SNDT Women's University, Mumbai

Faculty of Interdisciplinary Studies

B.A. (Mass Communication - Advertising),
B.A. (Mass Communication - Animation) and
B.A. (Mass Communication - Journalism)

As per NEP 2020

Semester – III & IV

Syllabus

(w.e.f. Academic Year 2025-26)

Course Structures (Sem I to IV) and Syllabi of Sem III and IV of the UG programmes
B.A. (Mass Communication - Advertising),
B.A. (Mass Communication - Animation) and
B.A. (Mass Communication - Journalism)

Common Course Structure
(Sem I and II)

Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext
Semester I						
SN	Courses		Credits	Marks	Int	Ext
	Semester I					
10143101	Fundamentals of Mass Communication & Journalism –I	S1	2	50	50	0
10143102	Introduction to Advertising	S2	2	50	50	0
10143103	Introduction to Folk Art-I	S3	2	50	50	0
10443111	Introduction to Digital Media	**OEC**	4	100	50	50
10643101	Introduction to Photography (Pr.)	VSC	2	50	50	0
10743121	Fundamentals of Computers (Pr.)	SEC	2	50	0	50
	Modern Indian Languages	AEC	2	50	0	50
	University basket	IKS	2	50	0	50
	Constitution of India	VEC	2	50	0	50
	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts / University will give	CC	2	50	50	0
			22	550	300	250
Semester II						
20143111	Fundamentals of Mass Communication & Journalism –II	S1	2	50	0	50
20143112	Introduction to Marketing	S2	2	50	0	50
20143113	Introduction to Folk Art – II	S3	2	50	0	50
20643101	Advertising & PR (Pr.)	VSC	2	50	50	0
20643102	Theatre Production (Pr.)	VSC	2	50	50	0
20443111	Social Media Marketing	OEC	4	100	50	50
20743101	Introduction to Animation	SEC	2	50	50	0

	Modern Indian Languages	AEC	2	50	0	50
	Environment Awareness	VEC (Pr.)	2	50	0	50
	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts / University will give	CC	2	50	50	0
			22	550	250	**300**

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

B.A. (Mass Communication - Advertising)

Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext
Semester III						
30143311	Introduction to Advertising & Marketing	Major (Core)	4	100	50	50
30143312	Event Management	Major (Core)	4	100	50	50
30143313	Film Communication	Major (Core)	4	100	50	50
30343111	History of Indian Media	Minor Stream	2	50	0	50
30443121	Public Speaking (Pr.)	OEC	2	50	0	50
	Modern Indian Languages	AEC	2	50	0	50
31343301	Media Entrepreneurship	FP	2	50	50	0
	<mark>Given by University</mark>	CC	2	50	50	0
	End of Semester III		**22**	**550**	**250**	**300**
Semester IV						
40143311	Integrated Marketing Communication	Major (Core)	4	100	50	50
40143312	Evolution of Digital Communication	Major (Core)	4	100	50	50
40143313	Copywriting	Major (Core)	4	100	50	50
40443111	Introduction to AI	OEC	2	50	0	50
40743101	Podcasting	SEC	2	50	50	0
	Modern Indian Languages	AEC	2	50	0	50
41543301	Community Engagement Program	CE	2	50	50	0
	<mark>Given by University</mark>	CC	2	50	50	0
UG Diploma in Advertising with 88+4 credits internship		**22**	**550**	**250**	**300**	**250**
		88	2200			

Semester V						
SN	Courses	Type of Course	Credits	Marks	Int.	Ext.
5.1	Advertising & Society	Major (Core)	4	100	50	50
5.2	Advertising Laws	Major (Core)	4	100	50	50
5.3	Indian Advertising	IKS Major (specific)	2	50	0	50
5.4	Media Planning and Scheduling	Major (Elective)	4	100	50	50
5.5	Branding	Minor Stream	4	100	50	50
5.6	Client Servicing (Pr.)	VSC	2	50	50	0
5.7	CEP (Community Engagement Programme)	CEP	2	50	50	0
			22	550	300	250
Semester VI						
6.1	Consumer Behaviour	Major (Core)	4	100	50	50
6.2	Rural Marketing	Major (Core)	4	100	50	50
6.3	International Marketing	Major (Core)	2	50	0	50
6.4	Customer Relationship Management	Major (Elective)	4	100	50	50
6.5	Agency Management	Minor Stream	4	100	50	50
6.6	Internship	OJT	4	100	50	50
Exit with BA (Mass Communication-Advertising) Specialization			22	550	250	300
			132			

Semester VII							
SN	Courses	Type of Course	Credits	Marks	Int.	Ext.
7R.1	Advertising and Global Communication	Major (Core)	4	100	50	50
7R.2	Ethics in Advertising	Major (Core)	4	100	50	50
7R.3	Copywriting and Ad Designing	Major (Core)	2	50	50	50
7R.4	Advertising Production	Major (Elective)	4	100	50	0
7R.5	PR: Theories and Practices	Minor Stream (RM)	4	100	50	50
7R.6	Research Project and Statistics	Research	4	100	50	50
End of Semester VII			**22**	**550**	**300**	**250**
Semester VIII							
8R.1	Brand Management	Major (Core)	4	100	50	50
8R.2	Rural Marketing	Major (Core)	4	100	50	50
8R.3	Emerging Marketing Strategies	Major (Core)	2	50	50	0
8R.4	Ad Campaign Design and Development	Major (Elective)	4	100	50	50
8R.5	Research Project and Statistics	Research	4	100	50	50
8R.6	Internship (On the Job Training)	OJT	4	100	50	50
End of Semester VIII			**22**	**550**	**300**	**250**
B. A. (Advertising & Marketing Communication (Honors)						

The fourth Year of the Undergraduate Program of B. A. (Advertising & Marketing Communication (Honors) will be equivalent to the First Year Program of M. A. Program.

BA (Mass Communication- Advertising)
SEMSTER-1

Syllabus Contents

10143111   Fundamentals of Mass Communication & Journalism-I

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Fundamentals of Mass Communication & Journalism - I		**2**
	Course Outcomes: **Learners will be able to:** • Adapt conceptual difference in communication and mass communication. • Explore different types of media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt conceptual difference in communication and mass communication. • Explore nuances of communication as subject of study. • Apply different models of communication in process of communication.	**Module Contents:** • Meaning and definition of Communication, Mass communication. • Elements of communication- sender, message, channel, receiver, noise, feedback • Scope of Communication: Intra Personal, Communication, Interpersonal Communication, Group Communication, Mass Communication • Forms of communication- print, film, Electronic, Satellite, Digital. •Function and Barriers of Communication and Mass Communication. • Models of Communication/Mass Communication: Two step flow, Spiral of Silence, Gerber's Model, Sociological Model, Gate keeping Model, Defleur's Model of the Taste differentiated Audience Model, Hub Model, Sadharanikaran	
Module 2			1
	LOs: Learners will be able to • Examine evolution and history of human communication. • Explore how technology has transformed human communication. • Recognize different types of media communication.	**Module Contents:** • From oral to spoken to performance communication (Kirtan, Davandi, Powada, Nagara) • From Electric to Electronic communication to Digital communication • Contemporary scene in Indian mass communication landscape. • Need and Importance of technology for	

	Compare the differences in medium and its communication.	Mass Communication. • Print Media: Books, Newspapers, magazines, Journals, posters, leaflets, folders, handbills, etc. • Broadcast/Electronic Media: Television and radio • Films • Internet • Elements and features of Digital media • Social Media	
Assignments/ Activities towards CCE			
	• Class activities to recognize how communication is interplay of different factors. • Individual assignments or Group presentations on history and evolution of communication medium.	

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

10143110 Introduction to Advertising

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Compare concepts, definitions, and roles of advertising in the marketing mix. • Evaluate theories and models of advertising and consumer behavior. • Analyze real-world advertising strategies and campaigns. • Adapt different media channels and the process of media planning and selection in advertising. • Examine the ethical, social, and cultural issues related to advertising practices.		
Module 1	**Importance & Scope of Advertising**		1
	LOs: Learners will be able to • Examine the meaning and nature of advertising. • Explorerole of advertising in human society.	**Module Contents:** • Evolution of advertising • Elements of Advertising • Meaning, Nature,Characteristics,Importance and scope of Advertising	

	• Categorize concepts associated with advertising.	• Difference between Marketing, Advertising, Promotion, Sales, Public Relations, Propaganda • Elements of Advertising: Concept, Design, Illustration, audio-visual elements, photography, presentation, creative	
Module 2	**Functions & Nature of Advertising**		1
	LOs: Learners will be able to • Identify the key feature of advertising. • Examine scope and models of advertising. • Compare different types of advertising across media vehicles.	**Module Contents:** • Functions and nature of advertising • Scope of Advertising-Local, Regional, National and International • Types of advertisements in print, radio, films, television, internet • Models of Advertising- DAGMAR, AIDA, DRIP, ATRN	
Assignments/ Activities towards CCE			
	• Group discussion on role of advertising in society. • Advertisement analysis assignment. • Maintaining Scrap book with different types of print advertisements.		

References

Bovee, C. L . (2012). Advertising excellence, McGraw Hill Inc., New York. Education. New Delhi.

George, E.B., Michael A.B., & Purani K. (2022). Advertising and promotion (12th ed.). McGrawHill.

Lane, W.R., King. K.W., & Russell J.T., (2008). Kleppner's Advertising Procedure (16th ed) Pearson.

Well, W. D., Moriarty S., Mitchell N. & Wood C. (2021). Advertising and IMC: Principles and Practice Pearson.

10343111 Introduction to Folk Art – I

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Introduction to Folk Art - I		**2**
	Course Outcomes: **Learners will be able to:** • Analyze role of live performance in multimedia environment. • Examine different Genres of Folk Art. • Practice different forms and types of folk media.		
Module 1			1
	LOs: Learners will be able to • Examine significance of folk art in societies.	**Module Contents:** • Origin and evolution of folk arts: From primitive Religious rituals usually connected with spring and the seasonal cycle	

	• Explore the role of live performance in multimedia environment.	• Evolution of Indian Theatre, Concept of folk-traditional media, • Characteristics, advantages, role and nature, • Role of folk art in the context of past: information, education, entertainment, value formation, cultural transmission, Present day nature of folk media- examining folk media presence in mass media, status of folk artists	
Module 2			1
	LOs: Learners will be able to • Adapt the techniques of folk media and theatre. • Explore the different Genres of theatre.	**Module Contents:** • Emotions - 9 Rasas, Schools of theatre/acting, Mimetic, Voice and speech modulation, Music movements and visual compositions. • Sound and its role in performances. • Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre, pantomime, political theatre(Street Theatre). Theatre for social change/development, tragedy, tragicomedy, puppetry.	
Assignments/ Activities towards CCE			
	❖ Take part in theatre workshop and/or voice culture sessions. ❖ Visiting folk/live performances and interviewing folk performers. ❖ Visiting or reading about experiments or the usage of folk media in popular culture.		

10443111   Introduction To Digital Media (Oec)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**4**
	Course Outcomes: **Learners will be able to:** • Acknowledgebasic concepts and theories in digital media studies. • Explore multimedia production techniques for combining text, images, audio, and video in digital content. • Examine the unique characteristics and user demographics of each major social media platform.		
Module 1	**Introduction to Digital Media**		1
	LOs: Learners will be able to • Examine the history and evolution of Digital media. • Study foundational concepts and theories in digital media studies.	**Module Contents:** • Overview of digital media: definition, characteristics, and evolution • Advantages and disadvantages of Digital Media • The differences between Digital media and traditional media, and nature of communication. • The role of digital media in contemporary society • Forms and types of digital media production and consumption	
Module 2	**Social Media**		1
	LOs: Learners will be able to • Analyze multimedia production techniques for combining text, images, audio, and video in digital content. • Compare variety of digital media creation tools and software. • Explore the unique characteristics and user demographics of each major social media platform.	**Module Contents:** • Overview of Social Media Platforms (e.g.Facebook, Twitter, Instagram, etc.) • Text & Visual Processing through Digital Software (e.g., Photoshop, Illustrator, Premiere Pro) • Basics of Digital Content Creation (text, image, audio, video) • Introduction to Web Development and Design (HTML, CSS, JavaScript) • The Role of Social Media in Communication and Society	
Module 3	**Digital content creation**		1
	LOs: Learners will be able to • Adapt practical skills in digital media creation and communication. • Adapttools for social media management	**Module Contents:** **Digital content creation** • Web Development: sign and Development • Creating a basic web page • Social Media Content Creation • Strategies for creating engaging social media content	

		• Tools for social media management (e.g., Hootsuite, Buffer)	
Module 4	**Legal and Ethical Considerations**		1
	LOs: Learners will be able to • Explore ethical and legal issues in digital media, such as copyright, privacy, and online harassment. • Apply fair use practices for digital media. • Recognize implications of IPR.	**Module Contents:** • Legal Aspects related to Digital Media content creation through case studies • Copyright, Fair use, Digital rights, Intellectual Property Rights • Ethical issues in digital media creation and consumption • Cyber security • Cyber violence	
Assignments/ Activities towards CCE			
	• Editing and producing short video content for digital platforms. • Case study analysis of successful social media campaigns. • Using Digital media tools, software to produce text, image, audio, and video content for different platforms and audiences. • Group Presentation about different social media platforms and their features.		

Reference:

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

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

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

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

Noah, W. F. & Montfort,N. (2003).T*he New Media Reader,*ambridge, Mass., MIT.

10643100   Introduction to Photography (Pr.) (VSC)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: **Learners will be able to:** • Recognize and use different components of Camera. • Explore Photography as a media form. • Analyze image making and elements of an image. • Compare still and moving images.		
Module 1	**Principles**		1
	LOs: Learners will be able to • Examine principles associated with Photography. • Explore applications of different types and components of Cameras.	**Module Contents:** • Basic principles in film and digital photography • Evolution of Photography- technology and art form • Principles of Photography- rule of third, composition, lines and patterns, perspectives • Types of cameras and camera lenses- their uses and functions, shutter, aperture, light meter, depth of field control, • Concept and sources of Lighting, Principles of Lighting, Light and Subject, Natural Light and Artificial Light, Direct Light and Indirect Light • Functions of shutter and aperture • Digital picture taking • Photo appreciation	
Module 2	**Types of Photography**		1
	LOs: Learners will be able to • Learn Digital Photo Editing processes after taking pictures. • Apply principles of design while creating visuals.	**Module Contents:** • Photography Applications- Wedding Photography, Event Photography, Portrait Photography, Fashion Photography, Architectural Photography, Travel Photography, Lifestyle Photography, Photojournalism • Elements of Design- Line, Color, Texture, Shape, Form, space, Colour • Principles of Design- unity, pattern, balance, scale, Emphasis, contrast, Harmony, Rhythm. • Background and foreground • Apply digital effects - Photo retouching, use of filters.	
	Assignments/ Activities towards CCE		
	• Undertaking Photo shoot and creating photo story. • Examining and Presenting different types of Photographs. • Assignment on use of design principles in creating visuals through photography.		

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

10743100 Fundamentals Of Computers (Pr.) (SEC)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Classify elements and components of computer system. • Evaluate role of computer on human productivity.		
Module 1	**Basics of Computer System**		1
	LOs: Learners will be able to • Recognize evolution of computers to its modern form. • Classify elements and components of computer system. • Examine role of each of the input-output devices in making of computer.	**Module Contents:** ❖ Basics of Computer System ❖ Applications of computer in various fields ❖ Input, Output and Storage Devices, **Input Devices**- Keyboard, Mouse, Joystick, MICR systems, Scanner, Digital Camera, **Output Devices-** Monitor, Printer Plotters and its Types, Speakers **Data Storage -** Punch, Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic, Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive, Cloud Storage. **Electronic to Digital systems**	
Module 2	**Presentation tools**		1
	LOs: Learners will be able to • Identify roleof computer in word processing and spread sheet work. • Evaluate how computer can improve or add to human efforts.	**Module Contents:** • User friendly tools for presentations, infographics, word processing templates • Making different types of presentations • Creating digital Posters • Role of AI in content creation	
Assignments/ Activities towards CCE			
	• Creating word files, spreadsheet files, editing them, saving and printing them. • Assessment through identification of computer parts and other devices. • Practical exam to use the Computer System independently. • Students make presentations on the topics listed in the Module-1.		

Reference:

Carpenter, J., & Hewitt, E. (2022). CassandraThe Definitive Guide, Distributed Data at Web Scale (3rd ed.). O' Reilly Media, Inc.

Norton, P. (2020). Introduction to Computers (7th ed.). McGraw Hill.

Sinha, P. K. (2003). Computer Fundamentals, BPB Publication, New Delhi.

1.6   given by University
1.7   IKS (Given by University)
1.8   VEC -Constitution of India (Given by University)
1.9   CC Courses offered through university

20143111 **Fundamentals of Mass Communication & Journalism – II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Fundamentals of Mass Communication & Journalism - II		**2**
	Course Outcomes: **Learners will be able to:** • Examine differences in different medium and its role in communication. • Describe the field of Journalism within media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt role of media in society. • Analyze how media influences perceptions and opinions about specific issues.	**Module Contents:** **Media impacts on Society** • Social/cultural impact • Political Impact • Economic Impact • Developmental Impact • Political economy **Media influences on:** 1. Gender (stereotypes, Body image) 2. Violence 3. Freedom of expression 4. Democracy Representation	
Module 2			1
	LOs: Learners will be able to • Examine history and evolution of journalism. • Apply skills in information gathering and processing.	**Module Contents:** • Evolution of journalism – in Print, Broadcast, Digital, Social Media • Role and importance of writing, documenting, archiving history through journalism • News- definition, Changing patterns in information presentation by news media • Difference between fact, opinion, perception • Information gathering, reporting, verification Misinformation and Fact checking	

	Assignments/ Activities towards CCE	
	• Newswriting exercise • Class discussions about different aspects of social life getting impacted by media and media influence on perceptions and opinions. • Activity on fact checking and misinformation.	

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

20243110   **Introduction to Marketing**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Apply the function and impact of public relations in organizations and society. • Gain Historical and Future Insights of PR. • Examine how fundamental communication principles applied within PR practices. • Explore the stages involved in planning and executing successful public relations campaigns.		
Module 1	**Fundamentals of Public Relations**		1
	LOs: Learners will be able to • Examine concept, scope and historical development of public relations. • Analyze role of public relations in communication sector. • Describe role of relationship of PR with other communication sectors.	**Module Contents:** • Evolution, Concept and Principles • Difference between public relations, marketing, and advertising • PR, Publicity, Perception management, Persuasion • Public Relations goals, objectives, strategies, and tactics • Corporate Communication, Media monitoring • Characteristics of PR Professional	
Module 2	**Nature of Public Relations**		1
	LOs: Learners will be able to • Recognize the strategies for establishing and maintaining media relationships. • Analyze the role of public relation in communicating the	**Module Contents:** • Nature of PR practices: Personality, institution brand building, crisis, advocacy, 360-degree and Integrated Marketing Communication, strategic	

SN	Courses, Modules and Outcomes	Course Contents	Cr
	social responsibility adherence of companies	communication, Corporate Social Responsibility. • Managing Media Relations: Press Releases, Pitching stories to media, media dockets, Press Conferences and Press Tours • Internal and External PR • Future of Public Relations	
Assignments/ Activities towards CCE			
	• Group case study of any one PR activity in an organization. • Group Discussion on the impact of media coverage. • Role-playing exercise in pitching a story to a journalist. • Drafting Press Releases and creating social media posts for a PR campaign.		

References:

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

Jethwaney J & NN Sarkar (2015) Public Relations Management, Sterling, New Delhi.

Jethwaney J (2018) Corporate Communication: Principles & Practices, 2nd edition, Sage, New Delhi.

Newsom, D., & Haynes, J. (2016). Public Relations Writing: Form & Style. Cengage Learning.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics.* Pearson.

20343111 **Introduction to Folk Art - II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Introduction to Folk Art – II		**2**
	Course Outcomes: **Learners will be able to:** • Understand the historical evolution and cultural significance of folk media in various societies. • Identify and classify different forms of folk media.		
Module 1			1
	LOs: Learners will be able to • Adapt the different forms and types of folk media. • Examine the significance of folk art for community development.	**Module Contents:** • Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, folk tales and Riddles, swang, graffiti. • Performances: Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions. • Use of folk media for community Development: promoting literacy,	

		bringing social change, creating awareness, governance in rural communities. • Folk and Electronic/Digital media.	
Module 2			1
	LOs: Learners will be able to • Design and execute Production Process.	**Module Contents:** • Conceptualizatio for Folk Theatre • Understanding Production Process: Concept development, Storyboard, script writing, Play Analysis • Media Appreciation: Dance, Music, Painting, Film, Television with relation to Theatre Play Production.	
Assignments/ Activities towards CCE			
	❖ Group discussion/presentation on various types of folk arts of the different States in India. ❖ Exhibition/Display of different types of artefacts prepared by students as a part of the subject ❖ Designing of stage production, theatre play or live performance and executing it to actual audiences.	

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

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Apply theory of Advertising and PR in practice. • Examine creative aspects of Advertising. • Create advertising and PR material for given context.		
Module 1	**Advertising communication**		1
	LOs: Learners will be able to • Analyze the significance of different types of advertising • Evaluate Advertising communication as a field of mass communication.	**Module Contents:** • Examining different types of advertisements. • Comparing communication points in advertising and type of appeals. • Exploring advertisement and brand management relationship	
Module 2	**PR Processes**		1
	LOs: Learners will be able to • Apply knowledge about PR and Publicity from earlier theory paper. • Create PR and publicity material for an event or institution. • Undertake PR activities for given context.	**Module Contents:** • Examining different types of PR Campaigns- successful as well as failed ones. • Designing PR strategy for college/event/Play performance/ person or SME vendor. • Interviewing PR professionals or attending Press Conference.	
Assignments/ Activities towards CCE			
	• Analyzing different kinds of ads. • Analyzing socially relevant advertisements. • Organizing/ Analyzing PR Activities organized by institutions or companies. • Undertaking live PR group project for local vendor or small enterprise and help them gain success. Also monitor the campaign for its outcomes.		

References

Bowen, S. A., Martin T. R., & Rawlins B. (2010). An Overview of the Public Relations Function. Business Expert Press.

Broom, G. M.&Bey-ling, S. (2012). Cutlip & Center's Effective Public Relations (11th Ed.). Pearson Prentice Hall.

Butterick, K. (2011).Introducing Public Relations: Theory and Practice. SAGE Publications Ltd.

Raney, V. (2018). Introduction to Public Relations (In Mass Media) Himalaya Publishing House.

Thakur, D. (2009). Advertising, Marketing & Sales Management Neha Publishers and Distributers.

Vilanilam, J. V., & Varghese, A. K. (2004). Advertising Basics A Resource Guide for Beginners. SAGE Publications Pvt. Ltd.

20643120   **THEATRE PRODUCTION**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Analyze Theatre as an influencer and reflector of social values. • Examine role of theatre in mass media communication. • Explore the complex blend of personal vision, social-cultural background, ethical values and aesthetic judgment through theatre production. • Discuss the vast and diverse communication means by engaging in theatre practices.		
Module 1	**Elements of theatre**		1
	LOs: Learners will be able to • Explore important elements of Theatre by engaging into theatre practices. • Adapt the process of writing for the theatre production.	**Module Contents:** • Elements of theatre • The Playwright, Plot, Characterization, Thematic values of the play, language, Music and Spectacle which is the total effect of the play and that includes the set design suggested by the playwright. • Critical appreciation of a play	
Module 2	**Theatre Practices**		1
	LOs: Learners will be able to • Explore important elements of Theatre. • Engage in the theatre practices as a group. • Apply theory of theatre into practice as group.	**Module Contents:** • Acting - Basic performance techniques, yoga, physical exercises, martial arts, dance, music and movements. • Voice and speech Culture: Breathing exercises, voice control. Music: Singing and basic rhythm for an actor. • Stage - Stagecraft (Technical theatre) It consists of Costume design, construction of set and maintenance, Light design, Makeup, Production- comprising stage management, production management, show control, house management and company management. Scenery- which includes set construction, scenic painting, soft goods (drapes and stage curtains and properties on the sets) and special effects. Sound, which can include musical underscoring, vocal and instrument mixing as well as theatrical sound effects or live music.	
	Assignments/ Activities towards CCE		
	• Participate in theatre activities under the guidance of director. • Group Reading of plays.		

| | | Group production of a play by the class. | |
| | | Public performance of play/street play or any performative art form. | |

References

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Carver, R. K. (2023). Stagecraft Fundamentals (4th ed.). Focal Press.

