



SNDT Women's University, Mumbai

**Bachelor of Arts
(Mass Communication)**

(Mass Communication -
Journalism / Advertising / Animation)

B.A. (M.C.)

As per NEP 2020

Syllabus

(w.e.f. Academic Year 2024-25)

UNDERGRADUATE Programme in Mass Communication
(BOS in Communication Media Studies)
B.A. (Mass Communication)

2024

Nomenclatures across levels:

Level	Semester	Name of the Level	Credits	Nomenclature
4.5	1	Certificate	22	UG Certificate in Mass Communication
	2		22	
5.0	3	Diploma	22	UG Diploma in Mass Communication / UG Diploma in Advertising /UG Diploma in Graphic Designing
	4		22	
5.5	5	Degree	22	BA (<i>Mass Communication</i>) with <i>specializations, Journalism /</i> <i>Advertising / Animation</i>
	6		22	
6.0	7	Honors	22	BA Honors in (<i>specialization</i>)
	8		22	
	7	Research	22	BA Research in (<i>specialization</i>)
	8		22	

Programme:

Programme Degree	BA
Faculty	Interdisciplinary Studies
Specialization	(Mass Communication - Journalism / Advertising / Animation)
Preamble	<p>This programme is designed for the women learners interested in pursuing careers in diverse sectors of media communication ranging from mainstream media organizations or alternate media environments like mass media, social media, corporate media, development media and so on. They can become part of interpersonal, group or mass media industries primarily engaging in the process of creation, distribution and consumption of media communication messages.</p> <p>Those interested in becoming part of the media industry in front of camera or behind the camera can opt for this programme. It would provide them insights into working of and with varied media communication industry operations.</p> <p>The programme is designed with first year as common for all specializations and from second year providing the option to specialize in journalism, advertising or animation.</p>
Programme Outcomes	<p>This programme has been designed to develop the communication skills, theoretical and practical knowledge about media industry and related areas amongst the learners. It will improve the sense of self-confidence and self-efficiency and help them take up responsibilities as professionals in the media industry. The learner will acquire skills to meet the growing demand of the job market in media industry and related</p>

	<p>areas. The programme will transform learner into highly informed multi-tasking media professionals irrespective of specific media sector. It will make her responsible citizens who are aware and sensitive towards the issues related to media and society.</p> <p>After completion of the First Year of the programme, the learner receives a certificate to work for any media communication organizations at the entry level. After completion of the Second Year of the programme, the learner qualifies to serve for specific skills within mass communication sectors. After completion of the Third Year of the programme, the learner can work in media related area or will be able to work independently in media communication sectors.</p>
Programme Specific Outcomes	<p>Learners will be able to -</p> <p>PSO1: examine the crucial role played by print and electronic media in society and the concept of news with its types, elements and sources.</p> <p>PSO2: analyze the work of various professional experts, their qualities, duties and the professional requirements to work for the media industry.</p> <p>PSO3: discuss working of varied media organizations like advertising/news agencies, television production, public relations and so on.</p> <p>PSO4: create work related to their respective specializations to demonstrate their competence.</p>
Eligibility Criteria for Programme	<p>Any woman who has successfully cleared 10+2 from the recognized Boards or equivalent diploma in any stream of study by the Government of India/respective state and has required credits as per the government norms to be able to join undergraduate programme.</p>
Intake at the affiliated colleges	60

B.A. (Mass Communication)

Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext	Comment
	Semester I						
10143111	Fundamentals of Mass Communication & Journalism	Major (Core)	4	100	50	50	
10143110	Introduction to Advertising	Major (Core)	2	50	50	0	
10443111	Introduction to Digital Media	OEC	4	100	50	50	
10643100	Introduction to Photography (Pr.)	VSC	2	50	50	0	
10743100	Fundamentals of Computers (Pr.)	SEC	2	50	50	0	
	BOS English will design the course	AEC	2	50	0	50	
	University will give	IKS	2	50	0	50	
	Constitution of India (University will give)	VEC	2	50	0	50	
	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts / University will give	CC	2	50	50	0	
			22	550	250	300	
Semester II							
20143111	Introduction to Folk Art (Th.)	Major (Core)	4	100	50	50	
20143110	Introduction to Public Relations	Major (Core)	2	50	50	0	
20643110	Advertising & PR (Pr.)	VSC	2	50	50	0	
20643120	Theatre Production(Pr.)	VSC	2	50	50	0	
20443121	Social Media Marketing	OEC (Pr.)	4	100	50	50	
20743100	Introduction to Animation	SEC (Pr.)	2	50	50	0	
	BOS English will design the course	AEC	2	50	0	50	
	Environment Studies (university will give)	VEC (Pr.)	2	50	0	50	
	Courses offered through CHENTA, Coursera, Swayam, MOOCS (University)	CC	2	50	50	0	
			22	550	250	300	

Exit with UG Certificate (Mass Communication) with 4 extra credits for internship (44+4 credits)

BA (Mass Communication- Specialization)

SEMSTER-1

Syllabus Contents

10143111 **FUNDAMENTALS OF MASS COMMUNICATION & JOURNALISM**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		4
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none">• Recognize conceptual difference in communication and mass communication.• Explore different types of media communication.• Examine differences in different medium and its role in communication.• Describe the field of Journalism within media communication.		
Module 1	Concepts		1
	LOs: Learners will be able to <ul style="list-style-type: none">• Recognize conceptual difference in communication and mass communication.• Explore nuances of communication as subject of study.• Apply different models of communication in process of communication.	Module Contents: <ul style="list-style-type: none">• Meaning and definition of Communication, Mass communication.• Elements of communication- sender, message, channel, receiver, noise, feedback• Scope of Communication: Intra Personal, Communication, Interpersonal Communication, Group Communication, Mass Communication• Forms of communication- print, film, Electronic, Satellite, Digital.• Function and Barriers of Communication and Mass Communication.• Models of Communication/Mass Communication: Two step flow, Spiral of Silence, Gerber's Model, Sociological Model, Gate keeping Model, Defleur's Model of the Taste differentiated Audience Model, Hub Model, Sadharanikaran	
Module 2	Types of Mass Communication		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine evolution and history of human communication. • Explore how technology has transformed human communication. • Recognize different types of media communication. • Compare the differences in medium and its communication. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • From oral to spoken to performance communication (Kirtan, Davandi, Powada, Nagara) • From Electric to Electronic communication to Digital communication • Contemporary scene in Indian mass communication landscape. • Need and Importance of technology for Mass Communication. • Print Media: Books, Newspapers, magazines, Journals, posters, leaflets, folders, handbills, etc. • Broadcast/Electronic Media: Television and radio • Films • Internet • Elements and features of Digital media • Social Media 	
Module 3	Media and Society		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Recognize role of media in society. • Analyze how media influences perceptions and opinions about specific issues. 	<p>Module Contents:</p> <p>Media impacts on Society</p> <ul style="list-style-type: none"> • Social/cultural impact • Political Impact • Economic Impact • Developmental Impact • Political economy <p>Media influences on:</p> <ol style="list-style-type: none"> 1. Gender (stereotypes, Body image) 2. Violence 3. Freedom of expression 4. Democracy 5. Representation 	
Module 4	Introduction to Journalism		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine history and evolution of journalism. • Apply skills in information gathering and processing. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Evolution of journalism – in Print, Broadcast, Digital, Social Media • Role and importance of writing, documenting, archiving history through journalism • News- definition, Changing patterns in information presentation by news media • Difference between fact, opinion, perception • Information gathering, reporting, verification • Misinformation and Fact checking 	
Assignments/ Activities towards continuous Evaluation CCE			
	<ul style="list-style-type: none"> • Class activities to recognize how communication is interplay of different factors. • Individual assignments or Group presentations on history and evolution of communication medium. • Class discussions about different aspects of social life getting impacted by 		

