



# Syllabus

## First Semester Courses in BA Mass Communication and Journalism


2023-2024

Contents:

- Syllabus for Skill Enhancement Course
  - UAMCJ4501SE1 Storytelling in the Digital Age
- Evaluation and Assessment guidelines

**APPROVED SYLLABUS**



  
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ST. XAVIER'S COLLEGE  
AUTONOMOUS  
MUMBAI - 400 001.

**F.Y.B.A MCJ**

**Skill Enhancement Course: SEC (Offered for the BA-MCJ students)**

**Title: Digital story-telling**

**Course Code: UAMCJ4501SE1**

**Credits: 2 (Total 30 hours)**

**Course Objectives:**

1. To learn about short-form storytelling and understand its impact.
2. To enhance communication skills through asking questions, expressing opinions, constructing narratives, and writing for an audience
3. To develop and strengthen skills using software that combines text, still images, audio, video, and other media

**Course Outcomes (COs):**

Sr. no	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO1	Understand digital media landscape and practice fundamentals of short-form storytelling	1	U
CO2	Execute content campaigns, engagement strategy & multimedia content	2,3	Ap
CO3	Develop skill-based learning and make effective pitches; useful for entry-level job opportunities.	3,5	Ap, An

**Unit 1 Basics of Digital Storytelling in Owned & Shared Media**

**15  
lectures**

1. Introduction to the digital media ecosystem and the role of storytelling
2. Function of various digital storytelling formats
3. Building insights from referencing top creative works
4. Content ideation, creative brief-writing & pitching
5. Assignment: Produce your own reel(s)

**Unit 2 Digital Storytelling at Scale; Basics of Paid & Earned Media**

**15  
lectures**



1. Digital metrics, social media report & storytelling through data
2. Tools for qualitative analysis: Social listening, psychographics, behavioral trends
3. Tools to scale content: calendars, trend-spotting, curations
4. Community Building, Influencers & Engagement
5. Online Reputation Management &
6. Email Marketing funnel – b2b, b2c, d2c
7. Hyperlocal offerings in agencies within the digital ecosystem

**Evaluation (Skill Enhancement Course):**

**Total marks per course – 50**

**CIA- 20 marks**

- Formative Assessment 10 marks
- Summative Assessment 10 marks
- End Semester Examination – 30 marks

**Template for End Semester examination in Semester II for the Skill Enhancement course**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
<b>-TOTAL - Per objective</b>	8	10	12	30
<b>% WEIGHTAGE</b>	30	34	36	100%





# Syllabus

## Second Semester Courses in

### BA

### Mass Communication and Journalism

2023-2024

Contents:

- Syllabus for Skill Enhancement Course  
UAMCJ4502SE1 Podcast and Community Radio
- Evaluation and Assessment guidelines

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**F.Y.B.A-MCJ**

**Title: PODCAST AND COMMUNITY RADIO**

**Course Code: UCMCJ4502SE1**

**Credits: 2 (Total 30 Hours)**

**Course Objectives:**

1. To introduce the basic terms and concepts of Broadcasting.
2. To give an overview of the structure and functioning of the audio broadcast industry.

**Course Outcomes:**

Sr. No.:	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO1	Evaluate the importance of audience awareness in researching and planning an audio media product	1	U
CO2	Integrate advanced research, planning and scripting skills when developing audio and podcasting stories	2,3,4	An, Ap
CO3	Collaborate and plan strategically, and develop team skills to produce a range of creative and journalistic outputs.	4,5	An, Ap

**Unit 1 Radio Transmission**

- Types of Signals: AM, FM, Shortwave, Digital
- Satellite Radio
- Community Radio
- Internet Radio

**15 lectures**

**Professions in the Industry**

- Production Staff
- The Talent- the radio jockey, the news anchor, the talk show
- Management Staff- station director, programming heads

**Unit 2 Programming for Podcasts**

- The music programme
- The talk show and discussion
- The phone in programme
- Documentaries and Feature

**15 lectures**

**The Production and Recording Process**

- Broadcast process
- The work of the Radio Producer



- Tech and equipment

#### Ownership

- Current trends
- Development Communication
- Research & Development

#### References:

1. Meleish Robert, Radio Production,
2. A manual for broadcasters, Focal Press Dilazzo Ray, Corporate Media Production, Focal Press Newcomb Horace, The Critical View, Oxford University Press
3. Sharma Jitendra Kumar, Digital Broadcasting Journalism, Authors Press Bell Angelo and Joyce, Mark and Rivers, Advanced Level Media

Evaluation (Skill Enhancement Course): **Total marks – 50 marks**

- Formative Assessment - 10 marks
- Summative Assessment - 10 marks
- End Semester Project based Examination – 30 marks

Template for End Semester examination in Semester II for the Skill Enhancement course

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	5	5	10	20
2	5	5	10	20
<b>-TOTAL - Per objective</b>	10	10	20	40
<b>% WEIGHTAGE</b>	25	25	50	100%

