SNDT Women's University, Mumbai

Master of Arts
(Mass Communication & Journalism)

M.A. (MCJ)

As per NEP 2020
Syllabus

(w.e.f. Academic Year 2023-24)

SNDT Women's University, Mumbai

First Year Structure and Syllabus approved at Academic Council of August 7, 2023 & August 21, 2023 & Second Year approved in Academic Council of June 11, 2024

NEP Syllabus for Postgraduate Programme

{Inception in 2015 as MA Media & Communication, Revised NEP Syllabus 2023-24}
M.A. (Mass Communication & Journalism)

Programme Degree		M.A.
Faculty		Interdisciplinary Studies
Specialization		(Mass Communication & Journalism)
Preamble		This postgraduate programme is designed for women graduates who want to learn about the various facets of media and communication in the modern world. The is designed to foster professional growth and academic development through industrial collaborations and internships, research/film projects, industry-relevant training, and other varied activities to equip learners with opportunities to harness knowledge, skills and world view associated with the discipline of communication and media studies. The curriculum integrates diverse viewpoints and engages the learners to explore intricacies of today's communication environment. In a time of unparalleled technological progress and worldwide connectivity, proficient communication and media literacy have emerged as essential competencies. Our postgraduate courses in communication and media studies aims to provide students with the academic understanding, analytical skills, and practical know-how needed to successfully navigate and make a significant contribution to the quickly changing field of communication. This programme is aimed at helping learners understand communication and media as practice as well as discipline. It would create media professionals with knowledge about media communication and its associated core areas like writing, listening, presenting, producing, viewing, reviewing, critiquing and so on. These learners may join the diverse fields of

		communication and media industry with skills like Media Production, Media Research, Public Relations, Advertising, Media Writing, content creation, Social Marketing to name a few.
		The learners can carve niche with career roles suiting the needs of the rural, tribal and urban regions as per their geographic regions. The learning can be readily integrated in their lives and careers, helping them become better communicators and making it seamless to merge personal needs with the social needs of the society.
Programme Objectives		This programme will enable the learner to: • Understand the scope of media and communication in a contemporary society. • Recognize their personal strengths and limitations as communicators. • Know the historical perspective on evolution of media to present day. • Examine the role of media communication in day-to-day social and cultural life. • Develop skills for the production in words and visuals. • Produce work reflecting the expertise organized during the programme. Understand the scope of media and communication in a contemporary society.
Programme Specific Outcomes (POs)		After completing this programme, Learner will be able to:
		• Equip themselves with information and skills for working in various functions of communication like information, education, entertainment, persuasion and so on through programs and activities.
		• Create, sustain, and evaluate communication campaigns for diverse organizations and audiences.
		• Create communication using various means of audio, visual, written and spoken for varied communities for the intended outcomes for/as the/a communicator.
		• Analyze inter-relationship of diverse disciplinary areas of mass communication, journalism, media studies, film studies, corporate communication, and development communication and so on.

		• Create meaningful content for different media platforms like television, radio, print, social media
Eligibility Criteria for the Programme		➤ Women graduates, from any discipline, who has 12+3 years of education and/or required credit requirements to pursue postgraduate programme with minimum of 40 percent from AICTE/UGC recognized institutions. ➤ Students awaiting their final year results can be given provisional admission.
Intake (For SNDTWU Departments and Conducted Colleges) For affiliated Colleges	**25** **30**	

There are four Specializations with First Year COMMON:

- M.A. Communication Research (CR)
- M.A. Media Production Management (PM)
- M.A. Digital Media (DM)
- M.A. Mass Communication & Journalism (MCJ)

Syllabus Structure of Four Semesters

M.A. (Mass Communication & Journalism)

Code	Courses	Type of Course	Credits	Marks	Internal	Ext.
Semester I						
112011	Introduction to Communication Studies	Major (Core)	4	100	50	50
112012	Introduction to Digital Media	Major (Core)	4	100	50	50
112013	Media and Society	Major (Core)	4	100	50	50
112024	Writing for Media (Print) (Pr.)	Major (Core)	2	50	50	-
112021 112022 112023 112024	Visual Communication OR Production Management OR Creative Writing OR Communication Initiatives	Minor (Elective)	4	100	50	50
132011	Research Methodology	Minor Stream	4	100	50	50
End of SEMESTER I			**22**	**550**	**350**	**200**

==**Exit after First Year with Postgraduate Diploma in Communication & Media Studies**==

Semester II						
212021	Writing for Media II (Pr.)	Major (Core)	4	100	50	50
212012/ 212013	Introduction to Marketing OR Client Servicing	Major (Core)	4	100	50	50
212024	Culture and Communication (Pr.)	Major (Core)	2	50	50	-
212015	Understanding Audiences	Major (Core)	4	100	50	50
222021/ 222022/ 222023/ 222024	Producing Audio-Visual content OR Creating Photo Essay OR Video Production OR Audio Production (Pr.)	Minor (Elective)	4	100	50	50
242041	Internship (Pr.)	On the Job Training	4	100	50	50
End of SEMESTER II			**22**	**550**	**300**	**250**

Year II Structure

M.A. (Mass Communication & Journalism)

Code	Courses	Type of Course	Credits	Marks	Internal	Ext.
Semester III						
312311	Advertising & Public Relations	Major (Core)	4	100	50	50
312312	Media Laws and Policies	Major (Core)	4	100	50	50
312313	Communication Research	Major (Core)	4	100	50	50
312314	Gender and Media	Major (Core)	2	50	50	-
362331 365021 362311	Statistical Applications in Research OR Scientific Writing OR Introduction to AI	Minor (Elective)	4	100	100	-
352321 352322 352323	Content Creation- Blog Series OR Content Creation- Vlog Series OR Content Creation- Podcast Series	Research Project	4	100	50	50
End of SEMESTER III			**22**	**550**	**350**	**200**
Semester IV						
412311	Reputation Management and Advocacy	Major (Core)	4	100	50	50
412312	Media Ethics	Major (Core)	4	100	50	50
412313	Recent Trends in Mass Communication & Journalism	Major (Core)	4	100	-	-
422311 422322 422323	Participatory Communication OR Media Industry Practices OR Media Appreciation	Minor (Elective)	4	100	50	50
462331 462332 462233	Dissertation OR Film Project OR Digital Media Campaign	RP	6	150	100	50
End of SEMESTER IV			**22**	**550**	**250**	**200**

SEMSTER-1

Syllabus Contents

Semester I			
112011	**Introduction to Communication Studies** Major (Elective)		
Sr. No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- • Evaluate the role of media and technology in shaping public opinion and cultural narratives, considering their impact on democracy and society. • Apply active listening and empathetic communication skills in interpersonal interactions, recognizing and responding to the needs of diverse audiences. • Demonstrate a comprehensive understanding of key theories and concepts in communication studies, including but not limited to interpersonal communication, mass communication, rhetoric, and media theory. • Compare and contrast various communication models and frameworks, identifying their strengths, limitations, and relevance in different contexts. • Appreciate and respect diverse perspectives and cultural nuances in communication, recognizing the role of communication in shaping intercultural understanding and cooperation. • Apply effective communication strategies in diverse professional contexts, including written, oral, and digital communication.		
Module 1	**Principles of Communication**		1
	LOs: Learners will be able to- • Define and explain fundamental principles and theories of communication, including but not limited to interpersonal communication, mass communication, and organizational communication. • Identify key components and models of communication, illustrating how they operate in various contexts. • Demonstrate effective	• Definitions, Functions, Types, Levels of Communication • Barriers in communication • Models in Communication • Basic Models in Communication: Lasswell's formula, Shannon & Weaver mathematical model, Osgood & Schramm's model, Berlo's SMCR model. • Models of Mass	

	interpersonal communication skills, including active listening, empathy, and non-verbal communication. • Examine the influence of new media and technology on communication patterns and societal dynamics. • Facilitate and lead group discussions, applying principles of inclusive communication and consensus-building.	Communication: Defluer, Ball & Rokeach dependency model; Gerbner's general model of mass communication; Comstock's psychological model of TV effect; Schramm's model of mass communication, Westley & MacLean's model of Communication research, Katz & Lazarfeld's 2 step flow of Communication model, Spiral of Silence	
Module 2	**Semiotics**		1
	LOs: Learners will be able to- • Demonstrate a deep understanding of semiotic theories, including key concepts such as sign, signifier, signified, and the relationship between language and meaning. • Apply semiotic analysis to various forms of communication, including language, images, and cultural artifacts. • Critically analyze and deconstruct signs and symbols in different cultural and societal contexts, recognizing their ideological implications • Recognize and appreciate cultural diversity in the interpretation of signs and symbols, polysemic nature of meaning across different cultural and social contexts.	**Module Contents:** • Nature of 'meaning' in communication • Use of semiotics in understanding messages • Models in semiotics-Pierce, Ogden & Richard's, and Saussure & Jacobson. • Denotation, connotation and levels of signification in media.	
Module 3	**Growth and Development of media**		1
	LOs: Learners will be able to- • Demonstrate an understanding of the historical development of media, tracing key milestones and innovations from the earliest forms to contemporary media landscapes. • Analyze the role of folk media is	**Module Contents:** • Folk Media – role of folk media in society • Press - its roles and values in society. • Radio - its role and value in society. • Cinema - its role and value in society • Television - its role and	

		value in society • Digital Media- internet - its role and value in society	
Module 4	**General Issues in Mass Communication**		1
	LOs: Learners will be able to- • Examine the globalization of media, considering how information and entertainment are disseminated and consumed on a global scale. • Identify and assess ethical dilemmas in media production, distribution, and consumption. • Apply ethical principles to media practices, recognizing the responsibilities of media professionals and consumers. • Explain the impact of technological advancements on the growth of media, from the printing press to digital and social media platforms.	**Module Contents:** • Convergence • Representation Urban/rural, minorities, marginalized people, women, children, handicapped etc. • Propaganda and Advertising • Ethical Issues in Media	

Assignments/ Activities towards CCE

• Analyze a communication phenomenon, theory, or media artifact critically. Choose a specific communication theory or analyze a media artifact (e.g., a film, advertisement, news article) through the lens of relevant communication theories. Assess its effectiveness, impact, and cultural implications.
• Create a documentary film exploring a communication-related theme. Develop a documentary film proposal, including a script, production plan, and post-production strategy. The documentary should address a relevant communication issue or phenomenon.
• Examine communication across different cultures. Choose a cross-cultural communication scenario (e.g., international business negotiation, intercultural relationship) and analyze it through the lens of cross-cultural communication theories. Discuss challenges and potential strategies for effective communication.
• Watch popular advertisements and do a content/semiotic analysis based on themes, issues, representation, portrayal, emphasis and so on.

Recommended Readings:

Berger C.R. & Chafee S.H. (eds.) 1987. Handbook of Communication Science. Beverly Hills & London. Sage Publications.

Fiske J. 1982. Introduction to Communication Studies. London; Methuen.

Gamble M. & Gamble T.W. 1989. Introducing Mass Communication. (International Edition). McGraw Hill. Singapore

Littlejohn, Steven. 1996. Theories of Human Communication. (5th edition) California. Wadsworth Publishing Company.

Mcquail D & Windhall S. 1981. Communication Models for study of Mass Communication. London & New York; Longman

Mcquail D. 2020. Introduction to Mass Communication Theory (7th edition) New Delhi, Beverly Hills & London; Sage Publications.

Mehta D. 1994. Mass Communication and Journalism in India. New Delhi.

Schrank J. 1986. Understanding Mass Media. Washington; National Textbook Company.