	<ul style="list-style-type: none"> media and media influence on perceptions and opinions. Scrap book of news items by different newspapers or television channels. Activity about fact checking and misinformation. 	
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References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.
 Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.
 Defleur, L. M., & Defleur, H. (2022). Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routledge.
 Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.
 Mcquail, D., & Deuze, M. (2023) McQuail’s Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

10143110 **Introduction to Advertising**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> Compare concepts, definitions, and roles of advertising in the marketing mix. Evaluate theories and models of advertising and consumer behavior. analyzing real-world advertising strategies and campaigns. Recognize different media channels and the process of media planning and selection in advertising. Examine the ethical, social, and cultural issues related to advertising practices. 		
Module 1	Importance & Scope of Advertising		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Examine the meaning and nature of advertising. Explorerole of advertising in human society. Categorize concepts associated with advertising. 	Module Contents: <ul style="list-style-type: none"> Evolution of advertising Elements of Advertising Meaning, Nature,Characteristics,Importance and scope of Advertising Difference between Marketing, Advertising, Promotion, Sales, Public Relations, Propaganda Elements of Advertising: Concept, Design, Illustration, audio-visual elements, photography, presentation, creative 	
Module 2	Functions & Nature of Advertising		1

	LOs: Learners will be able to <ul style="list-style-type: none"> Identify the key feature of advertising. Examine scope and models of advertising. Compare different types of advertising across media vehicles. 	Module Contents: <ul style="list-style-type: none"> Functions and nature of advertising Scope of Advertising-Local, Regional, National and International Types of advertisements in print, radio, films, television, internet Models of Advertising- DAGMAR, AIDA, DRIP, ATRN 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> Group discussion on role of advertising in society. Advertisement analysis assignment. Maintaining Scrap book with different types of print advertisements. 		

References

- Bovee, C. L . (2012). Advertising excellence, McGraw Hill Inc., New York. Education. New Delhi.
- George, E.B., Michael A.B., & Purani K. (2022). Advertising and promotion (12th ed.). McGrawHill.
- Lane, W.R., King. K.W., & Russell J.T., (2008). Kleppner’s Advertising Procedure (16th ed) Pearson.
- Well, W. D., Moriarty S., Mitchell N. & Wood C. (2021). Advertising and IMC: Principles and Practice Pearson.

10443111 INTRODUCTION TO DIGITAL MEDIA (OEC)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		4
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> Acknowledge basic concepts and theories in digital media studies. Explore multimedia production techniques for combining text, images, audio, and video in digital content. Examine the unique characteristics and user demographics of each major social media platform. 		
Module 1	Introduction to Digital Media		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Examine the history and evolution of Digital media. Study foundational concepts and theories in digital media studies. 	Module Contents: <ul style="list-style-type: none"> Overview of digital media: definition, characteristics, and evolution Advantages and disadvantages of Digital Media The differences between Digital media and traditional media, and nature of communication. The role of digital media in contemporary society Forms and types of digital media production and consumption 	

Module 2	Social Media		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Analyze multimedia production techniques for combining text, images, audio, and video in digital content. Compare variety of digital media creation tools and software. Explore the unique characteristics and user demographics of each major social media platform. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Overview of Social Media Platforms (e.g. Facebook, Twitter, Instagram, etc.) Text & Visual Processing through Digital Software (e.g., Photoshop, Illustrator, Premiere Pro) Basics of Digital Content Creation (text, image, audio, video) Introduction to Web Development and Design (HTML, CSS, JavaScript) The Role of Social Media in Communication and Society 	
Module 3	Digital content creation		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Adapt practical skills in digital media creation and communication. Adapt tools for social media management 	<p>Module Contents:</p> <p>Digital content creation</p> <ul style="list-style-type: none"> Web Development: sign and Development Creating a basic web page Social Media Content Creation Strategies for creating engaging social media content Tools for social media management (e.g., Hootsuite, Buffer) 	
Module 4	Legal and Ethical Considerations		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explore ethical and legal issues in digital media, such as copyright, privacy, and online harassment. Apply fair use practices for digital media. Recognize implications of IPR. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Legal Aspects related to Digital Media content creation through case studies Copyright, Fair use, Digital rights, Intellectual Property Rights Ethical issues in digital media creation and consumption Cyber security Cyber violence 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> Editing and producing short video content for digital platforms. Case study analysis of successful social media campaigns. Using Digital media tools, software to produce text, image, audio, and video content for different platforms and audiences. Group Presentation about different social media platforms and their features. 		

