students will understand the structure of news articles and how to tailor their writing style to various audiences.
3. Students will be able to utilize Multimedia Tools for Storytelling

### Course Outcomes:

1. Students will be able to write clear, concise, and engaging news stories that meet journalistic standards.
2. Students will demonstrate an understanding of the conventions and structure of news articles, and will tailor content and language to suit the needs and interests of diverse target audiences.
3. Students will proficiently incorporate multimedia tools—such as images, audio, video, and interactive elements—into their news stories

Sr. No	Syllabus	No. of lectures
01	Introduction to Journalism, History and Evolution of News Reporting, News Values and News Judgment, Ethical Considerations in Journalism, News Writing Basics, Principles of News Writing, Structuring News Stories, Components of a news story, the lead, the story structure, what are features, long stories, series, Inverted Pyramid.	15
02	Multimodal and multivalent narrative structures, newspaper as a pedagogical and an andragogical tool. Translating for the mass news media, Writing news releases, Broadcast news writing, Media Law Basics;Defamation, Privacy, and Copyright, Fact checking and verification. Editing and Proofreading.	15
03	Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources, Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes, Reporting accidents and disasters, writing obituaries, Writing a crime story, reporting on the courts, Writing sports and business stories , Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media	15



04	Beat Reporting, Social Media and News Reporting, Introduction to Data Journalism ,Data Analysis for News Reporting, International News Reporting, Cross-Cultural Reporting Challenges, Financial Reporting, Covering Elections and Political Campaigns, Environmental Journalism, Reporting from Conflict Zones, Safety and Ethical Challenges in War Reporting.	15
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**Syllabus Designed by- Mr Izaz Ansari  
Mr Abhishek Dandekar**

**References:**

1. Melvin Mencher's News Reporting and Writing, McGraw-Hill Education, 2010.
2. Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005
3. News Reporting and Editing, K M Shrivastava, Sterling Publishers, 2008
4. Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009
5. Political Discourse, Media and Translation, edited by Christina Schaeffner and Susan Bassnett, Cambridge Scholars Publishing, 2010
6. The Associated Press Stylebook 2016 By The Associated Press

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks Question Paper Pattern

Duration: 2 hours
Total Marks: 60



Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## ADVERTISING MANAGEMENT

**COURSE CODE: P24MMC1MJE02**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **COURSE OBJECTIVES:**

1. To understand nature, function, kind and theories of advertising.
2. Recognize the strategic considerations involved in Media Planning and Branding.
3. Acquire skills required in designing of Creative Brief.
4. Explore different career options in advertising management.

### **COURSE OUTCOME:**

1. Recognize the different ways in which advertising influences and persuades consumers.
2. Identify the functions of advertising agencies and explore its client relationship.
3. Identify the role of advertising across various forms of media and help in media planning.
4. Develop creative brief matching media habits of a given target market.

Sr. No	Syllabus	No. of lectures
01	<b>Module 1 Introduction to Advertising.</b> <ul style="list-style-type: none"><li>• Concepts and features of advertising.</li><li>• Models of advertising.</li><li>• History and evolution of advertising,</li><li>• Advertising types.</li><li>• Integrated marketing communication in advertising and sales promotion.</li><li>• Legal framework of advertising.</li></ul>	10



02	<b>Module 2</b> Brands and Advertising.	10
	<ul style="list-style-type: none"> <li>• Brand- Concept and Nature.</li> <li>• Evolution of Brand management.</li> <li>• Brand positioning and role in advertising.</li> <li>• Brand equity and Image.</li> <li>• Advertising and Brand consumer- relationship.</li> <li>• Case Study- Indian and Global Brand Advertising.</li> </ul>	
3	<b>Module 3 Advertising Agency.</b> <ul style="list-style-type: none"> <li>• Advertising agencies- structure and functions.</li> <li>• Types of Advertising agencies.</li> <li>• Ad agencies and client relationship.</li> <li>• Renumeration of advertising agencies.</li> <li>• Leading AD agencies- Indian and Global.</li> <li>• Award winning Ad campaigns- Project work.</li> </ul>	10
	<b>Module 4 Campaign Planning and Creative Strategy.</b> <ul style="list-style-type: none"> <li>• Creativity process- Idea Generation.</li> <li>• Advertising elements and creativity.</li> <li>• Types of advertising appeals.</li> <li>• Emerging media and creativity.</li> <li>• Components and AD layout.</li> <li>• Creative Brief- AD designing.</li> </ul>	10