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20443121   **SOCIAL MEDIA MARKETING**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Identify key social media platforms and their unique characteristics. • Cognize different types of social media ads and their formats. • Identify and comprehend current trends in social media marketing.		
Module 1	**Introduction to Social Media Marketing**		1
	LOs: Learners will be able to • Identify key social media platforms and their unique characteristics • Comprehend budgeting and resource allocation for social media marketing • Adapt social media development strategies	**Module Contents:** **Introduction to Social Media Marketing** • Importance of social media in modern marketing • Overview of prevailing social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, etc.) • Current trends in social media marketing **Developing a Social Media Strategy** • Setting goals and objectives • Identifying target audiences • Crafting a social media plan • Competitive analysis • Budgeting for social media marketing	
Module 2	**Content Creation and Management**		1
	LOs: Learners will be able to • Explore the best practices for content creation and posting on different platforms • Learn the unique characteristics and user demographics of each major social media platform	**Module Contents:** **Content Creation and Management** • Types of content (text, images, videos, infographics) • Content calendar creation • Storytelling and brand voice • User-generated content • Tools for content creation and management **Social Media Platforms**	

		• Platform-specific strategies for example Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube • Best practices for each platform • Case studies of platform-specific campaigns	
Module 3	**Social Media Advertising**		1
	LOs: Learners will be able to • Critically examine different types of social media ads and their formats • Develop effective targeting strategies to reach specific audiences	**Module Contents:** • Introduction to social media advertising • Ad formats and placements • Targeting and segmentation • Budgeting and bidding strategies • Analyzing ad performance **Analytics and Measurement** • Key performance indicators (KPIs) for social media • Tools for social media analytics (Google Analytics, platform-specific analytics tools)	
Module 4	**Influencer Marketing and Community Management**		1
	LOs: Learners will be able to • Adapt the role and impact of influencer marketing in social media. • Examine current trends in social media marketing.	**Module Contents:** • Identifying and collaborating with influencers • Building and nurturing online communities • Engaging with followers and managing feedback • Crisis management on social media **Social Media Trends and Future Directions** • Emerging trends in social media marketing • The impact of new technologies (AR/VR, AI, etc.)	
Assignments/ Activities towards CCE			
	• Case study analysis of successful social media campaigns • Group projects involving the creation of a detailed social media plan, including goals, audience analysis, competitive analysis, content strategy, and budget. • Practical projects such as creating social media strategies, ad campaigns, and content calendars. • Creating and launching a mock social media ad campaign • Evaluating the success of social media ads • Developing an influencer marketing plan • Research project on emerging social media trends • Group presentations on platform-specific strategies and trend analysis.		

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Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age Simon & Schuster. UK.

Kawasaki G. & Fitzpatrick P. (2014). The Art of Social Media: Power Tips for Power Users Panworld Education.

McDonald, J. (2022). Social Media Marketing Workbook Createspace Independent Publishers.

20743100   **INTRODUCTION TO ANIMATION [SEC (Pr.)]**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Comprehend the basic principles of animation. • Create simple animation projects using traditional and digital techniques. • Apply concepts of timing and motion to animated sequences. • Develop short animated projects from concept to completion.		
Module 1	**History and Evolution of Animation**		1
	LOs: Learners will be able to • Examinethe origin and development of animation as form of communication. • Recognize the contribution of Pioneers in Animation. • Apply the 12 principles of animation in their projects.	**Module Contents:** • History and Evolution of Animation and graphics • Overview of Animation industry • Significant milestones and pioneers in animation • Types of animation • The 12 principles of animation • Role of Graphics in animation	
Module 2	**Traditional animation techniques**		1
	LOs: Learners will be able to • Develop basic skills in traditional animation • Examine the application of digital animation • Integrate storyboarding into animation workflow	**Module Contents:** • Traditional animation techniques- types, role, scope, importance • An overview of digital animation tools (Use of software like Photoshop, Animate CC) • Storytelling in animation (Storyboarding)	
Assignments/ Activities towards CCE			
	• Scarp book on fonts, types, shapes, graphic innovations. • Discussion and presentation about 12 Principles of animation. • Creation of Flipbook. • Designing communication and Storyboarding.		

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

2.7   Given by University

2.8   VEC (Pr.) Environment Awareness (Given by University)
2.9   CC as per University

BA (Mass Communication- Advertising)
SEMSTER-IIII
Syllabus Contents

Major (Core)	Semester III	
3.1	**Introduction to Advertising and Marketing**	**4**
	Course Outcomes: **Learners will be able to:** • Explore Core Concepts: Gain a foundational understanding of Advertising and Marketing principles, including consumer behavior, branding, and promotional Strategies media strategies. • Develop Strategic Thinking: Learn how to create and implement effective Marketing and advertising campaigns using traditional and digital media. • Analyze Market Trends & Consumer Insights: Study market research techniques, consumer psychology, and data-driven decision-making to optimize advertising Efforts. • Apply Ethical & Legal Practices: Understand ethical considerations, legal frameworks, and responsible advertising practices to ensure transparency and Consumer trust.	
Module 1	**Fundamentals of Marketing**	1
	LOs: Learners will be able to • Examine basic concepts of marketing and advertising. • Recognize Market Segmentation and it's need.	**Module Contents**: 1. Introduction to Marketing & Advertising • Definition & Evolution • Differences between Marketing & Advertising • The Role of Advertising in Marketing • Importance of Marketing & Advertising • Integrated Marketing Communication **2.Marketing Mix & Strategies** • 4Ps of Marketing (Product, Price, Place, Promotion) • Market segmentation and target audience • STP Model (Segmentation, Targeting, Positioning)	
Module 2	**Advertising Theories & Strategies**	1
	LOs: Learners will be able to: • Familiarize with various advertising theories and strategies used to influence	**1.** Advertising Theories & Models • AIDA (Attention, Interest, Desire, Action) • DAGMAR Approach	

		consumer perception and decision-making.	• Consumer Decision-Making Process **2. Product** • Product life cycle • Product line, Product Mix • Classification – consumer products **& Industrial products – features** • **Developing a new product (steps)** **Test Marketing** 3. Types of Advertising & Media Channels • Print, Television, Radio, Outdoor • Digital & Social Media Advertising • Emerging Advertising Trends	
Module 3	**Digital Marketing**		1
	Learners will be able to: • Explore the objectives and factors affecting pricing. • Adapt digital marketing strategies, branding techniques, and the role of social media in modern marketing.	**1. Introduction to Digital Marketing** • Evolution & Importance of Digital Marketing • Difference Between Traditional & Digital Marketing • Role of AI & Automation in Marketing **2. Pricing** • Importance & Objectives • Factors affecting price determination • Pricing strategies **3. Social Media & Influencer Marketing** • Influencer Collaborations & Sponsored Content • Viral Marketing & Online Trends	
Module 4	**Ethics in Advertising & Marketing**		1
	LOs: Learners will be able to • Examine ethical considerations in advertising and marketing. • Explores ethical dilemmas, regulatory frameworks, and the impact of misleading advertising, ensuring responsible and transparent marketing practices.	**Module Contents:** 1. Introduction to Ethics in Advertising & Marketing • Definition & Importance of Ethics • Ethical vs. Unethical Marketing Practices • Corporate Social Responsibility (CSR) in Advertising **2. Ethical Use of AI & Personalization** • Social Media Manipulation & Fake Influencers • Misleading advertising **3.Sustainability - Green Marketing** • Consumer Awareness & Sustainable Advertising	

Assignments/ Activities towards CCE
- Case Study: Analysis of a famous brand's marketing strategy
- Group Discussion: Impact of advertising on consumer choices
- Social Media Campaign: Running a campaign on Instagram or Facebook, SEO Workshop: Optimizing a website for search engines
- Brand Audit Exercise: Analyzing the branding strategy of a well-known company
- Ad Critique Exercise: Analyzing the effectiveness of different Ads
- Creative Ad Design: Creating a persuasive print or digital ad.
- Evaluating ethical and unethical ad campaigns, Debate: Ethical vs. misleading marketing tactics

References:

Chunawalla, S. A. (2016). Advertising, Sales and Promotion Management. Himalaya Publishing House. India.

Jethwaney, J., & Jain, S. (2012). Advertising Management. Oxford University Press. India. Kotler, P., & Keller, K. L. (2019). Marketing Management (15th ed.). Pearson. United States.

Motwani, A. (2015). Storm the norm: Untold Stories of 20 Brands That Did It Best. Rupa Publications. India.

Ramaswamy, V. S., & Namakumari, S. (2018). Marketing Management: Global perspective Indian context. Sage Publications. India.

Major (Core)	Semester III	
3.2	**Event Management**	**4**
Course Outcomes:	**Learners will be able to:** • Examine the fundamentals of organizing and managing an event. • Acquire event management skills by being member of a group and learning about self and others. • Gain skills required to plan, organize, and execute successful events across various industries.	
Module 1	**Introduction to Events**	1
	LOs: **Learners will be able to-** • Explore role and functions of event industry. • Recognize efforts needed in managing an event.	**Module Contents**: • Definitions, Features of management, Management as an art, science and profession, levels of management. • Evolution of Management Theories (Classical, Behavioral, and Modern Approaches) • Management vs. Leadership. • Fundamentals of Human Resource Management • Sponsorship in Event Management	
Module 2	**Principle & Function of Management**	1
	LOs: **Learners will be able to-** • Adapt functions and process of management.	**Module Contents**: • Planning- Role, meaning, importance, process and MBO. • Organizing-Role, meaning, Importance, Types of organizations- line, staff, lined staff, committee, matrix, Coordinating,	

		Motivating, Communication, Controlling Human Resource.
	• Examine role of marketing and Human Resources in the management arena.	• Management- Importance of human resource in management, Role of Motivation in management. • Leadership- Nature and qualities of a good leader Marketing. • Management- Media marketing, social marketing

Module 3	Types of events & role of marketing		1
	Learners will be able to • Design various types of events. • Plan, execute & manage events.	**Module Contents**: • Types of events, scope & its role • Event logistics (includes sound, light, catering, laws, permissions, approvals, budget monitoring etc.) • Events & Marketing- Role of level events in the promotional mix (i.e. advertisement, public relations, publicity, promoting product)	

Module 4	Scope of event management		1
	LOs: Learners will be able to • Apply their knowledge in the planning and execution of an event based on various steps involved in event management.	**Module Contents:** **Scope of event management.** • Modern event management regulations, permission, governing laws for organizing events. • Major events related to media industry in India and event management companies & Role of event planner	

Assignments/ Activities towards CCE • Presentation on importance of management in day-to-day life. • Assignment on comparing various kinds planning and Marketing strategies. • Project based on 'Event Management' for college events	

References:

Allen, J. (2003). Event Planning: Ethics and Etiquette. John Wiley & Sons. Canada.

Basrur, T. (2006). The Art of Successful Event Management. India.

Eyre, E. C. (1982). Mastering Basic Management. Macmillan. United Kingdom.

Gaur, S. S., & Saggere, S. V. (2000). Event Marketing and Management. Vikas Publishing House Pvt. Ltd. India.

Koontz, H., & Heinz, W. (2020). Essentials of Management. United States.

Kale, & Ahmed (2014). Principles of Management. Vipul Series. India.

Sharma, D. (2005). Event Planning and Management. Deep and Deep Publications. India.

Sherlekar. (2015). Marketing Management. Himalaya Publishing House. India.

Major (Core)	Semester III	
3.3	**Film Communication**	**4**
	Course Outcomes: **Learners will be able to:** • Recognize film as a powerful communication tool. • Explore the historical evolution and major movements in cinema. • Develop analytical skills for film criticism and media literacy. • Apply filmmaking techniques to create short films.	
Module 1	**Fundamentals of Film Communication**	1
	LOs: Learners will be able to • Explore the basic principles of film as a communication medium. • Adapt key components of film language. • Examine the evolution of cinema and its technological advancements.	**Module Contents**: • Definition and scope of film communication. • History of cinema: Silent films, talkies, digital revolution. • Elements of film language: Visual composition, cinematography, Scene design, editing, sound. • Narrative structures: Linear vs. non-linear storytelling, three-act structure. • Role of film in mass communication and public discourse	
Module 2	**Film Theory and Analysis**	1
	LOs: Learners will be able to: • Analyze films using different theoretical frameworks. • Explore about various film movements and their impact on storytelling. • Critically evaluate the role of cinema in cultural and political contexts.	• Introduction to film genres (Drama, Comedy, Thriller, Documentary, Experimental). • Film theories: Auteur theory, Feminist film theory, Structuralism, Formalism, Realism. • Major film movements: German Expressionism, Italian Neorealism, French New Wave, Indian Parallel Cinema. • Representation and ideology in cinema: Gender, race, class. • Role of cinema in shaping public opinion and culture.	
Module 3	**Film Production Techniques**	1
	Learners will be able to • Develop skills in visual storytelling and filmmaking. • Explore the workflow of film production. • Apply theoretical knowledge in hands-on film projects.	• Pre-production: Scripting, storyboarding, shot breakdown. • Cinematography: Camera angles, movements, lighting techniques. • Sound design: Recording, Foley, music integration. • Directing actors: Performance, blocking, communication with crew. • Introduction to film editing	

		software and techniques. • Group project: Creating a short scene with proper shot composition.	
Module 4	**Short Film Project & Post-Production**		1
	LOs: Learners will be able to • Gain experience in complete film production. • Develop skills in post-production, including editing and sound design. • Create a final short film as part of a team.	**Module Contents:** • Post-production: Non-linear editing, color correction, sound mixing. • Special effects and visual enhancements. • Film marketing and distribution strategies. • Submission of final short film (3-5 minutes) as part of assessment. • Screening and peer review of student projects.	
Assignments/ Activities towards CCE			
	Students can be given the following projects: • Class discussion or group activity to explore how films communicate emotions, messages, and societal themes through role plays, case studies, and performances. • Presentations on the evolution of film communication and its impact on society. • Film review to analyse a classic or contemporary film with a focus on its themes, storytelling, and cinematography. • Short film or documentary by applying aspects of pre-production, production, and post-production. • Visit to production house or shooting location to understand real-world filmmaking processes and industry workflows.		

References:

Bazin, A. (2005). What is Cinema?. University of California Press.(2nd ed.). Berkeley, United States.

Bordwell, D., & Thompson, K. (2021). Film Art: An Introduction. McGraw-Hill. (13th ed.). New York, United States.

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Neumeyer, D. (Ed.). (2014). The Oxford Handbook of Film Music Studies. Oxford University Press. Oxford. United Kingdom.

Monaco, J. (2009). How to Read a Film. Oxford University Press.(4th ed.).United Kingdom.

Pearlman, K. (2022). Cutting Rhythms: Intuitive Film Editing. Focal Press.(2nd ed.). New York, United States.

Rosenbaum, J., & Martin, A. (2019). Movie Mutations: The Changing Face of World Cinephilia. BFI Publishing.(1st ed.). London, United Kingdom.

Minor	Semester III	2
3.4	**History of Indian Media**	
Course Outcomes:	**Learners will be able to:** • Analyze the historical development of media in India, identifying key milestones in the evolution of various media forms. • Evaluate the socio-political and cultural impact of media in shaping Indian society from the colonial era to the present. • Examine the contemporary challenges and opportunities for Indian media in the digital era, including the role of social media and new technologies	

Module 1	**Historical Foundations of Indian Media**		1
	LOs: Learners will be able to • Identify the evolution of traditional communication forms and the introduction of print media. • Assess the role of the press and media in India's independence movement and its significance in shaping national identity. • Analyze the early development of broadcast media in India, especially the rise of radio (All India Radio) and its influence on public opinion.	**Module Contents:** **Introduction to Indian Media History** • Overview of Indian media and its evolution • Early communication systems: Oral traditions, folk media, and indigenous communication methods **Media and Nationalism** • Major newspapers and figures in the independence movement **The Rise of Radio and Early Broadcast Media** • Introduction of All India Radio (AIR) and its role in post-independence India • Radio's impact on public opinion and its role in shaping national identity	

Module 2	**The Evolution of Modern Indian Media**		1
	LOs: Learners will be able to • Analyze the impact of the digital revolution • Evaluate the role of social media platforms in India, • Analyze trends in the Indian media landscape	**Module Contents:** **The Digital Revolution** • Evolution of Television • The rise of Private channels • The impact of the internet on media in India: News websites, blogs, and online content platforms **Social Media and its Impact on Indian Society** • Social media's role in changing communication and information dissemination • The growth of platforms like Facebook, Twitter, Instagram, and YouTube **Future of Indian Media** • The potential of mobile platforms, OTT services, and future trends in Indian media • Challenges and opportunities for media in the globalized digital world	

Assignments/ Activities towards CCE		
	Students can make followings assignments: • A project on History of Indian Media • Case Study on Indian Radio/Television • Visit and report of a media house	

References:

Athique Adrian (2012) Indian Media- Global Approaches, Polity, UK.

Bhargava, R. (2001). Media and Society in India. Sage Publications, India.

Joshi, K. R. (2003). Indian Media: A Global Approach. Atlantic Publishers, India.

Kumar Gulshan (2025) Digital Media in a streaming age: The rise of OTT, Podcasting, and Vlogging, Vol-1, Selfypage Developers Pvt. Ltd., Karnataka.

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Sood, S. K. (2001). The Press and the National Movement In India (1st ed.). Allied Publishers, India.

Sreedharan, E. (2007). India's Media: From the British to the Digital Age. Macmillan India, India.

Thussu, D. K. (2007). News as Entertainment: The Rise of Global Infotainment. Sage Publications, United kingdom.

Minor 3.5	**Public speaking (Practical)**	**2**
Course Outcomes:	**Learners will be able to:** • Develop effective communication skills for public speaking. • Create effective presentation and engaging the audience. • Inculcate proper body language and non-verbal communication. • Adapt their presentation style to different audiences and environments.	
Module 1	**Introduction Public Speaking**	1
	LOs: Learners will be able to • Examine the basic elements and importance of Public Speaking. • Acquire the skills required for Public speaking.	**Module Contents:** • Introduction to Public Speaking • Body Language and Non-Verbal Communication • Advanced Public Speaking Techniques • Presentation Skills	
Module 2	**Presentation**	1
	LOs: Learners will be able to • Explore the basic elements and Importance of Presentation • Acquire the skills of required for Presentation	**Module Contents:** • Introduction to Presentation Skills • Planning and Structuring Your Presentation • Creating Effective Visual Aids • Handling Q&A and Audience Interactions	
Assignments/ Activities towards CCE Following assignments can be submitted by the students. • Prepare and deliver a 3- Minute speech on any topic of their own choice. • Design and deliver Presentation		

References:

Kadam, V. (2022). Encounter the Fear of Public Speaking: A Self-help Book to Master Communication skills. Notion Press. India

Kakkar Mehra, S. (2020). Business Etiquette: A guide for the Indian Professional. HarperCollins India.

Puranik, M. (2019). The Art of Public Speaking. Diamond Pocket Books. India

Patil, S. (2021). Handbook on Public Speaking, Presentation & Communication Skills. Evincepub Publishing. India

3.6   Modern Indian Languages
(Given by University)

	Semester III	
3.7	**Media Entrepreneurship**	**2**
Course Outcomes :	**Learners will be able to:** • Examine media entrepreneurship and identify business opportunities. • Analyze monetization models and revenue strategies in media. • Build a personal brand and engage audiences using digital tools • Apply SEO, social media and content marketing for business growth. • Develop and pitch a media startup business plan effectively.	
Module-1	**Media Entrepreneurship Avenues**	
	LOs: Learners will be able to: • Explore the concept of media entrepreneurship and its role in the industry. • Identify different types of media startups and emerging opportunities.	**Module Contents:** • Definition & scope of media entrepreneurship. • Evolution of the media business landscape. • Case studies of successful media entrepreneurs. • Identifying market gaps and business opportunities. • Personal branding & storytelling in media business.	
Module 2	**Social media branding**	
	LOs: Learners will be able to • Develop a personal brand and use digital tools for audience engagement. • Apply SEO, social media strategies and content marketing for business growth. • Develop a business pitch for a media startup.	**Module Contents:** • Personal branding on social media Social media & influencer marketing. • Digital tools for audience engagement & analytics. • Creating viral & engaging media content. • Steps to develop a media business plan. • Creating a compelling pitch deck.	
Assignments/ Activities towards CCE • Case Studies: Analyzing successful and failed media startups. • Business Idea Development: Students propose a new media startup. • Live Projects: Content monetization or branding exercises. • Pitch Presentation: Final project on media business strategy.		

References:
Briggs, M. (2012). Entrepreneurial Journalism: How to Build What's Next for News. CQ Press. United States.
Chadwick, A. (2017). The Hybrid Media System: Politics and Power (2nd ed.). Oxford University Press. United Kingdom.
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Pulizzi, J. (2015). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw Hill. United States.

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. United States.

Socolow, M. J. (2018). Media Entrepreneurship: The Art of the Start. Routledge. United States.

Ulin, J. C. (2019). The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World (3rd ed.). Taylor & Francis. United States.

BA (Mass Communication- Advertising)
SEMSTER- IV
Syllabus Contents

Major Core	Semester IV	
4.1	**Integrated Marketing Communication**	**4**
Course Outcomes:	**Learners will be able to:** • Examine the role of IMC in modern marketing strategies. • Identify and apply different promotional tools in IMC campaigns. • Develop a comprehensive IMC plan for a product or brand. • Evaluate the effectiveness of IMC strategies through case studies and practical assignments.	
Module 1	**Introduction to Integrated Marketing Communication**	1
	LOs: Learners will be able to • Explain the role of IMC in marketing and brand management. • Adapt the elements of IMC and their interconnection. • Examine consumer behavior's role in IMC decision-making.	**Module Contents**: • Definition and scope of IMC. • Evolution of marketing communication. • Components of IMC: Advertising, PR, Sales Promotion, Direct Marketing, Digital & Social Media Marketing, Personal Selling. • Consumer decision-making process and the impact of IMC. • The role of IMC in brand positioning and brand equity.	
Module 2	**Marketing Communication Strategies & Media Planning**	1
	LOs: Learners will be able to: • Trace appropriate media channels for marketing communication. • Create a media mix for effective brand communication. • Apply IMC strategies to different market segments.	**Module Contents:** • Understanding target audience and market segmentation. • Traditional vs. digital media in IMC. • Media planning and budgeting for IMC campaigns. • Message development and creative strategy in IMC. • Role of storytelling and emotional appeal in marketing communication.	
Module 3	**Digital & Social Media in IMC**	1
	Learners will be able to • Explore the role of digital marketing in IMC. • Analyze different digital marketing tools and platforms. • Evaluate the effectiveness of digital marketing strategies in IMC campaigns.	**Module Contents:** • Role of digital and social media in IMC. • Understanding different digital marketing tools: SEO, SEM, Email Marketing, Content Marketing. • Social media platforms and their impact on consumer engagement (Facebook, Instagram, LinkedIn, Twitter, YouTube, and the like).	

		• Digital advertising: Programmatic ads, Google Ads, PPC campaigns, Ethical considerations in digital marketing: Privacy, consumer rights, and misinformation	
Module 4	**IMC Campaign Planning & Execution**		1
	LOs: Learners will be able to • Adapt the step-by-step process of planning an IMC campaign. • Apply budgeting, execution, and evaluation of marketing campaigns. • Analyze case studies of IMC strategies implemented by successful brands.	**Module Contents:** • Steps in developing an IMC campaign. • Budget allocation and resource management in IMC. • Measuring IMC effectiveness: Metrics, ROI, Consumer Engagement. • The role of ethics and corporate social responsibility in IMC. • Case studies of successful IMC campaigns: Nike, Coca-Cola, Apple, Amul, Tata, etc.	
Assignments/ Activities towards CCE			
	❖ Class discussion or group activity to explore how IMC strategies influence consumer behavior, brand perception, and market trends through role plays, case studies, and simulated campaigns. ❖ Individual assignments or group presentations on the evolution of IMC and its impact on branding, advertising, and digital marketing. ❖ Class discussions about different aspects of consumer engagement and brand communication getting influenced by advertising, PR, and digital media. ❖ Marketing campaign review to analyze a classic or contemporary IMC campaign with a focus on its messaging, storytelling, media selection, and effectiveness. ❖ IMC strategy development project to create a collaborative marketing plan (3-5 minutes presentation), applying all aspects of advertising, public relations, and digital marketing strategies. ❖ Advertising agency or marketing firm visit to understand real-world IMC processes, campaign planning, and industry workflows.		

References:

Belch, G. E., & Belch, M. A. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill. United States.

Clow, K. E., & Baack, D. (2021). Integrated Advertising, Promotion, And Marketing Communications. Pearson. United States.

Fill, C. (2019). Marketing Communications: Discovery, Creation and Conversations. Pearson. United Kingdom.

Godin, S. (2018). This Is Marketing. Portfolio. United States.

Kapferer, J. (2012). The New Strategic Brand Management: Advanced Insights & Strategic Thinking. Kogan Page. United Kingdom.

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Percy, L. (2018). Strategic Integrated Marketing Communication. Routledge. United Kingdom.

Scott, D. M. (2022). The New Rules of Marketing and PR. Wiley. United States.

Major Core	Semester IV	
4.2	**Evolution of Digital Communication**	**4**
Course Outcomes:	**Learners will be able to:** • Examine the historical evolution of digital communication. • Analyze the key technologies and their impact on communication systems. • Explore various digital communication protocols and networks. • Examine emerging trends in digital communication.	
Module 1	**Digital Communication Evolution**	1
	LOs: Learners will be able to • Explore the historical development of communication systems • Differentiate between analog and digital communication • Analyze the advantages of digital transmission. • Identify major milestones in the evolution of communication technologies.	• History of Communication: From smoke signals to telegraph and telephone. • Transition to Digital Communication: Analog vs. Digital signals, key differences. • Milestones in Digital Communication: Development of radio, television, and early computing networks. • Fundamentals of Digital Transmission: Binary data, encoding, and modulation techniques.
Module 2	**Key Technologies in Digital Communication**	1
	• Analyze the impact of satellite and fibre optic communication • Describe the evolution of the internet • Examine technical advancement in mobile communication • Evaluate the role of encryption and data security in modern digital communication.	• Satellite and Fibre Optic Communication: How they transformed global connectivity. • The Internet Revolution: ARPANET, TCP/IP, and the rise of the World Wide Web. • Mobile Communication Systems: Evolution from 1G to 5G networks. • Digital Broadcasting and Streaming: TV, radio, and online content platforms. • Encryption and Data Security: Role of cryptography in secure communication.
Module 3	**Digital Communication Protocols and Networks**	1
	LOs: Learners will be able to • Explain the concepts related to digital data transmission. • Compare different wireless communication protocols	• Digital Switching and Multiplexing: Circuit vs. packet switching, TDM, FDM. • Wireless Communication Protocols: Wi-Fi, Bluetooth, LTE, 5G.