Semester I		
112012 Major (Core)	**INTRODUCTION TO DIGITAL MEDIA**	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Familiar with the key concepts, principles and significance of digital media technologies and communication. • Be able to trace the historical evolution and impact of digital media. • Gain hands-on experience of the essential tools, software and technologies for creating digital content: blogs, podcasts, videos, graphics etc. • Understand the basics of digital marketing and advertising. • Get acquainted with the challenges and ethical issues related to digital media.	
Module 1	**Understanding Digital Media**	1
	LOs: Learners will be able to • Define and explain key concepts related to digital media, including digital communication, convergence, and the impact of technology on media industries. • Examine the concept of media convergence and its implications for content creators and consumers. • Demonstrate an understanding of the historical development and evolution of digital media, from early technologies to contemporary	• Explain the concepts, forms, characteristics and applications of digital media. • Trace the journey of Internet and associated media technologies. • Understand key concepts in media and digital technologies. • Evolution of Internet, Web 1.0, and Web 2.0 to Web 4.0- Types of digital media like websites, blogs, vlogs, social media channels and contents through lives etc. • Old Media & Digital Media, Media & Digital technologies • Understanding key concepts- Social Media, Digital media, Platforms, Influencers, Viral content, Hyperlinks, Interactivity, Digital environment, misinformation, deep fakes, OTT,	

		platforms.	etc. • Principles and significance of collaborative media	
Module 2	**Social Media Management**			1
	LOs: Learners will be able to • Utilize multimedia elements (text, images, video, and audio) to enhance the storytelling experience in digital formats. • Explore strategies for audience engagement in the digital realm, including social media, user-generated content, and participatory culture. • Apply ethical guidelines and principles in creating and sharing digital media content.		**Module Contents:** • Categorize prominent social networking sites • Draft content for different digital media platforms • Theories and Practice of New Media Convergence, Feedback system, Narrative and multimedia, News Media Industry: Software–Marketing, PR, Advertising, Video Games, Types and purposes of social networking sites. • Techniques for content planning, scheduling and engaging target audience • Managing social media handles for individual self, organisations, Corporates, etc. • Measuring and analyzing social media reach, effectiveness, success, and failure	
Module 3	**Digital Media Content**			1
	LOs: Learners will be able to • Evaluate ethical considerations in digital media production and consumption, including issues related to privacy, online behavior, and the spread of misinformation. • Understand the structure and dynamics of the digital media industry, including the role of content creators, platforms, and the impact on traditional media.		• Be able to create content for digital platforms. • Apply critical thinking and problem-solving skills in addressing challenges related to digital media content creation. • Create appealing digital content like images, audio-visuals, graphics, written materials etc. • Techniques for creating compelling multimedia stories- Image post-processing and editing for effective visuals, Web Audio post-production. • Earned, Owned and Paid media in digital environments. • Content creation, curation, compilation, management • Ethics of participation - Cybercrime, bulling, ethical	

		hacking	
Module 4	**Digital Marketing and Advertising**		1
	LOs: Learners will be able to: • Understand the role of data in digital media, including analytics, user tracking, and personalization. • Stay abreast with the key concepts crucial to the understanding of this subject.	• Strategize effective digital media campaigns. • List most searched keywords and its relevance in communication business. • Conceptualize and analyze online advertising ideas. • Types of online advertising and digital marketing • Techniques of SEO, SEM, SMM, SMO • Keyword Research: Steps & Strategy, ROI in digital media • Creating effective digital marketing campaigns, content monetizing strategies	

Assignments/ Activities towards CCE

- Analyze a social media marketing campaign for a product, service or film/media promotion.
- Evaluate the effectiveness of the campaign, identify its target audience, assess the content strategy and measure engagement metrics.
- Create a short video using digital media tools and techniques.
- Create an interactive digital media project such as an interactive infographic, quiz, or mini-game.
- Conduct research and compile a report on the latest trends and innovations in the digital media industry.

Recommended Readings:
Dahiya Surbhi (2023) Digital First: Entrepreneurial Journalism in India, OUP, and England.
Delfanti Alessandro & Adam Arvidsson (2018) Introduction to Digital Media, December 2018, Wiley Blackwell, New Jersey.
Kitchin Rob (2023) Digital Timescapes: Technology, Temporality and Society, January 2023, Polity, United States of America.
Pandit Manish (2023) Digital Advertising in India, Notion Press, Chennai.
Philipose Pamela (2018) Media's Shifting Terrain: Five Years that Transformed the Way India Communicates, Orient Blackswan, New Delhi.
Srnicek Nick (2017) Platform Capitalism, Polity Press, USA.
Zhong Bu (2021) Social Media Communication: Trends and Theories, Aug 2021, Wiley Blackwell, United States of America.

Websites:
https://www.medianama.com/
https://www.themediaant.com/blog/
https://www.socialsamosa.com/

Semester I		
112013 Major (Core)	**MEDIA AND SOCIETY**	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Understand the concept of media in relation to its society. • Study the interrelationship between media content and media audiences. • Critically examine the role and influence of different media in society.	
Module 1	**Media, Culture and Society**	1
	Los: Learners will be able to • To recognize different forms of media society relationship. • To understand historical developments changing notion of media space.	• Media as codes, culture, mediators and business • Issues of Power, Social Integration and Change • Interpreting media texts- Semiotics, Hermeneutics, Rhetoric and Narratology • Media Representations • Issues of Freedom, Equality, Diversity, and Information Quality	
Module 2	**Media Structure and Organization**	1
	Los: Learners will be able to • Analyze the relation between users and digital communication technologies/new media content. • How society uses technologies and process of/for social change.	**Module Contents:** • Media Structure & Performance • Media Institutions and organizations • Media Institutions in India • Production of Media Culture through media institution	
Module 3	**Culture, Ideology and Popular culture**	1
	Los: Learners will be able to a. Understand the technological, social and cultural force that shapes communication structure. b. Study the use and challenges of new media in digital marketing.	• Mass/popular/class Culture • Structuralism- Ferdinand Saussure- Roland Barthes (mythologies) • Post Structuralism- Jacques Derrida – Jacques Lacan – Michel Foucault • Marxism – Frankfurt School and Gramscian studies.	

	c. Understand the formation of digital content with its cultural Dimensions of participation.	• Post Modernism- Jean Baudrillard- Fredric Jameson- Jean Lyotard	
Module 4	**Issues in Media and Society**		1
	Los: Learners will be able to • Identify and critically asses the usage of media among the generation next. • Understand information policy, and the governance of digital content and infrastructure.	• Interrelationship between media, commercial interest and concepts of modernity. • Cultural imperialism due to globalization of television. • Transnationalisation, cultural imbalance and cultural identity in media content. • Regulations and control of media institutions, texts and distribution –Debates regarding self-regulations, censorship and controls.	

Assignments/ Activities towards CCE
• Undertaking in field exercises to understand role of media in society. • Case studies and visits to organizations to understand media organizations and their work cultures. • Review based assignment examining concepts listed in the module • Primary data collection, analysis of personal experiences

Recommended Readings:

Banerjee S. (ed.). Culture and communication, New Delhi. Patriot Publishers. 1985

Bany, G.L. and Ruthell-Kernan C. Television and the socialization of the minority child. New York/London, Academic Press, 1982.

Curran J. et.al (ed.). Mass communication and society. London Edward Arnold 1977.

Denis McQuail, Media Performance, London, New Delhi, Sage.

Durkin, K. 1985. Television, Sex roles and Children. Philadelphia. Open University Press.

Edelstein, A., Youi Chi. I. & Hans M. Communication and Culture – A comparative Approach. N.Y. Longman. 1989

Felipe. K. & Korzenny S. 1992. Mass Media Effects across cultures. International & Intercultural Communication Annual Volume. London. Sage.

Gurevitch M.et.al (eds). Culture, society and the media. London/New York, Methuen 1982.

John Fiske, 2011, Media Culture, Routledge, New York.

Loow, E. The Media and Cultural Production. 2001.

Mcquail Denis. Mass Communication Theory: An Introduction. 4th Edition. New Delhi. Sage. 2000.

Sandra J. Ball-Rockeach AND Muriel G. Cantor, Media, Audience and social structure, London, New Delhi, Sage

Storey, John. 1998. An Introduction to Cultural Theory and Popular Culture. 2nd edition. Athens. The University of Georgia Press.

Uma Narula, Mass Communication-Theory and Practice, Har-Anand Publications, Delhi.

Semester I			
112024	**WRITING FOR MEDIA (PRINT)** Major (Core) (Pr.)		**4**
Course Outcomes:	At the end of this course Learners will be able to- • Demonstrate a command of the fundamentals of journalistic writing, including clarity, accuracy, and objectivity. • Analyze and critique print media articles, identifying strengths and weaknesses in terms of writing style, structure, and storytelling. • Evaluate the impact of language and tone on reader engagement in different print media genres. • Articulate and reflect on personal growth and improvement in writing skills throughout the course.		
Module 1	**Developmental Stages**		1
	LOs: Learners will be able to • Study the history of texts and the theoretical dimension of writing as coding a language. • Understand the elements of writing. • Explore the difference and similarities of writing as an art and science in various languages.	**Module Contents:** • Historical background of writing • Elements of Writing • Writing as coding of contents • Language for mediated communication	
Module 2	**Principles of Writing**		1
	LOs: Learners will be able to • Study the rules of writing for different media along with their roots of grammatical formation used within languages. • Study the rules of translation from one language to another without changing the sole of the matter	**Module Contents:** • Principles and methods of effective writing, rules of grammar, sentence construction, • Paragraphing, narration • Translating from one language to another • Concepts of translation, transcription, trans creation in text	
Module 3	**Writing for Media – Print & Web**		1
	LOs: Learners will be able to • Be able to write in styles customary for various professional and public purposes, as well as to subvert	**Module Contents:** • Difference in formal styles for different media • Types of writing: Print, Radio, Television, content writing for websites	

	or modify those styles.	• Issues of cleaning, editing, readability, legibility, accuracy, etc.	
Module 4	**Writing Applications**		1
	LOs: Learners will be able to- • Apply professional ethical ways while writing for different media. • Develop practical understanding about use of language, grammar and other devices for creating effective communication.	**Module Contents:** • Writing reports on current events • Writing reviews of film, radio etc. • Concepts of Plagiarism, attribution, credits, etc.	
Assignments/ Activities towards CCE			
• Practice letter writing, report writing in the given format. • Translating from regional language to English and from English to another language. • Case studies of journalistic errors from the past, defaulters in plagiarism • Print reporting, Print copy writing, Content writing for web			

Recommended Readings:

Bronfeld, S. 1981.Writing for Film & Television. Simon & Schuster. New York.

Chris Frost, 2003, Designing for Newspapers and Magazines, Routledge.

David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd

Fred Bayles, 2011, Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergencies, and Government, Co Press

Jones, A.F. & Pollinger, L. (1996). Writing for children: And getting published. London: Hodder Headline.

Kenneth Kobre, 2012, Video journalism - Multimedia Storytelling , Elsevier Science

Loup Langton, 2009, Photojournalism and Today's News : Creating Visual Reality, Wiley & Sons

Ryan Thornburg , 2010, Producing Online News: Digital Skills, Stronger Stories, Co Press

Stewart Clark, 2003, Word for Word, OUP Oxford.

Swain Dwight. 1981. Scripting for Video and audio- visual. Focal Press.

Swain, D. 1982. Film Scriptwriting: A practical Manual. Focal Press. London.

Terhi Rantanen, 2009 When News Was New, Wiley-Blackwell
    Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage

Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, 2012, Media writing: Print, Broadcast, and Public Relations (4th edition), Routledge

Semester I		
112021 Major (Elective (Pr.)	**VISUAL COMMUNICATION**	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Understand the concepts related to design and visual communication. • Be able to examine role of visuals in communicating in any society. • Equip to read and design visual communication products.	
Module 1	**Introduction to visual communication theory**	1
	LOs: Learners will be able to 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory and elements of visual design	**Module Contents:** • How and why we see- "Ways of seeing" • The concept of visual literacy Sense and Perception of images Elements of Visual design • Point, line, plane, texture, rhythm, contrast, perspective and space, balance, light and colour • Typography and readability Packaging, layout, look/feel etc.	
Module 2	**Principles of design**	1
	LOs: Learners will be able to • Learn and apply basic principles of design and visual imaging.	**Module Contents:** • Understanding visual art • Visual aesthetics • Patterns of arrangement and object placement • Contrast, balance and harmony	
Module 3	**Typography**	1
	LOs: Learners will be able to • Learn to apply elements of typography and color in visual image.	**Module Contents:** • Science of signs, images and words • Readability • Packaging and visuals • Effective use of color • **Applications of visual designs:** letterhead, logos, posters, visiting cards, calendars, photography, scenic designs, art designs, mass media	

Module 4	Graphics and Animation for electronic and films	1
	LOs: Learners will be able to • Use of design principles in moving images like television, animation, and film.	**Module Contents:** • Layout and design • Design principles in movies and television • Computer-generated images • Computer animation in film and television • Special effects in film and television	
Assignments/ Activities towards CCE		
	• Exploring color schemes and creating design • Application of diverse typography in various forms of media • Advertisements from typography- creating advertisements. • Design a thought using various elements of visual communication.	

Recommended Readings:

Aitchison, Jim: 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
Berger, Arthur. 1992. Media Analysis Techniques, Beverly Hills, California, Sage.
Butterworth, M. 1980. Architecture. London.
Carter David (ed.). 2000. Creating Logo Families. Harper Collins. N.Y.
Lester, P. 2000. Visual Communication Images with Messages (2nd Edition). Wadsworth.
McLuhan, Marshall. 1964. Understanding Media. Signet.
Pavitt, Jane. 2000. Brand New. V&A Publ. London.
Pink S. 2001. Doing Visual Ethnography. Sage. California.
Porter Tom & Green street Bob. 2002. Manual of Graphic techniques: Mediums & Methods.
Rose, Gillian. 2001. Visual Methodologies. Sage.
Shaw Jeffery & Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Cambridge.
Stoltzes Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.

Semester I		
112022 Major (Elective) (Pr.)	**PRODUCTION MANAGEMENT**	**4**
Course Outcomes:	• To acquaint learner with the production process • To enable learning through hands-on experience for learners by interacting with people associated with various production activities. • To visualize processes and product of production for Audio-Visual.	