Reference:

Arvidsson, A., & Delfanti, A. (2013). Introduction to Digital Media John Wiley & sons Inc.

Damian, R. (2020). Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns, Google E-book

Dewdney, A. (2006). New Media Handbook, London South Bank University, Routledge, London.

Messaris, P., & Lee, H. (2006). Digital media: Transformations in human communication. (4th ed.). McGraw-Hill.

Noah, W. F. & Montfort, N. (2003). The New Media Reader, Cambridge, Mass., MIT.

10643100 **INTRODUCTION TO PHOTOGRAPHY (Pr.) (VSC)**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Recognize and use different components of Camera. • Explore Photography as a media form. • Analyze image making and elements of an image. • Compare still and moving images. 		
Module 1	Principles		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Examine principles associated with Photography. • Explore applications of different types and components of Cameras. 	Module Contents: <ul style="list-style-type: none"> • Basic principles in film and digital photography • Evolution of Photography- technology and art form • Principles of Photography- rule of third, composition, lines and patterns, perspectives • Types of cameras and camera lenses- their uses and functions, shutter, aperture, light meter, depth of field control, • Concept and sources of Lighting, Principles of Lighting, Light and Subject, Natural Light and Artificial Light, Direct Light and Indirect Light • Functions of shutter and aperture • Digital picture taking • Photo appreciation 	
Module 2	Types of Photography		1

	LOs: Learners will be able to <ul style="list-style-type: none"> Learn Digital Photo Editing processes after taking pictures. Apply principles of design while creating visuals. 	Module Contents: <ul style="list-style-type: none"> Photography Applications- Wedding Photography, Event Photography, Portrait Photography, Fashion Photography, Architectural Photography, Travel Photography, Lifestyle Photography, Photojournalism Elements of Design- Line, Color, Texture, Shape, Form, space, Colour Principles of Design- unity, pattern, balance, scale, Emphasis, contrast, Harmony, Rhythm. Background and foreground Apply digital effects - Photo retouching, use of filters. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> Undertaking Photo shoot and creating photo story. Examining and Presenting different types of Photographs. Assignment on use of design principles in creating visuals through photography. 		

Reference:

Ang Tom (2020) Digital Photographer’s Handbook, 7th Edition, DK, Singapore.
Fox, A., Langford M. & Swadon R.S. (2007), Basic Photography: The Guide For Serious Photographers, Focal Press.
Gustavson, T., & House G.E. (2012). Camera: A History of Photography from Daguerreotype to Digital Union Square & Co.
Peterson, B. (2010). Understanding Exposure: How to Shoot Great Photographs with Any Camera (3rd Ed.). Amphoto Books.
Swadon, R.S., Langford M. & Fox A. (2007). Basic Photography: The Guide For Serious Photographers Focal Press.

10743100 **FUNDAMENTALS OF COMPUTER (Pr.) (SEC)**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> Classify elements and components of computer system. Evaluate role of computer on human productivity. 		
Module 1	Basics of Computer System		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Recognize evolution of computers to its modern form. Classify elements and components of computer system. Examine role of each of the input-output 	Module Contents: <ul style="list-style-type: none"> Basics of Computer System Applications of computer in various fields Input, Output and Storage Devices, Input Devices- Keyboard, Mouse, Joystick, MICR systems, Scanner,	

	devices in making of computer.	Digital Camera, Output Devices- Monitor, Printer Plotters and its Types, Speakers Data Storage - Punch, Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic, Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive, Cloud Storage . Electronic to Digital systems	
Module 2	Presentation tools		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Identify role of computer in word processing and spread sheet work. Evaluate how computer can improve or add to human efforts. 	Module Contents: <ul style="list-style-type: none"> User friendly tools for presentations, infographics, word processing templates Making different types of presentations Creating digital Posters Role of AI in content creation 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> Creating word files, spreadsheet files, editing them, saving and printing them. Assessment through identification of computer parts and other devices. Practical exam to use the Computer System independently. Students make presentations on the topics listed in the Module-1. 		