		• Internet Communication Protocols: HTTP, FTP, SMTP, VoIP, DNS. • Cloud Computing and IoT: Impact on communication and networking.	
Module 4	**Emerging Trends and Future of Digital Communication**		1
	LOs: Learners will be able to • Examine the role of AI and machine learning in optimizing communication networks. • Explain the fundamentals of quantum communication • Evaluate the technological advancements leading to 6G and beyond.	• AI and Machine Learning in Communication: Smart networks, automated responses. • Quantum Communication: Basics and potential future applications. • 6G and Beyond: What to expect in the next generation of communication. • Digital Ethics and Privacy: Data protection laws, cybersecurity challenges. • Impact of Digital Communication on Society: Social media, misinformation, and connectivity.	
Assignments/ Activities towards CCE			
	Students will be given the following projects: • Project on any phase of Evolution of Digital Communication. • Project based on applications of AI in any industry		

References:
Haykin, S. (2001). Communication Systems (4th ed.). Wiley. United States.
McDaniel, P., & Savas, D. (2017). Blockchain Technology And Applications. Wiley. United Kingdom.
Proakis, J. G., & Salehi, M. (2008). Digital Communication (5th ed.). McGraw-Hill, United States.

	Semester IV		4
4.3	**Copywriting**		
Course Outcomes:	**Learners will be able to:** • Examine the foundational principles of copywriting and its role in advertising. • Develop creative, audience-targeted content for diverse media platforms. • Apply consumer psychology and persuasion techniques to craft impactful advertising messages. • Build a professional portfolio showcasing diverse copywriting projects.		
Module 1	**Introduction to Copywriting**		1
	LOs: Learners will be able to • Adapt the role and responsibilities of a copywriter in advertising. • Identify key elements of effective advertising messages. • Analyze target audiences and develop	**Module Contents:** • History and evolution of advertising copywriting. • Role of a copywriter in the advertising process. • Principles of persuasive communication (AIDA model). • Understanding consumer behavior and target audience analysis.	

		tailored messaging strategies.	
Module 2	Writing Techniques for Media Platforms		1
	LOs: Learners will be able to • Create engaging content tailored to specific media platforms. • Differentiate writing styles for print, digital, and broadcast media. • Apply storytelling techniques to enhance audience engagement.	Module Contents: • Writing for print media: Headlines, body copy, brochures, and direct mail. • Digital copywriting: Social media posts, email campaigns, websites, blogs. • Broadcast media: TV/radio scripts and jingles. • Adapting tone and style for different audiences and platforms.	
Module 3	Creativity in Advertising Copy		1
	LOs: Learners will be able to • Develop creative USPs for products or services. • Write persuasive headlines and taglines that capture attention. • Apply emotional appeals effectively to connect with audiences.	Module Contents: • Creativity, forms and types • Developing Unique Selling Propositions (USPs). • Crafting compelling headlines, slogans, taglines, and brand narratives. • Emotional appeals in advertising messages. • Case studies of successful ad campaigns.	
Module 4	Professional Practices & Portfolio Development		1
	LOs: Learners will be able to • Edit advertising copy for precision and effectiveness. • Recognize ethical challenges in creating advertising messages. • Compile a professional portfolio showcasing diverse copywriting projects.	Module Contents • Understanding client briefs and translating them into actionable ideas. • Editing techniques for clarity and impact in advertising copy. • Ethical considerations in advertising copywriting practices. • Building a professional portfolio with diverse samples of work.	
Assignments/ Activities towards CCE			
	• Develop a multi-platform campaign (print ad, social post, radio script). • Create an ad campaign targeting a specific demographic using emotional appeals. • Develop an integrated campaign for a real-world product or service with a focus on cross-media storytelling.		

References:
Bayan, R. (2006). Words That Sell. McGraw-Hill. United States.
Bly, R. W. (2006). The Copywriter's Handbook. Henry Holt & Co. United States.
Ogilvy, D. (1985). Ogilvy on Advertising. Vintage Books. United States.
Schwab, V. O. (1984). How to Write A Good Advertisement. Wilshire Book Company. United States.
Schwartz, E. (1966). Breakthrough Advertising. Boardroom Classics. United States.
Shaw, M. (2009). Copywriting: Successful writing for Design, Advertising & Marketing. Laurence King Publishing. United Kingdom.

4.4	Introduction to AI	
Course Outcomes:	**Learners will be able to:** • Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. • Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. • Identify key issues and analyze complex problems related to AI and HCI. • Examine issues related to AI and HCI.	
Module 1	**Introduction to Artificial Intelligence**	1
	LOs: Learners will be able to • Examine the concept of Artificial Intelligence (AI). • Recognize various AI applications. • Analyze the role and impact of AI in society. • Develop critical thinking and problem-solving skills.	**Module Contents:** • Definition, history, and scope of AI • Types of AI: narrow or weak AI, general or strong AI, and superintelligence • AI applications: expert systems, natural language processing, computer vision, and robotics tools
Module 2	**Human-Computer Interaction (HCI)**	1
	LOs: Learners will be able to • Examine the interactive systems using HCI principles and methods. • Evaluate the impact of technology on humans and society. • Communicate HCI concepts and designs effectively to stakeholders. • Apply HCI principles to real-world problems	• Introduction to HCI: human-centered design, user experience, and usability • Human factors: cognitive psychology, perception, and attention • Interaction design: input devices, output devices, and interaction techniques
Assignments/ Activities towards CCE		
	Students will be given the following projects: • AI Case Study Presentation • Project on HCI Design • Projects based on 'Impacts of AI'	

References:

Dix, A., Finlay, J., Abowd, G. D., & Beale, R. (2004). Human-Computer Interaction (3rd ed.). Pearson. United Kingdom.

Goyal, S. K. (2015). Human-Computer Interaction. Tata McGraw-Hill. India.

Gupta, R. K. (2012). Artificial Intelligence. Tata McGraw-Hill. India.

Iyengar, S. S. (2011). Artificial Intelligence and Robotics. New Age International. India.

Jackson, P. C. (1985). Introduction to Artificial Intelligence. Dover Publications. United States.

Khemani, D. (2013). Artificial intelligence. Oxford University Press. India.

Russell, S., & Norvig, P. (2020). Artificial Intelligence: A Modern Approach (4th ed.). Pearson. United States.

Sharma, R. K. (2018). Human-Computer Interaction. Oxford University Press. India.

Tidwell, J. (2010). Designing Interfaces (2nd ed.). O'Reilly Media. United States.

	Semester IV	2
4.5	**Podcasting**	
Course Outcomes:	**Learners will be able to:** • Examine the role and impact of podcasting in the digital media landscape. • Develop skills in conceptualizing, scripting, recording, and editing podcasts. • Evaluate the different podcast formats and distribution strategies. • Apply ethical and legal considerations in podcast production. • Create a podcast episode with a strategic audience engagement plan.	
Module 1	**Introduction to Podcasting & Production Techniques**	1
	LOs: Learners will be able to • Explore the history and evolution of podcasting. • Adapt different podcast formats (narrative, interview, panel discussion, etc.). • Adapt the fundamentals of audio storytelling • Conduct experiments with recording equipment through hands-on experience	**Module Contents:** • History and Evolution of Podcasting • Understanding Podcast Formats and Genres • Basic Audio Equipment and Recording Techniques • Introduction to Editing Software	
Module 2	**Podcast Production**	1
	LOs: Learners will be able to • Apply strategies for audience engagement and distribution. • Evaluate the ethical and legal considerations in podcasting. • Adapt branding, monetization, and promotional techniques.	**Module Contents:** • Copyright, Fair Use, and Ethical Podcasting Practices • Hosting and Distributing Podcasts (RSS Feeds, Podcast Platforms) • Branding and Audience Engagement Strategies • Social Media Promotion and Podcast Marketing	
Assignments/ Activities towards CCE		
	• Podcast Review**:** Analyze an existing podcast episode, evaluating its format, production quality, and storytelling techniques. • Mini Audio Exercise: Record a 2-minute introduction of yourself using proper mic technique and edit it with background music. • Scriptwriting Task: Develop a script outline for a short 5-minute podcast segment.	

References:

Bottomley, A. J. (2020). Sound Streams: A Cultural History of Radio-Internet Convergence. University of Michigan Press, United States.

Llinares, D., Fox, N., & Berry, R. (2018). Introduction: Podcasting and Podcasts—Parameters Of A New Aural Culture. In Springer , Switzerland.

McHugh, S. (2016). How Podcasting Is Changing The Audio Storytelling Genre. Radio Journal International Studies In Broadcast & Audio Media, 14(1), United Kingdom.

Spinelli, M., & Dann, L. (2019). Podcasting: The Audio Media Revolution. Bloomsbury Publishing USA, United States.

Students look/hear/watch various podcasts as a part of this course.

B.A. (Mass Communication- Animation)
Syllabus Structure 2025-26

SN	Courses	Type of Course	Credits	Marks	Int	Ext	Comment
	Semester I						
10143101	Fundamentals of Mass Communication & Journalism –I	S1	2	50	50	0	
10143102	Introduction to Advertising	S2	2	50	50	0	
10143103	Introduction to Folk Art-I	S3	2	50	50	0	
10443111	Introduction to Digital Media	**OEC**	4	100	50	50	
10643101	Introduction to Photography (Pr.)	VSC	2	50	50	0	
10743121	Fundamentals of Computers (Pr.)	SEC	2	50	0	50	
	Modern Indian Languages	AEC	2	50	0	50	
	University basket	IKS	2	50	0	50	
	Constitution of India	VEC	2	50	0	50	
	Given by University	CC	2	50	50	0	
			22	550	300	250	
Semester II							
20143111	Fundamentals of Mass Communication & Journalism –II	S1	2	50	0	50	
20143112	Introduction to Marketing	S2	2	50	0	50	
20143113	Introduction to Folk Art – II	S3	2	50	0	50	
20643101	Advertising & PR (Pr.)	VSC	2	50	50	0	
20643102	Theatre Production (Pr.)	VSC	2	50	50	0	
20443111	Social Media Marketing	OEC	4	100	50	50	
20743101	Introduction to Animation	SEC	2	50	50	0	
	Modern Indian Languages	AEC	2	50	0	50	
	Environment Awareness	VEC (Pr.)	2	50	0	50	
	Given by University	CC	2	50	50	0	
Exit with UG Certificate Mass Communication (Animation) with 4 extra credits for internship (44+4 credits)			22	550	250	**300**	

B.A. (Mass Communication- Animation)
Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester III					
30143411	Introduction to Graphic Design	Major (core)	4	100	50	50
30143412	Multi-media Applications	S2	4	100	50	50

30143413	Basics of Art & Drawing	S3	4	100	50	50
30343111	History of Indian Media	Minor Stream	2	50	0	50
30443121	Public Speaking (Common) (Pr.)	OEC	2	50	0	50
	Modern Indian Languages (Pool) Given by University	AEC	2	50	50	0
31343401	Media Entrepreneurship (0+2)	FP	2	50	50	0
	Given by University	CC	2	50	50	0
End of Semester III			**22**	**550**	**300**	**250**
Semester IV						
40143411	Introduction to Visual Design	S1	4	100	50	50
40143412	Evolution of Digital Communication	S2	4	100	50	50
40143413	Advanced Graphic Designing	S3	4	100	50	50
40443111	Introduction to AI	OEC	2	50	0	50
40743101	Podcasting (Pr.)	SEC	2	50	0	50
	Modern Indian Languages	AEC	2	50	0	50
41543401	Community Engagement Program	CE	2	50	50	0
	Given by University	CC	2	50	50	0
UG Diploma in Graphic Designing (with 4 additional credits of internship)			**22**	**550**	**250**	**300**
TOTAL OF TWO YEAR/ FOUR SEMESTERS			88	**1100**	**550**	**550**

		Semester V				
SN	**Courses**	**Type of Course**	**Credits**	**Marks**	**Int.**	**Ext.**
5.8	History of Animation	Major (Core)	4	100	50	50
5.9	2D & 3D Animation	Major (Core)	4	100	50	50
5.10	Indian Animation Applications	IKS Major (specific)	2	50	0	50
5.11	Audio & Video Editing	Major (Elective)	4	100	50	50
5.12	3D Animation & Modelling- I (Pr.) (VIVA)	Minor Stream	4	100	50	50
5.13	Gaming Design and Testing (Pr.)	VSC	2	50	50	0
5.14	Field Project	FP	2	50	50	0
			22	**550**	**300**	**250**
		Semester VI				
6.7	Introduction to Visual Effects	Major (Core)	4	100	50	50
6.8	Story Telling	Major (Core)	4	100	50	50
6.9	Film Animation	Major (Core)	2	50	0	50

6.10	Fundamental of Motion Graphics (*After Effects*)	Major (Elective)		4	100	50	50
6.11	3D Animation & Modelling- II (3D Max Intro)	Minor Stream		4	100	50	50
6.12	Internship	OJT		4	100	50	50
Exit with BA (Mass Communication- Animation)				**22**	**550**	**250**	**300**
				132	**3300**		

B.A. (Mass Communication- Animation)

SN	Courses	Type of Course	Credits	Marks	Int.	Ext.
Semester VII						
7R.7	Theories of Animation	Major (Core)	4	100	50	50
7R.8	Global Animation Practices	Major (Core)	4	100	50	50
7R.9	Audio Applications in Animation	Major (Core)	2	50	50	50
7R.10	Animation and Special Effects	Major (Elective)	4	100	50	0
7R.11	Research Methodology & Statistics	Minor Stream (RM)	4	100	50	50
7R.12	Research Project	Research	4	100	50	50
End of Semester VII			**22**	**550**	**300**	**250**
Semester VIII						
8R.7	Animation for Film, TV & Digital	Major (Core)	4	100	50	50
8R.8	Understanding Animation Industry	Major (Core)	4	100	50	50
8R.9	Animation and Gaming	Major (Core)	2	50	50	0
8R.10	Character Animation and Modelling	Major (Elective)	4	100	50	50
8R.11	Research Project	Research	4	100	50	50
8R.12	Internship / On the Job Training	OJT	4	100	50	50
End of Semester VIII			**22**	**550**	**300**	**250**
B. A. (Mass Communication- Animation- Honors)						

The fourth Year of the Undergraduate Program of B. A. (Animation) (Honors) will be equivalent to the First Year Program of M. A. Program.

10143111   **FUNDAMENTALS OF MASS COMMUNICATION & JOURNALISM-I**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Fundamentals of Mass Communication & Journalism - I		**2**
	Course Outcomes: **Learners will be able to:** • Adapt conceptual difference in communication and mass communication. • Explore different types of media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt conceptual difference in communication and mass communication. • Explore nuances of communication as subject of study. • Apply different models of communication in process of communication.	**Module Contents:** • Meaning and definition of Communication, Mass communication. • Elements of communication- sender, message, channel, receiver, noise, feedback • Scope of Communication: Intra Personal, Communication, Interpersonal Communication, Group Communication, Mass Communication • Forms of communication- print, film, Electronic, Satellite, Digital. • Function and Barriers of Communication and Mass Communication. • Models of Communication/Mass Communication: Two step flow, Spiral of Silence, Gerber's Model, Sociological Model, Gate keeping Model, Defleur's Model of the Taste differentiated Audience Model, Hub Model, Sadharanikaran	
Module 2			1
	LOs: Learners will be able to • Examine evolution and history of human communication. • Explore how technology has transformed human communication. • Recognize different types of media communication. • Compare the differences in medium and its communication.	**Module Contents:** • From oral to spoken to performance communication (Kirtan, Davandi, Powada, Nagara) • From Electric to Electronic communication to Digital communication • Contemporary scene in Indian mass communication landscape. • Need and Importance of technology for Mass Communication. • Print Media: Books, Newspapers, magazines, Journals, posters, leaflets,	

		folders, handbills, etc. • Broadcast/Electronic Media: Television and radio • Films • Internet • Elements and features of Digital media • Social Media	
Assignments/ Activities towards CCE			
		• Class activities to recognize how communication is interplay of different factors. • Individual assignments or Group presentations on history and evolution of communication medium.	

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

10143110   **Introduction to Advertising**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Compare concepts, definitions, and roles of advertising in the marketing mix. • Evaluate theories and models of advertising and consumer behavior. • Analyze real-world advertising strategies and campaigns. • Recognize different media channels and the process of media planning and selection in advertising. • Examine the ethical, social, and cultural issues related to advertising practices.		
Module 1	**Importance & Scope of Advertising**		1
	LOs: Learners will be able to • Examine the meaning and nature of advertising. • Explore role of advertising in human society. • Categorize concepts associated with advertising.	**Module Contents:** • Evolution of advertising • Elements of Advertising • Meaning, Nature,Characteristics,Importance and scope of Advertising • Difference between Marketing, Advertising, Promotion, Sales, Public Relations, Propaganda • Elements of Advertising: Concept, Design, Illustration, audio-visual elements, photography, presentation, creative	

Module 2	Functions & Nature of Advertising		1
	LOs: Learners will be able to - Identify the key feature of advertising. - Examine scope and models of advertising. - Compare different types of advertising across media vehicles.	**Module Contents:** - Functions and nature of advertising - Scope of Advertising-Local, Regional, National and International - Types of advertisements in print, radio, films, television, internet - Models of Advertising- DAGMAR, AIDA, DRIP, ATRN	
Assignments/ Activities towards CCE			
	- Group discussion on role of advertising in society. - Advertisement analysis assignment. - Maintaining Scrap book with different types of print advertisements.		

References

Bovee, C. L . (2012). Advertising excellence, McGraw Hill Inc., New York. Education. New Delhi.

George, E.B., Michael A.B., & Purani K. (2022). Advertising and promotion (12th ed.). McGrawHill.

Lane, W.R., King. K.W., & Russell J.T., (2008). Kleppner's Advertising Procedure (16th ed) Pearson.

Well, W. D., Moriarty S., Mitchell N. & Wood C. (2021). Advertising and IMC: Principles and Practice Pearson.

10343111 **Introduction to Folk Art – I**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Introduction to Folk Art - I		**2**
	Course Outcomes: **Learners will be able to:** - Analyze role of live performance in multimedia environment. - Examine different Genres of Folk Art. - Practise different forms and types of folk media.		
Module 1			1
	LOs: Learners will be able to - Examine significance of folk art in societies. - Explore the role of live performance in multimedia environment.	**Module Contents:** - Origin and evolution of folk arts: From primitive Religious rituals usually connected with spring and the seasonal cycle - Evolution of Indian Theatre, Concept of folk-traditional media, - Characteristics, advantages, role and nature, - Role of folk art in the context of past: information, education,	

		entertainment, value formation, cultural transmission, Present day nature of folk media- examining folk media presence in mass media, status of folk artists	
Module 2			1
	LOs: Learners will be able to • Adapt the techniques of folk media and theatre. • Explore the different Genres of theatre.	**Module Contents:** • Emotions - 9 Rasas, Schools of theatre/acting, Mimetic, Voice and speech modulation, Music movements and visual compositions. • Sound and its role in performances. • Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre, pantomime, political theatre(Street Theatre). Theatre for social change/development, tragedy, tragicomedy, puppetry.	
Assignments/ Activities towards CCE			
	❖ Take part in theatre workshop and/or voice culture sessions. ❖ Visiting folk/live performances and interviewing folk performers. ❖ Visiting or reading about experiments or usage of folk media in popular culture.	

10443111 **INTRODUCTION TO DIGITAL MEDIA (OEC)**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**4**
	Course Outcomes: **Learners will be able to:** • Acknowledgebasic concepts and theories in digital media studies. • Explore multimedia production techniques for combining text, images, audio, and video in digital content. • Examine the unique characteristics and user demographics of each major social media platform.		
Module 1	**Introduction to Digital Media**		1
	LOs: Learners will be able to • Examine the history and evolution of Digital media. • Study foundational concepts and theories in digital media studies.	**Module Contents:** • Overview of digital media: definition, characteristics, and evolution • Advantages and disadvantages of Digital Media • The differences between Digital media and traditional media, and nature of communication. • The role of digital media in contemporary society	

		• Forms and types of digital media production and consumption	
Module 2	**Social Media**		1
	LOs: Learners will be able to • Analyze multimedia production techniques for combining text, images, audio, and video in digital content. • Compare variety of digital media creation tools and software. • Explore the unique characteristics and user demographics of each major social media platform.	**Module Contents:** • Overview of Social Media Platforms (e.g.Facebook, Twitter, Instagram, etc.) • Text & Visual Processing through Digital Software (e.g., Photoshop, Illustrator, Premiere Pro) • Basics of Digital Content Creation (text, image, audio, video) • Introduction to Web Development and Design (HTML, CSS, JavaScript) • The Role of Social Media in Communication and Society	
Module 3	**Digital content creation**		1
	LOs: Learners will be able to • Adapt practical skills in digital media creation and communication. • Adapt tools for social media management	**Module Contents:** **Digital content creation** • Web Development: sign and Development • Creating a basic web page • Social Media Content Creation • Strategies for creating engaging social media content • Tools for social media management	
Module 4	**Legal and Ethical Considerations**		1
	LOs: Learners will be able to • Explore ethical and legal issues in digital media, such as copyright, privacy, and online harassment. • Apply fair use practices for digital media. • Recognize implications of IPR.	**Module Contents:** • Legal Aspects related to Digital Media content creation through case studies • Copyright, Fair use, Digital rights, Intellectual Property Rights • Ethical issues in digital media creation and consumption • Cyber security • Cyber violence	
Assignments/ Activities towards CCE			
	• Editing and producing short video content for digital platforms. • Case study analysis of successful social media campaigns. • Using Digital media tools, software to produce text, image, audio, and video content for different platforms and audiences. • Group Presentation about different social media platforms and their features.		

Reference:

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

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

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

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

Noah, W. F. & Montfort,N. (2003).T*he New Media Reader,*ambridge, Mass., MIT.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Recognize and use different components of Camera. • Explore Photography as a media form. • Analyze image making and elements of an image. • Compare still and moving images.		
Module 1	**Principles**		1
	LOs: Learners will be able to • Examine principles associated with Photography. • Explore applications of different types and components of Cameras.	**Module Contents:** • Basic principles in film and digital photography • Evolution of Photography- technology and art form • Principles of Photography- rule of third, composition, lines and patterns, perspectives • Types of cameras and camera lenses- their uses and functions, shutter, aperture, light meter, depth of field control, • Concept and sources of Lighting, Principles of Lighting, Light and Subject, Natural Light and Artificial Light, Direct Light and Indirect Light • Functions of shutter and aperture • Digital picture taking • Photo appreciation	
Module 2	**Types of Photography**		1
	LOs: Learners will be able to • Learn Digital Photo Editing processes after taking pictures. • Apply principles of design while creating visuals.	**Module Contents:** • Photography Applications- Wedding Photography, Event Photography, Portrait Photography, Fashion Photography, Architectural Photography, Travel Photography, Lifestyle Photography, Photojournalism • Elements of Design- Line, Color, Texture, Shape, Form, space, Colour • Principles of Design- unity, pattern, balance, scale, Emphasis, contrast, Harmony, Rhythm. • Background and foreground • Apply digital effects - Photo retouching, use of filters.	
Assignments/ Activities towards CCE			

- Undertaking Photo shoot and creating photo story.
- Examining and Presenting different types of Photographs.
- Assignment on use of design principles in creating visuals through photography.

Reference:

Ang Tom (2020) Digital Photographer's Handbook, 7th Edition, DK, Singapore.

Fox, A., Langford M. & Swadon R.S. (2007), Basic Photography: The Guide For Serious Photographers, Focal Press.

Gustavson, T., & House G.E. (2012). Camera: A History of Photography from Daguerreotype to Digital Union Square & Co.

Peterson, B. (2010). Understanding Exposure: How to Shoot Great Photographs with Any Camera (3rd Ed.). Amphoto Books.

Swadon, R.S., Langford M. & Fox A. (2007). Basic Photography: The Guide For Serious Photographers Focal Press.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Classify elements and components of computer system. • Evaluate role of computer on human productivity.		
Module 1	**Basics of Computer System**		1
	LOs: Learners will be able to • Adapt evolution of computers to its modern form. • Classify elements and components of computer system. • Examine role of each of the input-output devices in making of computer.	**Module Contents:** ❖ Basics of Computer System ❖ Applications of computer in various fields ❖ Input, Output and Storage Devices, **Input Devices**- Keyboard, Mouse, Joystick, MICR systems, Scanner, Digital Camera, **Output Devices-** Monitor, Printer Plotters and its Types, Speakers **Data Storage -** Punch, Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic, Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive, Cloud Storage. **Electronic to Digital systems**	
Module 2	**Presentation tools**		1
	LOs: Learners will be able to • Identify roleof computer in word processing and spread sheet work. • Evaluate how computer can improve or add to human efforts.	**Module Contents:** • User friendly tools for presentations, infographics, word processing templates • Making different types of presentations • Creating digital Posters • Role of AI in content creation	
Assignments/ Activities towards CCE			

| | • Creating word files, spreadsheet files, editing them, saving and printing them.
• Assessment through identification of computer parts and other devices.
• Practical exam to use the Computer System independently.
• Students make presentations on the topics listed in the Module-1. | |

Reference:

Carpenter, J., & Hewitt, E. (2022). CassandraThe Definitive Guide, Distributed Data at Web Scale (3rd ed.). O' Reilly Media, Inc.

Norton, P. (2020). Introduction to Computers (7th ed.). McGraw Hill.

Sinha, P. K. (2003). Computer Fundamentals, BPB Publication, New Delhi.