Module 1	**Introduction to Production Management fundamentals**	1
	LOs: Learners will be able to • Know production process and management aspects of media production. • Understand stages and processes of different AV production cycles. • Recognize role and responsibility of different people in creating the product through production process.	**Module Contents:** • Roles and responsibilities of personnel • Ethics & copyright issues in media production • Permissions and approvals in production • Differences in process of production for TV, Film, OTT	
Module 2	**Stages of Production**	**1**
	LOs: Learners will be able to • Demonstrate their understanding about the stages of production. • Develop an understanding in efficiently planning, organizing, and monitoring the production processes in various industries.	**Module Contents:** • Pre, During, Post production processes • Scope and Scale in production- Single camera versus multi-camera setups, Fiction versus non-fiction productions, single site versus multi-location productions • Pre-Production- • Video strategy/goals; Budget/scope; Story selection; Project timeline; Script creation; Talent/characters; Production team/equipment needs; Recce, Location Scouting	
Module 3	**Production**	1
	LOs: Learners will be able to • Understand and adhere to ethical standards in production management, considering issues such as workplace safety, fair labor practices, and corporate social responsibility.	**Module Contents:** • Production- collecting visual footage and sound, continuity, • Quality of shots, getting proper exposure, using the rule of thirds; and shooting sequences that enhance audience experience, demands of the subject and treatment, importance of sound in production, from recording natural sounds to interviews. • Use of light in production, maintaining logs, following script	

Module 4	Post-Production		1
	LOs: Learners will be able to • Demonstrate effective communication skills within the production team and with other relevant departments. • Develop and manage budgets for production operations, considering factors such as labor costs, material costs, and overhead expenses.	**Module Contents:** • Relationship of director and editor, Rules of editing • editing a script or creating a visual effects breakdown • Linear versus Non-linear editing, graphics and effects, packaging and promotion, creating buzz, promos, teasers, pre-release preparations	
Assignments/ Activities towards CCE			
• Field visit to a studio or production house • Interaction with Directors/ Editors and production professionals. • Location visits OR Meeting/Interviewing production personnel involved in production, Case study of famous production houses, or films			

Recommended Readings:

Burum Ivo and Stephen Quinn (2015) MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad. Routledge, London, 8 September 2015

Chaturvedi B K (2014) Media Management: Emerging Challenges in new millennium, Global Vision Publishing House, New Delhi.

Mishra Saroj (2018) Media Management, Gyan Geeta Prakashan, Delhi.

Stradling Linda (2021) Production Management for Tv And Film the Professional's Guide, Bloomsbury, London.

Willett Amanda (2021) Media Production A Practical Guide to Radio, TV and Film, Rutledge, England.

Semester I		
112023 Major (Elective) (Pr.	**CREATIVE WRITING**	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Produce original pieces of writing in various genres, including fiction, poetry, and creative non-fiction. • Express unique and authentic voices in writing and explore diverse writing styles. • Critically analyze published works of literature, identifying the techniques, and strategies of accomplished writers. • Understand elements of different forms of writing and explore non-linear timelines.	
Module 1	**Introduction to Creative writing**	1
	LOs: Learners will be able to- • Write clear and concise news articles, incorporating the inverted pyramid structure and the 5 W's (who, what, when, where, why)	**Module Contents:** • 5 Ws and 1 H • Building Blocks for Writing • Inverted Pyramid presentation • Descriptive, Narrative and Immersive Writing	
Module 2	**Elements of Creative Writing**	1
	LOs: Learners will be able to- • Recognize elements of creative writing. • Explore literary and other conventions. • Apply basic process of development of effective writing.	**Module Contents:** • Plot, Setting, Character, Dialogue, Point of View • Literary Devices and Figurative Language • Elements of Style • Grammar and the Structure of Language • Proof Reading and Editing	
Module 3	**Hands-on activities related to Creative Writing**	1
	LOs: Learners will be able to- • Develop feature articles that utilize storytelling techniques, human interest angles, and in-depth research. • Recognize and navigate ethical dilemmas in print journalism, including issues related to accuracy, fairness, and sensitivity.	**Module Contents:** • Conducting and describing personal Interviews • Writing a review of book, film, TV/OTT programme • Photo Essays/ Photo Features • Writing Ethics • Plagiarism	

Module 4	Trends in Creative Writing	1
	LOs: Learners will be able to- • Understand the structure and components of news articles, features, and other written content specific to print media. • Apply ethical principles in writing, demonstrating a commitment to responsible journalism.	**Module Contents:** • Web Content Writing and Blog Writing • Script Writing • Journalistic Writing • Copywriting • Graphic Novel • Flash Fiction	

Assignments/ Activities towards CCE

- Create a portfolio of poems exploring different poetic forms (e.g., sonnet, free verse, haiku). Each poem should convey a unique emotion, theme, or image. Include a reflective essay discussing your poetic choices.
- Write a piece of flash fiction (500 words or less) that conveys a complete story with a clear beginning, middle, and end. Focus on brevity, impactful language, and a surprising twist.
- Write a scene primarily driven by dialogue. Create distinct voices for each character and use dialogue tags effectively. The scene should reveal character dynamics, conflicts, or significant plot points.
- Collaborate with a classmate to write a story. Each writer contributes alternating sections, building upon the narrative. Discuss and negotiate plot points, character developments, and the overall direction of the story.

Recommended Readings:

Abrams, M.H. Glossary of Literary Terms. Boston: Wadsworth Publishing Company, 2005.

Atwood, Margaret. Negotiating with the Dead: A Writer on Writing. Cambridge: CUP, 2002.

Bell, James Scott. How to Write Dazzling Dialogue.CA: Compendium Press, 2014.

Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.

Berg, Carly. Writing Flash Fiction: How to Write Very Short Stories and Get Them Published Then Re-Publish Them All Together as a Book. Houston: Magic Lantern Press, 2015.

Clark, Roy Peter. Writing Tools.US: Brown and Company, 2008.

Semester I			
132011 Minor	**RESEARCH METHODOLOGY**		**4**
Course Outcomes:	At the end of this course Learners will be able to- • Develop a scientific approach and know the processes of research • Develop the competence for selecting methods and tools appropriate for research topics • Understand concepts of statistical measures of central tendency, dispersion, variability and probability		
Module 1	**The Research Process**		1
	LOs: Learners will be able to • Understand process of research and its relationship to knowledge and science. • Identify research process based on actual researches conducted. • Recognize process of research problem formulation.	**Module Contents:** • Scientific approach to enquiry in comparison to native, common sense approach • Knowledge, theory and research • Role, need and scope of research in the discipline of Communication & Media Studies **Steps in Research Process and Elements of Research** • Identifying interest areas and prioritizing Selection of topic and considerations in selection • Review of related literature and research • Variables- types of variables including discrete and continuous variables Conceptual definitions and operational definitions • Concepts, hypotheses and theories • Hypothesis- meaning, attributes of a sound hypothesis, Stating the hypothesis and types of hypothesis Hypothesis testing- null hypothesis, sample distribution, level of significance, critical regions, Type I and Type II errors • Research Design Research questions, objectives and assumptions **Ethics in Research**	

Module 2	**Types of Research**		1
	LOs: Learners will be able to • Understand and apply different types of research procedures. • Able to design research studies by knowing methods of research.	**Module Contents:** • Basic and Applied research, Qualitative and Quantitative research (brief review of differences) • Historical research Descriptive research methods – survey, case study, correlational study, content analysis, causal-comparative research • Analytic studies- pre-experimental, experimental research, quasi experimental research • Qualitative research, Ethnography • Evaluative research- general characteristics, use of qualitative methods in enquiry	
Module 3	**Sampling**		1
	LOs: Learners will be able to • Understand different techniques of sampling. • Apply sampling procedures for specific research problems .	**Module Contents:** • Rationale, characteristics- meaning, concept of population and sample, and utility • Types of sampling and generalizability of results • Probability sampling - simple random sample, systematic random sample, stratified random sampling etc - random and non-random samples, random numbers and use • Non-probability sampling - purposive samples, incidental samples, quota samples, snowball samples • General consideration in determination of sample size	
Module 4	**Tools for Data Collection**		1
	LOs: Learners will be able to • Know different tools of data collection. • Design different tools of data collection.	**Module Contents:** • Primary and secondary methods of data collection • Different types of questionnaires, rating scales, check lists, schedules, attitude scales, inventories, standardized tests, interviews, observation	

		• Development of tools, estimation of reliability and validity of tools • Procedure for preparation of the tool, administration of tools for data collection • Procedure for data collection • Planning for data analysis-coding of responses	

Assignments/ Activities towards CCE

- Recognize different Types of variables.
- Hypothesis formations and research questions from Research readings – students identify hypothesis/research questions – Discussion
- Construction of tools for data collection a) types of questions b) Questionnaire c) interview schedule d) observation d) scales
- For a given topic students to frame and discuss the different possibilities of methods and tools
- Differentiate between (a) basic and applied research (Exercise to be based on actual research papers published in accredited journals) (b) qualitative and quantitative research

Based on Journal contents undertake a critical appraisal of studies/research papers and discuss types of Research with examples.

Recommended Readings:

Bell, J. (1997): How to Complete Your Research Project Successfully: A Guide for First-time Researchers, UBSPD, New Delhi.

Festinger, L. and Katz, D. (ed.) (1977): Research Methods in the Behavioral Sciences, Amerind Publishing, New Delhi.

Gupta, S. (2001) "Research Methodology and Statistical Techniques", Deep and Deep, New Delhi.

Jain, G. (1998): Research Methodology: Methods and Techniques, Mangal Deep, Jaipur.

Kothari, C.R. (2000): Research Methodology: Methods and Techniques, Wishwa Prakashan, New Delhi.

Kumar, A. (1997): Social Research Method (The Art of Scientific Investigation), Anmol Publication, New Delhi.

Kumar, A. (2002): Research Methodology in Social Sciences, Sarup and Sons, New Delhi.

McBurney, D.H. (2001): Research Methodology, Thomson-Wadsworth, Australia.

Mcquail D. 1984. Introduction to Mass Communication Theory (3rd edition) New Delhi, Beverly Hills & London; Sage Publications.

Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996.

Wimmer R and J Dominick (2011) Mass Media Research: An Introduction, ninth edition, Wadsworth Cengage Learning, Australia.

STRUCTURE OF SEMESTER- II

	Semester II					
212021	Writing for Media II	Major (Core)	4	100	50	50
212012/ 212013	Introduction to Marketing OR Client Servicing	Major (Core)	4	100	50	50
212015	Understanding Audiences	Major (Core)	4	100	50	50
212024	Culture and Communication	Major (Core)	2	50	-	50
222021/ 222022/ 222023/ 222024	Producing Audio-Visual content OR Creating Photo Essay OR Video Production OR Audio Production (Pr.)	Major (Elective)	4	100	50	50
242041	Internship	OJT	4	100	50	50
End of SEMESTER II			**22**	**550**	**250**	**300**

SEMSTER-2

Syllabus Contents

	Semester II		
212021	**WRITING FOR MEDIA II** **Major (Core)**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- • Recognize the key concepts, principles and significance of writing for audio, visual and digital media. • Gain hands-on experience of the essential techniques, skills, competencies for writing content for varied defined frameworks of time, space and visuality. • Analyze information, data and its representation for intended audiences.		

Module 1	**Reporting for Audio & Digital Media**	1
	LOs: Learners will be able to • Competent to create written material for audio and digital media. • Analyze the relationship between visuals and narrative, recognizing how visuals enhance storytelling.	**Module Contents:** • Role of time duration and platform limitations on writing • Writing for online portals, newspapers, • Concepts of accuracy versus speed	
Module 2	**Writing to Persuade & Writing for Visuals**	1
	LOs: Learners will be able to • Understand the power of writing to persuade, and for advocacy. • Learn about the importance of language in the visual medium. • Write engaging and authentic dialogue that complements visual elements and advances the narrative.	**Module Contents:** • Media Advocacy through writing • Persuasive communication • Advertising as aspirational communication • Elements of Ad Copy • Role of language in visual media • Complementing spoken word with visuals	
Module 3	**Introduction to Data Journalism**	1
	LOs: Learners will be able to • navigate in online environments. • Apply data skillfully. • Present data creatively.	**Module Contents:** • Information, Data and Analysis • Elements of Data Journalism • Power searching • Data Biography • Process to define, access, scrape, clean and analyze the data in digital space. • Visual representation of data-infographics, data stories, etc.	
Module 4	**Emerging Trends in Writing for Media**	1
	LOs: Learners will be able to • Updated with the current technologies and trends in the media industry.	**Module Contents:** • Freelance writing in the digital world • Upsurge of AI driven content,	

	• Able to think critically about construction of news	Augmented Reality, Virtual Reality • Fact-checking of news • Identifying mal-information, misinformation, disinformation	
Assignments/ Activities towards CCE		
• Blog series aimed at persuasive communication. • Data scraping on trending topics. • Creation of infographics based on statistical data. • Identify cases of mal-information, misinformation, disinformation and stating facts.		

Recommended Readings:
Sahu, D. &. (2022). *Beat Reporting & Editing.* New Delhi: Sage Texts.
Vivian, A. L. (1996). *News- Reporting & Writing.* New Delhi: Pearson Education.
Whitaker, R. &. (2012). *Media Writing.* New York: Routledge.
Wilber, M. &. (2003). *Modern Media Writing.* Melbourne: Thomson & Wadsworth.

