

As Per NEP 2020

University of Mumbai



Syllabus for Major Vertical – 1, 4 & 6		
Faculty of Humanities		
Board of Studies in Mass Media		
Name of the Programme – B.A. in Multimedia and Mass Communication		
U.G. Third Year Programme	Exit Degree	B.A. in Multimedia and Mass Communication
Semester		V & VI
From the Academic Year		2026-27

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____	B.A. in Multimedia and Mass Communication
2	Exit Degree	B.A. in Multimedia and Mass Communication
3	Scheme of Examination R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination
4	Standards of Passing R: _____	40%
5	Credit Structure R: _____	Attached herewith
6	Semesters	Sem. V & VI
7	Program Academic Level	5.5
8	Pattern	Semester
9	Status	New
10	To be implemented from Academic Year	2026-27

Sign of the BOS
Dr. Navita Kulkarni
Chairperson
BOS/Ad-hoc BOS in
Mass Media

Sign of the
Offg. Associate
Dean
Dr. Suchitra Naik
Faculty of
Humanities

Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sign of the
Offg. Dean
Prof. Anil Singh
Faculty of
Humanities

B.A. (_____)

Credit Structure (Sem. V & VI)

(B. A.)- Major & Minor

	R: _____ E									
Vertical		1		2	3	4	5	6		
Level	Semester	Major 1	Major (Elective) 2	Minor 3	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		M1	M2	M3						
5.5	V	i) Community Media and Sustainability (4) ii) Reporting & Feature Writing (4) iii) Press Laws and Ethics (2) 8 (2*4 +2)	i) Principles of investigative and crime journalism (4) OR ii) Business and Financial Journalism (4) 4	i) Corporate Communication & Public Relations (4) 6		i) Publication Design & News presentation techniques VSC (2)	----	CEP:2 CC 2	22	UG Degree 132
	R: _____ F									
	VI	i) News Media Management (4 CR) ii) Editing (2 CR) iii) Conflict Reporting (4 CR) (2*4 +2)	i) Pop Culture, Travel and Lifestyle Journalism OR ii) Journalism and Public Opinion 4	i) Digital Media Management (4 CR) 4	----	----	----	OJT :4	22	
	Cum Cr.	52	18	8	10	6+6+2	6+4+2	8+6+4	132	
Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major										

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – On Job Training, FP – Field Project, CEP – Community Engagement Project, CC – Co-Curricular, RP – Research Project]

[* 2 Credit IKS Major paper (Core Subject Specific Theory may be included in Sem V)]

Program Structure for Sem V & VI (NEP 2020)

Vertical No.		Paper Title	Credits
Sem - V			
1.	Mandatory	1. Community Media and Sustainability	4
		2. Reporting & Feature Writing	4
		3. Press Laws & Ethics	2
	Electives	1. Principles of Investigative and Crime Journalism OR Business and Financial Journalism	4
3.	Major - 2 (Minor) (To be selected from other discipline)		2
4.	VSC	1. Publication Design and News Presentation Techniques	2
5.	CEP (To be selected from CEP topic list)		2
6.	CC		2
Credits			22
Sem - VI			
6.	Mandatory	1. News Media Management	4
		2. Conflict Reporting	4
		3. Editing	2
7.	Electives	1. Pop Culture, Travel and Lifestyle Journalism OR Journalism and Public Opinion	4
9.	OJT		4
Credits			22
Total Credits			44

Sem. - V

Sem – V
Vertical – 1
Major
Mandatory
(4+4+2*)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: COMMUNITY MEDIA AND SUSTAINABILITY

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course will introduce learners to the role of community media in promoting sustainable development and social change. It will focus on grassroots communication, participatory media practices, and the use of media tools to address environmental, social, and economic sustainability challenges. The course will equip learners to critically analyze, design, and implement community-driven media initiatives that support inclusive development and responsible citizenship.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To define and explain the concept, scope, and significance of community media. 2. To examine and interpret the relationship between media, sustainability, and development. 3. To apply participatory communication approaches and tools in community contexts. 4. To analyze and evaluate the role of media in addressing environmental, social, and economic issues. 5. To design and create community-oriented media content and campaigns for sustainability initiatives.	
8	Course Outcomes: 1. The learner will be able to define and explain the concept and scope of community media. 2. The learner will be able to examine and interpret the relationship between media and sustainability. 3. The learner will be able to demonstrate and apply participatory communication approaches in relevant contexts. 4. The learner will be able to analyze and evaluate the role of media in addressing environmental and social issues. 5. The learner will be able to design and create community-oriented media content for sustainability initiatives.	

Modules:**Module 1: Introduction to Community Media****(10 hours)**

1. Concept and Definition of Community Media
2. Community Media as the “Third Sector” (Public, Commercial, Community)
3. Principles of Community Media:
 - Independence
 - Non-profit nature
 - Community Participation and Governance
 - Service to the Community
4. Understanding “Community”: Geographic Communities/ Communities of Interest
5. Introduction to Sustainability:
 - Concept and Dimensions (Environmental, Social, Economic)
 - Link between Community Media and Sustainable Development
 - Role of Community Media in achieving SDGs

Module 2: Foundations of Community Media**(15 Hours)**

1. Difference between Mainstream Media and Community Media
2. Types of Community Media:
 - Community Radio
 - Local Newspapers
 - Digital Community Platforms
3. Principles of Community Media:
 - Participation
 - Access
 - Empowerment
4. Role of Community Media in Social Change
5. Case Studies of Community Media Initiatives

Module 3: Participatory Communication and Media Practices**(15 Hours)**

1. Concept of Participatory Communication
2. Tools and Techniques:
 - Community Interviews
 - Focus Group Discussions
 - Storytelling
3. Development Communication Models
4. Use of Audio-Visual Media in Communities
5. Digital Media for Community Engagement
6. Content Creation for Awareness Campaigns
7. Grassroots Media Production Techniques

Module 4: Community Media for Sustainable Action**(20 Hours)**

- a. Media Advocacy for Social and Environmental Issues
- b. Role of NGOs and Civil Society in Community Media
- c. Need for Science Communication
- d. Case Studies on Sustainability Campaigns
- e. Impact Assessment of Community Media Initiatives
- f. Challenges and Opportunities in Community Media
- g. Designing Community Media Campaigns

10	Text Books: 1. Keval J. Kumar – Mass Communication in India 2. Jan Servaes – Communication for Development and Social Change 3. Bella Mody – International and Development Communication 4. Robert McChesney – Rich Media, Poor Democracy 5. UNESCO Reports on Community Media and Sustainability 6. Government and NGO Reports on Sustainable Development	
11	Reference Books: 1. Keval J. Kumar – Mass Communication in India 2. Jan Servaes – Communication for Development and Social Change 3. Bella Mody – International and Development Communication 4. Robert McChesney – Rich Media, Poor Democracy 5. UNESCO Reports on Community Media and Sustainability 6. Government and NGO Reports on Sustainable Development	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Suggested internal topics: Individual/ group assignment on: 1. Community newsletter 2. Podcast 3. Social awareness campaign 4. Projects related to SDG goals 5. NGO and community media case studies 6. Documentary 7. Blog creation 8. Photojournalism project

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: REPORTING & FEATURE WRITING