1.6   given by University
1.7   IKS University
1.8   VEC -Constitution of India (Given by University)
1.9   CC Courses offered through University

Syllabus Contents

20143111 **Fundamentals of Mass Communication & Journalism – II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Fundamentals of Mass Communication & Journalism - II		**2**
	Course Outcomes: **Learners will be able to:** • Examine differences in different medium and its role in communication. • Describe the field of Journalism within media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt role of media in society. • Analyze how media influences perceptions and opinions about specific issues.	**Module Contents:** **Media impacts on Society** • Social/cultural impact • Political Impact • Economic Impact • Developmental Impact • Political economy **Media influences on:** 5. Gender (stereotypes, Body image) 6. Violence 7. Freedom of expression 8. Democracy Representation	
Module 2			1
	LOs: Learners will be able to • Examine history and evolution of journalism. • Apply skills in information gathering and processing.	**Module Contents:** • Evolution of journalism – in Print, Broadcast, Digital, Social Media • Role and importance of writing, documenting, archiving history through journalism • News- definition, Changing patterns in information presentation by news media • Difference between fact, opinion, perception • Information gathering, reporting, verification Misinformation and Fact checking	
Assignments/ Activities towards CCE			
	• Newswriting exercise • Class discussions about different aspects of social life getting impacted by media and media influence on perceptions and opinions. • Activity on fact checking and misinformation.		

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

20243110   **Introduction to Marketing**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Apply the function and impact of public relations in organizations and society. • Gain Historical and Future Insights of PR. • Examine how fundamental communication principles applied within PR practices. • Adapt about the stages involved in planning and executing successful public relations campaigns.		
Module 1	**Fundamentals of Public Relations**		1
	LOs: Learners will be able to • Examine concept, scope and historical development of public relations. • Analyze role of public relations in communication sector. • Describe role of relationship of PR with other communication sectors.	**Module Contents:** • Evolution, Concept and Principles • Difference between public relations, marketing, and advertising • PR, Publicity, Perception management, Persuasion • Public Relations goals, objectives, strategies, and tactics • Corporate Communication, Media monitoring • Characteristics of PR Professional	
Module 2	**Nature of Public Relations**		1
	LOs: Learners will be able to • Recognize the strategies for establishing and maintaining media relationships. • Analyze the role of public relation in communicating the social responsibility adherence of companies	**Module Contents:** • Nature of PR practices: Personality, institution brand building, crisis, advocacy, 360-degree and Integrated Marketing Communication, strategic communication, Corporate Social Responsibility. • Managing Media Relations: Press Releases, Pitching stories to media, media dockets, Press Conferences and Press Tours • Internal and External PR • Future of Public Relations	

	Assignments/ Activities towards CCE	
	• Group case study of any one PR activity in an organization. • Group Discussion on the impact of media coverage. • Role-playing exercise in pitching a story to a journalist. • Drafting Press Releases and creating social media posts for a PR campaign.	

References:

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

Jethwaney J & NN Sarkar (2015) Public Relations Management, Sterling, New Delhi.

Jethwaney J (2018) Corporate Communication: Principles & Practices, 2nd edition, Sage, New Delhi.

Newsom, D., & Haynes, J. (2016). Public Relations Writing: Form & Style. Cengage Learning.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics.* Pearson.

20343111 **Introduction to Folk Art - II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Introduction to Folk Art – II		**2**
	Course Outcomes: **Learners will be able to:** • Understand the historical evolution and cultural significance of folk media in various societies. • Identify and classify different forms of folk media.		
Module 1			1
	LOs: Learners will be able to • Adapt different forms and types of folk media. • Examine the significance of folk art for community development.	**Module Contents:** • Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, folk tales and Riddles, swang, graffiti. • Performances: Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions. • Use of folk media for community Development: promoting literacy, bringing social change, creating awareness, governance in rural communities. • Folk and Electronic/Digital media.	
Module 2			1
	LOs: Learners will be able to	**Module Contents:** • Conceptualization for Folk Theatre	

		Design and execute Production Process.	• Understanding Production Process: Concept development, Storyboard, script writing, Play Analysis • Media Appreciation: Dance, Music, Painting, Film, Television with relation to Theatre Play Production.	
Assignments/ Activities towards CCE				
		❖ Group discussion/presentation on various types of folk arts of the different States in India. ❖ Exhibition/Display of different types of artefacts prepared by students as a part of the subject ❖ Designing of stage production, theatre play or live performance and executing it to actual audiences.	

References:

Chattopadhyay, K.(2007). Handicrafts of India, Indian Council for Cultural Relations, New Delhi.

Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.

Hasnain, N. (2022). Tribal India (8th ed.). Palaka Prakashan, Delhi.

Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Bedford/ St. Martins. Boston and New York.

Kumar, A. (2020). Indian Folk and Tribal Art B. R. Publisher.

Mishra, R. (2016). Traditional Folk Media in India Practice & Relevance Bharati Prakashan Varanasi.

Panthukala, S. (2021). Traditional Folk Media in India White Falcon Publishing, Punjab.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Apply theory of Advertisingand PR in practice. • Examine creative aspects of Advertising. • Create advertising and PR material for given context.		
Module 1	**Advertising communication**		1
	LOs: Learners will be able to • Analyze the significance of different types of advertising • Evaluate Advertising communication as a field of mass communication.	**Module Contents:** • Examining different types of advertisements. • Comparing communication points in advertising and type of appeals. • Exploring advertisement and brand management relationship	

Module 2	PR Processes	1
	LOs: Learners will be able to • Apply knowledge about PR and Publicity from earlier theory paper. • Create PR and publicity material for an event or institution. • Undertake PR activities for given context.	**Module Contents:** • Examining different types of PR Campaigns- successful as well as failed ones. • Designing PR strategy for college/event/Play performance/ person or SME vendor. • Interviewing PR professionals or attending Press Conference.	
Assignments/ Activities towards CCE		
	• Analyzing different kinds of ads. • Analyzing socially relevant advertisements. • Organizing/ Analyzing PR Activities organized by institutions or companies. • Undertaking live PR group project for local vendor or small enterprise and help them gain success. Also monitor the campaign for its outcomes.	

References

Bowen, S. A., Martin T. R., & Rawlins B. (2010). An Overview of the Public Relations Function. Business Expert Press.

Broom, G. M.&Bey-ling, S. (2012). Cutlip & Center's Effective Public Relations (11th Ed.). Pearson Prentice Hall.

Butterick, K. (2011).Introducing Public Relations: Theory and Practice. SAGE Publications Ltd.

Raney, V. (2018). Introduction to Public Relations (In Mass Media)Himalaya Publishing House.

Thakur, D. (2009). Advertising, Marketing & Sales Management Neha Publishers and Distributers.

Vilanilam, J. V., & Varghese, A. K. (2004). Advertising Basics A Resource Guide for Beginners. SAGE Publications Pvt. Ltd.

20643120   **THEATRE PRODUCTION**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Analyze Theatre as an influencer and reflector of social values. • Examine role of theatre in mass media communication. • Explore the complex blend of personal vision, social-cultural background, ethical values and aesthetic judgment through theatre production. • Discuss the vast and diverse communication means by engaging in theatre practices.		
Module 1	**Elements of theatre**		1
	LOs: Learners will be able to • Explore important elements of Theatre by engaging into theatre practices. • Adapt the process of writing for the theatre production.	**Module Contents:** • Elements of theatre • The Playwright, Plot, Characterization, Thematic values of the play, language, Music and Spectacle which is the total effect of the play and that includes the set design suggested by the playwright. • Critical appreciation of a play	
Module 2	**Theatre Practices**		1
	LOs: Learners will be able to • Explore important elements of Theatre. • Engage in the theatre practices as a group. • Apply theory of theatre into practice as group.	**Module Contents:** • Acting - Basic performance techniques, yoga, physical exercises, martial arts, dance, music and movements. • Voice and speech Culture: Breathing exercises, voice control. Music: Singing and basic rhythm for an actor. • Stage - Stagecraft (Technical theatre) It consists of Costume design, construction of set and maintenance, Light design, Makeup, Production- comprising stage management, production management, show control, house management and company management. Scenery- which includes set construction, scenic painting, soft goods (drapes and stage curtains and properties on the sets) and special effects. Sound, which can include musical underscoring, vocal and instrument mixing as well as theatrical sound effects or live music.	
	Assignments/ Activities towards CCE		
	• Participate in theatre activities under the guidance of director. • Group Reading of plays. • Group production of a play by the class. • Public performance of play/street play or any performative art form.		

References

Campbell, D. (2016). Technical Theatre for Nontechnical People Allworth.

Carver, R. K. (2023). Stagecraft Fundamentals (4th ed.). Focal Press.

Deshpande G P (2015) Modern Indian Drama, an anthology, Sahitya Academy, India.

Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.

Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Boston and New York: Bedford/ St. Martins.

Rangacharya Adya (2011) Introduction to Bharat's Natyasastra, 2nd Edition, Munshiram Manoharlal Publishers, India.

Richmond F, Darius L Swann and P.B. Zarrilli (1993) Indian Theatre: Traditions of Performance, Motilal Banarasidass Publishers, Delhi.

20443121   **SOCIAL MEDIA MARKETING**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Identify key social media platforms and their unique characteristics. • Cognize different types of social media ads and their formats. • Identify and comprehend current trends in social media marketing.		
Module 1	**Introduction to Social Media Marketing**		1
	LOs: Learners will be able to • Identify key social media platforms and their unique characteristics • Comprehend budgeting and resource allocation for social media marketing • Adapt social media development strategies	**Module Contents:** **Introduction to Social Media Marketing** • Importance of social media in modern marketing • Overview of prevailing social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, etc.) • Current trends in social media marketing **Developing a Social Media Strategy** • Setting goals and objectives • Identifying target audiences • Crafting a social media plan • Competitive analysis • Budgeting for social media marketing	

Module 2	**Content Creation and Management**		1
	LOs: Learners will be able to • Explore the best practices for content creation and posting on different platforms • Examine the unique characteristics and user demographics of each major social media platform	**Module Contents:** **Content Creation and Management** • Types of content (text, images, videos, infographics) • Content calendar creation • Storytelling and brand voice • User-generated content • Tools for content creation and management **Social Media Platforms** • Platform-specific strategies for example Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube • Best practices for each platform • Case studies of platform-specific campaigns	
Module 3	**Social Media Advertising**		1
	LOs: Learners will be able to • Critically examine different types of social media ads and their formats • Develop effective targeting strategies to reach specific audiences	**Module Contents:** • Introduction to social media advertising • Ad formats and placements • Targeting and segmentation • Budgeting and bidding strategies • Analyzing ad performance **Analytics and Measurement** • Key performance indicators (KPIs) for social media • Tools for social media analytics (Google Analytics, platform-specific analytics tools)	
Module 4	**Influencer Marketing and Community Management**		1
	LOs: Learners will be able to • Adapt the role and impact of influencer marketing in social media. • Examine current trends in social media marketing.	**Module Contents:** • Identifying and collaborating with influencers • Building and nurturing online communities • Engaging with followers and managing feedback • Crisis management on social media **Social Media Trends and Future Directions** • Emerging trends in social media marketing • The impact of new technologies (AR/VR, AI, etc.)	
Assignments/ Activities towards CCE			
	• Case study analysis of successful social media campaigns • Group projects involving the creation of a detailed social media plan, including goals, audience analysis, competitive analysis, content strategy, and budget. • Practical projects such as creating social media strategies, ad campaigns, and content calendars. • Creating and launching a mock social media ad campaign • Evaluating the success of social media ads • Developing an influencer marketing plan • Research project on emerging social media trends		

- Group presentations on platform-specific strategies and trend analysis.

References

Barker, D. I., & Barker M. (2016). Social Media Marketing: A Strategic Approach (2nd ed.). South-Western College Publishing.

Bartton, S., & Evans D. (2012). Social Media Marketing: An Hour a Day(2nd Ed.). Sybex.

Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age Simon & Schuster. UK.

Kawasaki G. & Fitzpatrick P. (2014). The Art of Social Media: Power Tips for Power Users Panworld Education.

McDonald, J. (2022). Social Media Marketing Workbook Createspace Independent Publishers.

20743100   **INTRODUCTION TO ANIMATION [SEC (Pr.)]**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Comprehend the basic principles of animation. • Create simple animation projects using traditional and digital techniques. • Apply concepts of timing and motion to animated sequences. • Develop short animated projects from concept to completion.		
Module 1	**History and Evolution of Animation**		1
	LOs: Learners will be able to • Examine the origin and development of animation as form of communication. • Recognize the contribution of Pioneers in Animation. • Apply the 12 principles of animation in their projects.	**Module Contents:** • History and Evolution of Animation and graphics • Overview of Animation industry • Significant milestones and pioneers in animation • Types of animation • The 12 principles of animation • Role of Graphics in animation	
Module 2	**Traditional animation techniques**		1
	LOs: Learners will be able to • Develop basic skills in traditional animation • Examine the application of digital animation • Integrate storyboarding into animation workflow	**Module Contents:** • Traditional animation techniques- types, role, scope, importance • An overview of digital animation tools (Use of software like Photoshop, Animate CC) • Storytelling in animation (Storyboarding)	

Assignments/ Activities towards CCE	
	• Scarp book on fonts, types, shapes, graphic innovations. • Discussion and presentation about 12 Principles of animation. • Creation of Flipbook. • Designing communication and Storyboarding.	

References:

Laybourne Kit 1998) The animation Book: A complete guide to animated filmmaking-from flip books to sound cartoons to 3D animation, The three Rivers Press, US.

Meroz Morr (2021) Animation for Beginners- Getting started with animation filmmaking, 2nd Edition, Bloop Animation Studios, New York.

Norling E R (1999) Perspective Made Easy, Dover Publications, USA.

Tony, W. (2017). Animation from Pencils to Pixels: Classical Techniques for the Digital Animator Routledge.

Wells, P.,& Mills L. (2008). Basics Animation: Drawing for Animation, Bloomsbury Publishing India Private Limited.

2.7   Given by University

2.8   VEC (Pr.) Environment Awareness (Given by University)

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

SEMSTER-3
Syllabus Contents

Semester III		
3.1	**Major (Core)**	**Cr.**
Introduction to Graphic Designing		**4**
Course Outcomes: **Learners will be able to:** • Explore the fundamentals of graphic designing and visual communication. • Examine the principles design, typography, color theory and composition. • Apply her learning with industry-standard graphic design software. • Develop creative skills in graphics for branding, advertising and digital media.		
Module 1: Fundamentals of Graphic Design (Theory)		1

LOs: Learners will be able to
• Explore the core principles of graphic design, including balance, contrast, and typography.
• Apply color theory and psychological aspects of color to create effective visual designs.
	Module Contents:
	1. Introduction to Graphic Design
	• History and Evolution
	• Importance and Applications in Various Industries
	2. Principles of Design
	• Balance, Contrast, Alignment, Proximity, Repetition
	• Grid Systems and Composition
	3. Typography
	• Serif vs. Sans-serif Fonts
	• Typeface Pairing and Readability
	• Hierarchy and Spacing
	4. Color Theory & Psychology
	    • Color Models (RGB, CMYK, Pantone)
	    • Color Harmony and Contrast
	    • Emotional Impact of Colors	

Module 2: Design & Branding Concepts (Theory)		1
LOs: Learners will be able to - Develop a strong understanding of branding, logo design, and the importance of visual identity. - Recognize the difference between UI and UX design and apply basic principles in digital media.	**Module Contents:** 1. Visual Identity & Branding - Logo Design Principles - Branding Guidelines and Consistency 2. Advertising & Marketing Design - Social Media Graphics - Print Media (Posters, Flyers, Brochures) 3. User Experience & Interface Design Basics - UI vs. UX - Web and App Design Principles 4. Copyright & Ethics in Design - Intellectual Property Rights - Fair Use and Plagiarism	
Module 3 Practical – Software for Visual Design (Suggested Software)		1
LOs: Learners will be able to - Recognize how to create graphics and edit and modify images. ??? Master Adobe Illustrator tools for designing vector-based graphics, logos, and icons.	**Module Contents:** 1. Photo Editing Tool– Image Editing & Manipulation - Interface & Tools Overview - Layers, Masks, and Blending Modes - Photo Retouching & Color Correction - Creating Posters and Social Media Graphics 2. Adobe Illustrator – Vector Graphics - Interface & Tools Overview - Creating Logos, Icons, and Illustrations - Working with Pen Tool and Shape Builder - Typography Effects and Infographics	
Module 4 Project Work (Using CorelDraw)		1
LOs: Learners will be able to - Explore how to use CorelDRAW to create expert print media designs, such as business cards and brochures. - Build a complete branding kit	**Module Contents:** 1. CorelDraw – Layout & Print Media - Interface & Tools Overview - Creating Brochures, Business Cards, and Banners - Advanced Vector Techniques 2. Final Project & Portfolio Development - Designing a Branding Kit (Logo, Business Card, Social Media Posts) - Print & Digital Project Submission	
Assignments/ Activities towards CCE Following designs will be created by learners using computer: ❖ Logo Design ❖ Business Card ❖ Social Media Graphics ❖ Brochure/Flyer Design ❖ Website/App Wireframe or UI Design ❖ Compile and present a digital portfolio		

References:

Heller, S., & Vienne, V. (2015). Becoming a Graphic Designer: A guide to careers in design (4th ed.), John Wiley & Sons., Hoboken, New Jersey, USA

Lupton, E. (2010). Thinking with type: A critical guide for designers, writers, editors, & students (2nd ed.), Princeton Architectural Press, New York, USA

Lupton, E., & Phillips, J. C. (2015). Graphic design: The new basics (2nd ed), Princeton Architectural Press. New York, USA

Müller, J. (2017). The history of graphic design, volume 1: 1890–1959. Taschen. Germany

Müller, J. (2018). The history of graphic design, volume 2: 1960–today. Taschen.S Germany

3.2 (Major Core)	Semester III	
Multimedia Applications		**2**
Course Outcomes: **Learners will be able to:** 1. Examine role and importance of Multimedia. 2. Apply Multimedia applications for diverse purposes.		
Module 1: Introduction to Digital Communication		1
LOs: Learners will be able to: • Examine suggest areas different types of multimedia applications. • Analyze real-world application of multimedia in industries such as education, entertainment and business.	**Module Contents:** • Definition of Multimedia, its significance and components in various business industries. • Importance of multimedia and its applications. • Elements of multimedia. • Audio, visual, audio-visual applications for business.	
Module 2: Digital software and strategies		2
LOs: Learners will be able to: • Experiment software and tools used for Multimedia applications. • Adapt different file formats used for using Multimedia software. • Apply compression and encoding techniques.	**Module Contents:** • Software and tools that are used for Multimedia applications. • Different file formats that can be exported or imported by multimedia software. • Compression and encoding techniques of multimedia file formats. • Text and graphic in multimedia, Adding sound to multimedia application.	
Module 3: Introduction to Digital Communication		1
LOs: Learners will be able to: • Apply text and graphic in multimedia, Adding sound to multimedia application. • Recognize the concepts of audio and video editing.	**Module Contents:** • Basics of user interface and user experience in multimedia. • Analysis of text and image processing in Multimedia. • Basics of audio and video editing.	
Module 4: Digital Communication Strategies		2
LOs: Learners will be able to • Apply multimedia techniques in web mobile and interactive application. • Enhance the functionality, utility and engagement of modern software application.	**Module Contents:** • After effects, CSS and HTML are learned in this module. • Development of a multimedia project.	
Assignments/ Activities towards CCE Following projects can be made by students: • Will design website of their choice • Make a project based on Text Animation/Typography		

References:
Chapman, N. & Chapman, J. (2009). Digital Multimedia (3rd Ed.). United Kingdom
Li Z. L. & Drew M.S (2014). Fundamentals of Multimedia, (2nd Ed.). United States
Parekh, R. (2013). Principles of Multimedia, (2nd Ed.) India
Vaughan, T. (2014). Multimedia: Making It Work (9th Ed.). McGraw Hill Education. United
   States

Major (Core)	Semester III	
3.3	**Basics of Art and Drawing**	**4**
	Course Outcomes: **Learners will be able to:** • Execute concepts for creating drawings using varied techniques. • Apply advanced concepts in color theory and integrate color into their draw • Recognise the basic principles of light and shadow. • Practise basic art concepts, develop technical skills in drawing, and lea express their creativity through visual mediums.	
Module 1	**Introduction to Art and Drawing**	1
	LOs: Learners will be able to • Apply different art forms and the role of drawing in visual art. • Develop familiarity with basic materials and tools used in drawing. • Explore the concept of proportion and spatial relationships.	**Module Contents:** ● Overview of various art forms (painting, sculpture, etc.). ● The importance of drawing in art. ● Introduction to drawing tools: pencils, erasers, charcoal, markers, paper, etc. ● Basic drawing techniques: shading, contour lines, hatching. **Basic Shapes and Forms** ● Drawing basic shapes: circles, squares, triangles, and rectangles. ● Drawing 3D forms: cubes, spheres, cylinders, cones. ● Introduction to perspective.	
Module 2	**Elements of Design**	1
	LOs: Learners will be able to • Comprehend how light and shadow affect objects and how to represent them in drawing. • Explore the concept of tonal values and shading techniques. • Examine the importance of accuracy and observation in drawing.	**Module Contents:** **Perspective and Spatial Depth** • One, two, and three-point perspective for drawing architecture and complex scenes • Atmospheric perspective to create depth in landscape drawings • Using vanishing points to create realistic urban and natural environments **Light, Shadow, and Value** • The role of light and shadow in drawing. • Techniques for shading (hatching, cross-hatching, blending).	

Module 3	Drawing & Colours		1
	LOs: Learners will be able to ● Apply the fundamental principles of affiliate marketing and how it works. ● Practise colours mix to create a colour palette.	**Module Contents:** **Drawing from Observation** ● Drawing from life: still life, objects, simple scenes. ● Proportions and accuracy in observational drawing. Techniques for capturing texture and detail. **Colour Theory** ● Primary, secondary, and tertiary colours. ● Colour harmony and contrast. ● The emotional impact of colour in art.	
Module 4	Project		1
	LOs: Learners will be able to ● Consolidate all skills learned throughout the course and create a final drawing or series of works that demonstrate artistic growth.	**Module Contents:** ● Preparation for the final project: conceptualizing and executing the artwork ● Focus on applying perspective, proportions, shading, and composition to create a cohesive piece. ● Optional: Add color to enhance the final drawing.	
Assignments/ Activities towards CCE			
	Assignments/ Activities towards CCE Following projects can be made by students: • Project based on advanced shading techniques with charcoal and graphite to create dramatic effects. • Project based on perspective exercises such as interior spaces, streets, and urban scenes. • Visit local museums and galleries for inspiration and to study classical and modern works. • Project using colored oil pastels. • Project that integrates various techniques learned throughout the course (e.g., a charcoal drawing, colored work, pastel art, urban scenes, etc)..	

References:

Edwards, B. (2012). The New Drawing on The Right Side Of The Brain. Tarcher Perigee Penguin Group, United States.

Foster, W. (2005). The Art Of Basic Drawing. Walter Foster Publications, United States.

Gurney, J. (2010). Color & Light: A Guide for The Realist Painter. Andrews McMeel Publishing, United States.

Robertson, S. (2013). How To Draw: Drawing & Sketching Objects & Environments From Your Imagination. Watson-Guptill, United States.

Watson Garcia, C. (2003). Drawing For The Absolute & Utter Beginner. Watson-Guptill, United States.

Wilhite, A. (2002, revised 2011). The Elements of Graphic Design. Allworth Press, United States.

Winslow, V. L. (2016). The Art of Drawing: An Introduction To The Elements & Principles. Dover Publications, United States.

Minor	Semester III	2
3.4	History of Indian Media	
Course Outcomes:	Learners will be able to: • Analyze the historical development of media in India, identifying key milestones in the evolution of various media forms. • Evaluate the socio-political and cultural impact of media in shaping Indian society from the colonial era to the present. • Examine the contemporary challenges and opportunities for Indian media in the digital era, including the role of social media and new technologies	
Module 1	Historical Foundations of Indian Media	1
	LOs: Learners will be able to • Identify the evolution of traditional communication forms and the introduction of print media. • Assess the role of the press and media in India's independence movement and its significance in shaping national identity. • Analyze the early development of broadcast media in India, especially the rise of radio (All India Radio) and its influence on public opinion.	**Module Contents:** **Introduction to Indian Media History** • Overview of Indian media and its evolution • Early communication systems: Oral traditions, folk media, and indigenous communication methods **Media and Nationalism** • Major newspapers and figures in the independence movement **The Rise of Radio and Early Broadcast Media** • Introduction of All India Radio (AIR) and its role in post-independence India • Radio's impact on public opinion and its role in shaping national identity	
Module 2	The Evolution of Modern Indian Media	1
	LOs: Learners will be able to • Analyze the impact of the digital revolution • Evaluate the role of social media platforms in India, • Analyze trends in the Indian media landscape	**Module Contents:** **The Digital Revolution** • Evolution of Television • The rise of Private channels • The impact of the internet on media in India: News websites, blogs, and online content platforms **Social Media and its Impact on Indian Society** • Social media's role in changing communication and information dissemination • The growth of platforms like Facebook, Twitter, Instagram, and YouTube **Future of Indian Media** • The potential of mobile platforms, OTT services, and future trends in Indian media	

		• Challenges and opportunities for media in the globalized digital world	
Assignments/ Activities towards CCE			
	Students can make followings assignments: • A project on History of Indian Media • Case Study on Indian Radio/Television • Visit and report of a media house		

References:

Athique Adrian (2012) Indian Media- Global Approaches, Polity, UK.

Bhargava, R. (2001). Media and Society in India. Sage Publications, India.

Joshi, K. R. (2003). Indian Media: A Global Approach. Atlantic Publishers, India.

Kumar Gulshan (2025) Digital Media in a streaming age: The rise of OTT, Podcasting, and Vlogging, Vol-1, Selfypage Developers Pvt. Ltd., Karnataka.

Kumar, K. (2004). The Mass Media: An Introduction (3rd ed.)., Vikas Publishing House, India.

Mehta, P. B. (2006). The Media and Political Change in India. Sage Publications, India.

Thussu, D. K. (2007). News as Entertainment: The Rise of Global Infotainment. Sage Publications, United kingdom.

Sreedharan, E. (2007). India's Media: From the British to the Digital Age. Macmillan India, India.