	<p><b>Module 5 Media Planning and Strategy Decisions.</b></p> <ul style="list-style-type: none"> <li>• Media objectives and planning strategies.</li> </ul>	10
	<ul style="list-style-type: none"> <li>• Role of media planning in advertising.</li> <li>• Role of a media planner.</li> <li>• Media strategies and scheduling.</li> <li>• Methods of media budgeting.</li> <li>• Media measurement tools.</li> </ul>	
	<p><b>Module 6 Advertising Effectiveness and Control.</b></p> <ul style="list-style-type: none"> <li>• Rationale of testing.</li> <li>• Pre-testing and post-testing of advertising.</li> <li>• Limitation of evaluation.</li> <li>• Methods of measuring advertising effectiveness.</li> <li>• Cost Benefit- Analysis.</li> <li>• Social and legal control of advertising.</li> </ul>	10

**Syllabus Designed by-Mrs Payal A  
Dr Divya Nair**

**References:**

1. Aaker, David A. etc Advertising Management, 5<sup>th</sup> ed. New Delhi, Prentice Hall of India.
2. Arpita Menon, Media Planning and Buying Tata McGraw Hill Education Pvt Ltd, 2<sup>nd</sup> ed. 2010.
3. Belch & Belch. Advertising & Promotion, 9<sup>th</sup> ed Tata McGraw Hill.
4. Dr. Srivastava Nikhil, Advertising Management. Thakur publication. Pvt Ltd. Lucknow.



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

### (A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

### B) Semester end examination 60 marks

#### Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



# RESEARCH METHODOLOGY

COURSE CODE: P24MMC1MI01

COURSE CREDIT: 04

1 credit 15 lectures

1 lecture is 60 minutes

## Course Objectives:

1. To provide students with an in-depth knowledge of both qualitative and quantitative research methodologies applicable to the social sciences.
2. To enable students to critically review and synthesize existing literature, identifying gaps and formulating relevant research questions.
3. To equip students with the skills to design, conduct, and manage complex research projects, including data collection and analysis.
4. To instill a strong understanding of ethical considerations and best practices in conducting social science research.
5. To develop students' ability to present research findings clearly and effectively through written reports, academic papers, and oral presentations.

## Course Outcomes:

1. Students will demonstrate a thorough understanding and application of advanced research methodologies and techniques in social sciences.
2. Students will be able to critically evaluate and synthesize scholarly literature, identifying key themes, gaps, and opportunities for further research.
3. Students will design and implement comprehensive research projects, effectively utilizing both qualitative and quantitative methods.
4. Students will exhibit a deep understanding of ethical issues in research, ensuring all studies are conducted with integrity and respect for participants.
5. Students will present research findings persuasively and clearly, both in written form and through oral presentations, tailored to academic and professional audiences.



Sr. No	Syllabus	No. of lectures
	<p>Module 1- BASICS OF RESEARCH, DEVELOPING CRITICAL THINKING, WRITING SKILLS AND ETHICAL CONSIDERATIONS</p> <p>Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science Research Approaches and Research paradigms in social science research, Research methods and tools, Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research.</p> <p>Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy Ethical considerations in research</p>	20
	<p>Module 2- ADVANCED RESEARCH WRITING AND DATA ANALYSIS</p>	20
	<p>Reviewing Literature , Understanding research tools</p> <p>Paraphrasing, Understanding plagiarism, Meta Analysis, Annotation, citing, referencing, How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist</p> <p>Understanding research tools Action Research, Case Studies, Experimental research design, Ethnography and observation studies.</p> <p>Data analysis techniques Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics. Mean, median, mode, variance, standard deviation, covariance, correlation and regression, Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables. Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA</p>	



Module 3- DATA ANALYSIS AND INTERPRETATION, REPORT WRITING	20
Interpreting research findings, Research writing, how to read data, getting insights and inferences, how to conclude, Writing transcripts, identifying themes, evaluating data, Establishing causal relationships, understanding research integrity at the writing stage, research writing approaches, understanding different styles of writing,	

**References:**

- 1) "Research Methods in Mass Communication" by Wimmer & Dominick.
- 2) "Qualitative Research Methods for Media Studies" by Bonnie S. Brennen.
- 3) "Quantitative Research in Communication" by Mike Allen, Scott Titsworth, and Stephen Hunt.
- 4) "The Practice of Social Research" by Earl Babbie.