Semester II		
212012 Major (Core)	**INTRODUCTION TO MARKETING**	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Grasp on- the- job of components of client service management, client relationship, brand strategy from the agency point of view, research and planning the brand communication mix. • Acquire the skill to liaise between the client and creative team efforts. • Gain understanding about the basic concepts in marketing management. • Develop and deliver persuasive presentations on marketing concepts, strategies, and projects. • Apply market segmentation and targeting strategies to identify and reach specific consumer groups.	
Module 1	**Concepts in Marketing Management**	1
	LOs: Learners will be able to • Understand the fundamentals of marketing. • Learn about the types of marketing.	**Module Contents:** • Fundamentals of marketing. • Marketing mix, variables for marketing strategies, Promotions, • **Marketing Types-**B2B, B2C, Chain, Network, Product & service marketing, • 4 Ps of marketing- Product, price, place, promotion	

Module 2	**Service Marketing**		1
	LOs: Learners will be able to • Develop customer relationship skills. • Familiarize themselves with service marketing strategies.	**Module Contents:** • Understanding customer expectations. • Managing customer relationship • Managing service recovery • Pricing and services & Service equality	
Module 3	**Consumer behaviour**		1
	LOs: Learners will be able to • Understand the fundamentals of consumer behaviour. • Gain insights into psycho-social behaviour of consumers.	**Module Contents:** • Consumer decision making process. • Their cultures and subcultures • Attitudes and beliefs • Creating consumer persona and the customer journey to understand key marketing moments.	
Module 4	**Market Segmentation and Targeting**		1
	LOs: Learners will be able to • Learn the fundamental concepts of targeting and segmentation. • Equipped with strategies to attract the appropriate clients	**Module Contents:** • Concept of segmentation • Concept of targeting • Strategies for targeting • Understanding niche markets	
Assignments/ Activities towards CCE			
• Book review of a trending book on marketing. • Analyzing marketing campaigns • Group discussion / debate about various marketing strategies. • Mini research on evaluating influence of ads on target markets.			

Recommended Readings:

G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth Marketing Management, 16e, Pearson, India, 1 April 2022.

Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, Prafulla Agnihotri, Principles of Marketing, 19th Edition Pearson, India, 12 July 2023.

Philip Kotler, Marketing Management: Indian Cases, Pearson, India, 1 April 2022.

Rajesh Srinivasan and Zebra Learn, Mindful Marketing., Zebra Learn, Gujarat, 1 January 2023.

S. Ramesh Kumar, Consumer Behaviour: The Indian Context (Concepts and Cases), 2/e, Pearson, India, 30 June 2017

Semester II			
212013 Major (Core)	**INTRODUCTION TO CLIENT SERVICING**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- • Know about the basic strategy of client servicing. • Students will gain understanding about basic concepts and terminology of assertive and directness. • Students will gain information on growth of different media and designing. • Students will understand the importance of different skills in people management.		
Module 1	**Basic Strategy in client servicing**		1
	LOs: Learners will be able to • Identify and understand diverse needs and expectations of clients. • Develop effective communication skills-written, verbal and non-verbal to communicate with clients effectively. • Learn to establish and maintain positive client relationships and build trust and rapport with the organisation.	**Module Contents:** • Before you meet the client- a) Research on the client brand. History, purpose, vision of brand. b) Product service data c) Need and desire for product/ service fulfilment. • Be creative- a. Understanding the creative need b. Positioning. c. Exclusive feature and benefit to the clients/users/brand. • Making creative presentations a. Take your creative team for your presentations. b. Apply the right kind of strategy between client and creative people. • Importance of clear communication. • How important listening skills are. • Service with a smile.	

Module 2	**Assertive and Directness**		1
	LOs: Learners will be able to • Acquire understanding of diversity among the clients and customizing to needs of different clients/ organizations. • Learn importance of psychographic values	**Module Contents:** • What is assertive and directness in client servicing. • Understand the prospect. • Communicating with different types of clients. • How do we raise questions to understand the need of the client • How do we deliver the right briefing? a. Product feature b. Application c. Psychographic values and lifestyles d. Examining the personal traits.	
Module 3	**Aspects of Client Interface**		1
	LOs: Learners will be able to • Understand the dynamics of media budgeting and planning. • Learn about the details of layouts and its aesthetics.	**Module Contents:** • Communication with client- creating project brief/ creating agenda / recording the minutes of meeting. • Presentation skills- trending information communication technology tools used for making presentations (currently trending Canva, Prezi, Chat GPT, and so on) • Types of client interactions- Requests, questions, complaints and compliments • Client interaction cycle- Greet the customer- Understand your customer's needs- Agree to help find a solution- Deliver and provide a solution-Close with a thank you and follow up	
Module 4	**General Issues that they may face as a client servicing officer**		1

	LOs: Learners will be able to	Module Contents:	
	• Learn conflict-resolution and other major soft skills that will enhance and strengthen the quality of client servicing. • Become competent to collaborate with various stakeholders and ensure client servicing.	• Crisis management • Team building and camaraderie skills- remote working and coordination with teams. • Customer advocacy and success skills • Conflict resolution skills • Establishing long-term association with clients • Dealing with difficult customers • Dealing efficiency- valuing opinion of others	

Assignments/ Activities towards CCE
• Role plays to understand the role and importance of client servicing and brand management (both the agency and the client) • Brainstorming group discussions • Hands-on activities for Layout presentations

Recommended Readings:

Ang, T. (2012). *Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras.* USA : Penguin Random House.

Baer, J. (2016). *Hug Your Haters: How to Embrace Complaints and Keep Your Customers.* Portfolio.

Cox, S. (2023). *Photography Basics*. Retrieved from Photographylife: https://photographylife.com/photography-basics

Darling, A. (2014). *Storytelling with Photographs: How to Create a Photo Essay.* Ebook.

Frances Frei, A. M. (2012). *Uncommon Service: How to Win by Putting Customers at the Core of Your Business.* Harvard Business Review Press.

Hadfield, C. (2014). *You Are Here: Around the World in 92 Minutes: Photographs from the International Space Station.* Little, Brown and Company.

Hyken, S. (2011). *The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience.* Greenleaf Book Group.

LeFever, L. (2012). *The Art of Explanation: Making your Ideas, Products, and Services Easier to Understand.* Wiley.

Spector, R., & Reeves, B. O. (2017). *The Nordstrom Way to Customer Experience Excellence: Creating a Values-Driven Service Culture .* Wiley.

Semester II			
212024 Major (Core) (Pr.)	**CULTURE & COMMUNICATION**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**

Course Outcomes:	At the end of this course Learners will be able to- • Foster understanding of various cultures, values, beliefs, customs, and communication patterns to enhance cultural understanding. • Develop critical thinking in analyzing the role of culture in shaping communication processes. • Understand the role of media in shaping cultural values and identities and vice-versa.		
Module 1	**Culture in Communication**		1
	LOs: Learners will be able to • Get an insight into the fundamental concepts of culture and its inseparable and integral relationship with communication.	**Module Contents:** • Meaning of 'culture', and its role in communication • what constitute 'cultural identities', need and use of 'cross-cultural communication', • characteristics of culture • role of media and technology in culture and communication	
Module 2	**Theoretical Foundations**		1
	LOs: Learners will be able to • Gain deeper understanding of the theories that form a foundation for us to understand the social order.	**Module Contents:** • Sociological Theories of Mass Communication • Cultivation Theory; • Agenda Setting Theory; • The Uses and Gratification Theory; Dependency Theory	
Module 3	**Intercultural and Transnational Communication**		1
	LOs: Learners will be able to • Study the interrelationship between • Intercultural and Transnational communication. • Acclimatize with the role of media and communication in maintaining an equilibrium between cultural imbalance and cultural identity	• Interrelationship between media, commercial interest and concepts of modernity. • Issues of cultural imperialism due to globalization of television • Issues of trans-nationalization, cultural imbalance and cultural identity in media content.	

Module 4	Folk Arts and Social Communication		1
	LOs: Learners will be able to • Appreciate the Indian folk arts and its relevance in every era. • Promote folk art and its deep connection with communication. • Recognize the role of change in the folk media due to technology.	**Module Contents:** • Socio-cultural perspective • Folk arts and political communication • Folk art in promoting social issues. • Folk culture and role of technology	

Assignments/ Activities towards CCE
• Film-viewing, discussion, and review.   • Seminar on topics assigned in class.   • Team-work- AV content creation on different aspects of culture and communication.   • Feature Writing on various topics related to culture and communication.

Recommended Readings:

Schirato Tony and Susan Yell, 2000, Communication and Culture: An Introduction, Sage, London.

Folk arts and Social Communication- Durga Das Mukhopadhyay, Publications Division, Ministry of Information & Broadcasting, Government of India, 2006

Purvis, Tony. *Get Set for Media and Cultural Studies*. New York: Edinburgh University Press, 2006. Print.

Siapera, Eugenia. *Cultural Diversity and Global Media: The Mediation of Difference.* New York: Jon Wiley and Sons, 2010.

Semester II			
212015 **Major** **(Core)**	**UNDERSTANDING AUDIENCES**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**

Course Outcomes :	At the end of this course Learners will be able to- • Learn strategies to engage audiences effectively. • Understand the role of active audiences in creating trending and popular content. • Appreciate the evolution process of the audience from being passive mass audiences to being active media prosumers.	
Module 1	**Media Audiences**	1
	LOs: Learners will be able to • Study the significance of audiences and the concept of mass. • Understand how the technology streamlines the audiences according to its forms. • Explore the formation of audiences by studying different models.	**Module Contents:** • Origin of Mass Audience • Audience as a group & as Market • Technology as source of change in audience formations • A structural approach to audience formation. • Functionalist Model- The uses & gratification model	
Module 2	**Transition of Mass audiences into interactive Media Prosumers**	1
	LOs: Learners will be able to • Be updated with the know-how of the latest trends in audience engagement. • Apply the knowledge of latest trends in the professional fields.	**Module Contents:** • User-generated content- blogs, vlogs, SNS, podcasting • Creating personalized experience for audience / user-experience UI-UX / • Digital media, convergence and audience interactivity	
Module 3	**Theoretical Foundations about Audiences**	1
	LOs: Learners will be able to ▪ Gain comprehension of the theories of audience behaviour • Argue about audience behaviour based on theoretical frameworks.	**Module Contents:** • Sociological Theories of Mass Communication • Cultivation Theory; The Uses and Gratification Theory; Reception Analysis, Polysemic approach to media reading • Agenda Setting Theory; Dependency Theory, • Theories of Public Opinion	

Module 4	**Future of Audiences**		1
	LOs: Learners will be able to ▪ Recognize themselves as media audiences. ▪ Determine processes related to audiences based on their own experiences and their surroundings. • Able to predict trends in media consumption and reception.	**Module Contents:** • Audiences of legacy media • Fan cultures- K Pop, Star followers, Influencers, fan activism, • Big Data and Audience metrics • Participatory culture, Social, political and ethical dimensions of media audiences- Surveillance, IPR, Privacy • Tran media audiences • Economics of audience aggregation	
Assignments/ Activities towards CCE			
• Survey of audience trends with reference to medium preferences, genre preferences, liking and disliking of media content and so on. • Application of theory to practical setting and exploring case studies • Students as Prosumers- presentation of personal practices of communication as an audience, consumer and prosumer. • Take up study of trans media audiences with reference to Indian media product.			

Recommended Readings:

Evans Elizabeth Tran media Television- Audiences, New Media and Daily Life, Routledge, UK, 2011.

Hernandez Santaolalla V & Monica Barrientos Bueno (ed.) Handbook of Research on trans media storytelling, audience engagement, and business strategies, IGI Global, Pennsylvania, 2020.

McQuail Denis, Audience Analysis, SAGE, 1997.

Nightingale Virginia, The handbook of media audiences, Wiley, USA, 2013.

Pieter Jacobus Fourie, Media Studies: Content, audiences, and production, Juta and Company Ltd, 2001.

Pieter Jacobus Fourie, Media Studies: Content, audiences, and production, Juta and Company Ltd, 2001

Sullivan J L, Media Audiences: Effects, Users, Institutions, and Power, Sage, USA, 2019.

Tenderrich B & Jerried Williams, Tran media Branding- Engage your audiences, USC Annenberg Press, USA, 2015.