Sood, S. K. (2001). The Press and the National Movement In India (1st ed.). Allied Publishers, India.

Minor 3.5	**Public speaking (Practical)**		**2**
Course Outcomes:	**Learners will be able to:** • Develop effective communication skills for public speaking. • Create effective presentation and engaging the audience. • Inculcate proper body language and non-verbal communication. • Adapt their presentation style to different audiences and environments.		
Module 1	**Introduction Public Speaking**		1
	LOs: Learners will be able to • Examine the basic elements and importance of Public Speaking. • Acquire the skills required for Public speaking.	**Module Contents:** • Introduction to Public Speaking • Body Language and Non-Verbal Communication • Advanced Public Speaking Techniques • Presentation Skills	
Module 2	**Presentation**		1
	LOs: Learners will be able to • Explore the basic elements and Importance of Presentation • Acquire the skills of required for Presentation	**Module Contents:** • Introduction to Presentation Skills • Planning and Structuring Your Presentation • Creating Effective Visual Aids • Handling Q&A and Audience Interactions	
Assignments/ Activities towards CCE Following assignments can be submitted by the students. • Prepare and deliver a 3- Minute speech on any topic of their own choice. • Design and deliver Presentation			

References:

Kadam, V. (2022). Encounter the Fear of Public Speaking: A Self-help Book to Master Communication skills. Notion Press. India

Kakkar Mehra, S. (2020). Business Etiquette: A guide for the Indian Professional. HarperCollins India.

Puranik, M. (2019). The Art of Public Speaking. Diamond Pocket Books. India

Patil, S. (2021). Handbook on Public Speaking, Presentation & Communication Skills. Evincepub Publishing. India

3.6 Modern Indian Languages

3.7	Media Entrepreneurship	2
Course Outcomes:	**Learners will be able to:** • Examine media entrepreneurship and identify business opportunities. • Analyze monetization models and revenue strategies in media. • Build a personal brand and engage audiences using digital tools • Apply SEO, social media and content marketing for business growth. • Develop and pitch a media startup business plan effectively.	
Module-1	**Media Entrepreneurship Avenues**	
	LOs: Learners will be able to: • Explore the concept of media entrepreneurship and its role in the industry. • Identify different types of media startups and emerging opportunities.	**Module Contents:** • Definition & scope of media entrepreneurship. • Evolution of the media business landscape. • Case studies of successful media entrepreneurs. • Identifying market gaps and business opportunities. • Personal branding & storytelling in media business.	
Module 2	**Social media branding**	
	LOs: Learners will be able to • Develop a personal brand and use digital tools for audience engagement. • Apply SEO, social media strategies and content marketing for business growth. • Develop a business pitch for a media startup.	**Module Contents:** • Personal branding on social media Social media & influencer marketing. • Digital tools for audience engagement & analytics. • Creating viral & engaging media content. • Steps to develop a media business plan. • Creating a compelling pitch deck.	
Assignments/ Activities towards CCE • Case Studies: Analyzing successful and failed media startups. • Business Idea Development: Students propose a new media startup. • Live Projects: Content monetization or branding exercises. • Pitch Presentation: Final project on media business strategy.			

References:

Briggs, M. (2012). Entrepreneurial Journalism: How to Build What's Next for News. CQ Press. United States.

Chadwick, A. (2017). The Hybrid Media System: Politics and Power (2nd ed.). Oxford University Press. United Kingdom.

McDonald, J. (2021). Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing. United States.

Pulizzi, J. (2015). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw Hill. United States.

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. United States.

Socolow, M. J. (2018). Media Entrepreneurship: The Art of the Start. Routledge. United States.

Ulin, J. C. (2019). The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World (3rd ed.). Taylor & Francis. United States.

BA (Mass Communication- Animation)
SEMSTER-4
Syllabus Contents

Major (core)	**Semester IV**	
4.1	**Introduction to Visual Design**	**4**
	Course Outcomes: **Learners will be able to:** • Explore the relationship between visual aesthetics and functionality in different design mediums. • Recognize color theory, including color models (RGB, CMYK) and color properties (hue, saturation, value). • Understand how to use elements and principles to create compositions. • Explore how to develop basic drawing, painting, and sculpting skills. • Explore the fundamentals of UI/UX design. • Understand the design tools	
Module 1	**Visual Design**	1
	LOs: Learners will be able to • Explore the role of visual design in communication. • Examine the fundamental elements and principles of design. • Develop an in-depth understanding of design principles.	**Module Contents:** ● Definition and Importance of Visual Design, Importance of visual communication in daily life and industries ● Elements of Design (Line, Shape, Texture, Space, etc.) ● Principles of Design (Balance, Contrast, Alignment, Repetition, Proximity) **Principles & Theories of Visual Design** ● Advanced Gestalt Principles & Design Psychology ● Composition, Hierarchy, and Visual Flow ● The Science of Perception & Cognition in Design ● Contemporary Design Trends & Critical Analysis	
Module 2	**Typography & Layout Design**	1
	LOs: Learners will be able to • Explore selection and application of suitable typography for different designs. • Explore how colors influence perception and emotions.	**Module Contents:** ● Typefaces and Font Categories ● Readability and Hierarchy in Text ● Grid Systems and Composition ● White Space and Visual Flow **Color Theory & Application** ● Basics of Color (Hue, Saturation, Value)	

			Color Schemes (Complementary, Analogous, Triadic) • Psychological Impact of Colors • Color in Branding and UI	
Module 3	**Branding & Visual Identity**			1
	LOs: Learners will be able to • Understand the importance of consistency in branding. • Apply 3D composition and spatial design.	**Module Contents:** • Logo Design Principles • Creating Brand Guidelines • Case Studies of Successful Branding • Application of Branding Across Platforms **Sculpture & 3D Art** • Basics of Clay Modeling & Carving • Relief vs. Freestanding Sculptures • Mixed Media & Inst		
Module 4	**Digital Tools & Software**			1
	LOs: Learners will be able to • Explore how to use digital tools to produce basic design projects.	**Module Contents:** • Introduction to digital tools • Raster vs. Vector Graphics • Layers, Masks, and Effects • Prototyping for UI/UX		
Assignments/ Activities towards CCE				
	Students will be given the following projects: • Create a basic visual composition • Color & Typography Exercises: Experimenting with color combinations and fonts. • Create multiple logo designs for a new or existing brand, incorporating key elements of the brand's identity • Create simple forms and understand the basic manipulation of clay. • Create a project using colored oil pastels. • Complete a final project that integrates various techniques learned throughout the course (e.g., a charcoal drawing, colored work, pastel art, urban scenes, etc.) • Create portfolio-ready design projects.			

References:
Albers, J. (2013). Interaction Of Colour (50th anniversary edition), Yale University Press, United States
Lidwell, W., Holden, K., & Butler, J. (2010). Universal Principles Of Design, Rockport Publishers, United States.
Narayan, R., & Banerjee, A. (2016). Typography In Indian Graphic Design, SAGE Publications, India.
Rajuraman, S. (2020). Basic Design 01: Format & Layout. In G. Ambrose & P. Harris with Indian Context Adaption. Indian Edition, Bloomsbury India.
White, A. W. (2021). The Elements Of Graphic Design (2nd ed.), Allworth Press, United States

Major Core	Semester IV	
4.2	**Evolution of Digital Communication**	**4**
Course Outcomes:	**Learners will be able to:** • Examine the historical evolution of digital communication. • Analyze the key technologies and their impact on communication systems. • Explore various digital communication protocols and networks. • Examine emerging trends in digital communication.	
Module 1	**Digital Communication Evolution**	1
	LOs: Learners will be able to • Explore the historical development of communication systems • Differentiate between analog and digital communication • Analyze the advantages of digital transmission. • Identify major milestones in the evolution of communication technologies.	• History of Communication: From smoke signals to telegraph and telephone. • Transition to Digital Communication: Analog vs. Digital signals, key differences. • Milestones in Digital Communication: Development of radio, television, and early computing networks. • Fundamentals of Digital Transmission: Binary data, encoding, and modulation techniques.
Module 2	**Key Technologies in Digital Communication**	1
	• Analyze the impact of satellite and fibre optic communication • Describe the evolution of the internet • Examine technical advancement in mobile communication • Evaluate the role of encryption and data security in modern digital communication.	• Satellite and Fibre Optic Communication: How they transformed global connectivity. • The Internet Revolution: ARPANET, TCP/IP, and the rise of the World Wide Web. • Mobile Communication Systems: Evolution from 1G to 5G networks. • Digital Broadcasting and Streaming: TV, radio, and online content platforms. • Encryption and Data Security: Role of cryptography in secure communication.
Module 3	**Digital Communication Protocols and Networks**	1
	LOs: Learners will be able to • Explain the concepts related to digital data transmission. • Compare different wireless communication protocols	• Digital Switching and Multiplexing: Circuit vs. packet switching, TDM, FDM. • Wireless Communication Protocols: Wi-Fi, Bluetooth, LTE, 5G.

		• Internet Communication Protocols: HTTP, FTP, SMTP, VoIP, DNS. • Cloud Computing and IoT: Impact on communication and networking.	
Module 4	**Emerging Trends and Future of Digital Communication**		1
	LOs: Learners will be able to • Examine the role of AI and machine learning in optimizing communication networks. • Explain the fundamentals of quantum communication • Evaluate the technological advancements leading to 6G and beyond.	• AI and Machine Learning in Communication: Smart networks, automated responses. • Quantum Communication: Basics and potential future applications. • 6G and Beyond: What to expect in the next generation of communication. • Digital Ethics and Privacy: Data protection laws, cybersecurity challenges. • Impact of Digital Communication on Society: Social media, misinformation, and connectivity.	
Assignments/ Activities towards CCE			
	Students will be given the following projects: • Project on any phase of Evolution of Digital Communication. • Project based on applications of AI in any industry		

References:

Haykin, S. (2001). Communication Systems (4th ed.). Wiley. United States.

McDaniel, P., & Savas, D. (2017). Blockchain Technology And Applications. Wiley. United Kingdom.

Proakis, J. G., & Salehi, M. (2008). Digital Communication (5th ed.). McGraw-Hill, United States.

Major (Core)	**Semester IV**		
4.3	**Advanced Graphic Designing**		**4**
	Course Outcomes: **Learners will be able to:** • Apply advanced graphic design theories and visual communication strategies to create impactful design solutions. • Conceptualize and execute strategic brand identity systems and integrated marketing designs that adhere to industry standards. • Demonstrate mastery over professional design software, producing high-quality visual content for diverse platforms. • Develop comprehensive branding packages • Professional portfolios suitable for real-world clients		
Module 1	**Advanced Graphic Design Theory & Visual Communication**		1

	LOs: Learners will be able to
	
	• Understand significance of graphic design
	• Apply design thinking methodologies
		Module Contents:
		1. Evolution of Graphic Design
		   • Design Movements (Bauhaus, Minimalism, Swiss Design, etc.)
		   • Impact of Technology on Design	

		• Future Trends in Graphic Design (AI, Interactive Design)
		2. Design Thinking & Visual Strategy
		    • Understanding the Design Process (Research, Ideation, Prototyping)
		    • Storytelling through Visuals
		    • Target Audience Analysis
		3. Advanced Design Principles
		    • Visual Flow and Hierarchy
		    • Negative Space Utilization
		    • Modular Grids and Responsive Layouts
		4. Advanced Color and Typography
		    • Psychology of Branding Colors
		    • Experimental Typography
		    • Variable Fonts and Web Typography	

Module 2	**Branding, Identity Systems & Marketing Design (Theory)**		1

	LOs: Learners will be able to
	
	• Design a comprehensive brand identity systems, including logos, icon sets, and style guides
	• Create integrated marketing campaigns
	• Employ user-centered design strategies
		Module Contents:
		1. Strategic Brand Development
		    • Building Brand Identity Systems
		    • Logo Design Systems (Primary, Secondary, Icon Variants)
		    • Brand Voice and Visual Style Guides
		
		2. Integrated Marketing Design
		    • Campaign Design for Multi-Platform Media
		    • Motion Graphics in Marketing
		    • Interactive Advertising Design
		
		3. User-Centered Design (UCD)
		    • Designing for Accessibility
		    • Responsive Visual Design for Web and Mobile
		    • Micro-interactions in UI	

Module 3	**Practical – Adobe Creative Suite Software: Adobe Photoshop & Adobe Illustrator**		1

	LOs: Learners will be able to
	
	• Produce advanced photo manipulations, digital paintings, and high-fidelity mockups
	• Create complex vector-based graphics, logos, data visualizations, and 3D illustrations using Adobe Illustrator.
		Module Contents:
		1. Photoshop (Professional Level):
		    • High-End Image Compositing
		    • Cinematic Photo Manipulation
		    • Digital Painting Techniques
		    • Advanced Mockups and Prototyping
		
		2. Illustrator (Professional Level):
		    • Complex Logo Systems and Iconography
		    • Data Visualization and Infographic Design
		    • Perspective Drawing and 3D Vector Art	

		• Packaging Mockups and Die-cut Design	
Module 4	**CorelDRAW & Canva Project Software: CorelDRAW**		1
	LOs: Learners will be able to • Apply advanced CorelDRAW techniques • Design a complete brand launch package, including logos, stationery, social media assets, and event materials. • Compile a professional design portfolio	**Module Contents:** 1. CorelDRAW Advanced Layout Design: • Large Format Printing (Banners, Hoardings, Vehicle Wraps) • Advanced Mesh Fill and Blending Techniques • Product Package • Logo Suite • Print Collateral (Business Cards, Letterheads) • Social Media Content Series • Event Poster/Flyer 2. Portfolio Compilation: • Digital Portfolio (Behance/Dribbble Ready) • Print Portfolio (PDF/Booklet Format) • Presentation and Defense of Concept	
Assignments/ Activities towards CCE			
	Students will be given the following projects: • Case study on Design Movements • Marketing Campaign Design • Making of Portfolio using different software		

References:

Lupton, E. (2014). Graphic Design: The New Basics (2nd ed.), Princeton Architectural Press, United States.

Samara, T. (2017). Designing For Screen: Graphic Design And Digital Media In The 21st Century. Rockport Publishers, United States.

Wheeler, A. (2017). Designing Brand Identity: An Essential Guide For The Whole Branding Team (5th ed.). Wiley, United States.

4.4	**Introduction to AI**		
Course Outcomes:	**Learners will be able to:** • Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. • Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. • Identify key issues and analyze complex problems related to AI and HCI. • Examine issues related to AI and HCI.		
Module 1	**Introduction to Artificial Intelligence**		1
	LOs: Learners will be able to • Examine the concept of Artificial Intelligence (AI). • Recognize various AI applications. • Analyze the role and impact of AI in society. • Develop critical thinking and problem-solving skills.	**Module Contents:** • Definition, history, and scope of AI • Types of AI: narrow or weak AI, general or strong AI, and superintelligence • AI applications: expert systems, natural language processing, computer vision, and robotics	

Module 2	**Human-Computer Interaction (HCI)**		1
	LOs: Learners will be able to • Examine the interactive systems using HCI principles and methods. • Evaluate the impact of technology on humans and society. • Communicate HCI concepts and designs effectively to stakeholders. • Apply HCI principles to real-world problems	• Introduction to HCI: human-centered design, user experience, and usability • Human factors: cognitive psychology, perception, and attention • Interaction design: input devices, output devices, and interaction techniques	
Assignments/ Activities towards CCE			
	Students will be given the following projects: • AI Case Study Presentation • Project on HCI Design • Projects based on 'Impacts of AI'		

References:

Dix, A., Finlay, J., Abowd, G. D., & Beale, R. (2004). Human-Computer Interaction (3rd ed.). Pearson. United Kingdom.

Goyal, S. K. (2015). Human-Computer Interaction. Tata McGraw-Hill. India.

Gupta, R. K. (2012). Artificial Intelligence. Tata McGraw-Hill. India.

Iyengar, S. S. (2011). Artificial Intelligence and Robotics. New Age International. India.

Jackson, P. C. (1985). Introduction to Artificial Intelligence. Dover Publications. United States.

Khemani, D. (2013). Artificial intelligence. Oxford University Press. India.

Russell, S., & Norvig, P. (2020). Artificial Intelligence: A Modern Approach (4th ed.). Pearson. United States.

Sharma, R. K. (2018). Human-Computer Interaction. Oxford University Press. India.

Tidwell, J. (2010). Designing Interfaces (2nd ed.). O'Reilly Media. United States.

	Semester IV		2
4.5	**Podcasting**		
Course Outcomes:	**Learners will be able to:** • Examine the role and impact of podcasting in the digital media landscape. • Develop skills in conceptualizing, scripting, recording, and editing podcasts. • Evaluate the different podcast formats and distribution strategies. • Apply ethical and legal considerations in podcast production. • Create a podcast episode with a strategic audience engagement plan.		
Module 1	**Introduction to Podcasting & Production Techniques**		1
	LOs: Learners will be able to • Explore the history and evolution of podcasting. • Identify different podcast formats (narrative, interview, panel discussion, etc.). • Adapt the fundamentals of audio storytelling	**Module Contents:** • History and Evolution of Podcasting • Understanding Podcast Formats and Genres • Basic Audio Equipment and Recording Techniques • Introduction to Editing Software	

	• Conduct experiments with recording equipment through hands-on experience		
Module 2	**Podcast Production**		1
	LOs: Learners will be able to • Apply strategies for audience engagement and distribution. • Evaluate the ethical and legal considerations in podcasting. • Adapt branding, monetization, and promotional techniques.	**Module Contents:** • Copyright, Fair Use, and Ethical Podcasting Practices • Hosting and Distributing Podcasts (RSS Feeds, Podcast Platforms) • Branding and Audience Engagement Strategies • Social Media Promotion and Podcast Marketing	
Assignments/ Activities towards CCE			
	• Podcast Review**:** Analyze an existing podcast episode, evaluating its format, production quality, and storytelling techniques. • Mini Audio Exercise: Record a 2-minute introduction of yourself using proper mic technique and edit it with background music. • Scriptwriting Task: Develop a script outline for a short 5-minute podcast segment.		

References:

Bottomley, A. J. (2020). Sound Streams: A Cultural History of Radio-Internet Convergence. University of Michigan Press, United States.

Llinares, D., Fox, N., & Berry, R. (2018). Introduction: Podcasting and Podcasts—Parameters Of A New Aural Culture. In Springer , Switzerland.

McHugh, S. (2016). How Podcasting Is Changing The Audio Storytelling Genre. Radio Journal International Studies In Broadcast & Audio Media, 14(1), United Kingdom.

Spinelli, M., & Dann, L. (2019). Podcasting: The Audio Media Revolution. Bloomsbury Publishing USA, United States.

Students look/hear/watch various podcasts as a part of this course.

4.6   Modern Indian Languages

4.7   Community Engagement Program

B.A. (Mass Communication- Journalism)
Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext
Semester- I						
SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
10143101	Fundamentals of Mass Communication & Journalism –I	S1	2	50	50	0
10143102	Introduction to Advertising	S2	2	50	50	0
10143103	Introduction to Folk Art-I	S3	2	50	50	0
10443111	Introduction to Digital Media	**OEC**	4	100	50	50
10643101	Introduction to Photography (Pr.)	VSC	2	50	50	0
10743121	Fundamentals of Computers (Pr.)	SEC	2	50	0	50
	Modern Indian Languages	AEC	2	50	0	50
	University basket	IKS	2	50	0	50
	Constitution of India	VEC	2	50	0	50
	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts / University will give	CC	2	50	50	0
			22	550	300	250
Semester II						
20143111	Fundamentals of Mass Communication & Journalism –II	S1	2	50	0	50
20143112	Introduction to Marketing	S2	2	50	0	50
20143113	Introduction to Folk Art – II	S3	2	50	0	50
20643101	Advertising & PR (Pr.)	VSC	2	50	50	0
20643102	Theatre Production (Pr.)	VSC	2	50	50	0
20443111	Social Media Marketing	OEC	4	100	50	50
20743101	Introduction to Animation	SEC	2	50	50	0
	Modern Indian Languages	AEC	2	50	0	50
	Environment Awareness	VEC (Pr.)	2	50	0	50
	<mark>Given by University</mark>	CC	2	50	50	0
			22	550	250	**300**

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

B.A. (Mass Communication- Journalism)

Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext
Semester III						
30143211	Introduction to Print Media	Major (Core)	4	100	50	50
30143212	Broadcast Media- Radio and Television	Major (Core)	4	100	50	50
30143213	Film communication	Major (Core)	4	100	50	50
30343111	History of Indian Media	Minor Stream	2	50	0	50
30443121	Public Speaking (Common) (Pr.)	OEC	2	50	0	50
	Modern Indian Languages <mark>Given by University</mark>	AEC	2	50	0	50
31343201	Media Entrepreneurship	FP	2	50	50	0
	<mark>Given by University</mark>	CC	2	50	50	0
End of Semester III			**22**	**550**	**250**	**300**
Semester IV						
40143211	Introduction to Reporting	Major (Core)	4	100	50	50
40143212	Evolution of Digital Communication	Major (Core)	4	100	50	50
40143213	Writing for Media	Minor (Core)	4	100	50	50
40443111	Introduction to AI	OEC	2	50	0	50
40743101	Podcasting	SEC	2	50	50	0
	Modern Indian Languages	AEC	2	50	0	50
41543201	Community Engagement Program	CE	2	50	50	0
	<mark>Given by University</mark>	CC	2	50	50	0
End of Semester IV		**22**	**550**	**250**	**300**	**250**
UG Diploma in Mass Communication & Journalism		**88**	**2200**		**550**	**550**

(Mass Communication- Journalism)
Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Internals	Externals
**(Mass Communication& Journalism)** **Semester V**					
5.15	Media Laws and Regulations	Major (Core)	4	100	50	50
5.16	Journalism for Social Change	Major Core)	4	100	50	50
5.17	Indian Regional Journalism	IKS (Major specific)	2	50	0	50
5.18	News Writing and Editing	Major (Elective)	4	100	50	50
5.19	Niche Journalism	Minor Stream	4	100	50	50
5.20	Anchoring and Reporting (Pr.)	VSC	2	50	50	0
5.21	Community Engagement Program (Pr.)	CEP	2	50	50	0
			22	**550**	**300**	**250**
**Semester VI**					
6.13	Development Journalism	Major (Core)	4	100	50	50
6.14	News Media Organization	Major (Core)	4	100	50	50
6.15	Journalistic Ethics	Major (Core)	2	50	0	50
6.16	Citizen Journalism	Major (Elective)	4	100	50	50
6.17	Political Communication	Minor Stream	4	100	50	50
6.18	Internship	OJT	4	100	50	50
BA (Mass Communication & Journalism)			**22**	**550**	**250**	**300**
			132	**3300**		

Exit with Degree BA (Mass Communication - Journalism)

10143111   **FUNDAMENTALS OF MASS COMMUNICATION & JOURNALISM-I**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Fundamentals of Mass Communication & Journalism - I		**2**
	Course Outcomes: **Learners will be able to:** • Adapt conceptual difference in communication and mass communication. • Explore different types of media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt conceptual difference in communication and mass communication. • Explore nuances of communication as subject of study. • Apply different models of communication in process of communication.	**Module Contents:** • Meaning and definition of Communication, Mass communication. • Elements of communication- sender, message, channel, receiver, noise, feedback • Scope of Communication: Intra Personal, Communication, Interpersonal Communication, Group Communication, Mass Communication • Forms of communication- print, film, Electronic, Satellite, Digital. • Function and Barriers of Communication and Mass Communication. • Models of Communication/Mass Communication: Two step flow, Spiral of Silence, Gerber's Model, Sociological Model, Gate keeping Model, Defleur's Model of the Taste differentiated Audience Model, Hub Model, Sadharanikaran	
Module 2			1
	LOs: Learners will be able to • Examine evolution and history of human communication. • Explore how technology has transformed human communication. • Recognize different types of media communication. • Compare the differences in medium and its communication.	**Module Contents:** • From oral to spoken to performance communication (Kirtan, Davandi, Powada, Nagara) • From Electric to Electronic communication to Digital communication • Contemporary scene in Indian mass communication landscape. • Need and Importance of technology for Mass Communication. • Print Media: Books, Newspapers, magazines, Journals, posters, leaflets,	

		folders, handbills, etc. • Broadcast/Electronic Media: Television and radio • Films • Internet • Elements and features of Digital media • Social Media	
Assignments/ Activities towards CCE			
		• Class activities to recognize how communication is interplay of different factors. • Individual assignments or Group presentations on history and evolution of communication medium.	

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

10143110   **Introduction to Advertising**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Compare concepts, definitions, and roles of advertising in the marketing mix. • Evaluate theories and models of advertising and consumer behavior. • Analyze real-world advertising strategies and campaigns. • Adapt different media channels and the process of media planning and selection in advertising. • Examine the ethical, social, and cultural issues related to advertising practices.		
Module 1	**Importance & Scope of Advertising**		1
	LOs: Learners will be able to • Examine the meaning and nature of advertising. • Explorerole of advertising in human society. • Categorize concepts associated with advertising.	**Module Contents:** • Evolution of advertising • Elements of Advertising • Meaning, Nature,Characteristics,Importance and scope of Advertising • Difference between Marketing, Advertising, Promotion, Sales, Public Relations, Propaganda • Elements of Advertising: Concept, Design, Illustration, audio-visual elements, photography, presentation, creative	

Module 2	Functions & Nature of Advertising		1
	LOs: Learners will be able to • Identify the key feature of advertising. • Examine scope and models of advertising. • Compare different types of advertising across media vehicles.	**Module Contents:** • Functions and nature of advertising • Scope of Advertising-Local, Regional, National and International • Types of advertisements in print, radio, films, television, internet • Models of Advertising- DAGMAR, AIDA, DRIP, ATRN	
Assignments/ Activities towards CCE			
	• Group discussion on role of advertising in society. • Advertisement analysis assignment. • Maintaining Scrap book with different types of print advertisements.		