Reference:

- Carpenter, J., & Hewitt, E. (2022). Cassandra The Definitive Guide, Distributed Data at Web Scale (3rd ed.). O' Reilly Media, Inc.
- Norton, P. (2020). Introduction to Computers (7th ed.). McGraw Hill.
- Sinha, P. K. (2003). Computer Fundamentals, BPB Publication, New Delhi.

1.6 AEC will be given by BOS English

1.7 IKS University

1.8 VEC -Constitution of India (University will give)

1.9 CC Courses offered through CHENTA, Coursera, Swayam, MOOCS/ University will give syllabus

SEMSTER-2

Syllabus Contents

20143111 INTRODUCTION TO FOLK ART

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		4
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none">Analyze role of live performance in multimedia environment.Examine different Genres of Folk Art.Practice different forms and types of folk media.		
Module 1	Folk Art and Theater as medium of Mass Communication		1
	LOs: Learners will be able to <ul style="list-style-type: none">Examinesignificance of folk art in societies.Explore the role of live performance in multimedia environment.	Module Contents: <ul style="list-style-type: none">Origin and evolution of folk arts: From primitive Religious rituals usually connected with spring and the seasonal cycleEvolution of Indian Theatre, Concept of folk-traditional media,Characteristics, advantages, role and nature,Role of folk art in the context of past: information, education, entertainment, value formation, cultural transmission,Present day nature of folk media- examining folk media presence in mass media, status of folk artists	
Module 2	Performing techniques inFolk media and Theatre		1
	LOs: Learners will be able to <ul style="list-style-type: none">Know the techniques of folk media and theatre.Explore the different Genres of theatre.	Module Contents: <ul style="list-style-type: none">Emotions - 9 Rasas, Schools of theatre/acting, Mimetic, Voice and speech modulation, Music movements and visual compositions.Sound and its role in performances.Genres of theatre: Family drama, comedy, experimental theatre, Moralism plays, musical theatre, pantomime, political theatre(Street Theatre).Theatre for social change/development, tragedy, tragicomedy, puppetry.	
Module 3	Classification and usage of folk media		1
	LOs: Learners will be able to <ul style="list-style-type: none">Gain knowledge about different forms and types of folk media.Examine the significance	Module Contents: <ul style="list-style-type: none">Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, folk tales and Riddles, swang, graffiti.Performances: Folk Lore, Sayings,	

	of folk art for community development.	Riddles, Folk Music, Puppetry, Ballads, Oral Traditions. <ul style="list-style-type: none"> • Use of folk media for community Development: promoting literacy, bringing social change, creating awareness, governance in rural communities. • Folk and Electronic/Digital media. 	
Module 4	Play Production		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Design and execute Production Process. 	Module Contents <ul style="list-style-type: none"> • Conceptualization and Writing for Theatre • Understanding Production Process: Concept development, Storyboard, script writing, Play Analysis • Media Appreciation: Dance, Music, Painting, Film, Television with relation to Theatre • Play Production. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Take part in theatre workshop and/or voice culture sessions. • Visiting folk/live performances and interviewing folk performers. • Visiting or reading about experiments or usage of folk media in popular culture. • Group discussion, mocks or debates on various types of folk arts of the different States in India. • Designing of stage production, theatre play or live performance and executing it to actual audiences. 		