Semester II		
222021 Major (Elective) (Pr.	**PRODUCING AUDIO-VISUAL CONTENT**	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Get practical experience in audio-visual content creation. • Learn camera techniques. • Learn video editing techniques. • Get experience of pre-production, production and post-production.	
Module 1	**Basics of AV content creation**	1
	LOs: Learners will be able to • Familiar with the existing formats and trends in audio, video and production processes. • Undertake activities related to the production.	**Module Contents:** **Preproduction** • Video Content Ideas and Target Audience • Video Equipment Needed, Production Crew and Location Scouting • Scheduling the shoot, establishing crew and equipment, props / sets design **Production** • Setting up the shoot floor space • Ensuring quality audio • Assessing and planning lighting **Postproduction** • Logging and cueing raw footage • Video editing • Poster, cover of film	
Module 2	**Diegetic, non-diegetic and trans-diegetic sound recording**	1
	LOs: Learners will be able to • Analyze and apply technical aspects of sound and audio with respect to visual content.	**Module Contents:** **Diegetic, non diegetic and trans-diegetic sound** • Foley sound • Create a space for foley sound, • Recording of foley sounds • Editing / inserting in the video	

Module 3	**Music as sound**		1
	LOs: Learners will be able to • Appreciate to different genres of music. • Be confident in AV editing.	• Creating a music video / travelogue/ vlog of scenic places / informative videos/ museums / heritage sites and so on • Posting the video on social media platforms	
Module 4	**Producing Programs**		1
	LOs: Learners will be able to • Gain expertise in content creation which is an essential skill in the media world today	• Production of a short film to be sent for film festivals on topics related to gender issues, health, nutrition, fitness, wellness, youth and children.	

Assignments/ Activities towards CCE

• Content creation in form of film
• Creating Music video/ vlog/ informative videos
• Recording foley sound and editing with visuals.
• Utilizing social media platforms for disseminating content and getting views and likes.

Recommended Readings:

Dancyger, K. The Technique of Film & Video Editing. Focal Press. Boston. 1993

Dorr, A. & Palmer E. Children and Faces of Television. Academic Press. New York.

Huber. Audio Production Techniques for Video. Macmillan. North College.

Hurrel, R. Television Graphics. Thames & Hudson. London

Kluwer. Video Production Techniques, Vol. 1 & 2. Longman; London. 1990

Millerson, G. Effective TV Production. Focal Press. London. 1976

Mody, B. Designing Messages for Development Communication. Sage. New Delhi. 1991.

Swain Dwight. Scripting for Video and audio- visual. Focal Press. 1981

Swain, D. Film Scriptwriting: A practical Manual. Focal Press. London. 1982.

White, G. Video Techniques. Heinemann Newness. Oxford. 1988.

Semester II			
222023 Minor (Elective)	**Creating Photo Essay**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- • Get practical experience in capturing the essence in a photograph • Learn photography in-depth • Explore various spaces in photography- indoors, outdoors, street, etc • Learn photo editing techniques.		
Module 1	**Introduction to a photo essay**		1
	LOs: Learners will be able to • be introduced to fundamentals of a photo essay	**Module Contents:** • Introduction to Photo Journalism • Features of Photo Journalism • Photojournalism and its scope	
Module 2	**Photography techniques**		1
	LOs: Learners will be able to • Establish foundations upon which the students can build bright careers in photography. • Learn the core concepts of photography.	**Module Contents:** • Fundamentals of photography- Composition, Depth of Field, Shutter Speed, Aperture, Rule of Thirds, Exposure, Focal Length • Editing photographs • Genres of Photography	
Module 3	**Publishing Photo essays**		1
	LOs: Learners will be able to • Be confident in writing essays based on the photographs and publish them successfully.	**Module Contents:** • Create numerous photo essays on relevant themes. • Publish them on multiple platforms- LinkedIn, Instagram, Facebook	
Module 4	**Power of photo essays**		1
	LOs: Learners will be able to • Explore nuances of citizen journalism. • Examine global landscape of photography • Create their own spaces to	**Module Contents:** • Citizen journalism • Exhibition of photo essays in art galleries, Campus, Department • Photo essays on topics related to gender issues, health, nutrition, fitness, wellness, youth and	

	display issues through the power of photographs.	children.	

Assignments/ Activities towards CCE

- Preparing a Photography portfolio
- Arrange a Photography exhibition in the department and invite experts from the industry.
- Organize a one-day symposium on Emerging Avenues in Photojournalism.
- Digital presentation of 5 photo essays.

Recommended Readings:

Ang, T. (2012). *Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras.* USA : Penguin Random House.

Baer, J. (2016). *Hug Your Haters: How to Embrace Complaints and Keep Your Customers.* Portfolio.

Cox, S. (2023). *Photography Basics*. Retrieved from Photographylife: https://photographylife.com/photography-basics

Darling, A. (2014). *Storytelling with Photographs: How to Create a Photo Essay.* Ebook.

Frances Frei, A. M. (2012). *Uncommon Service: How to Win by Putting Customers at the Core of Your Business.* Harvard Business Review Press.

Hadfield, C. (2014). *You Are Here: Around the World in 92 Minutes: Photographs from the International Space Station.* Little, Brown and Company.

Hyken, S. (2011). *The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience.* Greenleaf Book Group.

LeFever, L. (2012). *The Art of Explanation: Making your Ideas, Products, and Services Easier to Understand.* Wiley.

Spector, R., & Reeves, B. O. (2017). *The Nordstrom Way to Customer Experience Excellence: Creating a Values-Driven Service Culture .* Wiley.

Semester II			
222024 Minor (Elective (Pr.)	**AUDIO PRODUCTION**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- • Listen, review and research audio programs and listening habits • Understand the characteristics of sound. • Will be able to identify types of microphones, their use. • Be able to edit using sound software. • Be able to understand and identify different types of music. • Understand the role of music in audio video production. • Be able to script and produce different types of audio programs		
Module 1	**Understanding Audio/Radio**		1
	LOs: Learners will be able to • familiar with the existing formats and trends in audio / radio	• Listening to Radio / Podcasts / TED Talks and analyzing the same.	

			• Reviewing listening habits, radio channels and role of audiotapes and radio in today's media scenario.	
Module 2	**Sound& Audio Techniques**			1
	LOs: Learners will be able to- • Apply technical aspects of sound and audio. • Explore techn0ologies associated with sound production.	**Module Contents:** • Nature and characteristics of sound. • Creating audio space • Types of microphones • Mixers • Online/offline editing		
Module 3	**Music**			1
	LOs: Learners will be able to • Exposed to different genres of music. • Gain confidence in audio editing.	• Types of music – classical, Popular • Types of music – Indian, Western • Music in audio production – background score, title music, effects. • Creating Audio space		
Module 4	**Producing Audio Programs**			1
	LOs: Learners will be able to • Hands-on practice in recording and editing of audio programs. • Create audio programme.	• Process of production - Preparation of scripts (research, preparing the audio script with narration and music and sound effects). • Producing a five-minute interview program (issue-based) • Producing a Podcast and publishing it online.		
Assignments/ Activities towards CCE				
• Analyzing podcasts on women issues, health issues, trending issues. • Prepare scripts for audio program and record a 5-min audio program • Prepare 15 min magazine format program.				

Recommended Readings:

Atkin, G. 1990. Sound Techniques for Video and Television. London & Boston. Focal Press.

Huber, D.M. 1987. Audio Production Techniques for Video. McMillan.

McDaniel Drew O. Rick C. Shriver and Kenneth R. Collins, Fundamentals of Audio Production, July 2007, Pearson.

Mcleish Robert, Radio Production, Focal Press, Oxford, 2005.

Mott, R. 1990. Sound Effects for Radio and Television. Boston & London. Focal Press.

Semester II		

242041	**Internship** - OJT	**4**
Course Outcomes:	At the end of this course Learners will be able to- • Apply knowledge gained during the programme to work situations. • Gain hands-on experience of working in the field through an organizational interface and become job ready. • Understand organizational, administrative and managerial aspects of extension work. • Understand the concept of a professional work environment and become part of one. • Conduct one in line with deliverable outcomes. • Apply skills gained in the classroom in work life spaces.	
LOs: Learners will be able to • Develop and enhance specific professional skills relevant to the industry • Acquire a deeper understanding of the industry, including its trends, challenges, and opportunities. • Establish professional connections within the industry, including peers, mentors, and professionals, which can be valuable for future career development. • Learn about workplace etiquette, organizational culture, and the dynamics of working in a professional environment.	A student can do an internship in any government, non-government or corporate organization which is engaged in media production, communication with children, nutritional communication depending upon the specialization student has opted for in her Degree. She may engage in production, creation, extension and /or research activities. She may undertake communication, research, training, capacity building, outreach and related tasks. As a matter of practice she may assist individuals, work with groups or professional organizations. The report of the internship along with the supervisor's evaluation will have to be submitted to the Head of the Department within fifteen days of completion of internship. The viva will take place before/after the final theory examination.	
Assignments/ Activities towards CCE		
Internship is a continuous graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 200 marks of which 50 marks will be assessed internally (Department Mentor & Internship Supervisor) and 50 will be jointly marked based on Viva Voce held at the Department by the External Expert and Departmental Head/Teacher.		

SEMSTER-3

Syllabus Contents

Semester III			
312311 **Major (core)**	**Advertising & Public Relations**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Appreciate and respect diverse perspectives and cultural nuances of advertising communication in the society. - Evaluate the scope and role of advertising and public relations in society. - Recognize the association between various media organizations and advertising and public relation agencies. - Design advertising campaigns, identify and assess PR strategies and understand working of advertising agency and PR firm.		
Module 1	**Marketing- Advertising - Public Relations**		1
	LOs: Learners will be able to- • Define and explain advertising function of communication and its relation to marketing and PR. • Identify key components of adverting messages.	**Module Contents:** • Definitions, origin, development, functions, characteristics, scope, types of advertising • Relevance of marketing mix • Economic, social, Psychological, cultural and Ethical aspects of advertising and Public relations	
Module 2	**Advertising agency**		1
	LOs: Learners will be able to- • Demonstrate a deep understanding of different types of advertising and PR agencies. • Examine the influence of advertising and public relations on media sector.	**Module Contents:** • Types of agencies - Departments in the agency (Account planning, account servicing, creative, media planning, HR etc.) • Role and changing role of advertisers • Relationship of advertising and PR with other media organizations	

Module 3	Public Relations		1
	LOs: Learners will be able to- • Demonstrate an understanding of the historical development of PR profession and practices. • Categorize types and modes of PR in Indian context.	**Module Contents:** • Interface of PR with other disciplines (HR, Finance, Marketing, Law etc.) • PR tools (Interpersonal, mass media and selective media) • PR in/for private and public sectors • Public opinion in PR, Propaganda and publicity • Types of PR: Personality, product, events, crisis/disaster, Talent management etc. • Planning PR programme and evaluating feedback	
Module 4	**Campaign Planning**		1
	LOs: Learners will be able to- • Execute a campaign based on their learnings about advertising campaign planning. • Explore effectiveness of campaign based on their execution.	**Module Contents:** • Budgeting and production of media (advertising appropriation and budgeting, consumer behaviour analysis, audience segmentation, media planning and scheduling) • Measuring effectiveness/success of the campaign	

Assignments/ Activities towards CCE

• Review based assignment examining marketing-advertising- public relations- promotions.
• Researching client needs, understanding audiences, choosing the media, devising messages,and executing the campaign. Department/college/campus event may also be covered for the campaign.
• Designing an advertising campaign for real or hypothetical product/service/event.
• Devising a PR campaign for a real or hypothetical client and presenting it.

Recommended Readings:

Bernay E (1955) Engineering of Consent, University of Okhalhama press, Norman.
Halve Anand (2011) Darwin's Brands: Adapting for Success, Response Books, New Delhi.
Halve Anand and Anita Sarkar (2012) Adkatha- The story of Indian Advertising, Prolibris Publishing Media Pvt Ltd, New Delhi.
Kumar Prashant (2022) Made In Future: A Story of Marketing, Media, and Content for our Times, May 2022, Portfolio.
Oglivy david (1983) Oglivy on Advertising, Vintage Books, New York.
Sahcdeva I (2009) Public Relations- Principles and Practices, Oxford University Press, USA.

Shridhar K V (2017) 30 Second Thrillers, Bloomsbury India.
Singh Ritu (2021) A History of Indian Advertising in Ten-and-a-half Chapters,
    Hachette India.