References

Bovee, C. L . (2012). Advertising excellence, McGraw Hill Inc., New York. Education. New Delhi.

George, E.B., Michael A.B., & Purani K. (2022). Advertising and promotion (12th ed.). McGrawHill.

Lane, W.R., King. K.W., & Russell J.T., (2008). Kleppner's Advertising Procedure (16th ed) Pearson.

Well, W. D., Moriarty S., Mitchell N. & Wood C. (2021). Advertising and IMC: Principles and Practice Pearson.

10343111 **Introduction to Folk Art – I**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Introduction to Folk Art – I		**2**
	Course Outcomes: **Learners will be able to:** • Analyze role of live performance in multimedia environment. • Examine different Genres of Folk Art. • Practice different forms and types of folk media.		
Module 1			1
	LOs: Learners will be able to • Examine significance of folk art in societies. • Explore the role of live performance in multimedia environment.	**Module Contents:** • Origin and evolution of folk arts: From primitive Religious rituals usually connected with spring and the seasonal cycle • Evolution of Indian Theatre, Concept of folk-traditional media, • Characteristics, advantages, role and nature, • Role of folk art in the context of past: information, education,	

		entertainment, value formation, cultural transmission, Present day nature of folk media- examining folk media presence in mass media, status of folk artists	
Module 2			1
	LOs: Learners will be able to • Adapt the techniques of folk media and theatre. • Explore the different Genres of theatre.	**Module Contents:** • Emotions - 9 Rasas, Schools of theatre/acting, Mimetic, Voice and speech modulation, Music movements and visual compositions. • Sound and its role in performances. • Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre, pantomime, political theatre(Street Theatre). Theatre for social change/development, tragedy, tragicomedy, puppetry.	
Assignments/ Activities towards CCE			
	❖ Take part in theatre workshop and/or voice culture sessions. ❖ Visiting folk/live performances and interviewing folk performers. ❖ Visiting or reading about experiments or usage of folk media in popular culture.	

10443111   **INTRODUCTION TO DIGITAL MEDIA (OEC)**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**4**
	Course Outcomes: **Learners will be able to:** • Acknowledgebasic concepts and theories in digital media studies. • Explore multimedia production techniques for combining text, images, audio, and video in digital content. • Examine the unique characteristics and user demographics of each major social media platform.		
Module 1	**Introduction to Digital Media**		1
	LOs: Learners will be able to • Examine the history and evolution of Digital media. • Study foundational concepts and theories in digital media studies.	**Module Contents:** • Overview of digital media: definition, characteristics, and evolution • Advantages and disadvantages of Digital Media • The differences between Digital media and traditional media, and nature of communication. • The role of digital media in contemporary society	

			Forms and types of digital media production and consumption	
Module 2	**Social Media**			1
	LOs: Learners will be able to • Analyze multimedia production techniques for combining text, images, audio, and video in digital content. • Compare variety of digital media creation tools and software. • Explore the unique characteristics and user demographics of each major social media platform.	**Module Contents:** • Overview of Social Media Platforms (e.g.Facebook, Twitter, Instagram, etc.) • Text & Visual Processing through Digital Software (e.g., Photoshop, Illustrator, Premiere Pro) • Basics of Digital Content Creation (text, image, audio, video) • Introduction to Web Development and Design (HTML, CSS, JavaScript) • The Role of Social Media in Communication and Society		
Module 3	**Digital content creation**			1
	LOs: Learners will be able to • Adapt practical skills in digital media creation and communication. • Adapttools for social media management	**Module Contents:** **Digital content creation** • Web Development: sign and Development • Creating a basic web page • Social Media Content Creation • Strategies for creating engaging social media content • Tools for social media management (e.g., Hootsuite, Buffer)		
Module 4	**Legal and Ethical Considerations**			1
	LOs: Learners will be able to • Explore ethical and legal issues in digital media, such as copyright, privacy, and online harassment. • Apply fair use practices for digital media. • Recognize implications of IPR.	**Module Contents:** • Legal Aspects related to Digital Media content creation through case studies • Copyright, Fair use, Digital rights, Intellectual Property Rights • Ethical issues in digital media creation and consumption • Cyber security • Cyber violence		
Assignments/ Activities towards CCE				
	• Editing and producing short video content for digital platforms. • Case study analysis of successful social media campaigns. • Using Digital media tools, software to produce text, image, audio, and video content for different platforms and audiences. • Group Presentation about different social media platforms and their features.			

Reference:

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

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

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

Messaris, P., & Lee, H. (2006). Digital media: Transformations in human
    communication. (4th ed.). McGraw-Hill.
Noah, W. F. & Montfort,N. (2003).T*he New Media Reader,*ambridge, Mass., MIT.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Recognize and use different components of Camera. • Explore Photography as a media form. • Analyze image making and elements of an image. • Compare still and moving images.		
Module 1	**Principles**		1
	LOs: Learners will be able to • Examine principles associated with Photography. • Explore applications of different types and components of Cameras.	**Module Contents:** • Basic principles in film and digital photography • Evolution of Photography- technology and art form • Principles of Photography- rule of third, composition, lines and patterns, perspectives • Types of cameras and camera lenses- their uses and functions, shutter, aperture, light meter, depth of field control, • Concept and sources of Lighting, Principles of Lighting, Light and Subject, Natural Light and Artificial Light, Direct Light and Indirect Light • Functions of shutter and aperture • Digital picture taking • Photo appreciation	
Module 2	**Types of Photography**		1
	LOs: Learners will be able to • Learn Digital Photo Editing processes after taking pictures. • Apply principles of design while creating visuals.	**Module Contents:** • Photography Applications- Wedding Photography, Event Photography, Portrait Photography, Fashion Photography, Architectural Photography, Travel Photography, Lifestyle Photography, Photojournalism • Elements of Design- Line, Color, Texture, Shape, Form, space, Colour • Principles of Design- unity, pattern, balance, scale, Emphasis, contrast, Harmony, Rhythm. • Background and foreground • Apply digital effects - Photo retouching, use of filters.	
Assignments/ Activities towards CCE			

- Undertaking Photo shoot and creating photo story.
- Examining and Presenting different types of Photographs.
- Assignment on use of design principles in creating visuals through photography.

Reference:

Ang Tom (2020) Digital Photographer's Handbook, 7th Edition, DK, Singapore.

Fox, A., Langford M. & Swadon R.S. (2007), Basic Photography: The Guide For Serious Photographers, Focal Press.

Gustavson, T., & House G.E. (2012). Camera: A History of Photography from Daguerreotype to Digital Union Square & Co.

Peterson, B. (2010). Understanding Exposure: How to Shoot Great Photographs with Any Camera (3rd Ed.). Amphoto Books.

Swadon, R.S., Langford M. & Fox A. (2007). Basic Photography: The Guide For Serious Photographers Focal Press.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: **Learners will be able to:** • Classify elements and components of computer system. • Evaluate role of computer on human productivity.		
Module 1	**Basics of Computer System**		1
	LOs: Learners will be able to • Recognize evolution of computers to its modern form. • Classify elements and components of computer system. • Examine role of each of the input-output devices in making of computer.	**Module Contents:** ❖ Basics of Computer System ❖ Applications of computer in various fields ❖ Input, Output and Storage Devices, **Input Devices**- Keyboard, Mouse, Joystick, MICR systems, Scanner, Digital Camera, **Output Devices-** Monitor, Printer Plotters and its Types, Speakers **Data Storage -** Punch, Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic, Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive, Cloud Storage. **Electronic to Digital systems**	
Module 2	**Presentation tools**		1
	LOs: Learners will be able to • Identify roleof computer in word processing and spread sheet work. • Evaluate how computer can improve or add to human efforts.	**Module Contents:** • User friendly tools for presentations, infographics, word processing templates • Making different types of presentations • Creating digital Posters • Role of AI in content creation	
Assignments/ Activities towards CCE			

	• Creating word files, spreadsheet files, editing them, saving and printing them.	
	• Assessment through identification of computer parts and other devices.	
	• Practical exam to use the Computer System independently.	
	• Students make presentations on the topics listed in the Module-1.	

Reference:

Carpenter, J., & Hewitt, E. (2022). CassandraThe Definitive Guide, Distributed Data at Web Scale (3rd ed.). O' Reilly Media, Inc.

Norton, P. (2020). Introduction to Computers (7th ed.). McGraw Hill.

Sinha, P. K. (2003). Computer Fundamentals, BPB Publication, New Delhi.

1.6   given by University
1.7   IKS University
1.8   VEC -Constitution of India (Given by University)
1.9   CC Courses offered through University

Syllabus Contents
20143111 **Fundamentals of Mass Communication & Journalism – II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Fundamentals of Mass Communication & Journalism - II		**2**
	Course Outcomes: **Learners will be able to:** • Examine differences in different medium and its role in communication. • Describe the field of Journalism within media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt role of media in society. • Analyze how media influences perceptions and opinions about specific issues.	**Module Contents:** **Media impacts on Society** • Social/cultural impact • Political Impact • Economic Impact • Developmental Impact • Political economy **Media influences on:** 9. Gender (stereotypes, Body image) 10. Violence 11. Freedom of expression 12. Democracy Representation	
Module 2			1
	LOs: Learners will be able to • Examine history and evolution of journalism. • Apply skills in information gathering and processing.	**Module Contents:** • Evolution of journalism – in Print, Broadcast, Digital, Social Media • Role and importance of writing, documenting, archiving history through journalism • News- definition, Changing patterns in information presentation by news media • Difference between fact, opinion, perception • Information gathering, reporting, verification Misinformation and Fact checking	
Assignments/ Activities towards CCE			

| | | • Newswriting exercise
• Class discussions about different aspects of social life getting impacted by media and media influence on perceptions and opinions.
• Activity on fact checking and misinformation. | |

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

20243110   **Introduction to Marketing**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Apply the function and impact of public relations in organizations and society. • Gain Historical and Future Insights of PR. • Examine how fundamental communication principles applied within PR practices. • Explore the stages involved in planning and executing successful public relations campaigns.		
Module 1	**Fundamentals of Public Relations**		1
	LOs: Learners will be able to • Examine concept, scope and historical development of public relations. • Analyze role of public relations in communication sector. • Describe role of relationship of PR with other communication sectors.	**Module Contents:** • Evolution, Concept and Principles • Difference between public relations, marketing, and advertising • PR, Publicity, Perception management, Persuasion • Public Relations goals, objectives, strategies, and tactics • Corporate Communication, Media monitoring • Characteristics of PR Professional	
Module 2	**Nature of Public Relations**		1
	LOs: Learners will be able to • Recognize the strategies for establishing and maintaining media relationships. • Analyze the role of public relation in communicating the social responsibility adherence of companies	**Module Contents:** • Nature of PR practices: Personality, institution brand building, crisis, advocacy, 360-degree and Integrated Marketing Communication, strategic communication, Corporate Social Responsibility. • Managing Media Relations: Press Releases, Pitching stories to	

		media, media dockets, Press Conferences and Press Tours • Internal and External PR • Future of Public Relations	
Assignments/ Activities towards CCE			
	• Group case study of any one PR activity in an organization. • Group Discussion on the impact of media coverage. • Role-playing exercise in pitching a story to a journalist. • Drafting Press Releases and creating social media posts for a PR campaign.		

References:

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

Jethwaney J & NN Sarkar (2015) Public Relations Management, Sterling, New Delhi.

Jethwaney J (2018) Corporate Communication: Principles & Practices, 2nd edition, Sage, New Delhi.

Newsom, D., & Haynes, J. (2016). Public Relations Writing: Form & Style. Cengage Learning.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics.* Pearson.

20343111 **Introduction to Folk Art - II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Introduction to Folk Art – II		**2**
	Course Outcomes: **Learners will be able to:** • Understand the historical evolution and cultural significance of folk media in various societies. • Identify and classify different forms of folk media.		
Module 1			1
	LOs: Learners will be able to • Adapt the different forms and types of folk media. • Examine the significance of folk art for community development.	**Module Contents:** • Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, folk tales and Riddles, swang, graffiti. • Performances: Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions. • Use of folk media for community Development: promoting literacy, bringing social change, creating awareness, governance in rural communities. • Folk and Electronic/Digital media.	

Module 2			1
	LOs: Learners will be able to • Design and execute Production Process.	**Module Contents:** • Conceptualizatio for Folk Theatre • Understanding Production Process: Concept development, Storyboard, script writing, Play Analysis • Media Appreciation: Dance, Music, Painting, Film, Television with relation to Theatre Play Production.	
Assignments/ Activities towards CCE			
	❖ Group discussion/presentation on various types of folk arts of the different States in India. ❖ Exhibition/Display of different types of artefacts prepared by students as a part of the subject ❖ Designing of stage production, theatre play or live performance and executing it to actual audiences.		

References:

Chattopadhyay, K.(2007). Handicrafts of India, Indian Council for Cultural Relations, New Delhi.

Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.

Hasnain, N. (2022). Tribal India (8th ed.). Palaka Prakashan, Delhi.

Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Bedford/ St. Martins. Boston and New York.

Kumar, A. (2020). Indian Folk and Tribal Art B. R. Publisher.

Mishra, R. (2016). Traditional Folk Media in India Practice & Relevance Bharati Prakashan Varanasi.

Panthukala, S. (2021). Traditional Folk Media in India White Falcon Publishing, Punjab.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Apply theory of Advertising and PR in practice. • Examine creative aspects of Advertising. • Create advertising and PR material for given context.		
Module 1	**Advertising communication**		1
	LOs: Learners will be able to • Analyze the significance of different types of advertising • Evaluate Advertising communication as a field of mass communication.	**Module Contents:** • Examining different types of advertisements. • Comparing communication points in advertising and type of appeals.	

		• Exploring advertisement and brand management relationship	
Module 2	**PR Processes**		1
	LOs: Learners will be able to • Apply knowledge about PR and Publicity from earlier theory paper. • Create PR and publicity material for an event or institution. • Undertake PR activities for given context.	**Module Contents:** • Examining different types of PR Campaigns- successful as well as failed ones. • Designing PR strategy for college/event/Play performance/ person or SME vendor. • Interviewing PR professionals or attending Press Conference.	
Assignments/ Activities towards CCE			
	• Analyzing different kinds of ads. • Analyzing socially relevant advertisements. • Organizing/ Analyzing PR Activities organized by institutions or companies. • Undertaking live PR group project for local vendor or small enterprise and help them gain success. Also monitor the campaign for its outcomes.		

References

Bowen, S. A., Martin T. R., & Rawlins B. (2010). An Overview of the Public Relations Function. Business Expert Press.

Broom, G. M.&Bey-ling, S. (2012). Cutlip & Center's Effective Public Relations (11th Ed.). Pearson Prentice Hall.

Butterick, K. (2011).Introducing Public Relations: Theory and Practice. SAGE Publications Ltd.

Raney, V. (2018). Introduction to Public Relations (In Mass Media)Himalaya Publishing House.

Thakur, D. (2009). Advertising, Marketing & Sales Management Neha Publishers and Distributers.

Vilanilam, J. V., & Varghese, A. K. (2004). Advertising Basics A Resource Guide for Beginners. SAGE Publications Pvt. Ltd.

20643120   **THEATRE PRODUCTION**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Analyze Theatre as an influencer and reflector of social values. • Examine role of theatre in mass media communication. • Explore the complex blend of personal vision, social-cultural background, ethical values and aesthetic judgment through theatre production. • Discuss the vast and diverse communication means by engaging in theatre practices.		
Module 1	**Elements of theatre**		1
	LOs: Learners will be able to • Explore important elements of Theatre by engaging into theatre practices. • Adapt the process of writing for the theatre production.	**Module Contents:** • Elements of theatre • The Playwright, Plot, Characterization, Thematic values of the play, language, Music and Spectacle which is the total effect of the play and that includes the set design suggested by the playwright. • Critical appreciation of a play	
Module 2	**Theatre Practices**		1
	LOs: Learners will be able to • Explore important elements of Theatre. • Engage in the theatre practices as a group. • Apply theory of theatre into practice as group.	**Module Contents:** • Acting - Basic performance techniques, yoga, physical exercises, martial arts, dance, music and movements. • Voice and speech Culture: Breathing exercises, voice control. Music: Singing and basic rhythm for an actor. • Stage - Stagecraft (Technical theatre) It consists of Costume design, construction of set and maintenance, Light design, Makeup, Production- comprising stage management, production management, show control, house management and company management. Scenery- which includes set construction, scenic painting, soft goods (drapes and stage curtains and properties on the sets) and special effects. Sound, which can include musical underscoring, vocal and instrument mixing as well as	

		theatrical sound effects or live music.	
	Assignments/ Activities towards CCE		
	• Participate in theatre activities under the guidance of director. • Group Reading of plays. • Group production of a play by the class. • Public performance of play/street play or any performative art form.		

References

Campbell, D. (2016). Technical Theatre for Nontechnical People Allworth.

Carver, R. K. (2023). Stagecraft Fundamentals (4th ed.). Focal Press.

Deshpande G P (2015) Modern Indian Drama, an anthology, Sahitya Academy, India.

Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.

Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Boston and New York: Bedford/ St. Martins.

Rangacharya Adya (2011) Introduction to Bharat's Natyasastra, 2nd Edition, Munshiram Manoharlal Publishers, India.

Richmond F, Darius L Swann and P.B. Zarrilli (1993) Indian Theatre: Traditions of Performance, Motilal Banarasidass Publishers, Delhi.

20443121   **SOCIAL MEDIA MARKETING**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Identify key social media platforms and their unique characteristics. • Cognize different types of social media ads and their formats. • Identify and comprehend current trends in social media marketing.		
Module 1	**Introduction to Social Media Marketing**		1
	LOs: Learners will be able to • Identify key social media platforms and their unique characteristics • Comprehend budgeting and resource allocation for social media marketing • Adapt social media development strategies	**Module Contents:** **Introduction to Social Media Marketing** • Importance of social media in modern marketing • Overview of prevailing social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, etc.) • Current trends in social media marketing **Developing a Social Media Strategy** • Setting goals and objectives • Identifying target audiences • Crafting a social media plan • Competitive analysis • Budgeting for social media marketing	
Module 2	**Content Creation and Management**		1
	LOs: Learners will be able to • Explore the best practices for content	**Module Contents:** **Content Creation and Management** • Types of content (text, images, videos, infographics)	

		creation and posting on different platforms • Learn the unique characteristics and user demographics of each major social media platform	• Content calendar creation • Storytelling and brand voice • User-generated content • Tools for content creation and management **Social Media Platforms** • Platform-specific strategies for example Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube • Best practices for each platform • Case studies of platform-specific campaigns	
Module 3	**Social Media Advertising**			1
	LOs: Learners will be able to • Critically examine different types of social media ads and their formats • Develop effective targeting strategies to reach specific audiences		**Module Contents:** • Introduction to social media advertising • Ad formats and placements • Targeting and segmentation • Budgeting and bidding strategies • Analyzing ad performance **Analytics and Measurement** • Key performance indicators (KPIs) for social media • Tools for social media analytics (Google Analytics, platform-specific analytics tools)	
Module 4	**Influencer Marketing and Community Management**			1
	LOs: Learners will be able to • Adapt the role and impact of influencer marketing in social media. • Examine current trends in social media marketing.		**Module Contents:** • Identifying and collaborating with influencers • Building and nurturing online communities • Engaging with followers and managing feedback • Crisis management on social media **Social Media Trends and Future Directions** • Emerging trends in social media marketing • The impact of new technologies (AR/VR, AI, etc.)	
Assignments/ Activities towards CCE				
	• Case study analysis of successful social media campaigns • Group projects involving the creation of a detailed social media plan, including goals, audience analysis, competitive analysis, content strategy, and budget. • Practical projects such as creating social media strategies, ad campaigns, and content calendars. • Creating and launching a mock social media ad campaign • Evaluating the success of social media ads • Developing an influencer marketing plan • Research project on emerging social media trends • Group presentations on platform-specific strategies and trend analysis.			

References

Barker, D. I., & Barker M. (2016). Social Media Marketing: A Strategic Approach (2nd ed.). South-Western College Publishing.

Bartton, S., & Evans D. (2012). Social Media Marketing: An Hour a Day(2nd Ed.). Sybex.

Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age Simon & Schuster. UK.

Kawasaki G. & Fitzpatrick P. (2014). The Art of Social Media: Power Tips for Power Users Panworld Education.

McDonald, J. (2022). Social Media Marketing Workbook Createspace Independent Publishers.

20743100   **INTRODUCTION TO ANIMATION [SEC (Pr.)]**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Comprehend the basic principles of animation. • Create simple animation projects using traditional and digital techniques. • Apply concepts of timing and motion to animated sequences. • Develop short animated projects from concept to completion.		
Module 1	**History and Evolution of Animation**		1
	LOs: Learners will be able to • Examinethe origin and development of animation as form of communication. • Recognize the contribution of Pioneers in Animation. • Apply the 12 principles of animation in their projects.	**Module Contents:** • History and Evolution of Animation and graphics • Overview of Animation industry • Significant milestones and pioneers in animation • Types of animation • The 12 principles of animation • Role of Graphics in animation	
Module 2	**Traditional animation techniques**		1
	LOs: Learners will be able to • Develop basic skills in traditional animation • Examine the application of digital animation • Integrate storyboarding into animation workflow	**Module Contents:** • Traditional animation techniques- types, role, scope, importance • An overview of digital animation tools (Use of software like Photoshop, Animate CC) • Storytelling in animation (Storyboarding)	
Assignments/ Activities towards CCE			
	• Scarp book on fonts, types, shapes, graphic innovations. • Discussion and presentation about 12 Principles of animation. • Creation of Flipbook. • Designing communication and Storyboarding.		

References:
Laybourne Kit 1998) The animation Book: A complete guide to animated filmmaking- from flip books to sound cartoons to 3D animation, The three Rivers Press, US.

Meroz Morr (2021) Animation for Beginners- Getting started with animation
    filmmaking, 2nd Edition, Bloop Animation Studios, New York.
Norling E R (1999) Perspective Made Easy, Dover Publications, USA.
Tony, W. (2017). Animation from Pencils to Pixels: Classical Techniques for the
    Digital Animator Routledge.
Wells, P.,& Mills L. (2008). Basics Animation: Drawing for Animation, Bloomsbury
    Publishing India Private Limited.

2.7   Given by University

2.8   VEC (Pr.) Environment Awareness (Given by University)
2.9   CC offered through CHENTA, Coursera, Swayam, MOOCS/ University

BA (Mass Communication- Journalism)
SEMSTER-3
Syllabus Contents

		Semester III	
3.1	**Introduction to Print Media**		**4**
Course Outcomes:	**Learners will be able to:** • Explore evolution and types of print Media. • Investigate evolution of print media and its role in society. • Adapt differences between print media and electronic media.		
Module 1	**Foundation of Print Media**		1
	LOs: Learners will be able to- • Trace history of development of printing as well as journalism from 1410 to today. • Explain how print media has evolved with time.	**Module Contents:** • Evolution and History of Print Media (pre and post-Independence) and Journalism in India • Function, Role and Impact of Print Media in Society • Types of Print Media: Newspaper, Magazines, Books, Brochures, Pamphlets, Leaflets, etc. • Difference between Print Media and Electronic Media	
Module 2	**Print Journalism and News Writing**		1
	LOs: Learners will be able to • Differentiate between different types of print media. • Identify types of journalism and their characteristics.	**Module Contents:** • Principles of Journalism and News Reporting, News value, News Elements • Types of Journalism, Role of Journalism and Canons of Journalism • News writing styles and structure (5Ws & 1H), importance of hard news and soft news • Editing Proofreading, and fact-checking in a newspaper.	
Module 3	**Print Media Production and Design**		1
	LOs: Learners will be able to	**Module Contents:**	

	• Identify the content structures of different types of types of media, its working structure, layout and design.	• Basics of typography, layout, and design • Printing technology and production process • Organizational structure of a newspaper, advertisement and revenue model in print media • Digital transformation and e-publications	
Module 4	**Future Trends & Challenges in Print Media**		1
	LOs: Learners will be able to • Explore the current, future trends and challenges in print media	**Module Contents:** • Media convergence and role of multimedia, News on the go, MoJo, Web and app-based journalism • Impact of social media on print journalism • Bot and AI in journalism • Sustainability and future of print media	
Assignments/ Activities towards CCE • Project on different types of print media with examples. • Project based on comparative analysis on print media with electronic media • Visit to Print Media House • Project based on social media			

References:
Ahuja, C., & Hiteshi, B. (2016). Print Journalism: A Complete Book of Journalism. Partridge India. (1st ed.). India.
Bal, A. (2011). Introduction to Journalism.Concept Publishing Company Pvt. Ltd. India
Kumar, K. J. (2010). Mass Communication in India (4th ed.). Jaico Publishing House. Mumbai, India.
Puri, S. (2014). Handbook of Print Journalism. Makhanlal Chaturvedi National University of Journalism and Communication.(1st ed.). Bhopal, India

	Semester III	4
3.2	**Broadcast Media: Radio and Television**	
	Course Outcomes: Learners will be able to: • Examine the Evolution and Development of Radio and Television. • Evaluate the Functioning and Impact of Various Radio Formats. • Analyze Television as a Medium of Mass Communication. • Demonstrate Knowledge of Sound and Visual Production. • Examine the Digital Transition in Broadcasting. • Explore the issues related to Media Regulations and Policies.	
Module-1	Radio-The Evolution and Growth	1

	LOs: Learners will be able to- • Explore different types of Radio set ups and their programming. • Record sounds, interviews and other audio material.	**Module Contents:** • Brief history and Evolution of radio in India. • Contemporary Radio-AM, FM, Community Radio, Educational Radio, Radio Rural Forum. • Commercial Radio Broadcasting in India. • Internet Radio and Private FM Channels broadcast on the Internet. • Types of programs on Radio Yuva Vani, News, Farmers, Women, Labour, Special Audience. • Development of Radio as Mass Medium.	
Module 2	**Television-An overview**		1
	LOs: Learners will be able to • Examine different genres of TV programs • Write a TV Commercial and create visual story board	**Module Contents:** • A brief history and evolution of Television. • Development of Television in India. • Advent of Private Channels, Cable and Satellite TV. • Television as a means of education and entertainment • Types of Television Programmes. • Recent trends in India in broadcast journalism	
Module 3	**Sound & Visuals for Radio & TV**		1
	LOs: Learners will be able to • Evaluate the fundamentals of Sound in Media • Demonstrate Knowledge of Studio Setup and Equipment • Analyze the Power and Influence of Visuals • Develop Technical Skills in Video Production • Evaluate the Role of Lighting in Media Production	• Types of Sound: natural, Ambient and Recorded. • The Studio set up • The sound Equipment: mixer, Control Panel • The power and influence of Visuals. • The video-camera: Types of shorts, Camera Position, shots sequences and shot length. • Lightning: The importance of lighting	
Module 4	**Digital Broadcast Media**		
	LOs: Learners will be able to • Examine Digital Radio and Television Broadcasting. • Analyze Digital Broadcasting Technologies. • Explore Online Radio and Television Streaming.	• Digital radio and television broadcasting: benefits and Challenges • Digital Broadcasting technologies: DAB, DVB and IPTV, OTT. • Online Radio and Television Streaming: Platforms and services. • Digital Broadcasting Media regulation and policies	

	• Examine Digital Broadcasting Regulations and Policies.	