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

**(A) Internal Assessment 40 marks**

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

**B) Semester end examination 60 marks**

**Question Paper Pattern**

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	5



Q.2 15 marks OR 15 marks	5
Q.3 15 marks OR 15 marks	5
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	5
Total	60

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination**

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



<b>SEMESTER II</b>			
<b>Serial No</b>	<b>Course code</b>	<b>Credits</b>	<b>Course Name</b>
<b>I</b>	<b>Major Department Specific Course (DSC)</b>		
<b>1</b>	<b>P24MMC2MJ01</b>	<b>04</b>	<b>Media Management</b>
<b>2</b>	<b>P24MMC2MJ02</b>	<b>04</b>	<b>Strategic Communication and Public Relations</b>
<b>3</b>	<b>P24MMC2MJ03</b>	<b>04</b>	<b>Introduction to Film Studies</b>
<b>4</b>	<b>P24MMC2MJ04</b>	<b>02</b>	<b>Culture, Media and Communication</b>
<b>II</b>	<b>Major Elective Department Specific Course</b>		
<b>1</b>	<b>P24MMC2MJE01/ P24MMC2MJE02</b>	<b>04</b>	<b>Visual Communication Design/ Broadcast Journalism</b>
<b>III</b>	<b>On the Job Training</b>		
<b>1</b>	<b>P24MMC2OJT01</b>	<b>04</b>	<b>On the Job Training</b>
<b>TOTAL CREDITS</b>		<b>22</b>	



## MEDIA MANAGEMENT

**COURSE CODE: P24MMC2MJ01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

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### **Course Objectives:**

1. To provide students with a comprehensive understanding of economic principles and market dynamics affecting the media industry.
2. To enable students to analyze and apply various business models and revenue generation strategies in both traditional and digital media.
3. To equip students with strategic management skills essential for planning, executing, and evaluating media operations and projects.
4. To help students understand the impact of digital technologies on media economics and management, and how to leverage these changes for competitive advantage.
5. To instill a deep understanding of the ethical and regulatory issues in media management, ensuring students can navigate and comply with legal standards.

### **Course Outcomes:**

1. Students will be able to apply economic principles to analyze market conditions, competition, and financial performance in the media industry.
2. Students will demonstrate the ability to develop and implement innovative business models and revenue strategies tailored to the needs of different media platforms.
3. Students will exhibit proficiency in strategic planning and management.
4. Students will show competence in managing the impact of digital transformation, including the ability to adopt new technologies and optimize digital media strategies.
5. Students will understand and adhere to ethical standards and regulatory requirements in media management, ensuring responsible and legal media operations. References:



Sr. No	Syllabus	No. of lectures
1	Module I- Introduction to Media Management and Economics	15
	Media management, Market segmentation, Marketing mix, History and evolution of media business- pre and post globalisation, Effect of Globalisation, Liberalisation and Privatisation on media business, Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation of content and audience, Media Basics, Reach, Frequency and Distribution	
2	Module 2- Understanding Indian Market and Media Economics	15
	Media economics, Macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior, what is so special about economics of the media, key economic characteristics of the media. Supply and demand, market structures, and economic cycle, Economies of scale, of scope and changing technology, Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence. Understanding media market, Media buying and selling, Budget setting, Evaluation systems	
3	Module 3- Role of technology, Media distribution, Business Models and Revenue Streams in Media, The Indian media business, Understanding media consumers.	10
	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth, Economics of networks broadcasting networks, online content distribution, social networks and microblogging. The economics of print, film, television and radio. Understanding revenue streams, Media economics and public policy, the Indian media business, Understanding Indian consumer and consumerism. Factors affecting consumer decision making.	
4	Module 4- Media Marketing and Branding and Managing Media Operations	10
	Preparing a Media Strategy, Defining the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling, Understanding media business models in the context of Artificial Intelligence, Auditing and evaluation techniques, risk management, Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation, Budget Setting, Budget allocation, Solutions Approach, Integrated Marketing Communication (IMC): Coordinating advertising, PR, and digital marketing. Social Media and Content Marketing	
5	Module 5-Media Law and Policy, , Ethical Considerations	10