Sr. No.	Heading	Particulars
1	Description the course :	Reporting & Feature Writing is a core subject in journalism that equips students with the essential skills of news gathering, verification, and storytelling. The course focuses on the principles of news reporting across beats and introduces students to creative and analytical feature writing. It blends traditional journalistic practices with modern storytelling techniques used in print, digital, and multimedia platforms. Students will learn how to write accurate, engaging, and ethically responsible journalistic content.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the fundamentals and principles of news reporting 2. To develop skills in news gathering, interviewing, and verification 3. To train students in writing structured and impactful news reports 4. To introduce different types of feature writing and storytelling techniques 5. To enhance analytical, observational, and creative writing abilities 6. To familiarize students with ethical and legal aspects of reporting	
8	Course Outcomes: (List some of the course outcomes) 1. Demonstrate understanding of news values, reporting structure, and journalistic principles 2. Conduct field reporting, interviews, and gather accurate information 3. Write clear, concise, and structured news reports for various media platforms 4. Produce engaging feature articles using narrative and descriptive techniques 5. Apply ethical standards and legal awareness in journalistic practices	

9	Modules:	
	Module 1: Fundamentals of Reporting	(15 hours)
	1. Definition, nature, and scope of reporting 2. News: meaning, elements, and news values 3. Types of news (hard news, soft news, investigative, interpretative) 4. Structure of news: Inverted pyramid, headlines, leads (intro) 5. Qualities and responsibilities of a reporter 6. Basics of news writing (clarity, brevity, accuracy)	
	Module 2: News Gathering & Reporting Techniques	(15 hours)
	1. Sources of news: primary and secondary 2. Techniques of news gathering 3. Interviewing skills: types (structured, unstructured, panel) 4. Covering different beats: crime, civic, political, business, sports, entertainment 5. Press conferences and event reporting 6. Fact-checking, verification, and use of digital tools	
	Module 3: Feature Writing – Concepts & Types	(15 Hours)
	1. Introduction to feature writing 2. Difference between news report and feature article 3. Types of features: • Human interest stories • Personality profiles • Travel and lifestyle features • Seasonal and festival features • Investigative and analytical features 4. Structure of a feature: headline, intro, body, conclusion 5. Creative writing techniques: anecdotes, descriptions, narrative style	
10	Module 4: Advanced Writing, Ethics & Digital Reporting	(15 Hours)
	1. Editorial writing basics (overview) 2. Writing for digital platforms (blogs, news portals, long-form content) 3. Use of multimedia in storytelling (photos, videos, infographics) 4. Media ethics in reporting: objectivity, bias, fairness 5. Legal aspects: defamation, contempt of court, privacy laws 6. Fake news and misinformation 7. Introduction to data-driven storytelling	
11	Text Books: 1. Menon, P.K. – <i>Practical Journalism</i> 2. Kamath, M.V. – <i>Professional Journalism</i> 3. Rangaswami, Parthasarathy – <i>Basic Journalism</i> 4. Aggarwal, Vir Bala – <i>Essentials of Practical Journalism</i> 5. Shrivastava, K.M. – <i>News Reporting and Editing</i> 6. B.N. Ahuja & S.S. Chhabra – <i>Journalism Today</i> 7. Seema Hasan – <i>Mass Communication: Principles and Concepts</i>	
12	Reference Books: 1. Menon, P.K. – <i>Practical Journalism</i> 2. Kamath, M.V. – <i>Professional Journalism</i> 3. Rangaswami, Parthasarathy – <i>Basic Journalism</i> 4. Aggarwal, Vir Bala – <i>Essentials of Practical Journalism</i> 5. Shrivastava, K.M. – <i>News Reporting and Editing</i> 6. B.N. Ahuja & S.S. Chhabra – <i>Journalism Today</i> 7. Seema Hasan – <i>Mass Communication: Principles and Concepts</i>	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60%

		Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given to 1. Writing 5 news reports based on current events 2. Conducting and submitting 2 interviews 3. Coverage of one live event/press conference 4. Writing 2 feature articles (human interest + lifestyle/travel) 5. Maintaining a news diary or reporting portfolio 6. Fact-checking assignment using digital tools

Syllabus
B.A. (Multimedia and Mass Communication)
(Sem.- V)

Title of Paper: Press Laws & Ethics

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course introduces students to the legal framework governing the press and the ethical responsibilities of media professionals. It explores key issues related to fake news and misinformation in the rapidly evolving media landscape. The course equips learners with critical skills to analyze and respond to challenges in today's information ecosystem.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To help students understand the legal framework governing the press and media in India 2. To develop an awareness of ethical responsibilities in journalism and media practices. 3. To enable students to critically understand challenges posed by fake news and misinformation in the evolving media ecosystem.	
8	Course Outcomes: 1. Demonstrate an understanding of laws and regulations governing the press and media. 2. Apply ethical principles in evaluating and producing media content. 3. Critically analyze and identify fake news and misinformation in the contemporary media ecosystem.	

9	Modules:	
	Module 1: Laws related to Media in India	(15 Hours)
	- Article 19(1)(a) of the Indian Constitution – Freedom of Speech and Expression Article 19(2) – Reasonable Restrictions; Defamation – Sections 499 and 500 of IPC; Contempt of Courts Act, 1971; Public Order – Sections 153A, 153B, 295A, 505 of IPC - Sedition (IPC Section 124A) and Obscenity (IPC Sections 292, 293); Contempt of Parliament; Official Secrets Act – Brief overview Press and Registration of Books Act - Right to Information Act; Information Technology Act (with recent amendments and rules; Right to Privacy and its violation by media Copyright Act – Application of copyright and fair use. - Broadcasting Services (Regulation) Bill, 2023; Digital Personal Data Protection Act, 2023	
	Module 2: Media Ethics	(15 Hours)
	- Media Ethics and Self-Regulation in Journalism - Core Principles of Journalism in India: Truth and Accuracy, Independence, Fairness and Objectivity, Accountability, Ethics and Integrity, Public Interest, Respect for Privacy, Confidentiality of sources, Conflict of interest. - Role of Journalists in Combating Digital Misinformation, and Fake news - Digital Rights and Responsibilities, Social Media Guidelines and Liability for Content	
10	Text Books: - Introduction to the Constitution of India by Durga Das Basu - Law of the Press by Durga Das Basu - Introduction to Media Laws and Ethics by Juhi P Pathak - Facets of Media Law by Madhavi Goradia Divan - Media Law (Including Right to Information Act) by Rakesh Kumar Singh, Souvik Dhar	
11	Reference Books: - Introduction to the Constitution of India by Durga Das Basu - Law of the Press by Durga Das Basu - Introduction to Media Laws and Ethics by Juhi P Pathak - Facets of Media Law by Madhavi Goradia Divan - Media Law (Including Right to Information Act) by Rakesh Kumar Singh, Souvik Dhar	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment, etc. (at least 3)	Suggested Internal Topics: - Case Study analysis - Fake news and fact checking project - Media Laws presentation - Comparative analysis study - Media coverage analysis

Sem - V
Vertical – 1
Electives
(4)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: PRINCIPLES OF INVESTIGATIVE AND CRIME JOURNALISM

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces students to the principles, practices, and ethics of investigative and crime reporting. It focuses on developing skills required to uncover hidden facts, analyse crime-related information, and report responsibly within legal and ethical frameworks. Students will learn about police systems, court reporting, investigative techniques, and the challenges faced by crime journalists in modern media environments.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the nature and scope of investigative and crime journalism. 2. To develop skills in gathering, verifying, and analyzing crime-related information. 3. To familiarize students with legal frameworks such as IPC, CrPC, and media laws. 4. To train students in ethical and responsible reporting of crime and sensitive issues. 5. To enhance storytelling techniques for investigative journalism across platforms.	
8	Course Outcomes: 1. Explain the role and importance of investigative and crime reporting in society. 2. Apply investigative techniques such as source development, RTI use, and data analysis. 3. Understand crime, police procedures, and court systems in India. 4. Produce ethical, accurate, and legally compliant crime reports. 5. Develop in-depth investigative stories using multimedia tools.	