References:

Agarwal, S. (2017). Radio and Television. Himalaya Publishing House. Bhandup, India.

Brown, L., & Duthie, L. (2016). The TV Studio Production Handbook. I.B. Tauris.(1st Ed.). New York, United States.

Desai, M. (2022). Region Language Television in India: Profiles and perspective. (Ed.) Routledge. India.

Desai, M. (2010). Television in India: Many Faces. Authors Press. New Delhi.

Desai, M. & Agrawal B. (2009). Television and Cultural Change: Analysis of Transnational Television in India, Concept, New Delhi.

Kulkarni, N. (n.d.). Radio and Television. Vipul Prakashan. India.

Kumar, K. J. (2010). Mass Communication in India (4th ed.). Jaico Publishing House. Mumbai, India.

Major (Core)	Semester III	
3.3	**Film Communication**	**4**
	Course Outcomes: **Learners will be able to:** • Recognize film as a powerful communication tool. • Explore the historical evolution and major movements in cinema. • Develop analytical skills for film criticism and media literacy. • Apply filmmaking techniques to create short films.	
Module 1	**Fundamentals of Film Communication**	1
	LOs: Learners will be able to • Explore the basic principles of film as a communication medium. • Adapt components of film language. • Examine the evolution of cinema and its technological advancements.	**Module Contents:** • Definition and scope of film communication. • History of cinema: Silent films, talkies, digital revolution. • Elements of film language: Visual composition, cinematography, Scene design, editing, sound. • Narrative structures: Linear vs. non-linear storytelling, three-act structure. • Role of film in mass communication and public discourse	
Module 2	**Film Theory and Analysis**	1

		LOs: Learners will be able to:	• Introduction to film genres (Drama, Comedy, Thriller, Documentary, Experimental).	
		• Analyze films using different theoretical frameworks. • Explore about various film movements and their impact on storytelling. • Critically evaluate the role of cinema in cultural and political contexts.	• Film theories: Auteur theory, Feminist film theory, Structuralism, Formalism, Realism. • Major film movements: German Expressionism, Italian Neorealism, French New Wave, Indian Parallel Cinema. • Representation and ideology in cinema: Gender, race, class. • Role of cinema in shaping public opinion and culture.	
Module 3	Film Production Techniques			1
		Learners will be able to • Develop skills in visual storytelling and filmmaking. • Explore the workflow of film production. • Apply theoretical knowledge in hands-on film projects.	• Pre-production: Scripting, storyboarding, shot breakdown. • Cinematography: Camera angles, movements, lighting techniques. • Sound design: Recording, Foley, music integration. • Directing actors: Performance, blocking, communication with crew. • Introduction to film editing software and techniques. • Group project: Creating a short scene with proper shot composition.	
Module 4	Short Film Project & Post-Production			1
		LOs: Learners will be able to • Develop skills in post-production, including editing and sound design. • Create a final short film as part of a team.	Module Contents: • Post-production: Non-linear editing, color correction, sound mixing. • Special effects and visual enhancements. • Film marketing and distribution strategies. • Submission of final short film (3-5 minutes) as part of assessment. • Screening and peer review of student projects.	
Assignments/ Activities towards CCE				
	Students can be given the following projects: • Class discussion or group activity to explore how films communicate emotions, messages, and societal themes through role plays, case studies, and performances. • Presentations on the evolution of film communication and its impact on society. • Film review to analyse a classic or contemporary film with a focus on its themes, storytelling, and cinematography. • Short film or documentary by applying aspects of pre-production, production, and post-production.			

| | • Visit to production house or shooting location to understand real-world filmmaking processes and industry workflows. | |

References:

Bazin, A. (2005). What is Cinema?. University of California Press.(2nd ed.). Berkeley, United States.

Bordwell, D., & Thompson, K. (2021). Film Art: An Introduction. McGraw-Hill. (13th ed.). New York, United States.

King, G. (2002). New Hollywood Cinema: An Introduction. I.B. Tauris. (1st ed.). London, United Kingdom.

Lopez, K. (2023). But Have You Read the Book? 52 Literary Gems That Inspired Our Favorite Films. Running Press. Philadelphia, United States.

Mittell, J. (2015). Complex TV: The Poetics of Contemporary Television Storytelling. NYU Press. New York, United States.

Neumeyer, D. (Ed.). (2014). The Oxford Handbook of Film Music Studies. Oxford University Press. Oxford. United Kingdom.

Monaco, J. (2009). How to Read a Film. Oxford University Press.(4th ed.).United Kingdom.

Pearlman, K. (2022). Cutting Rhythms: Intuitive Film Editing. Focal Press.(2nd ed.). New York, United States.

Rosenbaum, J., & Martin, A. (2019). Movie Mutations: The Changing Face of World Cinephilia. BFI Publishing.(1st ed.). London, United Kingdom.

Minor	**Semester III**	**2**
3.4	**History of Indian Media**	
Course Outcomes:	**Learners will be able to:** • Analyze the historical development of media in India, identifying key milestones in the evolution of various media forms. • Evaluate the socio-political and cultural impact of media in shaping Indian society from the colonial era to the present. • Examine the contemporary challenges and opportunities for Indian media in the digital era, including the role of social media and new technologies	
Module 1	**Historical Foundations of Indian Media**	1
	LOs: Learners will be able to • Identify the evolution of traditional communication forms and the introduction of print media. • Assess the role of the press and media in India's independence movement and its significance in shaping national identity. • Analyze the early development of broadcast media in India, especially the rise of radio (All India Radio) and its influence on public opinion.	**Module Contents:** **Introduction to Indian Media History** • Overview of Indian media and its evolution • Early communication systems: Oral traditions, folk media, and indigenous communication methods **Media and Nationalism** • Major newspapers and figures in the independence movement **The Rise of Radio and Early Broadcast Media** • Introduction of All India Radio (AIR) and its role in post-independence India • Radio's impact on public opinion and its role in shaping national identity	
Module 2	**The Evolution of Modern Indian Media**	1

	LOs: Learners will be able to • Analyze the impact of the digital revolution • Evaluate the role of social media platforms in India, • Analyze trends in the Indian media landscape	Module Contents: **The Digital Revolution** • Evolution of Television • The rise of Private channels • The impact of the internet on media in India: News websites, blogs, and online content platforms **Social Media and its Impact on Indian Society** • Social media's role in changing communication and information dissemination • The growth of platforms like Facebook, Twitter, Instagram, and YouTube **Future of Indian Media** • The potential of mobile platforms, OTT services, and future trends in Indian media • Challenges and opportunities for media in the globalized digital world	
Assignments/ Activities towards CCE			
	Students can make followings assignments: • A project on History of Indian Media • Case Study on Indian Radio/Television • Visit and report of a media house		

References:

Athique Adrian (2012) Indian Media- Global Approaches, Polity, UK.

Bhargava, R. (2001). Media and Society in India. Sage Publications, India.

Joshi, K. R. (2003). Indian Media: A Global Approach. Atlantic Publishers, India.

Kumar Gulshan (2025) Digital Media in a streaming age: The rise of OTT, Podcasting, and Vlogging, Vol-1, Selfypage Developers Pvt. Ltd., Karnataka.

Kumar, K. (2004). The Mass Media: An Introduction (3rd ed.)., Vikas Publishing House, India.

Mehta, P. B. (2006). The Media and Political Change in India. Sage Publications, India.

Thussu, D. K. (2007). News as Entertainment: The Rise of Global Infotainment. Sage Publications, United kingdom.

Sreedharan, E. (2007). India's Media: From the British to the Digital Age. Macmillan India, India.

Sood, S. K. (2001). The Press and the National Movement In India (1st ed.). Allied Publishers, India.

Minor 3.5	**Public speaking (Practical)**	2
Course Outcomes:	**Learners will be able to:** • Develop effective communication skills for public speaking. • Create effective presentation and engaging the audience. • Inculcate proper body language and non-verbal communication. • Adapt the presentation style to facilitate different audiences and environments.	
Module 1	**Introduction Public Speaking**	1

	LOs: Learners will be able to • Examine the basic elements and importance of Public Speaking. • Acquire the skills required for Public speaking.	Module Contents: • Introduction to Public Speaking • Body Language and Non-Verbal Communication • Advanced Public Speaking Techniques • Presentation Skills	
Module 2	Presentation		1
	LOs: Learners will be able to • Explore the basic elements and Importance of Presentation • Acquire the skills of required for Presentation	Module Contents: • Introduction to Presentation Skills • Planning and Structuring Your Presentation • Creating Effective Visual Aids • Handling Q&A and Audience Interactions	
Assignments/ Activities towards CCE Following assignments can be submitted by the students. • Prepare and deliver a 3- Minute speech on any topic of their own choice. • Design and deliver Presentation			

References:

Kadam, V. (2022). Encounter the Fear of Public Speaking: A Self-help Book to Master Communication skills. Notion Press. India

Kakkar Mehra, S. (2020). Business Etiquette: A guide for the Indian Professional. HarperCollins India.

Puranik, M. (2019). The Art of Public Speaking. Diamond Pocket Books. India

Patil, S. (2021). Handbook on Public Speaking, Presentation & Communication Skills. Evincepub Publishing. India

3.6	**Modern Indian Languages**			

3.7	**Media Entrepreneurship**			2
Course Outcomes:	Learners will be able to: • Examine media entrepreneurship and identify business opportunities. • Analyze monetization models and revenue strategies in media. • Build a personal brand and engage audiences using digital tools • Apply SEO, social media and content marketing for business growth. • Develop and pitch a media startup business plan effectively.			
Module-1	**Media Entrepreneurship Avenues**			
	LOs: Learners will be able to: • Explore the concept of media entrepreneurship and its role in the industry. • Identify different types of media startups and emerging opportunities.	Module Contents: • Definition & scope of media entrepreneurship. • Evolution of the media business landscape. • Case studies of successful media entrepreneurs. • Identifying market gaps and business opportunities. • Personal branding & storytelling in media business.		
Module 2	**Social media branding**			

	LOs: Learners will be able to	Module Contents:	
	• Develop a personal brand and use digital tools for audience engagement. • Apply SEO, social media strategies and content marketing for business growth. • Develop a business pitch for a media startup.	• Personal branding on social media Social media & influencer marketing. • Digital tools for audience engagement & analytics. • Creating viral & engaging media content. • Steps to develop a media business plan. • Creating a compelling pitch deck.	
Assignments/ Activities towards CCE			
• Case Studies: Analyzing successful and failed media startups. • Business Idea Development: Students propose a new media startup. • Live Projects: Content monetization or branding exercises. • Pitch Presentation: Final project on media business strategy.			

References:

Briggs, M. (2012). Entrepreneurial Journalism: How to Build What's Next for News. CQ Press. United States.

Chadwick, A. (2017). The Hybrid Media System: Politics and Power (2nd ed.). Oxford University Press. United Kingdom.

McDonald, J. (2021). Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing. United States.

Pulizzi, J. (2015). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw Hill. United States.

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. United States.

Socolow, M. J. (2018). Media Entrepreneurship: The Art of the Start. Routledge. United States.

Ulin, J. C. (2019). The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World (3rd ed.). Taylor & Francis. United States.

BA (Mass Communication- Journalism)
SEMSTER-4

Syllabus Contents

Major Core	Semester IV	4
4.1	**Introduction to Reporting**	
Course Outcomes:	**Learners will be able to:** • Explore the fundamentals of news reporting and journalistic principles. • Develop skills in news gathering, writing, and editing. • Analyze ethical, legal, and societal considerations in journalism. • Explore the role of technology and multimedia in modern reporting.	
Module 1	**Foundations of Reporting**	1
	LOs: Learners will be able to • Examine the basics of journalism • Explore different types of news and reporting styles. • Apply the principles of journalism to the content	**Module Contents:** • Definition and Elements of News • News Values and Newsworthiness • Types of Reporting: Hard News, Soft News, Features, Investigative Reporting • Ethical and Legal Considerations in Journalism (Press Freedom, Defamation, Privacy)	
Module 2	**News Gathering and Reporting**	1
	LOs: Learners will be able to • Develop skills in interviewing, sourcing, and verifying information. • Write clear, concise, and engaging news stories. • Apply different styles of news writing, including inverted pyramid and narrative storytelling.	**Module Contents:** • Basics of News Writing: Structure, Clarity, and Style • The Inverted Pyramid and Hourglass Model of News Writing • Primary & Secondary Sources: Conducting Interviews and Research • Fact-Checking, Verification, and Avoiding Fake News	
Module 3	**Reporting in the Digital Age**	1
	LOs: Learners will be able to • Explore the role of digital tools and multimedia in news reporting. • Examine the impact of social media on journalism. • Adapt reporting techniques for online and mobile platforms.	**Module Contents:** • Digital Journalism: Writing for Online News Portals • Live Reporting and Mobile Journalism • The Role of Social Media in News Gathering and Distribution • Multimedia Storytelling: Text, Images, Video, and Infographics.	
Module 4	**Specialized Reporting and Field Assignments**	1

	LOs: Learners will be able to • Explore different beats in journalism and their significance. • Develop hands-on experience in reporting assignments. • Analyze case studies of impactful investigative reporting.	**Module Contents** • Beat Reporting: Political, Crime, Sports, Business, Environment, Lifestyle • Field Assignments: Covering Events and Writing Reports • Field Assignments: Covering Events and Writing Reports • Case Studies: Notable Investigative Reports and Their Impact	
Assignments/ Activities towards CCE			
	• News Article Writing – Write a 300-word news report on a real or simulated event. • Interview Task – Conduct and transcribe an interview with a professional on a current issue. • Live Reporting Simulation – Create a short video report on a given topic. • Fact-Checking Exercise – Analyze and verify a viral news story.		

References:

Harcup, T. (2021). Journalism: Principles and Practice (4th ed.). SAGE Publications Ltd. London, United Kingdom.

Kovach, B., & Rosenstiel, T. (2021). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect (4th ed.). Three Rivers Press. New York, United States.

Mencher, M. (2010). News Reporting and Writing (12th ed.). McGraw-Hill Education. New York, United States.

Pavlik, J. V. (2001). Journalism and New Media. Columbia University Press. New York, United States.

Rich, C. (2015). Writing and Reporting News: A Coaching Method (8th ed.). Cengage Learning. Boston, United States.

Major Core	Semester IV	
4.2	**Evolution of Digital Communication**	4
Course Outcomes:	**Learners will be able to:** • Examine the historical evolution of digital communication. • Analyze the key technologies and their impact on communication systems. • Explore various digital communication protocols and networks. • Examine emerging trends in digital communication.	
Module 1	**Digital Communication Evolution**	1

		LOs: Learners will be able to • Explore the historical development of communication systems • Differentiate between analog and digital communication • Analyze the advantages of digital transmission. • Identify major milestones in the evolution of communication technologies.	• History of Communication: From smoke signals to telegraph and telephone. • Transition to Digital Communication: Analog vs. Digital signals, key differences. • Milestones in Digital Communication: Development of radio, television, and early computing networks. • Fundamentals of Digital Transmission: Binary data, encoding, and modulation techniques.	
Module 2	**Key Technologies in Digital Communication**			1
		• Analyze the impact of satellite and fibre optic communication • Describe the evolution of the internet • Examine technical advancement in mobile communication • Evaluate the role of encryption and data security in modern digital communication.	• Satellite and Fibre Optic Communication: How they transformed global connectivity. • The Internet Revolution: ARPANET, TCP/IP, and the rise of the World Wide Web. • Mobile Communication Systems: Evolution from 1G to 5G networks. • Digital Broadcasting and Streaming: TV, radio, and online content platforms. • Encryption and Data Security: Role of cryptography in secure communication.	
Module 3	**Digital Communication Protocols and Networks**			1
		LOs: Learners will be able to • Explain the concepts related to digital data transmission. • Compare different wireless communication protocols	• Digital Switching and Multiplexing: Circuit vs. packet switching, TDM, FDM. • Wireless Communication Protocols: Wi-Fi, Bluetooth, LTE, 5G. • Internet Communication Protocols: HTTP, FTP, SMTP, VoIP, DNS. • Cloud Computing and IoT: Impact on communication and networking.	
Module 4	**Emerging Trends and Future of Digital Communication**			1
		LOs: Learners will be able to • Examine the role of AI and machine learning in optimizing communication networks.	• AI and Machine Learning in Communication: Smart networks, automated responses. • Quantum Communication: Basics and potential future applications. • 6G and Beyond: What to expect in the next generation of communication.	

	Explain the fundamentals of quantum communication	Digital Ethics and Privacy: Data protection laws, cybersecurity challenges.	
	Evaluate the technological advancements leading to 6G and beyond.	Impact of Digital Communication on Society: Social media, misinformation, and connectivity.	
Assignments/ Activities towards CCE			
	Students will be given the following projects: • Project on any phase of Evolution of Digital Communication. • Project based on applications of AI in any industry		

References:

Haykin, S. (2001). Communication Systems (4th ed.). Wiley. United States.

McDaniel, P., & Savas, D. (2017). Blockchain Technology And Applications. Wiley. United Kingdom.

Proakis, J. G., & Salehi, M. (2008). Digital Communication (5th ed.). McGraw-Hill, United States.

Minor	Semester IV	
4.3	**Writing for Media**	**2**
Course Outcomes:	**Learners will be able to:** • Explore different types of writing for media. • Examine different forms of writing in media. • Apply the language usage effectively in communicating meaning.	
Module 1	**Evolution of Writing**	1
	LOs: Learners will be able to • Examine the historical contexts and theoretical dimension of writing as coding in form of a language. • Explore the elements of writing. • Apply writing as an art and science.	**Module Contents:** • Developmental Stages and Historical background of writing • Elements of writing- words, sentences, paragraphs, chapters • Language for mediated communication, Language as sign to symbol to icon • Role of Language in India
Module 2	**Principles and methods of writing**	1
	LOs: Learners will be able to • Study the rules of translation from one language to another without changing the sole of the matter	**Module Contents:** • Effective Writing- Rules of grammar, sentence Construction, paragraphing, narration, grammatical formation within the languages • Translating from one language to another without losing meaning, translation and transcreation
Module 3	**Forms of Writing**	
	LOs: Learners will be able to • Write for personal as well as professional purposes. • Recognize difference in formal and informal writing.	**Module Contents:** • Form of writing for official and personal purposes

		• Format and style of writing for different media and different audiences	
Module 4	**Media Writing**		
	LOs: Learners will be able to • Apply professional ethical ways while writing for different media. • Develop practical understanding them and creating them.	**Module Contents:** • Writing for Radio, Television and digital media • Writing reports on current events. • Writing reviews of film, radio talk, etc.	
Assignments/ Activities towards CCE • Students will be given assignment such as feature writing, argumentative writing, news writing, blog writing etc. to develop the writing skills. • News Stories and Blog writing can be learnt in the class through hands-on-experience.			

References

Bayles, F. (2011). Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergencies, and Government. CQ Press.(Revised. ed.).Washington, D.C., USA.

Clark, S. (2003). Word for Word. OUP Oxford. Oxford, United Kingdom.

Holmes, T., & Nice, L. (2012). Magazine Journalism. SAGE Publications Ltd.(1st ed.).London, United Kingdom.

Redman, P., & Maples, W. (2011). Good Essay Writing: A Social Sciences Guide (4th ed.). SAGE Publications Ltd. London, United Kingdom.

Spark, D., & Harris, G. (2011). Practical Newspaper Reporting (4th ed.). SAGE Publications Ltd. London, United Kingdom.

Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media Writing: Print, Broadcast, and Public Relations (4th ed.). Routledge. New York, United States.

4.4	**Introduction to AI**		
Course Outcomes:	**Learners will be able to:** • Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. • Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. • Identify key issues and analyze complex problems related to AI and HCI. • Examine issues related to AI and HCI.		
Module 1	**Introduction to Artificial Intelligence**		1
	LOs: Learners will be able to • Examine the concept of Artificial Intelligence (AI). • Recognize various AI applications. • Analyze the role and impact of AI in society. • Develop critical thinking and problem-solving skills.	**Module Contents:** • Definition, history, and scope of AI • Types of AI: narrow or weak AI, general or strong AI, and superintelligence • AI applications: expert systems, natural language processing, computer vision, and robotics	
Module 2	**Human-Computer Interaction (HCI)**		1
	LOs: Learners will be able to • Examine the interactive systems using HCI principles and methods.	• Introduction to HCI: human-centered design, user experience, and usability	

	• Evaluate the impact of technology on humans and society. • Communicate HCI concepts and designs effectively to stakeholders. • Apply HCI principles to real-world problems	• Human factors: cognitive psychology, perception, and attention • Interaction design: input devices, output devices, and interaction techniques
Assignments/ Activities towards CCE		
	Students will be given the following projects: • AI Case Study Presentation • Project on HCI Design • Projects based on 'Impacts of AI'	

References:

Dix, A., Finlay, J., Abowd, G. D., & Beale, R. (2004). Human-Computer Interaction (3rd ed.). Pearson. United Kingdom.

Goyal, S. K. (2015). Human-Computer Interaction. Tata McGraw-Hill. India.

Gupta, R. K. (2012). Artificial Intelligence. Tata McGraw-Hill. India.

Iyengar, S. S. (2011). Artificial Intelligence and Robotics. New Age International. India.

Jackson, P. C. (1985). Introduction to Artificial Intelligence. Dover Publications. United States.

Khemani, D. (2013). Artificial intelligence. Oxford University Press. India.

Russell, S., & Norvig, P. (2020). Artificial Intelligence: A Modern Approach (4th ed.). Pearson. United States.

Sharma, R. K. (2018). Human-Computer Interaction. Oxford University Press. India.

Tidwell, J. (2010). Designing Interfaces (2nd ed.). O'Reilly Media. United States.

	Semester IV	2
4.5	**Podcasting**	
Course Outcomes:	**Learners will be able to:** • Examine the role and impact of podcasting in the digital media landscape. • Develop skills in conceptualizing, scripting, recording, and editing podcasts. • Evaluate the different podcast formats and distribution strategies. • Apply ethical and legal considerations in podcast production. • Create a podcast episode with a strategic audience engagement plan.	
Module 1	**Introduction to Podcasting & Production Techniques**	1
	LOs: Learners will be able to • Explore the history and evolution of podcasting. • Identify different podcast formats (narrative, interview, panel discussion, etc.). • Adapt the fundamentals of audio storytelling • Conduct experiments with recording equipment through hands-on experience	**Module Contents:** • History and Evolution of Podcasting • Understanding Podcast Formats and Genres • Basic Audio Equipment and Recording Techniques • Introduction to Editing Software
Module 2	**Podcast Production**	1

	LOs: Learners will be able to • Apply strategies for audience engagement and distribution. • Evaluate the ethical and legal considerations in podcasting. • Adapt branding, monetization, and promotional techniques.	Module Contents: • Copyright, Fair Use, and Ethical Podcasting Practices • Hosting and Distributing Podcasts (RSS Feeds, Podcast Platforms) • Branding and Audience Engagement Strategies • Social Media Promotion and Podcast Marketing	
Assignments/ Activities towards CCE			
	• Podcast Review: Analyze an existing podcast episode, evaluating its format, production quality, and storytelling techniques. • Mini Audio Exercise: Record a 2-minute introduction of yourself using proper mic technique and edit it with background music. • Scriptwriting Task: Develop a script outline for a short 5-minute podcast segment.		

References:

Bottomley, A. J. (2020). Sound Streams: A Cultural History of Radio-Internet Convergence. University of Michigan Press, United States.

Llinares, D., Fox, N., & Berry, R. (2018). Introduction: Podcasting and Podcasts— Parameters Of A New Aural Culture. In Springer , Switzerland.

McHugh, S. (2016). How Podcasting Is Changing The Audio Storytelling Genre. Radio Journal International Studies In Broadcast & Audio Media, 14(1), United Kingdom.

Spinelli, M., & Dann, L. (2019). Podcasting: The Audio Media Revolution. Bloomsbury Publishing USA, United States.

Students look/hear/watch various podcasts as a part of this course.