Understanding media regulations and compliance: Navigating ethical dilemmas in media Management. Intellectual Property Rights: Managing copyrights, trademarks, and content rights. Global Media Landscape: International regulations and cross-border media operations.	
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**Syllabus Designed by- Dr. Divya Nair**

**Mr. Mithun Pillai**

**References**

- "Handbook of Media Management and Economics" *By Alan B. Albarran, Sylvia Chan-Olmsted, Michael O. Wirth*
- Kohli-Khandekar, V. (2021). *The Indian media business* (5th ed.). SAGE Publications India.
- *Media Economics: Applying Economics to New and Traditional Media*" *By Colin Hoskins, Stuart McFadyen, and Adam Finn*
- "The Business of Media: Corporate Media and the Public Interest" *By David Croteau and William Hoynes*

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 40 marks**
- **Semester end examination 60% i.e. 60 marks**

**(A) Internal Assessment 40 marks**

<b>Description</b>	<b>Marks</b>
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40



## B) Semester end examination 60 marks Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	5
Q.2 15 marks OR 15 marks	5
Q.3 15 marks OR 15 marks	5
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	5
Total	60

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.**

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## STRATEGIC COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: P24MMC2M.J02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

1. To help media students Analyse and critique the theoretical frameworks and principles of strategic communication and public relations
2. To demonstrate a comprehensive understanding of contemporary applications of strategic communication and public relations
3. Students will be able to develop strategic communication plans and campaigns and integrating effective messaging strategies

### Course Outcomes:

1. Media Students will understand and analyse basic principles of Strategic Communication.
2. Media students will be able to effectively practice media relations
3. Media Students will develop effective media campaigns and communication plans.

Sr. No	Syllabus	No. of lectures
01	Understanding concepts of strategic communication Introduction to communication Persuasion and Influence in Strategic Communication Communication theory, meaning and signs, codes, signification, Audience Analysis, Structuralist theory and applications, Empirical methods, ideology and meanings, Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication	15



02	Institutional and Organisational Dimensions, Implementing Strategic Communication, Understanding media content structures ,Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication,Storytelling in Strategic Communication, Media Relations Strategies	15
03	Definition of PR, Grunig's four models  Origin and growth of PR in the world and India Propaganda, Public Opinion & Publicity Public Relations: catalyst, persuasion and motivation, Communication theories with special reference to persuasion theory, cultivation theory and uses and gratifications theory	15
04	Reputation management, Organisational behaviour, Understanding evolution of mass media and mass communication with specific reference to India.  Making a PR policy, Stages of planning – from taking the brief to preparing the plan, Media relations, Case studies on PR and organisational behaviour.	15

**Syllabus Designed by- Mr Mithun Pillai**

**Ms Tejal Shinde**

**References:**

- 1) Introduction to Communication, John Fiske, Routledge, 1990 Pinkleton, E. W. (2006).
- 2) Strategic Public Relations Management . London: Lawrence Erlbaum Associates.
- 3) Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984
- 4) .Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015 McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
- 5) Planning and Managing Public Relations Campaigns: A Strategic Approach, Anne Gregory, Kogan Page Limited 2015
- 6) EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY, C.V. NARASIMHA REDDI, PHI Learning Pvt Ltd, 2014



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

### Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## INTRODUCTION TO FILM STUDIES

**COURSE CODE: P24MMC2MJ03**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

1. To inculcate liking and understanding of good cinema.
2. To make students aware with a brief history of movies; the major cinema movements.
3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.
4. Insight into film techniques and aesthetics.

### Course Outcomes:

1. Demonstrate an informed appreciation of cinema as an art form and medium of communication.
- 2: Trace the evolution of cinema by identifying key historical milestones, movements, and influential filmmakers.
- 3: Analyze and interpret the use of visuals and sound in films, recognizing their impact on storytelling and audience engagement.
- 4: Apply basic cinematic techniques and aesthetic principles in conceptualizing and creating audio-visual content.
- 5: Critically evaluate films using appropriate theoretical frameworks and cinematic language.