Modules:**Module 1: Introduction to Investigation & Crime Reporting****(15 hours)**

1. Meaning, nature, and scope of investigative journalism
2. Difference between routine reporting and investigative reporting
3. Role of crime reporters in society
4. Qualities of an investigative journalist
5. Types of crime: violent, cybercrime, white-collar crime
6. Basics of crime reporting: news values, accuracy, objectivity
7. Risks and challenges in crime reporting

Module 2: Crime Reporting System & Sources**(15 hours)**

1. Structure of law enforcement agencies in India
 - Police hierarchy
 - Investigation process (FIR, chargesheet, arrest)
2. Understanding legal terms: cognizable vs non-cognizable offences
3. Sources of crime reporting
 - Police, informers, RTI, court records, whistleblowers
4. Techniques of developing confidential sources
5. Verification of facts and cross-checking information
6. Role of forensic evidence and modern investigation tools

Module 3: Investigative Techniques & Tools**(15 hours)**

1. Investigative process: idea → hypothesis → research → publication
2. Use of documents, public records, and databases
3. Sting operations: ethics and legality
4. Undercover reporting techniques
5. Data journalism and digital investigation
6. Interviewing suspects, victims, and officials
7. Case Studies:
 - Watergate Scandal
 - Panama Papers
 - Bofors scam
 - 2G Spectrum scam

Module 4: Legal Ethical Issues and Court Reporting**(15 hours)**

1. Media laws related to crime reporting
 - Defamation
 - Contempt of court
 - Right to privacy
 - Official Secrets Act
2. Ethics in crime reporting
 - Reporting sexual crimes and minors
 - Sensationalism vs responsible journalism
3. Structure of Indian judiciary
 - Courts, tribunals, PILs
4. Basics of court reporting
5. Impact of media trials on justice
6. Safety of journalists covering crime

10	Text Books: 1. K. M. Shrivastava – <i>News Reporting and Editing</i> 2. Seema Hasan – <i>Mass Communication: Principles and Concepts</i> 3. J. V. Vilanilam – <i>Mass Communication in India</i> 4. Nalini Rajan – <i>Practising Journalism</i> 5. Vir Bala Aggarwal – <i>Essentials of Practical Journalism</i> 6. Shakuntala Rao – <i>Media and Crime in India</i> 7. P. K. Arya – <i>Journalism and Mass Communication</i>		
11	Reference Books: 1. K. M. Shrivastava – <i>News Reporting and Editing</i> 2. Seema Hasan – <i>Mass Communication: Principles and Concepts</i> 3. J. V. Vilanilam – <i>Mass Communication in India</i> 4. Nalini Rajan – <i>Practising Journalism</i> 5. Vir Bala Aggarwal – <i>Essentials of Practical Journalism</i> 6. Shakuntala Rao – <i>Media and Crime in India</i> 7. P. K. Arya – <i>Journalism and Mass Communication</i>		
12	<table border="1"> <tr> <td data-bbox="209 658 860 808">Internal Continuous Assessment: 40%</td><td data-bbox="860 658 1465 808"> External, Semester End Examination 60% Individual Passing in Internal and External Examination </td></tr> </table>	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination		
13	<table border="1"> <tr> <td data-bbox="209 808 860 1216"> Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3) </td><td data-bbox="860 808 1465 1216"> Individual/ group project should be given to 1. Crime beat reporting (visit police station/court) 2. FIR analysis and reporting exercise 3. Investigative story project (individual/group) 4. RTI application drafting 5. Case study presentation on a major crime investigation 6. Mock press briefing on crime incident </td></tr> </table>	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given to 1. Crime beat reporting (visit police station/court) 2. FIR analysis and reporting exercise 3. Investigative story project (individual/group) 4. RTI application drafting 5. Case study presentation on a major crime investigation 6. Mock press briefing on crime incident
Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given to 1. Crime beat reporting (visit police station/court) 2. FIR analysis and reporting exercise 3. Investigative story project (individual/group) 4. RTI application drafting 5. Case study presentation on a major crime investigation 6. Mock press briefing on crime incident		

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: BUSINESS AND FINANCIAL JOURNALISM

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces students to the principles, practices, and evolving landscape of business and financial journalism. It focuses on understanding economic systems, financial markets, corporate reporting, and interpreting data for news production. The course equips students with the ability to report accurately on business developments, analyse financial information, and communicate complex economic concepts in a simplified manner for mass audiences.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To familiarize students with the fundamentals of business, economics, and financial systems. 2. To develop skills in reporting, analyzing, and interpreting business and financial news. 3. To understand the functioning of stock markets, banking systems, and corporate structures. 4. To enable students to produce ethical, accurate, and engaging business journalism content. 5. To introduce students to data-driven and digital tools used in financial reporting.	
8	Course Outcomes: 1. Understand key concepts of business, economics, and financial systems. 2. Analyse and report on financial markets, corporate activities, and economic policies. 3. Interpret financial data, balance sheets, and economic indicators. 4. Produce well-structured business news stories, features, and analysis. 5. Apply ethical standards and digital tools in financial journalism.	

9	Modules:	
	Module 1: Introduction to Business & Financial Journalism (15 hours)	
	1. Meaning, scope, and importance of business journalism 2. Evolution of business journalism in India 3. Role of business journalists in economic development 4. Structure of the Indian economy (Primary, Secondary, Tertiary sectors) 5. Basics of economics: Demand, supply, inflation, GDP, fiscal deficit 6. Key institutions: RBI, SEBI, NSE, BSE	
	Module 2: Financial Systems & Market Reporting (15 hours)	
	1. Banking system in India: Commercial banks, NBFCs 2. Introduction to stock markets and trading 3. Understanding stock indices (Sensex, Nifty) 4. Mutual funds, insurance, and investment instruments 5. Reading financial news and market trends 6. Writing market reports and financial news stories	
	Module 3: Corporate and Economic Reporting (15 hours)	
	1. Understanding corporate structure and governance 2. Reading annual reports and balance sheets 3. Corporate earnings, mergers, acquisitions, IPOs 4. Budget and economic policy reporting 5. Covering government policies and economic reforms 6. Interviewing business leaders and financial experts	
10	Module 4: Data, Digital Tools & Ethics in Financial Journalism. (15 Hours)	
	1. Data journalism in business reporting 2. Interpreting financial statements and datasets 3. Use of digital tools (Excel, data visualization platforms) 4. Business journalism in digital media (web portals, apps, podcasts) 5. Fake news and misinformation in financial reporting 6. Ethics in business journalism (insider trading, conflict of interest)	
11	Text Books: 1. Subhashis Banerjee – <i>Financial Reporting and Analysis</i> 2. T. N. Hari & N. Chandra – <i>From Pony to Unicorn</i> 3. Tamanna Inamdar & Sandeep Bamzai – <i>The Financial Journalist</i> 4. Gautam Chikermane – <i>Economic Policy and Public Finance (India context)</i> 5. D. Subbarao – <i>Who Moved My Interest Rate?</i> 6. R. Jagannathan – <i>The Jobs Crisis in India</i> 7. Sanjay Baru – <i>Strategic Consequences of India's Economic Performance</i>	
12	Reference Books: 1. Subhashis Banerjee – <i>Financial Reporting and Analysis</i> 2. T. N. Hari & N. Chandra – <i>From Pony to Unicorn</i> 3. Tamanna Inamdar & Sandeep Bamzai – <i>The Financial Journalist</i> 4. Gautam Chikermane – <i>Economic Policy and Public Finance (India context)</i> 5. D. Subbarao – <i>Who Moved My Interest Rate?</i> 6. R. Jagannathan – <i>The Jobs Crisis in India</i> 7. Sanjay Baru – <i>Strategic Consequences of India's Economic Performance</i>	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60%

		Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given to 1. Writing a weekly stock market report 2. Analysis of Union Budget coverage 3. Company profile and financial analysis report 4. Interview with a local entrepreneur or financial advisor 5. Creating a business news blog or podcast 6. Case study on a major corporate event (e.g., merger, IPO)

Vertical-4

VSC
(2)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: PUBLICATION DESIGN AND NEWS PRESENTATION TECHNIQUES

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces learners to the process of Publication from news gathering to print-ready media output in Print media including logic of layout and sense of design as well as the process of Audio-Video (AV) news-reel production.
2	Vertical :	VSC
3	Type :	Practical
4	Credit:	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: - To familiarise learners with the working of the Publication media and the various departments and their co-operative functions in the entire process. - To familiarise learners with the steps involved in a publication (Newspaper, Magazine and Av Media channels) in creating final media output. - To take the learners through the process of content creation or gathering, sorting selecting, prioritising, and presenting in a hierarchical manner for the audience of the publication. - To take the learners through the process of logical design and aesthetic appeal for the eye catching appearance as well as delivering the content in organised manner. - To help the learners to realise that though content is the king presentation is a queen and the marriage between the two decides the degree of success for any publication as a business.	
8	Course Outcomes: - Learner will enlighten on the various contributions & the participants behind a media output of any publication – print or electronic. - Learner will be able to decide the suitable department according to his area of expertise and will proceed towards as informed decision. - Learner will find himself/ herself qualified to work with any publication as in-house or as peripheral freelance or vendor service provider. - Lerner will be able to choose independent media person and run his own Online Publication, YouTube contributor or a Freelance journalist on social media.	

9	Modules:
	Module 1: Publication Technology (12 hours)
	Page Division and Beats: 1. Types of Newspapers – - Periodicals & Characteristic Difference - Beats in Newspaper – Running heads 2. Editing and Recomposing - Types of Headlines and Units and Counts - Abbreviations, Synonyms, 3. Terminology: - Head, Deck, Body, Boost, Callout, Credits, Teasers, Slug, Crossheads 4. Lines: - Headline, Over-line, Sub-headline, Cutline, By-line, Jump-line, Banner-line, Skyline, 5. Type of Content: - Anchor, Lead, Short story, Feature, Editorial, Opinion, Review, Interview, Bites, Feedback 6. Errors: - Widow, Orphan, Dog-leg, Burry, Rivers
	Module 2: Typography and Visual Cues (12 hours)
	Type as Guiding visual 1. Type Classification: - Serif, Sans-serif, Decorative, Script, Distressed and characteristics 2. Measurements: Character Palate - Size, Weight, Posture, Kerning, tracking, Scale, Baseline, Glyphs 3. Visual Indicators: - Indentation, Inset, Drop-cap, Alignment, Hyphenation 4. Text Path: - Baseline, Type on Path, Shift, Warp, Text outline 5. Text to Box: - Picture in text, Texture fill in text, Text effects, Visual treatment
	Module 3: Design and Layout Basics. (12 hours)
	Elements of Visual Presentation 1. Elements of Design: - Point, Line, Shape, Size, Value, Colour, Space 2. Principles of Design: - Proportions, Harmony, Contrast, Balance, Rhythm, Unity 3. Rules of Layout: - Emphasis, Proximity, Alignment, Hierarchy, Repetition 4. Syntax - Picture in tune with content, Expression and headline, Details and caption, Mood in picture and page harmony, Interaction between picture and quote, , 5. Types of Layout: - Grid, Quadrant, Modular, Brace, Tomb-stone layout, L layout, U Layout
	Module 4: Working on Project: Adobe InDesign (12 hours)
	Starting with Final Project: 1. Workspace: - Tollbars, Panels, Property, Transform, Effects, 2. Document Set-up: - Dimensions, Grid, guidelines, 3. Master pages: - A Parent, B Parent or more as per page style for Page numbering, Folio, Running head indicators 4. Paragraph styles: - Formatting batches for repeat styles like: Body text, Short story, Short story headline, Caption, By-line, Jump-line, Callout, Quotes, Block quotes, Intro, Kicker.

	5. Colour palate: • Theme decision, Mood and atmosphere set, Degree of contrast, 6. Picture Treatment: • Resizing, Cropping, Cut-out, Wrap text – Clipping mask, Planning and Production of Magazine 1. Finalising Topic 2. Cloud Diagram 3. Content Plan 4. Document set-up 5. Steps as in Module 4 6. Pagination for Printing
	Module 5: AV Medium: Planning and Production – News bulletin, AV Reporting (12 hours)
	EFP and ENG (Electronic Field production and Electronic News gathering) EFP: Scripted > Pre-production 1. Scripted On field or in Studio - Preparing Script, Gathering crew - Setting equipment – Camera, Microphone, Editing - Script > Sequence> Scene > shot > Edit > Dub ENG: Unscripted on Field > Live bites, Coverage 1. Live location, Observation, Coverage, Bites, Investigate 2. Anchor on-screen/ off-screen, Maximum footage 3. Editing, Live sound track, Voice over, Subtitles, Inserts 4. Computer Graphics, Animation, Camera Techniques 1. Types of Shots: - Establishing, Long, Full, Mid, Two shot, Close up, ECU, POV, OTS 2. Camera Movements: - Pan R/L, Dolly In-Out, Track, Tilt Up/Down, Pedestal Up/Down, Arc
	Note: Print Media Project: 1. Learner is supposed to design Broadsheet, Tabloid and a Magazine as a Publication Media output 2. It is expected from the learner to develop a keen eye for presentation of the content in various print media and master design nuances. 3. Learner is expected to highly familiarise with the Terminology used in media as well as the Science and Aesthetics of Typography as a communication medium. 4. Learner is supposed to master the tool – Adobe InDesign or Quark-Xpress for page layout and design. Electronic Media: 1. Learner is also supposed to produce an AV Newsreel or AV Bulletin or AV Documentary as a Broadcast Media output. 2. Learner is supposed to develop a clever eye to spot News-worthy situation around and shoot video clippings to thread those into a reasonable length Av film. 3. Learner must be aware that the news is not manufactured on table or is dropped from ceiling but it is continuously hunted around. 4. Learner is supposed to have an hands-on experience in audio-Video editing as well as well verse with types of editing a film. 5. Whatever medium the learner chooses to works in must be thoroughly mastered.
10	Text Books: 1. Visual Journalism: Rajesh Pandey 2. Newspaper Layout & Design: Daryl Moen 3. The Magazine Handbook: McKay J. Routledge 4. Editorial Art & Design: Randy Stano Miyami Herald 5. Art & Production: N. N. Sarkar 6. Designing the Editorial Experience: Sue Apfelbaum & Juliette Cezzar