Semester III			
312312 Major (core)	**Media Laws and Policies**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Evaluate the scope and role of policies and laws related to media industry society. - Recognize relationship of laws with ethics and policy frameworks. - Critically evaluate role of policy in day to day working of media sectors. - Examine legal provision and practice of media in relation to Indian society.		
Module 1	**Role and formulation of Laws**		1
	LOs: Learners will be able to- • Define and explain legal function of any society. • Identify key elements of law formation, implementation and revision. • Examine the state policy, provisions and acts related to media sector.	**Module Contents:** ▪ Rationale, Principles and evolution of law ▪ Role of State in formulation of laws ▪ Designing-implementing and revising legal provisions ▪ Constitution of India and media – Fundamental rights, directive principles, Centre-state relations, amendments of fundamental rights. ▪ Freedom of speech and expression and their limits, press and freedom of speech, limits of press freedom, Article 19(1)(a) ▪ Emergency provisions- national emergency, financial emergency and their effect on media ▪ Provisions for legislature reporting; parliamentary privileges and media.	
Module 2	**Media Laws**		1
	LOs: Learners will be able to- • Demonstrate an understanding of the	**Module Contents:** ▪ History of press laws in India ▪ Provisions in the Indian Penal	

		Code	
	historical development of laws related to media sector. • Recognize legal ecology for media professionals.	• Laws related to broadcasting, telecommunication and digital media • Defamation, libel, slander • PIL- definition and relevant cases • Role of State in laws related with media • Provisions of Indian Penal Code 1860 and Criminal procedure code 1973- history, background and relevant sections • Official secrets Act 1923 • Contempt of Courts Act 1971 • Right to Information Act and Information Technology Act 2000 and amendments • Right to privacy and media- right to privacy versus freedom of speech	
Module 3	**Legal Provisions related to media creation & Distribution**		1
	LOs: Learners will be able to- • Compare legal provision related to different media. • Be aware about responsibilities as communicator.	**Module Contents:** • Legal procedures for shooting, reporting and releasing information • Permissions, procedures and precautions • Legal provisions for distribution of media content of varied nature • Laws dealing with obscenity	
Module 4	**Media Policy**		1
	LOs: Learners will be able to- • Demonstrate an understanding of the historical development of media policy. • Explore status of media policy in diverse Indian media landscape.	**Module Contents:** • Stakeholders in media policy formulation, implementation and policy revision • Policy related to media since independence • Post-independence developments in media policy • Indian media policy post 1990s	
Assignments/ Activities towards CCE			

- Discussion in the class about concepts of freedom, privacy, policy, regulation.
- Library review of Act and its provisions for specific medium.
- Examining policy provisions related to media across sectors.
- Case studies related to landmark cases of media, individuals, state and corporations.

Recommended Readings:

Divan Goradia M, Facets of Media Law, second edition, Eastern Book Company, Lucknow, 2015.

Mahapatra Sohini, Media Law in India, LexisNexis, 2023

Manna Bansi. Mass Media and Related Laws in India. Books Way. Kolkatta. 2010

Neelamalar, M. Media Laws and Ethics. PHI Learning pvt. Ltd. New Delhi. 2012

Sharma Gopal, Law of Freedom of Press & Media in India:: Contemporary Issues, Dattsons, June 2018.

Singh Rakesh Kumar and Souvik Dhar, Media Law (Including Right to Information Act), Vinod Publications Pvt. Ltd., 2022

Tripathi G P, Constitutional Law - New Challenges, Central Law Publications, 2nd Edition 2023.

312313 Major (core)	Communication Research		4
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Understand need and scope of communication research. - Recognize role of research and varied methods used in media organizations. - Design and implement research exercises for diverse situations		
Module 1	**Understanding Research and communication research**		1
	LOs: Learners will be able to- • Explain role and relevance of communication research (CR). • Examine varied methods of CR.	**Module Contents:** • Need, scope, approaches • Role of research in mass communication • Methods of communication research • Digital media and data mining	
Module 2	**Research design in communication**		1
	LOs: Learners will be able to- • Demonstrate different designs to undertake communication research. • Identify merits and demerits of different research designs.	**Module Contents:** • Rating and Non-rating research • Experimental and quasi-experimental • Bench mark, longitudinal studies, simulation, panel studies, correlational designs • Semiology & Content analysis • Cultural studies • Audience Research, Reception	

		analysis • Research for journalism and advertising	
Module 3	**Research across media**		1
	LOs: Learners will be able to- • Evaluate different approaches and methods of CR. • Analyze content, media and communication inter-relationship.	**Module Contents:** • Approaches to media research- Structuralism, Behaviouristic, Cultural, Critical • Formative-process-summative research • Print, electronic and new media methods and approaches • Media content research- content development and content testing • Analytics, trending, virality analysis	
Module 4	**Challenges in media research**		1
	LOs: Learners will be able to- • Explore issues associated with media production and research.	**Module Contents:** Role of researcher, dynamics of audience behaviour, Relationship of research-production, Research as investment and expenditure, generalizability and validity of findings, use and ownership of data	
Assignments/ Activities towards CCE			

• Examining difference in research and communication research using research papers.
• Examining research papers of varied methods and comparing them in terms of research process.
• Presentation in terms of examples of varied media researches and designing a study.
• Undertaking primary data collection to understand role of research in media organizations.

Recommended Readings:

Agrawal B C, S R Joshi & Arbind Sinha *(ed.) Communication Research for Development-The ISRO Experience.* New Delhi: Concept Publishing. 1986.
Berger C.R. & Chafee S.H. (eds.) 1987. Handbook of Communication Science. Beverly Hills & London. Sage Publications.
Berger, Arthur Asa. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks. Sage. 2000.
Gamble M. & Gamble T.W. 1989. Introducing Mass Communication. (International Edition). McGraw Hill. Singapore
Mcquail D. 1984. Introduction to Mass Communication Theory (3rd edition) New Delhi, Beverly Hills & London; Sage Publications.
Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996
Wimmer R and J Dominick (2011) Mass Media Research: An Introduction, ninth edition,

Wadsworth Cengage Learning, Australia.

312314 (Major Core)	Gender and Media		2
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Appreciate concepts related to gender. - Recognize presence of gender in media text and association of gender with media message makers. - Undertake feminist media analysis.		
Module 1	**Gender in Media**		1
	LOs: Learners will be able to- • Categorise social construction of gender. • Examining how gender through varied concepts. • Illustrate prevalence of gender norms in media message**.**	**Module Contents:** • Understanding sex, gender, development, division of labour, gender roles, gender justice, equality, equity, rights, social construction of gender, women's studies, intersectionality • Stereotyping, male gaze, objectification, sexism • Analysing gender in media text • Masculinity, violence and media • Films, television, songs, gaming and gender	
Module 2	**Gender and media**		1
	LOs: Learners will be able to- • Examine researches related to gender and media. • Demonstrate based on interactions with media professionals about gendered practices in media organizations.	**Module Contents:** • Role of gender of communicator on communication messages, feminist media, Queer media • Women and transgender decision makers in media organisations • Role of gender of audience on media consumption • News media and gender-GMMP and UN documents on gender and media	
Assignments/ Activities towards CCE			
• Analysis of film song lyrics of feminine and masculine across sub-cultures. • Assignments on women politicians, women entrepreneurs and news media (newspapers and magazines) representations. • Primary research on message consumption and media text reading by diverse media audiences. • Interviewing women journalists/actresses/ news anchors about their experiences as media			

professionals.

Recommended Readings:

Agosin, M (2003) Women, Gender and Human Rights, Rawat Publications, New Delhi

Buikema Rosemarie, Liedeke Plate, Kathrin Thiele (2017) (ed.) Doing Gender in Media, Art and Culture: A Comprehensive Guide to Gender Studies, 2nd edition, Routledge, London.

Chaudhuri Maitrayee (2017) Refashioning India: Gender, Media and a transformed public discourse, Orient Blackswan, Delhi.

Coles Anne, Leslie Gray and Janet Momsen (2015) The Routledge Handbook of Gender and Development, Editors, Routledge, Abingdon.

Cynthia Carter, Linda Steiner, Lisa McLaughlin (2013) The Routledge Companion to Media & Gender, Routledge, London.

Gallagher Margaret and Aimee Vega Montiel (Ed.) The Handbook of Gender, Communication, and Women's Human Rights, Wiley Backwell, New Jersey, November 2023.

Government of India (2002) Towards Equality, Towards unfinished Agenda- Status of Women in India, 2001, National Commission for Women, New Delhi.

Guha Pallavi (2021) Hear #MeToo in India: News, Social Media, and Anti-Rape and Sexual Harassment Activism, Rutger University Press, USA.

International Handbooks on Gender by Edward Elgar Publishing, UK.

Lindsey, L (1990) Gender Roles, A Sociological Perspective, Prentice Hall India Pvt. Ltd. New Delhi.

Neft, N. & A. Levine (1997) Where Women Stand, Random House, New York

Polity Press (2002) The Polity Reader in Gender Studies, Polity Press, UK

Powell Gary (1999) The Handbook of Gender and Work, Sage, London.

Thomas Juby (2020) ed. Gender and Media: Critical Perspectives, independently published.

Wearing, Betsy (1996) Gender: The Pain and Pleasure of Difference, Addison Wesley Longman, Australia

Worell Judith (2001) Encyclopaedia of Women and Gender- Sex Similarities and Differences and the Impact of Society on Gender, Two-Volume Set, 1st Edition, Academic Press.

362311 *Minor* *(Elective)*	**Statistical Applications in Research**		**4**
Sr. No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Design appropriate statistical test and interpretation results and discuss. - Discriminate between parametric and non-parametric tests - Apply statistical tests for data analysis for both large and small samples - Demonstrate knowledge and skills to compute and incorporate most suitable statistics. - Demonstrate competence in statistical designs and interpretations. - Summarize data and present it using tables. Graphs and info graphs.		

Module 1	**Statistics: Meaning and uses**		1
	LOs: Learners will be able to- • Calculate different statistical tests • Calculate and use parametric tests (Parametric and Non parametric)	**Module Contents:** • Statistics: Meaning and uses-Definition, conceptual understanding of statistical Measures, popular concepts and uses of statistics. • Normal Distribution and its Properties • Binomial distribution • Probability, use of normal probability tables, area under normal distribution curve • Tabulation and Organization of data- frequency Distributions, cumulative frequency distribution, contingency tables	
Module 2	**Quantitative Analysis**		1
	LOs: Learners will be able to- • Differentiate quantitative analysis, descriptive statistic and inferential analysis. • Calculate measures of central tendencies, measures of variability. • Interpret big and small data by using different tests.	**Module Contents:** • Descriptive statistics, inferential statistics: Uses and limitations, Summation sign and its properties • Proportions, percentages, ratios • Measures of central tendency- mean, median, mode-arithmetic mean and its uses, mid – range, geometric mean, weighted mean • Measures of variability- range, variance, standard deviation, standard error, coefficient of variation, Kurtosis, skewness • Grouped data-frequency distribution, histogram, frequency polygons, percentiles, quartiles, tertiles, ogive curves. • Big and Small Sample tests and interpretation • Z-test for single proportions and difference between proportions • Large sample test for single mean and difference between means • Small sample tests- 't'-test, paired 't'-test, 'F' Test	
Module 3	**Association, Predictions and other methods**		1
	LOs: Learners will be able to- • Calculate and interpret correlation values • Calculate regression	**Module Contents:** • Analysis of Variance and its interpretation • One-factor analysis of variance	

	values and interpret • Apply ANOVA to study mean values in state significance level • Set design for studying different variables • Compare inferential statistics • Determine confidence level • Analyse within and among groups differences • Analyse multi variations in results	• Two-factor analysis of variance • Design of Experiments • Completely randomized design • Randomized block design • Latin square design • Factorial design • Two group differences: t test-independent and dependent samples. Bootstrapping • Correlation r – value • Chi- square, frequency count • Multi-group differences: one-way ANOVA: independent and dependent samples. Two-way ANOVA: independent samples • ANCOVA and Repeated Measure ANOVA • Wilcoxon sign-rank test; median test; U test; Kruskal-Wallis test • MANOVA and discriminant function analysis • Correlation: product moment, partial correlation, special correlations • Linear regression • Multiple regressions, logistic regression • Nonparametric correlations: Kendall's tau; Spearman's rho; measures for nominal data, chi square, binomial test, proportions test.	
Module 4	**Data Organization and Management**		**1**
	LOs: Learners will be able to- • Examine most appropriate method to present data. • Explore various methods of presenting data.	**Module Contents:** • Graphical presentation of data- histogram, frequency • Polygon, ogive, stem and leaf plot, box and whiskers Plot, • Graphs for nominal and ordinal data- pie diagram, • Bar graphs of different types, graphs for relation between two variables, line diagram. • Use of illustrations • Cautions in visual display of data • Use of Statistical programmes, MS Excess, SPSS	
Assignments/ Activities towards CCE			

- Applications of Measures of central tendencies using data.
- Application of Measures of variability for data set.
- Develop designs to study groups comparison with reference to research.
- Differentiate between different tests and its outcomes.
- Methods of Effective data presentation using varied tools.

Recommended Readings:

Chakravorti I, S.R. & Giri, N. (1997) "Basic Statistics", South Asian Pub., New Delhi,

Das, M.N. (1989) "Statistical Methods and Concepts", New Age, New Delhi,

Dey, B.R. (2005) "Textbook of Managerial Statistics", Macmillan India Ltd., Delhi,

Elhance, D.N. (2000) "Fundamentals of Statistics [containing more than 750 solved and 1250 problems for review exercise]", Kitab Mahal, Allahabad,

Fleming, M.C. & Nellis, Joseph G. (1997) "The Essence of Statistics for Business", Prentice-Hall of India, New Delhi,

Goon, A. & Gupta, M. & Dasgupta, B. (2001) "Fundamentals of Statistics", Vol.I & II, The World Press, Calcutta,

Gupta, S. (2001) "Research Methodology and Statistical Techniques", Deep and Deep, New Delhi,

Gupta, S.C. (2000) "Fundamentals of Statistics", Himalaya Pub., Mumbai

Gupta, S.P. (1996) "Practical Statistics", 37th ed., S. Chand, New Delhi,.

Hooda, R.P. (2003) "Statistics for Business and Economics", 3rd ed., Macmillan India Ltd., Delhi.