Syllabus			
Sr. No.	Module	Details	Lectures
1.	History & Development of Cinema	<p>1.1 History of Artistic Representation, ancient man's creativity-Altamira, visual communication-painting &amp; sculpture</p> <p>1.2 History &amp; development of Camera-Still &amp; Movie, Edison, Dickson.</p> <p>1.3 The silent era Lumierre Brothers, Jeorge Melies, Charlie Chaplin, Orson Wells, Development of Film Technology &amp; Theatres-Studio System &amp; Production Houses, Talkies Era Hollywood, Commercialization of Western Cinema, Edwin Porter.</p> <p>1.4 Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making-Eizenstein (Montage &amp; Misc en scene), Pudovkin, Vittoria De Sica, French Neo Realistic &amp; New Wave Cinema-Andrea Bazin, Francois Truffaut, Jean Luk Godard</p>	15



2.	<b>Indian Cinema</b>	<p>2.1 Inception of Indian cinema-Hiralal Sen, Dadasaheb Phalke, Parsi Film, Impact of Commercial Theatre on Cinema</p> <p>2.2 Post colonial Indian Cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood Commercial Indian Cinema, Star System, Indian New Wave, Indian New Wave, Directors, Film Movements in India.</p>	15
		<p>2.3 Visual Literacy, Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre. Film Society Movement, Film Awards, Film Festivals, Film Bodies- NFDC, OFDC, DFF, CFS.</p>	
3.	<b>Film Production</b>	<p>3.1 Three major Stages in Filmmaking-pre production, production, post- Production.</p> <p>3.2 Technicalities-Shots, camera movements, Lighting, sets, VFX, Sound, Editing.</p> <p>3.3 People Involved- directors, actors, cameraman, editor, sound engineer, choreographer, editor, music director etc.</p> <p>3.4 Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.</p>	15
4	<b>Film Theories and Regional Cinema</b>	<p>4.1 Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Apparatus theory. Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction selection and omission of details, Sub-plots, Deviant Plot structure, Non linear storytelling.</p> <p>4.2 Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic, Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences, Formula Film (Masala movie), Censorship and censor boards with special reference to India, CBFC, controversies, Case Study</p>	
		<b>TOTAL LECTURES</b>	<b>60</b>



**Syllabus Designed by- Mr Abhishek Dandekar**

**Ms Tejal Shinde**

**References:**

1. "Film Art: An Introduction" by David Bordwell and Kristin Thompson
2. "The Film Experience: An Introduction" by Timothy Corrigan and Patricia White
3. "Understanding Movies" by Louis Giannetti
4. "An Introduction to Film Studies" edited by Jill Nelmes.
5. "Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen.
6. "The Oxford History of World Cinema" edited by Geoffrey Nowell-Smith.
7. "Making Movies" by Sidney Lumet.
8. "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.
9. "Film Genre Reader IV" edited by Barry Keith Grant.
10. "Hitchcock/Truffaut" by François Truffaut.

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 40 marks**
  - **Semester end examination 60% i.e. 60 marks**
- A) Internal Assessment 40 marks**

<b>Description</b>	<b>Marks</b>
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
<b>Total</b>	<b>40</b>

**B) Semester end examination 60 marks Question Paper Pattern**



Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
<b>Total</b>	<b>60</b>

Passing criteria: Minimum 40% in Internal (16 out of 40)  
and 40% (24 out of 60) in semester end examination.

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## CULTURE, MEDIA AND COMMUNICATION

**COURSE CODE: P24MMC2MJ04**  
**1 credit - 15 lectures**

**COURSE CREDIT 02**  
**1 lecture is 60 minutes**

### Course Objectives:

1. Understand the foundational theories of culture, media, and communication.
2. Analyze the influence of media on cultural practices and social norms.
3. Explore the role of digital media in transforming communication processes.
4. Critically evaluate media content and its cultural implications.
5. Investigate the global and local dimensions of media and communication

### Course outcome:

1. Students will be able to Write content that is appropriately targeted to specific audiences
2. Students will develop skills to critically analyze media content.
3. Students will be able to demonstrate proficiency in writing clear, concise, and grammatically correct media content.

<b>Module-1</b>		<b>(Total 10 Lectures)</b>
	Understanding the symbiotic relationship between culture and media Definitions of culture  Media and culture interdependence  Theoretical frameworks in culture studies  Theories of Media and Culture: Frankfurt School, Birmingham School	05
2.	<b>Cultural Narratives:</b> How media creates and disseminates cultural stories, myths, and norms.  <b>Agenda-Setting:</b> The role of media in highlighting certain cultural issues while ignoring others.  <b>Cultural Gatekeeping:</b> Media as a gatekeeper that decides which cultural products gain visibility and legitimacy.  <b>Interdependence of Media and culture, Cultural Trends and Media</b>	05