11	Reference Books: 1. Visual Journalism: Rajesh Pandey 2. Newspaper Layout & Design: Daryl Moen 3. The Magazine Handbook: McKay J. Routledge 4. Editorial Art & Design: Randy Stano Miyami Herald 5. Art & Production: N. N. Sarkar 6. Designing the Editorial Experience: Sue Apfelbaum & Juliette Cezzar	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Print Media: 1. Marking provided Publication terms on a broadsheet and submit. 2. Broadsheet: Preparing Paragraph styles for Newspaper Replica, Page set-up and Setting master pages. (Grid, Guide, Folio, Margins, Space division) 3. Typography classification and combination (Typo-chart) 4. Magazine: Marking parts of page layout on Magazine pages, Cover page & Index page. 5. Cloud diagram of Magazine topic, title and various obvious sections in a selected genre of magazine for final project. 6. Rough layout of pages and magazine title design 7. Tabloid: Document set-up: Size, Grid, Guides, Folio, Title design. 8. Colour palate for each of the three projects. Electronic Media: 1. Planning and Production: Deciding EFP or ENG, script and project report.
14.	External: Project Paper	1. Any two of following Print media projects: • Broadsheet – 06 Pages • Tabloid – 04 Pages • Magazine – 32 Pages 2. And one of the following electronic media project: • Electronic News Gathering into AV Newsreel/ Bulletin (20 mins) • Electronic Field Production into Short AV Documentary (20 mins) Note: There will be NO theory paper of the subject and the final project as well as viva voce for external assessment of the learner by an external examiner appointed by University of Mumbai.

Sem.- VI

Sem – VI
Vertical – 1
Major
Mandatory
(4+4+4+2)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: NEWS MEDIA MANAGEMENT

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	News Media Management focuses on the business, organizational, and strategic aspects of media institutions. The course helps students understand how news organizations function as commercial enterprises, covering ownership patterns, revenue models, newsroom structures, and digital transformations.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the structure and functioning of news media organizations. 2. To examine media ownership patterns and business models. 3. To analyze the economic and revenue aspects of media industries. 4. To study newsroom management and editorial coordination. 5. To explore the impact of digital transformation on media management. 6. To develop managerial and entrepreneurial skills in media operations.	
8	Course Outcomes: 1. Explain the structure and functioning of news media organizations. 2. Analyze ownership patterns and their influence on editorial content. 3. Evaluate business models and revenue generation in media industries. 4. Understand newsroom management, workflow, and decision-making processes. 5. Assess the impact of digital disruption and emerging media trends	
9	Modules:	
	Module 1: Media Ownership, Organizational Structure and Newsroom Management (15 Marks)	

1. Introduction to News Media Management: Meaning, nature and scope of media management; Evolution of news media organizations; Functions and importance of media management; Management principles in media industries
2. Types of Media Ownership: Private ownership; Public service media; Corporate ownership; Cross-media ownership; Family-owned media businesses; Cooperative and independent media models
3. Media Conglomerates in India: Major media groups in India; Ownership concentration and media monopoly; Corporate influence on journalism; Globalization and media consolidation
4. Organizational Structure of Media Houses: Editorial department: Marketing and advertising department; Circulation and distribution; Human resource management ; Finance and administration; Technical and digital operations
5. Newsroom Hierarchy and Functions: Roles of editor, sub-editor, bureau chief and reporters; Newsroom coordination and workflow; Gatekeeping and editorial decision-making; Assignment desk and production systems; Inter-departmental communication
6. Decision-Making in Media Organizations: Editorial policy and management; Leadership styles in media organizations; Conflict management and crisis handling; Newsroom culture and ethics

Module 2: Media Economics, Revenue Models and Audience Management (15 Marks)

1. Economics of News Media: Meaning and importance of media economics; Market structure of media industries; Demand and supply in media business; Economics of print, broadcast and digital media
2. Revenue Models in News Media: Advertising revenue; Subscription and membership models; Sponsored content and native advertising; Syndication and licensing; Events and branded content; Crowdfunding and digital monetization
3. Audience Measurement and Media Metrics: Television Rating Points (TRP); Readership surveys; Digital analytics and engagement metrics; Website traffic and audience insights; Social media analytics
4. Cost Structure and Financial Management: Fixed and variable costs in media organizations; Production and distribution expenses; Budgeting and financial planning ; Resource allocation in news organizations
5. Media Marketing and Branding: Brand identity and positioning of media organizations; Audience development strategies; Marketing communication for media products; Promotion and distribution strategies; Public relations and reputation management
6. Government Policies and Industry Challenges: Media regulation and policy environment; Government advertising policies; Competition and market pressures; Paid news and commercialization; Fake news and credibility crisis

Module 3: Leadership, Media Laws, Ethics and Strategic Communication (15 Hours)

1. Leadership and Human Resource Management: Leadership styles in media organizations; Team building and motivation; Human resource planning; Recruitment and training in media houses; Workplace ethics and professionalism
2. Strategic Communication and Planning: Strategic planning in media organizations; Vision, mission and organizational goals; Communication strategy development; Audience-oriented content planning; Crisis communication management
3. Media Laws and Regulatory Framework: Constitutional provisions related to media; Freedom of speech and expression; Press Council of India; Digital media regulations ; Copyright and intellectual property rights; Defamation and privacy laws
4. Media Ethics and Accountability: Ethical responsibilities of media organizations; Objectivity, fairness and public interest; Editorial independence; Conflict of interest and transparency; Media accountability mechanisms
5. Diversity and Inclusion in Media: Gender representation in media organizations; Representation of marginalized communities; Inclusive newsroom practices; Accessibility and audience diversity
6. Strategic Challenges in Contemporary Media: Political pressure and media influence; Ethical dilemmas in newsroom management; Sensationalism and infotainment; Audience trust and credibility issues