Sarma, K.V.S. (2001) "Statistics made Simple: Do it yourself on PC", Prentice-Hall, New Delhi.

Weaver, Kathleen F., Vanessa Morales, Sarah L. Dunn, Kanya Godde, Pablo F. Weaver (2017) An Introduction to Statistical Analysis in Research: With Applications in the Biological and Life Sciences, John Wiley & Sons, New Jersey.

365021	Scientific Writing (Pr.)		4
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to - - Appreciate and understand importance of scientific writing. - Recognize role of knowledge production in education. - Be able to produce different forms of scientific texts like review papers, research paper, research reports, dissertation, and thesis. - Be able to critically review, examine and evaluate scientific text.		
Module 1	**Scientific writing as a means of communication**		1
	Learning Outcomes: The Module will enable learners to- - Differentiate between different forms of writing. - Recognise forms of scientific writing.	**Module Contents:** - Distinguishing scientific writing from popular and literary writing styles - Different forms of scientific writing: Articles in journals, research notes and reports, review articles, monographs, dissertations,	

		bibliographies. • Writing and speaking for scientific community- conference presentations, poster presentations, concept of review, peer review, scientific publishing, digital and meta data	
Module 2	**The writing process**		1

	Learning Outcomes:
	
	 The Module will enable learners to-
	
	 • Illustrate writing process and their own writing experience.
	 • Recognise elements of effective writing.
	 • Categorise organisation and structure of text while writing scientific text.
		Module Contents:
		
		 • Getting started
		 • Use outline as a starting device
		 • Drafting
		 • Reflecting, Re-reading
		     * checking organization
		
		     * Checking heading
		
		     * Checking content
		
		     * Checking clarity
		
		     * Checking grammar
		
		 • Brevity and precision in writing
		 • Drafting and Re-drafting based on critical evaluation	

Module 3	**Characteristics and principles of scientific writing**		1
	Learning Outcomes: The Module will enable learners to- • Assess characteristics of aspects of text. • Construct critical eye for written text and elements of effective text.	**Module Contents:** • Use of citations, quotations, avoiding plagiarism- plagiarism checking sites, interpreting reports of plagiarism test • Formulating outlines as a plan of writing • Sectioning a report/document, use of headings, subheadings • Reference lists/bibliography • Ensuring readability and sustaining interest by avoiding ambiguity, redundancy, superfluity, parsimony, aragonites • Publication ethics	
Module 4	**Writing of Dissertation / Research report / Article**		1
	Learning Outcomes: The Module will enable learners to- • Examine structure of research dissertation.	**Module Contents:** • Introduction • Review of Literature • Methodology • Results and Discussion • Tables as systematic means of	

	Recognise how to label tables.	presenting data in rows and columns and lucid ways of indicating relationships and results.	
	• Be able to assemble annexures of the dissertation.	• Formatting Tables: Title, Body stab, Stab Column, Column Head, Spanner Head, Box Head	
		• Appendices: use and guidelines	

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

- Comparing different forms of scientific formats.
- Undertake annotated bibliography and review of literature.
- Working on data for analysis and interpretation.
- Creating structure of their own research proposal.

Recommended Readings:

APA (2019): Publication Manual of American Psychological Association (7th Edition), Washington: APA.

Cooper, H.M. (1990): Integrating Research: A Guide for Literature Reviews (2nd Edition). California: Sage.

Dunn, F.V. & others. (Ed.) (1994): Disseminating Research: Changing Practice. NY: Sage.

Harman, E & Montagnes, I. (Eds.) (1997): The Thesis and the Book. New Delhi: Vistaar.

Locke, L.F. and others (1987): Proposals that work: A Guide for Planning Dissertations & Grant proposals (2nd Ed.). Beverly Hills: Sage.

Mullins, C.J. (1977): A Guide to Writing and Publishing in Social and Behavioral Sciences. New York: John Wiley & Sons.

Richardson, L. (1990): Writing Strategies. Reaching Diverse Audience. California Sage.

Sternberg, R.J. (1991): The Psychologist's Companion: A Guide to Scientific Writing for Students & Researchers. Cambridge: CUP.

Thyer, B.A. (1994): Successful Publishing in Scholarly Journals. California: Sage.

Wolcott, H.F. (1990): Writing up Qualitative Research. Newbury Park: Sage.

362311 *Minor (Elective)*	**Introduction to AI**		**4**
Sr. No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Appreciate role of artificial intelligence as new development. - Recognize connection of AI with media business.		
Module 1	**Concepts**		**1**
	LOs: Learners will be able to- • Explore AI in relation to other intelligent machines. • Examine history and evolution of AI.	**Module Contents:** • Defining AI: History, definitions, and goals • Types of AI: Narrow vs. General AI, Generative AI and LLM • AI applications in	

		communication studies • Introduction to Machine Learning Supervised, unsupervised, and reinforcement learning Machine learning algorithms: Decision trees, regression, clustering • Natural Language Processing (NLP) for Communication • Text processing techniques: Tokenization, stemming, lemmatization • Sentiment analysis and text classification • AI in relation to other machines	
Module 2	**AI as media**		1
	LOs: Learners will be able to- • Recognize how AI is changing media processes. • Demonstrate dangers of AI in media production practices.	**Module Contents:** • AI-driven advertising strategies • Predictive analytics in marketing • Personalization and customer segmentation • AI in Journalism and Media Production • Automated journalism and content generation • AI-enhanced storytelling techniques • AI in Public Relations and Reputation Management • AI-powered reputation management • Sentiment analysis for PR campaigns • Crisis communication and AI-driven response • AI and dark web, deep fakes, AI images,	
Module 3	**AI in Media**		1
	LOs: Learners will be able to- • Demonstrate applications	**Module Contents:** • AI and Social Media Analysis	

	of AI in media. • Categorize diverse uses of AI for different media.	• Social media data analysis • Network analysis and graph algorithms • Recommender systems and personalized content delivery • Introduction to computer vision • Computer Vision and Image Analysis in Communication • Image classification and object detection • Applications in visual communication analysis • AI Applications in Advertising and Marketing	
Module 4	**Ethics and AI**		1
	LOs: Learners will be able to- • Examine issues arising out of AI presence and usage. • Recognize responsible usage of AI. • Categorize challenges related to AI for media professionals.	**Module Contents:** • Ethical and Societal Implications of AI in Communication • Ethical considerations in AI • Bias and fairness in AI algorithms • Privacy, surveillance, crimes • Challenges and opportunities for media professionals • Case studies and ethical frameworks in AI communication research	
Assignments/ Activities towards CCE			
• Examine AI in relation to gender/journalism/deep fakes/representation/inclusion/ as an assignment. • Design prompts and work on AI generated output for specific theme. • Project to use AI as a thought partner using specific theme.			

Recommended Readings:

Broussard Meredith (2019) Artificial Unintelligence: How Computers Misunderstand the World, MIT Press, Massachusetts.

Cathy O'Neil (2016) Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy, Crown.

D'Monte Leslie and Jayanth N. Kolla (2023) AI Rising: India's Artificial Intelligence Growth Story, Jaico, Mumbai.

Griffiths Tom and Brian Christian (2017) Algorithms to Live by: The Computer Science of Human Decisions, January 2017, William Collins.

Malhotra Rajiv (2021) Artificial Intelligence and the Future of Power: 5 Battlegrounds, Rupa, Mumbai.

Stuart Russell and Peter Norvig (2010) Artificial Intelligence: A Modern Approach, Prentice Hall, Pearson.

352321 352322 352323	(Research Project) Content Creation- Blog Series OR Content Creation- Vlog Series OR Content Creation- Podcast Series (Pr.)		4
Sr. No.	Modules and Outcomes	Course Contents	Cr
Course Outcomes:	At the end of this course Learners will be able to- - Apply their learnings of first year in conceiving, designing, executing and creating communication using specific media. - Employ process of research in media content creation. - Create material on specific theme for specific audiences.		
Module 1	**Conceiving an idea**		1
	• Blog/podcast/vlog series the central theme needs to be defined. • Taking decisions about objectives, audience, structure, budget, if client driven project, other elements of the series. • Number of episodes will be decided in consultation **with the faculty** but it cannot be less than four and not less than 500 words/15 min duration for each piece. • The same theme can be expanded in their fourth semester for their dissertation/film/digital media campaign.		
Module 2	**Researching and pre-production**		1
	• Required activities for pre-production • Decisions about language, length/duration, platform, communicator, script, locations and other aspects of creative process. • Finalizing script execution and related variables.		
Module 3	**Execution and process evaluation**		1
	• Actual execution of pre-planned processes. • Monitoring and decision making in the process of production.		
Module 4	**Feedback and outcome assessment**		1
	• Ascertaining success/failure of the project • Documenting the project with evidences		
Assignments/ Activities towards CCE			
• The theme for this work will be continued in the final semester- it is pre-preparation for the final semester project. • For each stage with specific timeline, the learner will be assessed for the work done by her as an individual, pair or group. • She/They are expected to present their work to faculty and fellow students which will be assessed. • For the final output, external assessment by the expert will be conducted at			

Department/College.

Recommended Readings:

Ascher S & E Pincus, 2012, The filmmaker's handbook, Penguin Books, London.

Atkin, G. 1990. Sound Technics for Video and Television. London & Boston. Focal Press.

Huber, D.M. 1987. Audio Production Techniques for Video. McMillan.

Hurbis-Cherrier M, 2007, Voice & Vision, A creative approach to narrative film and DV Production, Elsevier, USA.

Mott, R. 1990. Sound Effects for Radio and Television. Boston & London. Focal Press.

Robert Mcleish, 2005. Radio Production, Focal Press, Oxford

Rose, Gillian. 2001. Visual Methodologies-An Introduction to Interpretation of Visual Materials. Sage, London.

Swain Dwight. Scripting for Video and audio- visual. Focal Press. 1981

Swain Dwight. Scripting for Video and audio- visual. Focal Press. 1981

Zettle H, 1999, Sight Sound motion, Applied media aesthetics, Wadsworth Publishing Co., Belmount.

Semester IV

412311	Reputation Management and Advocacy	Major (Core)	4	100	50	50
412312	Media Ethics	Major (Core)	4	100	50	50
412313	Recent Trends in Mass Communication & Journalism	Major (Core)	4	100	-	-
422311	Participatory Communication	Major (Elective)	4	100	50	50
422312	OR Media Industry				100	-
422323	Practices OR Media Appreciation					
452331	Dissertation OR Film	Research Project	6	150	100	50
452332	Project OR Digital Media					
452233	Campaign					
End of SEMESTER IV			**22**	**550**	**250**	**200**

SEMSTER-4

Syllabus Contents

412311 *Major (Core)*	Reputation Management and Advocacy		4
Sr. No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Recognize concepts of brand, image, and reputation. - Distinguish and compare processes involved in reputation management. - Define issues and interests, and identify stakeholders in the process of reputation and advocacy. - Argue issues, listen to opposing points of view, and build common cause for specific case or multiple cases. - Design, plan, and implement a strategy for an organizing campaign.		
Module 1	**Concepts**		1
	LOs: Learners will be able to-	**Module Contents:**	

	• Recognize interconnection of varied concepts. • Explore trends in brand management.	• Reputation, image/impression/talent Management, advocacy for individual, brand, business or organization • Traditional to electronic media usage in PR • Changing trends and risks in forming brand • Regional media landscape and its role in reputation management • Future of public relations and social media	
Module 2	**Corporate Communication**		1
	LOs: Learners will be able to- • Categories publics for corporate communication. • Recognize different media vehicles for communication decision making.	**Module Contents:** • Internal publics- employees, • External publics- customers, trade partners, Financial, government bodies, Trade bodies, • Media vehicles and decision making • Engaging with State actors	
Module 3	**Brand Advocacy**		1
	LOs: Learners will be able to- • Examine ongoing campaigns. • Evaluate effectiveness of campaigns.	**Module Contents:** • Brand management and strategies • Crisis and issues Management • Research, planning and execution of branding • Case study: corporate campaigns, No smoking/national integration/ health related campaigns • CSR as branding tool for corporations	
Module 4	**Digital communication for reputation**		1
	LOs: Learners will be able to- • Recognize self as a brand. • Undertake brand assessments. • Explore tools for brand management.	**Module Contents:** • Self as a brand- credibility and believability • Social media management • Online reputation management • Listening of online feedback • Role of advocacy, lobbying, branding	

Assignments/ Activities towards CCE

• Creation of media advocacy kit for social or corporate organizations.
• Creating case studies on reputation management by Indian companies.
• CSR case studies to understand communication/branding aspects.
• Case studies of rural communication campaigns, individual as brands, brand characteristics and assessment.

Recommended Readings:
Langham Tony, Reputation Management: The Future of Corporate Communications and
Public Relations, Emerald Group Publishing, December 2018.
John Doorley and Helio Fred Garcia, Reputation Management: The Key to Successful
Public Relations and Corporate Communications, 4th edition, 2021, Routledge.