	Response.	
<b>Module-2.</b>		<b>(Total 10 Lectures)</b>
1.	<p>Definitions and characteristics of popular culture</p> <p>Popular Culture and Media</p> <p>Media's role in disseminating popular culture</p> <p>Media Globalization and Cultural Imperialism</p> <p>Digital Media and Cultural Change</p> <p>Role of social media in cultural mobilization</p>	05
2	<p>Media Representation and Stereotyping:</p> <p>Media Stereotypes and Their Impact: Gender, race, and class stereotypes in media</p> <p>Media and Racial representation and its cultural implications</p> <p>Class representation and media narratives</p> <p>Countering Stereotypes in Media</p>	05
<b>Module-3.</b>		<b>(Total 10 Lectures)</b>
1.	<p>Media Consumption and Cultural Habits</p> <p>Media and Cultural Festivals</p> <p>Media's influence on youth identity and subcultures</p> <p>Overview of media regulations affecting cultural content</p> <p>Media Ethics and Cultural Sensitivity</p>	05



2	Impact of Bollywood films on Indian cultural identity Regional Media in India Indian Television and Cultural Narratives Indian News Media and Cultural Discourse Digital Divide and Cultural Access	05
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**Syllabus designed by:**

**Ms. Tejal Shinde**

**Mr. Mithun Pillai**

**References**

1. Media and Cultural Studies: Meenakshi Gigi Durham and Douglas M. Kellner
2. Cultural Studies- Theory and Practice – Chris Baker
3. An Introduction to Cultural Studies- Promod K. Nayar
4. Culture Change in India- identity and Globalisation – Yogendra Singh
5. Indian Media in a Globalised World- Maya Ranganathan Usha M. Rodrigues
6. Perspectives in Cultural Studies- Nath, Debarshi Prasad and Parasmoni Dutta

**SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)**

**The scheme of examination shall be divided into two parts:**

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

**(A)Internal Assessment 40 marks**

Description	Marks
Internal test of 20 marks	10



Assignment	05
Attendance and Class participation	05
Total	20

**B) Semester end examination 30 marks**

**PAPER PATTERN**

Duration: 1 hours	
Total Marks:30	
Q.1 10 marks OR 10 marks (5+5 marks)-Unit 1	10
Q.2 10 marks OR 10 marks (5+5 marks)-Unit 2	10
Q.3 10 marks OR 10 marks (5+5 marks)-Unit 3	10
Total	30

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## VISUAL COMMUNICATION DESIGN

**COURSE CODE: P24MMC2MJE01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

1. The course will equip graduates to become resourceful, enhance their research and critical thinking, and be more process-oriented in their practice.
2. Students will be required to demonstrate their creative abilities through a strong and original portfolio of works and willingness to participate in inquiry based learning driven by research, and independent study because the course focuses on providing advanced-level learning in Visual Communication.

### **Course Outcomes:**

1. To understand the concepts of Traditional Media communication.
2. To understand the growth and diversity of Print/Broadcast and New Media.
3. To gain fundamental knowledge of multimedia
4. Understand the design process and employ the tools and principles of visual communication design to formulate creative and meaningful design solutions.
5. To create awareness and knowledge about current developments in visual communication design and build the ability to add to these developments within the context of his/her work.
6. To analyse the development of contemporary new media through Case Studies



Sr. No	Syllabus	No. of lectures
	<b>MODULE 1- HISTORY OF FORMS OF MEDIA</b>	10
	<p>TRADITIONAL MEDIA – Definitions of Traditional Media and Mass Media; Traditional Forms of Media – Signs, Wood Carving, Sound, Drawings, Symbols sculptures; Folk Media – Street plays, Songs, Drama, Puppet Shows, Traditional Dance Story Telling. Regional art forms B.</p> <p>PRINT MEDIA - History of the print media and evolution and development of printing technology in India and the World. Chinese Papermaking; Printing, various types of print media, nature, concepts, scope; Content making for print media, reach, advantages, and importance. History of Indian Newspaper. C. NEW MEDIA - Origin and development of the Internet and web, Growth, and development of Internet communication, Nature and Scope of the new media content generation, reach, online journalism, web TV, Podcasting, e-Publishing. Vlogging, Blogging, New Media Writing, AI content writing &amp; design</p>	
	<b>MODULE 2- FUNDAMENTALS OF MULTIMEDIA</b>	15
	<p>Definition of Multimedia. ❖ Multimedia systems. ❖ Multimedia elements. ❖ Multimedia applications. ❖ Multimedia system architecture. ❖ Multimedia file formats, ❖ Components of multimedia - Web and Internet - ❖ Multimedia in business and work, ❖ Communication devices ❖ Multimedia Tools ❖ Multimedia Production and Presentation - 15 Object generation which includes video sound - Image capturing - Authoring tools, word and page-based authoring tools</p>	
	<b>MODULE 3-ADVERTISING DESIGN &amp; COMMUNICATION</b>	15