Module 4: Digital Transformation, Media Entrepreneurship and Emerging Trends (15 Hours)		
	- Digital Transformation in News Media: Convergence journalism and integrated newsrooms; Digital-first publishing models; Content Management Systems (CMS); Multimedia storytelling workflows; Mobile journalism integration - Social media and Audience Engagement: Social media management for news organizations; Audience engagement strategies; Community building and interactive journalism; Social listening and feedback systems; Influencer and creator-led journalism - Media Entrepreneurship and Startups: Media entrepreneurship concepts; Independent journalism ventures; Start-up models in digital media; Business planning for media enterprises; Funding and sustainability strategies - Technology and Automation in Media: Artificial Intelligence in journalism; Automation and algorithmic news distribution; Data analytics and personalization; Podcasting and OTT news platforms; Emerging technologies in media industries - Future of News Media: Subscription economy and creator economy; Hyperlocal journalism; Immersive and interactive storytelling; Sustainability of journalism business models; Future skills for media professionals - Case Studies and Industry Practices: Indian and global news organization case studies; Digital newsroom practices; Successful media startup models; Crisis and innovation management examples	
10	Text Books: - Keval J. Kumar – <i>Mass Communication in India</i> - P.K. Ravindran – <i>Media Management in India</i> - Vanita Kohli-Khandekar – <i>The Indian Media Business</i> - Seema Hasan – <i>Mass Communication: Principles and Concepts</i> - B.N. Ahuja – <i>Theory and Practice of Journalism</i> - Shailaja Bajpai & Others – <i>Media in India: Issues & Trends</i> - Nalini Rajan – <i>Practising Journalism</i>	
11	Reference Books: - Keval J. Kumar – <i>Mass Communication in India</i> - P.K. Ravindran – <i>Media Management in India</i> - Vanita Kohli-Khandekar – <i>The Indian Media Business</i> - Seema Hasan – <i>Mass Communication: Principles and Concepts</i> - B.N. Ahuja – <i>Theory and Practice of Journalism</i> - Shailaja Bajpai & Others – <i>Media in India: Issues & Trends</i> - Nalini Rajan – <i>Practising Journalism</i>	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Suggested Internal Activities: Individual/ group project should be given to: - Case study of a leading media house (Print/TV/Digital). - Prepare an organizational structure of a newspaper or channel. - Analyze revenue model of a digital news platform. - Field visit to a media organization and report submission. - Create a business plan for a startup digital news portal. - Comparative analysis of TRP vs Digital Analytics.

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: CONFLICT REPORTING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course explores the complexities of reporting in high-tension environments : war zones, civil unrest, and communal sensitive areas. It is relevant for aspiring journalists and those interested in, peace and conflict studies.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the ethical dilemmas of reporting from conflict zones. 2. To differentiate between War Journalism and Peace Journalism. 3. To learn safety protocols and trauma-informed reporting techniques	
8	Course Outcomes: 1. Students will be able to produce balanced and verified reports. 2. Students will develop the skills to identify propaganda, misinformation and media bias narrative. 3. Students will learn to apply principles of journalist safety, trauma-sensitive interviewing, and digital security.	

9	Modules:	
	Module 1: Foundations of Conflict Reporting	(15 Marks)
	1. What is conflict? 2. What causes conflict? 3. Understanding violence	

	4. The "CNN Effect."	
	Module 2: Journalism and Conflict (15 Marks)	
	1. The power of the media 2. What is good journalism 3. Journalism and democracy 4. Professionalism versus patriotism	
	Module 3: Ethical Principles of Conflict Reporting (15 Hours)	
	1. Verifying facts and Protecting sources 2. Trauma-Informed reporting 3. Conflict-Sensitive reporting 4. The Geneva Convention for Journalists.	
	Module 4: Safety for Journalists (15 Hours)	
	1. Riots and Demonstration 2. Conflict Zones 3. Terrorist Attacks 4. Land mines and Drones	
10	Text Books: 1. Conflict sensitive journalism A handbook by Ross Howard; Published by International Media Support 2. Safety Handbook for Journalists by David Bevan, Cadre Consultants, Publisher: European Federation of Journalists (EFJ) 3. Safety Guide for Journalists: A handbook for reporters in high-risk environments; United Nations Educational, Scientific and Cultural Organization	
11	Reference Books: 1. Conflict sensitive journalism A handbook by Ross Howard; Published by International Media Support 2. Safety Handbook for Journalists by David Bevan, Cadre Consultants, Publisher: European Federation of Journalists (EFJ) 3. Safety Guide for Journalists: A handbook for reporters in high-risk environments; United Nations Educational, Scientific and Cultural Organization	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Suggested Internal Activities: Individual/ group project should be given to students: 1. Reporting based assignments on conflict news report writing 2. Crisis coverage simulation 3. Interview based assignment 4. Coverage analysis 5. Ethical dilemma case study 6. Mobile Journalism exercise 7. Podcast / Audio storytelling project 8. Social media monitoring and analysis project 9. Conflict mapping project

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Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: EDITING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course introduces students to the principles, techniques, and practices of editing across print, broadcast, web, mobile, and social media platforms. The course focuses on copy editing, headline writing, proofreading, visual editing, fact-checking, content restructuring, and digital publishing practices required in contemporary multimedia newsrooms.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To introduce students to the fundamentals and importance of editing in traditional and digital media. 2. To familiarize learners with copy editing, proofreading, headline writing, visual editing, and newsroom editing practices. 3. To develop the ability to edit content for print, broadcast, web, mobile, and social media platforms.	
8	Course Outcomes: 1. Understand the fundamentals and functions of editing across media platforms. 2. Apply copy editing, proofreading, headline writing, and content restructuring skills. 3. Edit journalistic content for print, broadcast, digital, and social media platforms. 4. Use fact-checking and verification techniques in newsroom practices.	

9	Modules: Module 1: Fundamentals of Editing and Traditional Media Practices (15 Hours) 1. Introduction to Editing: Meaning, nature and importance of editing; Role and responsibilities of an editor; Qualities and functions of sub-editors; Editing process in journalism; Ethics and accuracy in editing 2. Copy Editing and Proofreading: Principles of copy editing; Grammar, punctuation and style consistency; Proofreading symbols and techniques; Rewriting and improving copy; Editing for clarity, brevity and readability 3. Headline Writing and Page Presentation: Functions and importance of headlines; Types of headlines; Writing headlines, subheads and captions; Intro and lead editing; Basics of page layout and design 4. Editing for Print Media: Editing news reports and feature stories; Editing editorials and opinion pieces; Editing interviews and human-interest stories; Visual editing and photo selection; Newspaper and magazine editing workflow 5. Editing for Broadcast Media: Editing for television news scripts; Radio news and bulletin editing; Script editing for podcasts; Voice and conversational style editing; Basics of video and audio editing concepts Module 2: Digital Editing, Verification and Contemporary Newsroom Practices (15 Hours) 1. Editing for Digital Media: Web editing and online publishing; Editing for mobile journalism; SEO-friendly headlines and web copy; Editing blogs and multimedia stories; Hyperlinks, tags and metadata basics 2. Social Media Editing and Content Optimization: Editing for social media platforms; Writing and editing short-form content; Editing reels, captions and social posts; Audience engagement and readability; Visual storytelling for digital platforms 3. Fact-Checking and Verification: Fake news and misinformation; Verification tools and techniques; Source credibility and cross-checking; Ethical issues in digital journalism; Plagiarism and copyright concerns 4. Contemporary Newsroom Practices: Integrated multimedia newsroom; Role of AI tools in editing; Real-time editing and live updates; Data and infographic editing basics; Audience analytics and engagement trends 5. Emerging Trends in Editing: Mobile-first content editing; Newsletter and podcast editing; Creator-led journalism and independent media; Automation and AI-assisted editing; Future trends in digital journalism
10	Text Books: 1. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2019). <i>News reporting and editing</i> (12th ed.). Bedford/St. Martin's. 2. Hodgson, F. W. (2001). <i>Modern newspaper practice</i>. Focal Press. 3. Lorenz, A., & Vivian, J. (2016). <i>News reporting and writing</i>. Pearson Education. 4. Rich, C. (2016). <i>Writing and reporting news: A coaching method</i> (8th ed.). Cengage Learning. 5. Mencher, M. (2011). <i>News reporting and writing</i> (12th ed.). McGraw-Hill Education. 1. Friend, C., & Singer, J. B. (2020). <i>Online journalism ethics: Traditions and transitions</i>. Routledge.
11	Reference Books: 1. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2019). <i>News reporting and editing</i> (12th ed.). Bedford/St. Martin's. 2. Hodgson, F. W. (2001). <i>Modern newspaper practice</i>. Focal Press.