References:

- Chattopadhyay, K.(2007). Handicrafts of India, Indian Council for Cultural Relations, New Delhi.
- Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.
- Hasnain, N. (2022). Tribal India (8th ed.). Palaka Prakashan, Delhi.
- Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Bedford/ St. Martins. Boston and New York.
- Kumar, A. (2020). Indian Folk and Tribal Art B. R. Publisher.
- Mishra, R. (2016). Traditional Folk Media in India Practice & Relevance Bharati Prakashan Varanasi.
- Panthukala, S. (2021). Traditional Folk Media in India White Falcon Publishing, Punjab.

20143110 Introduction to Public Relations

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		2

	<p>Course Outcomes: Learners will be able to:</p> <ul style="list-style-type: none"> • Apply the function and impact of public relations in organizations and society. • Gain Historical and Future Insights of PR. • Examine how fundamental communication principles applied within PR practices. • Learn about the stages involved in planning and executing successful public relations campaigns. 		
Module 1	Fundamentals of Public Relations		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine concept, scope and historical development of public relations. • Analyze role of public relations in communication sector. • Describe role of relationship of PR with other communication sectors. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Evolution, Concept and Principles • Difference between public relations, marketing, and advertising • PR, Publicity, Perception management, Persuasion • Public Relations goals, objectives, strategies, and tactics • Corporate Communication, Media monitoring • Characteristics of PR Professional 	
Module 2	Nature of Public Relations		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Recognize the strategies for establishing and maintaining media relationships. • Analyze the role of public relation in communicating the social responsibility adherence of companies 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Nature of PR practices: Personality, institution brand building, crisis, advocacy, 360-degree and Integrated Marketing Communication, strategic communication, Corporate Social Responsibility. • Managing Media Relations: Press Releases, Pitching stories to media, media docket, Press Conferences and Press Tours • Internal and External PR • Future of Public Relations 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Group case study of any one PR activity in an organization. • Group Discussion on the impact of media coverage. • Role-playing exercise in pitching a story to a journalist. • Drafting Press Releases and creating social media posts for a PR campaign. 		

References:

Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). Effective Public Relations. Pearson.

- Jethwaney J & NN Sarkar (2015) Public Relations Management, Sterling, New Delhi.
 Jethwaney J (2018) Corporate Communication: Principles & Practices, 2nd edition, Sage, New Delhi.
 Newsom, D., & Haynes, J. (2016). Public Relations Writing: Form & Style. Cengage Learning.
 Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). Public Relations: Strategies and Tactics. Pearson.

20643110 **Advertising & PR (Pr.)**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Apply theory of Advertising and PR in practice. • Examine creative aspects of Advertising. • Create advertising and PR material for given context. 		
Module 1	Advertising communication		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Analyze the significance of different types of advertising • Evaluate Advertising communication as a field of mass communication. 	Module Contents: <ul style="list-style-type: none"> • Examining different types of advertisements. • Comparing communication points in advertising and type of appeals. • Exploring advertisement and brand management relationship 	
Module 2	PR Processes		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Applying knowledge about PR and Publicity from earlier theory paper. • Create PR and publicity material for an event or institution. • Undertake PR activities for given context. 	Module Contents: <ul style="list-style-type: none"> • Examining different types of PR Campaigns- successful as well as failed ones. • Designing PR strategy for college/event/Play performance/person or SME vendor. • Interviewing PR professionals or attending Press Conference. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Analyzing different kinds of ads. • Analyzing socially relevant advertisements. • Organizing/ Analyzing PR Activities organized by institutions or companies. • Undertaking live PR group project for local vendor or small enterprise and help them gain success. Also monitor the campaign for its outcomes. 		

References

- Bowen, S. A., Martin T. R., & Rawlins B. (2010). An Overview of the Public Relations Function. Business Expert Press.
 Broom, G. M. & Beyling, S. (2012). Cutlip & Center's Effective Public Relations (11th Ed.). Pearson Prentice Hall.