	<p>A. VISUAL COMMUNICATION- Elements and Principles of Visual Composition Visual elements – dot, line, shape, form (mass, volume,), space, texture, color. Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm, and harmony), etc. Spatial relationships, compositions in 2-and 3-dimensional space, and the structure of appearance. B. Design Research Conceptualization &amp; Ideation, USP, big idea, visualization, print ad layout, headline, sub-headline, body copy, logos &amp; slogans, client brief, creative strategy, media plan, brand positioning, brand personality, brand image, brand equity, Idea and concept, Script writing, Copywriting, Character design, Background and layouts, Voiceovers, Storyboards, Ad Films.</p>	
	<p>MODULE 4-CONTEMPORARY TRENDS AND THE CHANGING SCENARIO OF VIRTUAL MEDIA</p>	<p>20</p>
	<p>Diverse Design Avenues A. Conventional and contemporary design industry avenues for ‘Visual Communication’ graduates: interior design, industrial design, product design (Textile design, Fashion design, etc.), production design (for stage and screen), event design (and management), graphics, animation, and video gaming industry B. Convergence and consolidation of design technologies. The need of the hour is the 20 versatility of a designer and a visual communication practitioner (multi-tasking with multi-design skills) to express on all platforms C. Trends-in-media-and-entertainmentindustry/Television/Print/Radio/Films/ Digital Media/OTT/Social Media D. Emerging Technologies and cutting-edge tools reshaping the industry. E. Consumer Behaviour Shifts F. Insights into the evolving preferences of tomorrow’s audience. G. AI’s Role in Content Personalization: How AI is revolutionizing user experiences. H. Streaming Service Evolution: The next phase in digital content consumption. I. Interactive and Immersive Experiences: A dive into the future of engaging media. J. Virtual reality &amp; Augmented reality, Mixed Reality K. Internet of things, 6th sense L. Big data M. Data-Driven Decision Making: Leveraging analytics for strategic advantage</p>	

**Syllabus Designed by- Mrs Rani D’souza**

**Mr Abhishek Dandekar**

**References:**



1. Non-Designer's Design Book, The Paperback – 19 November 2014 by Robin Williams (Author)
  2. LOGO Design Love: A Guide to Creating Iconic Brand Identities by David Airey (Author)
  3. CREATING A BRAND IDENTITY: A GUIDE FOR DESIGNERS by Catharine SladeBrooking (Author)
  4. LOGO'TYPE: (Corporate Identity Book, Branding Reference for Designers and Design Students) by Michael Evamy (Author)
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## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

### (A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

### B) Semester end examination 60 marks

#### Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.**

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## BROADCAST JOURNALISM

COURSE CODE: P24MMC2MJE02

COURSE CREDIT: 04

1 Credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

1. To help students analyze the technical aspects of broadcast production, including audio, video, and editing.
2. To write effectively for broadcast media, considering different formats and audiences.
3. To provide students with technique of narration and story telling
4. To share the art of developing a story idea.

### Course Outcome:

1. Students will demonstrate knowledge of legal and ethical standards in television journalism
2. Students will critically analyze television news content, evaluating its accuracy, bias, and effectiveness in conveying information to the audience.
3. Students will gain an understanding of industry practices, including newsroom operations

Sr. No	Syllabus	No. of lectures
01	<p><b>History and Development-</b></p> <p>Brief History of the development of TV and radio journalism- Globally and in India. Emerging Trends in journalism</p> <p>The International Scenario- John Baird (Inventor of TV) till date.</p> <p>News; Entertainment, Culture, Sports and Films in Indian Scenario</p> <p>Growth of Private International, National and Regional TV Networks.</p> <p>Regional channels-Impact and critical study .News channels in Marathi, Hindi, Tamil and Malayalam.</p>	15