	3. Lorenz, A., & Vivian, J. (2016). <i>News reporting and writing</i> . Pearson Education. 4. Rich, C. (2016). <i>Writing and reporting news: A coaching method</i> (8th ed.). Cengage Learning. 5. Mencher, M. (2011). <i>News reporting and writing</i> (12th ed.). McGraw-Hill Education. 1. Friend, C., & Singer, J. B. (2020). <i>Online journalism ethics: Traditions and transitions</i> . Routledge.	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	Suggested Internal Activities 1. Edit news reports, features, and opinion articles. 2. Prepare headlines, subheads, captions, and intros. 3. Conduct proofreading and copy correction exercises. 4. Edit content for websites and social media platforms. 5. Perform fact-checking and fake news verification tasks. 6. Analyze editing styles of newspapers and digital platforms. 7. Create a multimedia editing portfolio. 1. Group presentation on digital newsroom trends and AI tools

Sem- VI
Vertical – 1
Electives
(4)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: POP CULTURE, TRAVEL AND LIFESTYLE JOURNALISM

Sr. No.	Heading	Particulars
1	Description the course :	Pop Culture, Travel and Lifestyle Journalism is a contemporary and practice-oriented course designed to introduce students to emerging trends in cultural, entertainment, travel, and lifestyle reporting. The course explores how journalism intersects with cinema, OTT platforms, celebrity culture, fashion, food, wellness, tourism, digital influencers, and youth-driven media trends. Students will learn the art of engaging storytelling across print, digital, audio, and visual platforms while developing practical skills in feature writing, reviews, blogging, vlogging, social media storytelling, and multimedia journalism. The course also emphasizes ethical reporting, audience engagement, digital trends, and personal branding in the evolving media landscape.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. Introduce students to the evolving domains of pop culture, travel, and lifestyle journalism. 2. Develop storytelling skills for contemporary digital audiences. 3. Familiarize students with trends, influencers, entertainment ecosystems, and youth culture. 4. Train students in feature writing, reviews, blogs, reels, podcasts, and multimedia storytelling. 5. Encourage ethical, engaging, and culturally sensitive journalism practices.	
8	Course Outcomes: 1. Understand the scope and relevance of pop culture, travel, and lifestyle journalism. 2. Produce engaging journalistic content across print, digital, audio, and visual platforms. 3. Analyse trends in entertainment, fashion, tourism, food, wellness, and youth culture. 4. Create multimedia stories and social-media-friendly journalistic content.	

5. Apply ethical and responsible reporting practices in lifestyle and cultural journalism.
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9

Modules:

Module 1: Introduction to Pop Culture Journalism

(15 hours)

1. Understanding Pop Culture:
 - Meaning and evolution of pop culture
 - Popular culture vs elite culture
 - Youth culture and digital culture
2. Entertainment and Celebrity Journalism
 - Film, OTT, music, gaming, fandoms; Celebrity interviews and profiles
 - Entertainment news formats
3. Social Media and Influencer Culture
 - Influencers and creator economy
 - Meme culture and internet trends
 - Viral content and audience engagement
4. Writing for Pop Culture Platforms
 - Reviews and opinion pieces
 - Trend stories and listicles
 - Headlines and click-worthy storytelling

Module 2: Travel Journalism (15 hours)

1. Introduction to Travel Journalism
 - Nature and scope of travel reporting
 - Role of travel journalism in tourism and culture
2. Travel Writing Techniques
 - Descriptive and immersive storytelling
 - Writing itineraries and destination features
 - Narrative travel writing
3. Digital Travel Journalism
 - Travel blogs and vlogs
 - Mobile journalism for travel reporting
 - Photo essays and short-form video content
4. Ethics and Challenges
 - Responsible tourism reporting
 - Sustainability and cultural sensitivity
 - Sponsored travel and ethical concerns

Module 3: Lifestyle Journalism

(15 hours)

1. Understanding Lifestyle Journalism
 - Lifestyle journalism in contemporary media
 - Audience and market trends
2. Beats in Lifestyle Journalism
 - Fashion journalism
 - Food journalism
 - Health and wellness journalism
 - Fitness, beauty, and relationship content
3. Digital Lifestyle Content
 - Blogs, podcasts, newsletters
 - Instagram and YouTube storytelling
 - Brand collaborations and native content
4. Reviewing and Feature Writing
 - Restaurant and product reviews

- Human-interest and personality features
- Writing with style and voice

Module 4: Multimedia Storytelling and Contemporary Trends (15 Hours)

1. Multimedia Journalism
 - Integrated storytelling techniques
 - Audio, video, text, and visual integration
2. Emerging Trends
 - AI in lifestyle and entertainment journalism
 - Data-driven audience trends
 - Interactive and immersive storytelling
3. Audience Engagement
 - SEO and discoverability
 - Writing for Gen Z and digital audiences
 - Analytics and engagement metrics
4. Portfolio Development
 - Building a digital journalism portfolio
 - Personal branding for journalists
 - Freelancing opportunities in lifestyle journalism

10	Text Books: 1. Rich, C. (2016). <i>Writing and reporting news: A coaching method</i> (8th ed.). Cengage Learning. 2. Mencher, M. (2011). <i>News reporting and writing</i> (12th ed.). McGraw-Hill Education. 3. Burns, L. S. (2005). <i>Understanding journalism</i>. Sage Publications. 4. Briggs, M. (2019). <i>Journalism next: A practical guide to digital reporting and publishing</i> (4th ed.). CQ Press. 5. Friend, C., & Singer, J. B. (2007). <i>Online journalism ethics: Traditions and transitions</i>. M.E. Sharpe.	
11	Reference Books: 1. Hanusch, F. (2014). <i>Lifestyle journalism</i>. Palgrave Macmillan. 2. George, D. (Ed.). (2005). <i>The lonely planet guide to travel writing</i> (2nd ed.). Lonely Planet Publications. 3. Wheeler, S. (2009). <i>Feature writing for journalists</i>. Routledge. 4. Handley, A. (2014). <i>Everybody writes: Your go-to guide to creating ridiculously good content</i>. Wiley. 5. Harrington, S. (2013). <i>Australian television news: New forms, functions, and futures</i>. Intellect Books. 6. Turner, G. (2013). <i>Understanding celebrity</i> (2nd ed.). Sage Publications. 7. Wolfe, T., & Johnson, E. W. (Eds.). (1973). <i>The new journalism</i>. Harper & Row. 8. Keeble, R. L., & Tulloch, J. (Eds.). (2012). <i>Global literary journalism: Exploring the journalistic imagination</i>. Peter Lang.	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given to 1. Pop content – movies / music/ celebrity – review portfolio 2. Travel Blog/ Vlog 3. Feature articles 4. Influencer culture analysis 5. Campus lifestyle channel creation and reporting 6. Podcast

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: JOURNALISM AND PUBLIC OPINION

Sr. No.	Heading	Particulars
1	Description the course :	This course examines the dynamic relationship between journalism and public opinion in a democratic society. It explores how media institutions influence, shape, and reflect public attitudes, beliefs, and perceptions. The course introduces students to theoretical frameworks of public opinion formation, the role of traditional and digital media, and the ethical responsibilities of journalists. It also emphasizes the impact of propaganda, agenda-setting, framing, and media ownership on public discourse, with special reference to the Indian context.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the concept and evolution of public opinion in democratic societies. 2. To examine the role of journalism in shaping and influencing public opinion. 3. To analyse media effects theories such as agenda-setting, framing, and priming. 4. To study the role of digital media and social platforms in opinion formation. 5. To develop critical thinking regarding media bias, propaganda, and misinformation. 6. To equip students with analytical skills to interpret opinion polls and surveys.	
8	Course Outcomes: 1. Explain the concept, nature, and significance of public opinion. 2. Analyse the role of journalism in influencing public opinion. 3. Apply media theories such as agenda-setting and framing in real-world contexts. 4. Critically evaluate media content for bias, propaganda, and misinformation.	