- Butterick, K. (2011). Introducing Public Relations: Theory and Practice. SAGE Publications Ltd.
- Raney, V. (2018). Introduction to Public Relations (In Mass Media) Himalaya Publishing House.
- Thakur, D. (2009). Advertising, Marketing & Sales Management Neha Publishers and Distributors.
- Vilanilam, J. V., & Varghese, A. K. (2004). Advertising Basics A Resource Guide for Beginners. SAGE Publications Pvt. Ltd.

20643120 **THEATRE PRODUCTION**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		2
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> Analyze Theatre as an influencer and reflector of social values. Examine role of theatre in mass media communication. Explore the complex blend of personal vision, social-cultural background, ethical values and aesthetic judgment through theatre production. Discuss the vast and diverse communication means by engaging in theatre practices. 		
Module 1	Elements of theatre		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Explore important elements of Theatre by engaging into theatre practices. Evaluating role of writing in theatre production. 	Module Contents: <ul style="list-style-type: none"> Elements of theatre The Playwright, Plot, Characterization, Thematic values of the play, language, Music and Spectacle which is the total effect of the play and that includes the set design suggested by the playwright. Critical appreciation of a play 	
Module 2	Theatre Practices		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Explore important elements of Theatre. Engaging in the theatre practices as a group. Applying theory of theatre into practice as group. 	Module Contents: <ul style="list-style-type: none"> Acting - Basic performance techniques, yoga, physical exercises, martial arts, dance, music and movements. Voice and speech Culture: Breathing exercises, voice control. Music: Singing and basic rhythm for an actor. Stage - Stagecraft (Technical theatre) It consists of Costume design, construction of set and maintenance, Light design, Makeup, Production- comprising stage management, production management, show control, house management and company 	

		management. Scenery- which includes set construction, scenic painting, soft goods (drapes and stage curtains and properties on the sets) and special effects. Sound, which can include musical underscoring, vocal and instrument mixing as well as theatrical sound effects or live music.	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Participate in theatre activities under the guidance of director. • Group Reading of plays. • Group production of a play by the class. • Public performance of play/street play or any performative art form. 		

References

- Campbell, D. (2016). Technical Theatre for Nontechnical People Allworth.
- Carver, R. K. (2023). Stagecraft Fundamentals (4th ed.). Focal Press.
- Deshpande G P (2015) Modern Indian Drama, an anthology, Sahitya Academy, India.
- Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.
- Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Boston and New York: Bedford/ St. Martins.
- Rangacharya Adya (2011) Introduction to Bharat's Natyasastra, 2nd Edition, Munshiram Manoharlal Publishers, India.
- Richmond F, Darius L Swann and P.B. Zarrilli (1993) Indian Theatre: Traditions of Performance, Motilal Banarasisass Publishers, Delhi.

20443121 SOCIAL MEDIA MARKETING

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		4
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Identify key social media platforms and their unique characteristics. • Cognize different types of social media ads and their formats. • Identify and comprehend current trends in social media marketing. 		
Module 1	Introduction to Social Media Marketing		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Identify key social media platforms and their unique characteristics • Comprehend budgeting and resource allocation for social media marketing • Gain knowledge about 	Module Contents: Introduction to Social Media Marketing <ul style="list-style-type: none"> • Importance of social media in modern marketing • Overview of prevailing social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, etc.) • Current trends in social media marketing 	