412312 *Major (Core)*	Media Ethics		4
Sr. No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Recognize and appreciate ethical practices as an individual. - Discuss and explore case studies related to ethics of media practices. - Prepare themselves with understanding of work ethics.		
Module 1	**Concepts & Institutions**		1
	LOs: Learners will be able to- • Define various concepts associated with ethics. • Examine role of different agencies for code of ethics.	**Module Contents:** ▪ Values, ethics and morals, laws ▪ What are Ethics – role of ethics and its relation to action – Potters Box analysis. ▪ Code of ethics for Indian print and electronic media. ▪ Role of Press council, Advertising Council, Indian Broadcasting Foundation, ASCI and other regulatory bodies. ▪ Ethics policy of media organizations- POSH ad other provisions	
Module 2	**Data gathering Ethics**		1
	LOs: Learners will be able to- • Engage in examining roles, responsibilities and powers of varied media professionals. • Explore dimensions of journalistic ethics.	**Module Contents:** ▪ Rights and duties of publisher, editor, author, reporter, distributor, vendor ▪ Self-regulation versus state/ professional bodies/societal regulations ▪ Informed consent in news gathering, Audience reactions, Children and media ▪ Journalistic ethics- Neutrality and	

		impartiality, depiction of violence, nudity and vulgarity, national security, scientific temper, sting operations ▪ Law of sedition	
Module 3	**Work Ethics**		**1**
	LOs: Learners will be able to- • Recognize essential components of work related ethics. • Reflect on their own code of conduct and engage in professional practices.	**Module Contents:** ▪ Meaning of words like professional, profession, professionalism, professional ethics ▪ Role of individual in work place ethics ▪ Punctuality and time management, cleanliness, attendance, dress code & presentability, character, cooperation etc. ▪ Honesty, integrity, law abidingness, mutual respect ▪ Rational and scientific thinking ▪ Business Etiquettes	
Module 4	**Ethical standards**		**1**
	LOs: Learners will be able to- • Examine process of enforcement of ethics in media. • Reflect on personal practices of media consumption.	**Module Contents:** ▪ Advertising standards- procedure for enforcement, responsibility for the observance of the code ▪ Principles of self-regulation ▪ Safety, responsibility and rights of individuals ▪ Responsible use of media ▪ Cyber laws and security- live webcasting of crimes.	
**Assignments/ Activities towards CCE**		

- Examining incidences of media practice in relation to ethical practices.
- Case study of malpractices in/of/by media for eg. Poonam Pandey Case
- Assignment on ethical frameworks and organizations in ethics enforcement.
- Self-reflective essay on personal practices of work ethics.

Recommended Readings:

Christian, C.; Rotzoth, K & Fackler, M.: Media Ethics – Cases and Moral Reasoning. Longman. New York/London. 1987

Crook Tim, Comparative Media Law and Ethics, Routledge, London, 2010.

Gaur R.R., R. Sangal, G.P. Bagaria, A Foundation Course in Human Values and Professional Ethics, 2010, Excel Books, New Delhi.

Ioanna Kucuradi, Ethics of the Professions: Medicine, Business, Media, Law (Ethical Economy), September 2011, Springer, Berlin.

N. Couldry M., Madianou A., Pinchevski, Ethics of Media, Palgrave Mcmillan, June 2013.

Naagarazan R S, A Textbook on Professional Ethics and Human Values, 2006, New age international publisher, New Delhi.
Nanda Vartika, Media Laws And Ethics:An Introduction To Legal And Ethical Issues In Journalism, January 2018, Kanishka Publisher and distributors, New Delhi

412313 Major (Core)	Recent Trends in Mass Communication & Journalism		4
Sr.No.	Modules and Outcomes	Course Contents	Cr
Course Objectives:	The course will enable the students to: • develop awareness and in-depth understanding of issues, concerns and challenges of their area of journalism and mass communication. • familiarize and update their knowledge in the field of media communication. • Learn to access library and sharpen their research and review skills. • Enhance understanding about structuring, outlining, presentation of content.		
Course Outcomes:	At the end of this course Learners will be able to - • Learn information processing skills. • Develop awareness and in-depth understanding of issues, concerns and challenges of their area of extension education. • Familiarize and update their knowledge in the field of extension education. • Learn to access library and sharpen their research and review skills. • Enhance understanding about structuring, outlining, presentation of content.		
Module 1	Media and representation		1
Module 2	Media and governance		1
Module 3	Media and human rights		1
Module 4	Media and conflict		1
• Each seminar is peer reviewed and self assessed. • Teacher will assess the student for regularity, clarity, argument, evidences, presentation skills and conclusion.			

This is an individual review and presentation of sub topics from the themes listed below to be completed within the semester. Each seminar has 25 marks which may be given by teacher as well as peers. Each seminar is a guided seminar presented by individual student. Student is supposed to choose a specific topic within the broader theme given above and review related literature in the area and present it to her classmates. She will be assessed by the teacher as well as her peers. The resources will be identified by the learner in consultation with the faculty member depending upon their specific topic. The student is encouraged to select sub topic, search for related literature, structure her point of view and defend her argument or present her point of view. This also prepares the student for understand theoretical stands within the given theme and explore theoretical underpinnings within the area of study.

422311 *Minor (Elective)*	**Participatory Communication**		**4**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- - Appreciate role of participatory communication. - Identify role of audiences in message design. - Explain importance of feedback in communication process.		
Module 1	**Concepts**		1
	LOs: Learners will be able to- • Identify concepts associated with participation and role of community in communication.	**Module Contents:** • Community, horizontal communication, defining participation • Characteristics of participatory communication, typologies of participation • Importance of participation • Emerging technologies for participatory communication • Participation of/by stakeholders	
Module 2	**Social change communication**		1
	LOs: Learners will be able to- • Identify various strands in communication for development. • Recognize participation as a method, means and	**Module Contents:** • Social and behavior change communication, Development support communication • Communication for Development projects, cases	

	outcome in development.	• Participation as a method in development projects • Conceptual approaches to DevCom	
Module 3	**Online Fandom**		1
	LOs: Learners will be able to- • Demonstrate an understanding about fandom.	**Module Contents:** • Fans for programme, personality, themes, Fan forums • Fan spaces- music, anime, gaming, fiction, politics, sports, etc. • Trolls, virality,	
Module 4	**Participatory media production**		1
	LOs: Learners will be able to- • Design messages using audience participation.	**Module Contents:** • Communication for Information, Education, Instruction, Behavioural Change, Advocacy, social Marketing, promotion • Role of audience in message design • Capacity building, empowerment, critical consciousness	
Assignments/ Activities towards CCE			
• Undertake communication campaign with audience participation. • Create street theatre or message boards or build online community around the issue. • Assignment on fan communities, community empowerment, development project/organization.			

Recommended Readings:

Jenkins Henry (2008) Convergence Culture: Where Old and New Media Collide, New York University Press, New York.

Mefalopulos Paolo and Thomas Tufte (2009) Participatory Communication: A practical Guide, World Bank, USA.

Mody Bella 1991. Designing Messages for development communication: Audience participation based approach, Sage, New Delhi.

Rebecca Dumlao. 2018. A Guide to Collaborative Communication for Service-Learning and Community Engagement Partners, Stylus Publishing, Virginia.

Sandvoss Cornel, Jonathan Gray, C. Lee Harrington (2017) Fandom-Identities and Communities in a Mediated World, Second Edition, Nw York Unviersity Press, New York.

Servaes Jan (2007) Communication for Development and Social Change, Sage, India.

Tufte Thomas (2017) Communication and Social Change: A Citizen Perspective (Global Media and Communication), Polity, UK.

422312 Minor (Elective)	Media Industry Practices (Pr.)		4
Sr. No.	Modules and Outcomes	Course Contents	Cr
Course Outcomes :	At the end of this course Learners will be able to- - Recognize how media practices of a respective sector are evolving. - Gain hand on experience about how media sector functions as an industry. - Create self-analysis for media job and assessment of her ability to work as a team.		
Module 1	Review based assignment of respective media industry		1
Module 2	Interview media professional of respective media industry		1
Module 3	Managing communication events of respective media industry		1
Module 4	Strategic career planning in media for self		1
Assignments/ Activities towards CCE			
• Interview HR personnel, new entrant, middle or senior management of respective media organization. • Visiting newspaper/magazine offices, advertising agency, production sets, film studio, advertisement shooting or designer studios and such media production practice locations. • Student recognize herself as media professional for future and can plan her career goals. • Management of event in order to get network access, gain self-confidence and personal potential mapping.			

422323 Minor (Elective)	MEDIA APPRECIATION (Pr.)		
Sr.No.	Modules and Outcomes	Course Contents	Cr

Course Outcomes:	At the end of this course Learners will be able to- - Appreciate how to read/see/hear media content. - Recognize need and scope of media appreciation. - categorize form-content-meaning of media messages. - Examine relationship of media messages with the medium of delivery.	
Module 1	**Form-Content-Meaning**	**1**
	LOs: Learners will be able to- • Explore relationship of media content and form. • Recognise relationship of different parts of the text and the whole.	**Module Contents:** • The concept of form • AV as spatio-temporal narration • Whole-part relationship • Sequence and shot in AV (Film/TV)	
Module 2	**Narrative analysis**	**1**
	LOs: Learners will be able to- • Demonstrate ability to read film. • Compare different ways of reading the film.	**Module Contents:** • Micro and macro analysis of structure • Reading the film/narrative • Deconstruction • Literary analysis	
Module 3	**Classifications**	**1**
	LOs: Learners will be able to- • Analyze different formats across media. • Recognize elements of genres.	**Module Contents:** • Films: Short-feature, fiction-nonfiction, live action-animation, reportage, documentation, education, etc. • TV formats • Radio shows • Genres: Dramatic, narrative lyrical, aesthetic, ritual, ideological • User Generated Content and reality construction	
Module 4	**Relationship of form and format**	1
	LOs: Learners will be able to- • Classify how form and formats are interconnected. • Identify how media content is intermixed in terms of forms and formats.	Module Contents: • Relationship of form and formats, role of structure and its relationship with form and formats • Imagination and experimentation	

		in news and non-fiction	
		• Reality shows-docudramas etc as mixed formats	
		• Propaganda-advertorials-Censorship-regulation	

Assignments/ Activities towards CCE

- Watching different type of films/TV programmes
- Engaging in review / analysis / criticism of various media outputs like films, television programmes, newspaper articles, radio shows, web series and so on.
- Examining visual language, presentations in the class taking classic texts, discussions about form, content, meaning.
- Submission of film or programme reviews.
- Scrap book or listing of varied formats and existing programmes telecast/broadcast/distributed through media.
- Examine communications where form and content merges with each other.

Recommended Readings:

Hurbis-Cherrier M, 2007, Voice & Vision, A creative approach to narrative film and DV Production, Elsevier, USA.

Katz James E and Juliet Floyd, 2015, Philosophy of Emerging Media- Understanding, Appreciation, Application, Oxford University Press, USA.

Sarji Asiah, Abdul Wahab Hamzah, Wan Aida Wan Yahaya, 2011, Media Appreciation and Critical Analysis, Open University Malaysia, Malaysia.

Zettle H, 1999, Sight Sound motion, Applied media aesthetics, Wadsworth Publishing Co., Belmount.

462331 **462332** **462233**	*(Research Project)* **Dissertation OR** **AV Project OR** **Digital Media Campaign**		**6**
Sr.No.	**Modules and Outcomes**	**Course Contents**	**Cr**
Course Outcomes:	At the end of this course Learners will be able to- o Apply their understanding of theory of research/media production in practice / digital media campaigning. o Executing principles of research/film production/digital campaign in practice. o Creating visible output of everything learnt during the academic programme. o Understand importance of group work and coordination in media sector.		
452331	**Research:** Research Proposal based on Semester III Review of Literature Methodology Sampling, Data Collection and Data Analysis, Results and Discussion, Summary and Conclusion		6

	Report Writing, Presentation and Viva Voce		
452332	**AV Production:** Undertaking formative research continuing the theme of Semester III Recce, budgeting, casting, scripting & shooting Editing and post-production screening of the final work and Viva Voce		6
452233	**Digital Media Campaign:** Continuing the theme of Semester III Defining TG, Budgeting, Planning, building community and scheduling Posting and assessing impact Documentation and presentation of the final work Viva Voce		6

RESEARCH PROJECT ASSESSMENT TEMPLATE

			TOTAL Marks Obtained (150)
INTERNAL ASSESSMENT (50)			
	Proposal (30)		
	Understanding of concept & Execution (20)		
TOTAL Marks		**Out of 50**	
INTERNAL ASSESSMENT (50)	**(A)** General		
	Punctuality, Sincerity, Perseverance, Commitment, Attitude		
	TOTAL	**Out of 30**	
	(B) Skills		
	Use of Resources, Literature, Use of Technology, Communication, Any other		
	TOTAL	**Out of 20**	
TOTAL Marks (by the internal supervisor)		**Out of 100**	
		INTERNAL EXAMINER (50)	EXTERNAL EXAMINER (50)
JOINT ASSESSMENT (50)	Dissertation/film/digital campaign (25)		
	Viva Voce (25)		
	TOTAL		
	(Average of the two)		
OVERALL TOTAL (OUT OF 150)			