9	Modules:
	Module 1: Introduction to Public Opinion (15 hours)
	1. Meaning, nature, and characteristics of public opinion 2. Historical evolution of public opinion (global and Indian context) 3. Public opinion in a democracy 4. Role of press in shaping public opinion 5. Opinion leaders and two-step flow of communication 6. Factors influencing public opinion: culture, education, media, political systems
	Module 2: Media Theories and Public Opinion Formation (15 hours)
	1. Agenda-setting theory 2. Framing and priming 3. Spiral of silence theory 4. Cultivation theory 5. Role of gatekeeping in journalism 6. Media ownership and its influence on public opinion 7. Case studies from Indian media
	Module 3: Journalism Practices and Opinion Building. (15 hours)
	1. Editorials, columns, and opinion writing 2. Investigative journalism and its impact on public opinion 3. Role of news channels and debates 4. Ethical issues in influencing public opinion 5. Paid news, fake news, and propaganda 6. Media bias and representation
10	Module 4: Digital Media, Public Opinion and Research Tools (15 Hours)
	1. Social media and public opinion formation 2. Role of influencers, citizen journalism, and online activism 3. Opinion polls, surveys, and exit polls 4. Data journalism and audience analytics 5. Misinformation, disinformation, and fact-checking 6. Regulatory frameworks in India (Press Council, IT Rules, etc.)
11	Text Books: 1. N. Bhaskara Rao – <i>Mass Communication in India</i> 2. Seema Hasan – <i>Mass Communication: Principles and Concepts</i> 3. Keval J. Kumar – <i>Mass Communication in India</i> 4. J. V. Vilanilam – <i>Mass Communication in India: A Sociological Perspective</i> 5. Subir Ghosh – <i>Media, Politics and Public Opinion in India</i> 6. P. K. Ravindranath – <i>Journalism in India</i> 7. B. N. Ahuja – <i>Theory and Practice of Journalism</i> 8. Paranjy Guha Thakurta – <i>Media Ethics</i> 9. Sevanti Ninan – <i>Headlines from the Heartland</i>
11	Reference Books: 1. N. Bhaskara Rao – <i>Mass Communication in India</i> 2. Seema Hasan – <i>Mass Communication: Principles and Concepts</i> 3. Keval J. Kumar – <i>Mass Communication in India</i> 4. J. V. Vilanilam – <i>Mass Communication in India: A Sociological Perspective</i> 5. Subir Ghosh – <i>Media, Politics and Public Opinion in India</i> 6. P. K. Ravindranath – <i>Journalism in India</i> 7. B. N. Ahuja – <i>Theory and Practice of Journalism</i> 8. Paranjy Guha Thakurta – <i>Media Ethics</i> 9. Sevanti Ninan – <i>Headlines from the Heartland</i>

12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given • Secondary research on rural consumption trends in India • Field visit / survey of a nearby rural or semi-rural market • Consumer profiling exercise • Develop a rural marketing strategy for a selected product • Create a rural advertising campaign (print/audio/video concept) • Group presentation on rural campaign effectiveness

QUESTION PAPER PATTERN (External and Internal)

Semester End Examination: 60 Marks

Time : 2.00 hr

QUESTION PAPER PATTERN

Question.1. is compulsory

Attempt any 3 from Q2. –Q.5

Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
Q 4	Practical/ Theory	15
Q 5	Practical/ Theory	15
	TOTAL	60

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (40 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	20
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	20

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Sign of the BOS
Dr. Navita Kulkarni
Chairperson
BOS/Ad-hoc BOS in
Mass Media

Sign of the
Offg. Associate
Dean
Dr. Suchitra Naik
Faculty of
Humanities

Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sign of the
Offg. Dean
Prof. Anil Singh
Faculty of
Humanities

As Per NEP 2020

University of Mumbai



Vertical-6

Syllabus for Community Engagement Project (CEP)

Faculty of _____	
Board of Studies in _____	
Name of the Programme –	
Semester	V
Credits	2
Duration	30 hrs (Field Work+ Survey) + 15hrs (Discussion + Report Writing) : Total - 45 hrs
From the Academic Year	2026-27

Name of Faculty:- _____ Prof Kavita Makhija, Dr. Gajendra Deoda

Name of Programme :- BAMMC

Duration :- 30 hrs (Field Work+ Survey) + 15hrs (Discussion + Report Writing) : Total - 45 hrs

Indicative Topics for CEP

Sr. No.	Name of the Topic
1	Digital literacy for senior citizens
2	Cyber-Safety Campaigns
3	Fact-Checking Workshops for Schools to identify "fake news on social media
4	Ethical Advertising & Representation
5	Civic Rights & Consumer Awareness Drive
6	Mental Health Stigma Reduction
7	Waste Segregation & Plastic Ban Campaigns:
8	Sustainable Consumption Marketing
9	Simplifying Public Policies
10	Nutritional Literacy for Anganwadis/ Daycares
11	Road Safety & Traffic Awareness
12	Combating Health Misinformation on Whatsapp groups
13	Financial Literacy Campaigns for workers
14	Hyper-Local Tourism & Culture Storytelling
15	Digital Makeovers for Street Vendors
16	Civic Issue Mapping survey
17	Digital Literacy for Older Generations
18	Community safety measures for women
19	Survey on policies meant for women
20	Safety measures for children
21	The "Two-Bin" Neighborhood Campaign
22	Society Composting Setup:
23	E-Waste Collection Hubs:
24	Marketplace Single-Use Plastic Audit:
25	Public Restroom Sanitation Index: Students survey,

The topics are indicative and the faculty members should allot Community Engagement Project that are relevant and important as per core Subject. The Community Engagement Project may be taken individual or in a group up to 5 students with proper guidance from Faculty.

Evaluation Pattern:-

Evaluation during CEP Program involves two key components :-

External Evaluation 60%

Internal Evaluation 40%

Evaluation Chart

(i) External Evaluation (Marks 30)

Criteria	Marks
Objectives, Literature Review , Methodology, Data Analysis, Conclusion and Recommendations	15
Overall Project Report Structure and Style	5
Presentation Skills & Communication	10
Total	30

(ii) Internal Evaluation by Guide (Marks 20)

Criteria	Marks
Attendance, Community interactions completion and interaction with Supervisor	10
Overall Report quality	10
Total	20

*** Please see the Guidelines for Community Engagement Project for UG Students, as per NEP 2020**

Sign of the BOS
Name_____
Chairman/
Co-Ordinator
BOS/ Ad-hoc BOS in

Sign of the
Offg. Associate
Dean
Dr. Suchitra Naik
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Humanities

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