	social media development strategies	Developing a Social Media Strategy <ul style="list-style-type: none"> • Setting goals and objectives • Identifying target audiences • Crafting a social media plan • Competitive analysis • Budgeting for social media marketing 	
Module 2	Content Creation and Management		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Gain knowledge about the best practices for content creation and posting on different platforms • Learn the unique characteristics and user demographics of each major social media platform 	Module Contents: Content Creation and Management <ul style="list-style-type: none"> • Types of content (text, images, videos, infographics) • Content calendar creation • Storytelling and brand voice • User-generated content • Tools for content creation and management Social Media Platforms <ul style="list-style-type: none"> • Platform-specific strategies for example Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube • Best practices for each platform • Case studies of platform-specific campaigns 	
Module 3	Social Media Advertising		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Critically examine different types of social media ads and their formats • Develop effective targeting strategies to reach specific audiences 	Module Contents: <ul style="list-style-type: none"> • Introduction to social media advertising • Ad formats and placements • Targeting and segmentation • Budgeting and bidding strategies • Analyzing ad performance Analytics and Measurement <ul style="list-style-type: none"> • Key performance indicators (KPIs) for social media • Tools for social media analytics (Google Analytics, platform-specific analytics tools) 	
Module 4	Influencer Marketing and Community Management		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Recognize the role and impact of influencer marketing in social media. • Examine current trends in social media marketing. 	Module Contents: <ul style="list-style-type: none"> • Identifying and collaborating with influencers • Building and nurturing online communities • Engaging with followers and managing feedback • Crisis management on social media Social Media Trends and Future Directions <ul style="list-style-type: none"> • Emerging trends in social media marketing • The impact of new technologies (AR/VR, AI, etc.) 	
Assignments/ Activities towards CCE			

	<ul style="list-style-type: none"> • Case study analysis of successful social media campaigns • Group projects involving the creation of a detailed social media plan, including goals, audience analysis, competitive analysis, content strategy, and budget. • Practical projects such as creating social media strategies, ad campaigns, and content calendars. • Creating and launching a mock social media ad campaign • Evaluating the success of social media ads • Developing an influencer marketing plan • Research project on emerging social media trends • Group presentations on platform-specific strategies and trend analysis. 	
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References

- Barker, D. I., & Barker M. (2016). Social Media Marketing: A Strategic Approach (2nd ed.). South-Western College Publishing.
- Bartton, S., & Evans D. (2012). Social Media Marketing: An Hour a Day(2nd Ed.). Sybex.
- Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age Simon & Schuster. UK.
- Kawasaki G. & Fitzpatrick P. (2014). The Art of Social Media: Power Tips for Power Users Panworld Education.
- McDonald, J. (2022). Social Media Marketing Workbook Createspace Independent Publishers.

20743100 INTRODUCTION TO ANIMATION [SEC (Pr.)]

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		4
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Comprehend the basic principles of animation. • Create simple animation projects using traditional and digital techniques. • Apply concepts of timing and motion to animated sequences. • Develop short animated projects from concept to completion. 		
Module 1	History and Evolution of Animation		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Examinethe origin and development of animation as form of communication. • Recognize the contribution of Pioneers in Animation. • Apply the 12 principles of animation in their projects. 	Module Contents: <ul style="list-style-type: none"> • History and Evolution of Animation and graphics • Overview of Animation industry • Significant milestones and pioneers in animation • Types of animation • The 12 principles of animation • Role of Graphics in animation 	

Module 2	Traditional animation techniques	1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Develop basic skills in traditional animation • Examine the application of digital animation • Integrate storyboarding into animation workflow 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Traditional animation techniques- types, role, scope, importance • An overview of digital animation tools (Use of software like Photoshop, Animate CC) • Storytelling in animation (Storyboarding)
Assignments/ Activities towards CCE		
	<ul style="list-style-type: none"> • Scarp book on fonts, types, shapes, graphic innovations. • Discussion and presentation about 12 Principles of animation. • Creation of Flipbook. • Designing communication and Storyboarding. 	

References:

- Laybourne Kit (1998) The animation Book: A complete guide to animated filmmaking- from flip books to sound cartoons to 3D animation, The three Rivers Press, US.
- Meroz Morr (2021) Animation for Beginners- Getting started with animation filmmaking, 2nd Edition, Bloop Animation Studios, New York.
- Norling E R (1999) Perspective Made Easy, Dover Publications, USA.
- Tony, W. (2017). Animation from Pencils to Pixels: Classical Techniques for the Digital Animator Routledge.
- Wells, P., & Mills L. (2008). Basics Animation: Drawing for Animation, Bloomsbury Publishing India Private Limited.

2.7 AEC will be given by BOS English

2.8 VEC (Pr.) Environment Studies (university)

2.9] CC offered through CHENTA, Coursera, Swayam, MOOCS/ University