02	<p><b>Television and Radio formats : Content and production-</b></p> <p>News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis</p>	15
	<p>Features on TV : Talk Shows • Reviews Interviews • Discussions. • Documentaries. Docudramas. Commentaries. Other Programs Music Sports</p> <p>Features on Radio: Talk Shows • Reviews Interviews • Discussions. •Docudramas. Commentaries. Other Programs Music Sports</p>	
03	<p><b>Developing skills</b></p> <p>Anchoring Reporting or shooting anchor links in public. How and what to give in PTC or piece to camera.</p> <p>How to approach people for sensitive stories.</p> <p>.Beat reporting Educational, Crime, Science, Court, Environmental, Political Reporting. Reporting national and International events Scripting and presentation Scripting for Interviews/Documentary/Feature/Drama/Skits of TV and Radio.</p> <p>Story idea, development and Presentation- Web series. Editing- Skills of editing, online and offline</p>	15



04	<p><b>Current and Emerging Trends:</b></p> <p>Internet Journalism</p> <p>YouTube Channels</p>	15
	<p>TV and YouTube</p> <p>24/7 news broadcast</p> <p>Features, Audience effectiveness, advertisements and Dumbing down of News.</p> <p>TV and Radio online streaming catering to infotainment genre majorly targeting the youth ( Netflix,</p> <p>Fake News on Internet v/s news on broadcast</p> <p>Ethics (Including Censorship) in presentation of News.</p> <p>Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion</p>	

**Syllabus designed by:**

**Mr. Izaz Ansari**

**References:**

- 1) MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
- 2) Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
- 3) Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
- 4) Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
- 5) Television Production by Phillip Harris.
- 6) Broadcast Journalism by David Keith Cohler (Prentice Hall).
- 7) De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

### (A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

### B) Semester end examination 60 marks

#### Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	5
Q.2 15 marks OR 15 marks	5
Q.3 15 marks OR 15 marks	5
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	5
Total	60

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.**

**Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.**



## ON-THE-JOB TRAINING

COURSE CODE: P24MMC2OJT01

COURSE CREDIT: 04

### Guidelines for On-the job- Training project work(OJT)

- The theme of the internship should be based on any study area of the elective courses
- Project Report should be of minimum 50 pages
- Experience Certificate is Mandatory

A project report has to be brief in content and must include the following aspects:

- **Executive Summary:** A bird's eye view of your entire presentation has to be precisely offered under this category.
- **Introduction on the Company:** A Concise representation of company/ organization defining its scope, products/services and its SWOT analysis.
- **Statement and Objectives:** The mission and vision of the organization need to be stated enshrining its broad strategies.
- **Your Role in the Organisation during the internship:** The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.
- **Challenges:** The challenges confronted while churning out theoretical knowledge into practical world.
- **Conclusion:** A brief overview of your experience and suggestions to bridge the gap between theory and practice.

On separate page Name and address of the college

#### Certificate

This is to certify that Ms/Mr has worked and duly completed her/his Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of \_\_\_\_\_ and her/his \_\_\_\_\_ project is \_\_\_\_\_ entitled, “\_\_\_\_\_”

\_\_\_\_\_ under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University. It is her/ his own work and facts reported by her/his personal findings and investigations.

Name and Signature of Guiding Teacher

Seal of the  
college

Date of submission:



**On separate page  
Declaration by learner**

I the undersigned Miss / Mr \_\_\_\_\_ here by, declare that the  
work embodied in this project work titled \_\_\_\_\_  
\_\_\_\_\_, forms my own  
contribution to the research work carried out under the guidance of \_\_\_\_\_  
\_\_\_\_\_ is a result of my own research work and has not been  
previously submitted to any other University for any other Degree/ Diploma to this or any other  
University. Wherever reference has been made to previous works of others, it has been clearly indicated  
as such and included in the bibliography. I, here by further declare that all information of this document  
has been obtained and presented in accordance with academic rules and ethical conduct.

Name and Signature of the learner

Certified by Name and signature of the Guiding Teacher

**On separate page  
Acknowledgment (Model structure of the acknowledgement)**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous. I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the University of Mumbai for giving me chance to do this project. I would like to thank my Principal, \_\_\_\_\_ for providing the necessary facilities required for completion of this project. I take this opportunity to thank our Coordinator \_\_\_\_\_ for her moral support and guidance.

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Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported me throughout my project.