4.6   Modern Indian Languages
4.7   Community Engagement Program

B.A. (Mass Communication- Journalism)
Syllabus Structure

SN	Courses	Type of Course	Cre dits	Mark s	Int	Ext
Semester- I						
SN	Courses	Type of Course	Cre dits	Mark s	Int	Ext
	Semester I					
10143111	Fundamentals of Mass Communication & Journalism –I	S1	2	50	50	0
10243110	Introduction to Advertising	S2	2	50	50	0
10343111	Introduction to Folk Art-I	S3	2	50	50	0
10443111	Introduction to Digital Media	**OEC**	4	100	50	50
10643100	Introduction to Photography (Pr.)	VSC	2	50	50	0
10743100	Fundamentals of Computers (Pr.)	SEC	2	50	0	50
	Modern Indian Languages	AEC	2	50	0	50
	University basket	IKS	2	50	0	50
	Constitution of India	VEC	2	50	0	50
	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts / University will give	CC	2	50	50	0
			22	550	300	250
Semester II						
20143111	Fundamentals of Mass Communication & Journalism –II	S1	2	50	0	50
20243110	Introduction to Marketing	S2	2	50	0	50
20343111	Introduction to Folk Art – II	S3	2	50	0	50
20643110	Advertising & PR (Pr.)	VSC	2	50	50	0
20643120	Theatre Production (Pr.)	VSC	2	50	50	0
20443121	Social Media Marketing	OEC	4	100	50	50
20743100	Introduction to Animation	SEC	2	50	50	0
	Modern Indian Languages	AEC	2	50	0	50
	Environment Awareness	VEC (Pr.)	2	50	0	50
	<mark>Given by University</mark>	CC	2	50	50	0
			22	550	250	**300**

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

B.A. (Mass Communication- Journalism)

Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Int	Ext
		Semester III				
3.1	Introduction to Print Media	Major (Core)	4	100	50	50
3.2	Broadcast Media- Radio and Television	Major (Core)	4	100	50	50
3.3	Film communication	Major (Core)	4	100	50	50
3.4	History of Indian Media	Minor Stream	2	50	0	50
3.5	Public Speaking (Common) (Pr.)	OEC	2	50	0	50
3.6	Modern Indian Languages Given by University	AEC	2	50	0	50
3.7	Media Entrepreneurship	FP	2	50	50	0
3.8	Given by University	CC	2	50	50	0
End of Semester III			**22**	**550**	**250**	**300**
		Semester IV				
4.1	Introduction to Reporting	Major (Core)	4	100	50	50
4.2	Evolution of Digital Communication	Major (Core)	4	100	50	50
4.3	Writing for Media	Minor (Core)	4	100	50	50
4.4	Introduction to AI	OEC	2	50	0	50
4.5	Podcasting	SEC	2	50	50	0
4.6	Modern Indian Languages	AEC	2	50	0	50
4.7	Community Engagement Program	CE	2	50	50	0
4.8	Given by University	CC	2	50	50	0
End of Semester IV			**22**	**550**	**250**	**300**	**250**
UG Diploma in Mass Communication & Journalism			88	**2200**		**550**	**550**

(Mass Communication- Journalism)
Syllabus Structure

SN	Courses	Type of Course	Credits	Marks	Internals	Externals
**(Mass Communication& Journalism) Semester V**					
5.22	Media Laws and Regulations	Major (Core)	4	100	50	50
5.23	Journalism for Social Change	Major Core)	4	100	50	50
5.24	Indian Regional Journalism	IKS (Major specific)	2	50	0	50
5.25	News Writing and Editing	Major (Elective)	4	100	50	50
5.26	Niche Journalism	Minor Stream	4	100	50	50
5.27	Anchoring and Reporting (Pr.)	VSC	2	50	50	0
5.28	Community Engagement Program (Pr.)	CEP	2	50	50	0
			22	**550**	**300**	**250**
**Semester VI**					
6.19	Development Journalism	Major (Core)	4	100	50	50
6.20	News Media Organization	Major (Core)	4	100	50	50
6.21	Journalistic Ethics	Major (Core)	2	50	0	50
6.22	Citizen Journalism	Major (Elective)	4	100	50	50
6.23	Political Communication	Minor Stream	4	100	50	50
6.24	Internship	OJT	4	100	50	50
BA (Mass Communication & Journalism)			**22**	**550**	**250**	**300**
			132	**3300**		

Exit with Degree BA (Mass Communication - Journalism)

BA (Mass Communication- Journalism)

SEMSTER-1

Syllabus Contents

10143111   **FUNDAMENTALS OF MASS COMMUNICATION & JOURNALISM-I**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Fundamentals of Mass Communication & Journalism - I		**2**
	Course Outcomes: **Learners will be able to:** • Adapt conceptual difference in communication and mass communication. • Explore different types of media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt conceptual difference in communication and mass communication. • Explore nuances of communication as subject of study. • Apply different models of communication in process of communication.	**Module Contents:** • Meaning and definition of Communication, Mass communication. • Elements of communication- sender, message, channel, receiver, noise, feedback • Scope of Communication: Intra Personal, Communication, Interpersonal Communication, Group Communication, Mass Communication • Forms of communication- print, film, Electronic, Satellite, Digital. •Function and Barriers of Communication and Mass Communication. • Models of Communication/Mass Communication: Two step flow, Spiral of Silence, Gerber's Model, Sociological Model, Gate keeping Model, Defleur's Model of the Taste differentiated Audience Model, Hub Model, Sadharanikaran	
Module 2			1
	LOs: Learners will be able to • Examine evolution and history of human communication.	**Module Contents:** • From oral to spoken to performance communication (Kirtan, Davandi, Powada, Nagara)	

SN	Courses, Modules and Outcomes	Course Contents	
		• Explore how technology has transformed human communication. • Recognize different types of media communication. • Compare the differences in medium and its communication.	• From Electric to Electronic communication to Digital communication • Contemporary scene in Indian mass communication landscape. • Need and Importance of technology for Mass Communication. • Print Media: Books, Newspapers, magazines, Journals, posters, leaflets, folders, handbills, etc. • Broadcast/Electronic Media: Television and radio • Films • Internet • Elements and features of Digital media • Social Media	
Assignments/ Activities towards CCE			
		• Class activities to recognize how communication is interplay of different factors. • Individual assignments or Group presentations on history and evolution of communication medium.	

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

10143110   **Introduction to Advertising**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Compare concepts, definitions, and roles of advertising in the marketing mix. • Evaluate theories and models of advertising and consumer behavior. • Analyze real-world advertising strategies and campaigns. • Adapt different media channels and the process of media planning and selection in advertising. • Examine the ethical, social, and cultural issues related to advertising practices.		
Module 1	**Importance & Scope of Advertising**		1
	LOs: Learners will be able to	**Module Contents:** • Evolution of advertising • Elements of Advertising	

	• Examine the meaning and nature of advertising. • Explorerole of advertising in human society. • Categorize concepts associated with advertising.	• Meaning, Nature,Characteristics,Importance and scope of Advertising • Difference between Marketing, Advertising, Promotion, Sales, Public Relations, Propaganda • Elements of Advertising: Concept, Design, Illustration, audio-visual elements, photography, presentation, creative	
Module 2	**Functions & Nature of Advertising**		1
	LOs: Learners will be able to • Identify the key feature of advertising. • Examine scope and models of advertising. • Compare different types of advertising across media vehicles.	**Module Contents:** • Functions and nature of advertising • Scope of Advertising-Local, Regional, National and International • Types of advertisements in print, radio, films, television, internet • Models of Advertising- DAGMAR, AIDA, DRIP, ATRN	
Assignments/ Activities towards CCE			
	• Group discussion on role of advertising in society. • Advertisement analysis assignment. • Maintaining Scrap book with different types of print advertisements.		

References

Bovee, C. L . (2012). Advertising excellence, McGraw Hill Inc., New York. Education. New Delhi.

George, E.B., Michael A.B., & Purani K. (2022). Advertising and promotion (12th ed.). McGrawHill.

Lane, W.R., King. K.W., & Russell J.T., (2008). Kleppner's Advertising Procedure (16th ed) Pearson.

Well, W. D., Moriarty S., Mitchell N. & Wood C. (2021). Advertising and IMC: Principles and Practice Pearson.

10343111 **Introduction to Folk Art – I**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		
	Introduction to Folk Art – I		**2**
	Course Outcomes: **Learners will be able to:** • Analyze role of live performance in multimedia environment. • Examine different Genres of Folk Art. • Practice different forms and types of folk media.		
Module 1			1
	LOs: Learners will be able to	**Module Contents:**	

		Examine significance of folk art in societies.	• Origin and evolution of folk arts: From primitive Religious rituals usually connected with spring and the seasonal cycle	
		• Explore the role of live performance in multimedia environment.	• Evolution of Indian Theatre, Concept of folk-traditional media,	
			• Characteristics, advantages, role and nature,	
			• Role of folk art in the context of past: information, education, entertainment, value formation, cultural transmission,	
			Present day nature of folk media- examining folk media presence in mass media, status of folk artists	
Module 2				1
		LOs: Learners will be able to • Adapt the techniques of folk media and theatre. • Explore the different Genres of theatre.	**Module Contents:** • Emotions - 9 Rasas, Schools of theatre/acting, Mimetic, Voice and speech modulation, Music movements and visual compositions. • Sound and its role in performances. • Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre, pantomime, political theatre(Street Theatre). Theatre for social change/development, tragedy, tragicomedy, puppetry.	
Assignments/ Activities towards CCE				
		❖ Take part in theatre workshop and/or voice culture sessions. ❖ Visiting folk/live performances and interviewing folk performers. ❖ Visiting or reading about experiments or usage of folk media in popular culture.	

10443111   **INTRODUCTION TO DIGITAL MEDIA (OEC)**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		4
	Course Outcomes: **Learners will be able to:** • Acknowledgebasic concepts and theories in digital media studies. • Explore multimedia production techniques for combining text, images, audio, and video in digital content. • Examine the unique characteristics and user demographics of each major social media platform.		

Module 1	**Introduction to Digital Media**		1
	LOs: Learners will be able to • Examine the history and evolution of Digital media. • Study foundational concepts and theories in digital media studies.	**Module Contents:** • Overview of digital media: definition, characteristics, and evolution • Advantages and disadvantages of Digital Media • The differences between Digital media and traditional media, and nature of communication. • The role of digital media in contemporary society • Forms and types of digital media production and consumption	
Module 2	**Social Media**		1
	LOs: Learners will be able to • Analyze multimedia production techniques for combining text, images, audio, and video in digital content. • Compare variety of digital media creation tools and software. • Explore the unique characteristics and user demographics of each major social media platform.	**Module Contents:** • Overview of Social Media Platforms (e.g.Facebook, Twitter, Instagram, etc.) • Text & Visual Processing through Digital Software (e.g., Photoshop, Illustrator, Premiere Pro) • Basics of Digital Content Creation (text, image, audio, video) • Introduction to Web Development and Design (HTML, CSS, JavaScript) • The Role of Social Media in Communication and Society	
Module 3	**Digital content creation**		1
	LOs: Learners will be able to • Adapt practical skills in digital media creation and communication. • Adapttools for social media management	**Module Contents:** **Digital content creation** • Web Development: sign and Development • Creating a basic web page • Social Media Content Creation • Strategies for creating engaging social media content • Tools for social media management (e.g., Hootsuite, Buffer)	
Module 4	**Legal and Ethical Considerations**		1
	LOs: Learners will be able to • Explore ethical and legal issues in digital media, such as copyright, privacy, and online harassment. • Apply fair use practices for digital media. • Recognize implications of IPR.	**Module Contents:** • Legal Aspects related to Digital Media content creation through case studies • Copyright, Fair use, Digital rights, Intellectual Property Rights • Ethical issues in digital media creation and consumption • Cyber security • Cyber violence	
Assignments/ Activities towards CCE			

	• Editing and producing short video content for digital platforms.
	• Case study analysis of successful social media campaigns.
	• Using Digital media tools, software to produce text, image, audio, and video content for different platforms and audiences.
	• Group Presentation about different social media platforms and their features.

Reference:

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

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

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

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

Noah, W. F. & Montfort,N. (2003).T*he New Media Reader,*ambridge, Mass., MIT.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		**2**
	Course Outcomes: **Learners will be able to:** • Recognize and use different components of Camera. • Explore Photography as a media form. • Analyze image making and elements of an image. • Compare still and moving images.		
Module 1	**Principles**		1
	LOs: Learners will be able to • Examine principles associated with Photography. • Explore applications of different types and components of Cameras.	**Module Contents:** • Basic principles in film and digital photography • Evolution of Photography- technology and art form • Principles of Photography- rule of third, composition, lines and patterns, perspectives • Types of cameras and camera lenses- their uses and functions, shutter, aperture, light meter, depth of field control, • Concept and sources of Lighting, Principles of Lighting, Light and Subject, Natural Light and Artificial Light, Direct Light and Indirect Light • Functions of shutter and aperture • Digital picture taking • Photo appreciation	
Module 2	**Types of Photography**		1

SN	Courses, Modules and Outcomes	Course Contents	
	LOs: Learners will be able to • Learn Digital Photo Editing processes after taking pictures. • Apply principles of design while creating visuals.	**Module Contents:** • Photography Applications- Wedding Photography, Event Photography, Portrait Photography, Fashion Photography, Architectural Photography, Travel Photography, Lifestyle Photography, Photojournalism • Elements of Design- Line, Color, Texture, Shape, Form, space, Colour • Principles of Design- unity, pattern, balance, scale, Emphasis, contrast, Harmony, Rhythm. • Background and foreground • Apply digital effects - Photo retouching, use of filters.	
Assignments/ Activities towards CCE			
	• Undertaking Photo shoot and creating photo story. • Examining and Presenting different types of Photographs. • Assignment on use of design principles in creating visuals through photography.		

Reference:

Ang Tom (2020) Digital Photographer's Handbook, 7th Edition, DK, Singapore.

Fox, A., Langford M. & Swadon R.S. (2007), Basic Photography: The Guide For Serious Photographers, Focal Press.

Gustavson, T., & House G.E. (2012). Camera: A History of Photography from Daguerreotype to Digital Union Square & Co.

Peterson, B. (2010). Understanding Exposure: How to Shoot Great Photographs with Any Camera (3rd Ed.). Amphoto Books.

Swadon, R.S., Langford M. & Fox A. (2007). Basic Photography: The Guide For Serious Photographers Focal Press.

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

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I		2
	Course Outcomes: **Learners will be able to:** • Classify elements and components of computer system. • Evaluate role of computer on human productivity.		
Module 1	**Basics of Computer System**		1
	LOs: Learners will be able to • Recognize evolution of computers to its modern form. • Classify elements and components of computer system. • Examine role of each of the input-output devices in making of computer.	**Module Contents:** ❖ Basics of Computer System ❖ Applications of computer in various fields ❖ Input, Output and Storage Devices, **Input Devices**- Keyboard, Mouse, Joystick, MICR systems, Scanner, Digital Camera, **Output Devices-** Monitor, Printer Plotters and its Types, Speakers	

		Data Storage - Punch, Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic, Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive, Cloud Storage. **Electronic to Digital systems**	
Module 2	**Presentation tools**		1
	LOs: Learners will be able to • Identify roleof computer in word processing and spread sheet work. • Evaluate how computer can improve or add to human efforts.	**Module Contents:** • User friendly tools for presentations, infographics, word processing templates • Making different types of presentations • Creating digital Posters • Role of AI in content creation	
Assignments/ Activities towards CCE			
	• Creating word files, spreadsheet files, editing them, saving and printing them. • Assessment through identification of computer parts and other devices. • Practical exam to use the Computer System independently. • Students make presentations on the topics listed in the Module-1.		

Reference:

Carpenter, J., & Hewitt, E. (2022). CassandraThe Definitive Guide, Distributed Data at Web Scale (3rd ed.). O' Reilly Media, Inc.

Norton, P. (2020). Introduction to Computers (7th ed.). McGraw Hill.

Sinha, P. K. (2003). Computer Fundamentals, BPB Publication, New Delhi.

1.6   given by University

1.7   IKS University

1.8   VEC -Constitution of India (Given by University)

1.9   CC Courses offered through University

Syllabus Contents

20143111 **Fundamentals of Mass Communication & Journalism – II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Fundamentals of Mass Communication & Journalism - II		**2**
	Course Outcomes: **Learners will be able to:** • Examine differences in different medium and its role in communication. • Describe the field of Journalism within media communication.		
Module 1			1
	LOs: Learners will be able to • Adapt role of media in society. • Analyze how media influences perceptions and opinions about specific issues.	**Module Contents:** **Media impacts on Society** • Social/cultural impact • Political Impact • Economic Impact • Developmental Impact • Political economy **Media influences on:** 13. Gender (stereotypes, Body image) 14. Violence 15. Freedom of expression 16. Democracy Representation	
Module 2			1
	LOs: Learners will be able to • Examine history and evolution of journalism. • Apply skills in information gathering and processing.	**Module Contents:** • Evolution of journalism – in Print, Broadcast, Digital, Social Media • Role and importance of writing, documenting, archiving history through journalism • News- definition, Changing patterns in information presentation by news media • Difference between fact, opinion, perception • Information gathering, reporting, verification Misinformation and Fact checking	
Assignments/ Activities towards CCE			

	• Newswriting exercise • Class discussions about different aspects of social life getting impacted by media and media influence on perceptions and opinions. • Activity on fact checking and misinformation.		

References:

Baran S J & Dennis K Davis (2015) Mass Communication Theory: foundations, Ferment and Future, Seventh Edition, Cengage Learning, India.

Vivian John (1991) The Media of Mass Communication, Prentice Hall, India.

Defleur, L. M., & Defleur, H. (2022).Mass Communication Theories Explaining Origins, Processes and Effects (5th ed.). Routeledge.

Gurevitch, M., Bennett, T., Curran, J. & Twoollacott, J.(2006). Culture, Society and Media Routledge.London.

Mcquail, D., & Deuze, M. (2023) McQuail's Mass Communication Theory (7th ed.). Sage. South Asian Adaptation.

Rayudu, C S. (2015) Communication, Himalaya Publishing House, India

20243110   **Introduction to Marketing**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Apply the function and impact of public relations in organizations and society. • Gain Historical and Future Insights of PR. • Examine how fundamental communication principles applied within PR practices. • Explore the stages involved in planning and executing successful public relations campaigns.		
Module 1	**Fundamentals of Public Relations**		1
	LOs: Learners will be able to • Examine concept, scope and historical development of public relations. • Analyze role of public relations in communication sector. • Describe role of relationship of PR with other communication sectors.	**Module Contents:** • Evolution, Concept and Principles • Difference between public relations, marketing, and advertising • PR, Publicity, Perception management, Persuasion • Public Relations goals, objectives, strategies, and tactics • Corporate Communication, Media monitoring • Characteristics of PR Professional	
Module 2	**Nature of Public Relations**		1
	LOs: Learners will be able to • Recognize the strategies for establishing and maintaining media relationships. • Analyze the role of public relation in communicating the	**Module Contents:** • Nature of PR practices: Personality, institution brand building, crisis, advocacy, 360-degree and Integrated Marketing Communication, strategic	

		communication, Corporate Social Responsibility.	
social responsibility adherence of companies		• Managing Media Relations: Press Releases, Pitching stories to media, media dockets, Press Conferences and Press Tours • Internal and External PR • Future of Public Relations	
Assignments/ Activities towards CCE			
	• Group case study of any one PR activity in an organization. • Group Discussion on the impact of media coverage. • Role-playing exercise in pitching a story to a journalist. • Drafting Press Releases and creating social media posts for a PR campaign.		

References:

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

Jethwaney J & NN Sarkar (2015) Public Relations Management, Sterling, New Delhi.

Jethwaney J (2018) Corporate Communication: Principles & Practices, 2nd edition, Sage, New Delhi.

Newsom, D., & Haynes, J. (2016). Public Relations Writing: Form & Style. Cengage Learning.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics.* Pearson.

20343111 **Introduction to Folk Art - II**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		
	Introduction to Folk Art – II		**2**
	Course Outcomes: **Learners will be able to:** • Understand the historical evolution and cultural significance of folk media in various societies. • Identify and classify different forms of folk media.		
Module 1			1
	LOs: Learners will be able to • Adapt the different forms and types of folk media.	**Module Contents:** • Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, folk tales and Riddles, swang, graffiti.	

	• Examine the significance of folk art for community development.	• Performances: Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions. • Use of folk media for community Development: promoting literacy, bringing social change, creating awareness, governance in rural communities. • Folk and Electronic/Digital media.	
Module 2			1
	LOs: Learners will be able to • Design and execute Production Process.	**Module Contents:** • Conceptualizatio for Folk Theatre • Understanding Production Process: Concept development, Storyboard, script writing, Play Analysis • Media Appreciation: Dance, Music, Painting, Film, Television with relation to Theatre Play Production.	
Assignments/ Activities towards CCE			
	❖ Group discussion/presentation on various types of folk arts of the different States in India. ❖ Exhibition/Display of different types of artefacts prepared by students as a part of the subject ❖ Designing of stage production, theatre play or live performance and executing it to actual audiences.		

References:

Chattopadhyay, K.(2007). Handicrafts of India, Indian Council for Cultural Relations, New Delhi.

Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.

Hasnain, N. (2022). Tribal India (8th ed.). Palaka Prakashan, Delhi.

Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Bedford/ St. Martins. Boston and New York.

Kumar, A. (2020). Indian Folk and Tribal Art B. R. Publisher.

Mishra, R. (2016). Traditional Folk Media in India Practice & Relevance Bharati Prakashan Varanasi.

Panthukala, S. (2021). Traditional Folk Media in India White Falcon Publishing, Punjab.

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

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

	Course Outcomes: Learners will be able to: • Apply theory of Advertising and PR in practice. • Examine creative aspects of Advertising. • Create advertising and PR material for given context.		
Module 1	Advertising communication		1
	LOs: Learners will be able to • Analyze the significance of different types of advertising • Evaluate Advertising communication as a field of mass communication.	Module Contents: • Examining different types of advertisements. • Comparing communication points in advertising and type of appeals. • Exploring advertisement and brand management relationship	
Module 2	PR Processes		1
	LOs: Learners will be able to • Apply knowledge about PR and Publicity from earlier theory paper. • Create PR and publicity material for an event or institution. • Undertake PR activities for given context.	Module Contents: • Examining different types of PR Campaigns- successful as well as failed ones. • Designing PR strategy for college/event/Play performance/ person or SME vendor. • Interviewing PR professionals or attending Press Conference.	
Assignments/ Activities towards CCE			
	• Analyzing different kinds of ads. • Analyzing socially relevant advertisements. • Organizing/ Analyzing PR Activities organized by institutions or companies. • Undertaking live PR group project for local vendor or small enterprise and help them gain success. Also monitor the campaign for its outcomes.		

References

Bowen, S. A., Martin T. R., & Rawlins B. (2010). An Overview of the Public Relations Function. Business Expert Press.

Broom, G. M.&Bey-ling, S. (2012). Cutlip & Center's Effective Public Relations (11th Ed.). Pearson Prentice Hall.

Butterick, K. (2011).Introducing Public Relations: Theory and Practice. SAGE Publications Ltd.

Raney, V. (2018). Introduction to Public Relations (In Mass Media)Himalaya Publishing House.

Thakur, D. (2009). Advertising, Marketing & Sales Management Neha Publishers and Distributers.

Vilanilam, J. V., & Varghese, A. K. (2004). Advertising Basics A Resource Guide for Beginners. SAGE Publications Pvt. Ltd.

20643120   **THEATRE PRODUCTION**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**2**
	Course Outcomes: **Learners will be able to:** • Analyze Theatre as an influencer and reflector of social values. • Examine role of theatre in mass media communication. • Explore the complex blend of personal vision, social-cultural background, ethical values and aesthetic judgment through theatre production. • Discuss the vast and diverse communication means by engaging in theatre practices.		
Module 1	**Elements of theatre**		1
	LOs: Learners will be able to • Explore important elements of Theatre by engaging into theatre practices. • Adapt the process of writing for the theatre production.	**Module Contents:** • Elements of theatre • The Playwright, Plot, Characterization, Thematic values of the play, language, Music and Spectacle which is the total effect of the play and that includes the set design suggested by the playwright. • Critical appreciation of a play	
Module 2	**Theatre Practices**		1
	LOs: Learners will be able to • Explore important elements of Theatre. • Engage in the theatre practices as a group. • Apply theory of theatre into practice as group.	**Module Contents:** • Acting - Basic performance techniques, yoga, physical exercises, martial arts, dance, music and movements. • Voice and speech Culture: Breathing exercises, voice control. Music: Singing and basic rhythm for an actor. • Stage - Stagecraft (Technical theatre) It consists of Costume design, construction of set and maintenance, Light design, Makeup, Production- comprising stage management, production management, show control, house management and company management. Scenery- which includes set construction, scenic painting, soft goods (drapes and stage curtains and properties on the sets) and special effects. Sound, which can include musical underscoring, vocal and instrument mixing as well as	

		theatrical sound effects or live music.	
	Assignments/ Activities towards CCE		
	• Participate in theatre activities under the guidance of director. • Group Reading of plays. • Group production of a play by the class. • Public performance of play/street play or any performative art form.		

References

Campbell, D. (2016). Technical Theatre for Nontechnical People Allworth.

Carver, R. K. (2023). Stagecraft Fundamentals (4th ed.). Focal Press.

Deshpande G P (2015) Modern Indian Drama, an anthology, Sahitya Academy, India.

Goldfarb, A. & Wilson E. (2006). Theater: The Lively Art (6th Ed.). McGraw-Hill.

Jacobus, L. A. (2005). The Bedford Introduction to Drama (5th Ed.). Boston and New York: Bedford/ St. Martins.

Rangacharya Adya (2011) Introduction to Bharat's Natyasastra, 2nd Edition, Munshiram Manoharlal Publishers, India.

Richmond F, Darius L Swann and P.B. Zarrilli (1993) Indian Theatre: Traditions of Performance, Motilal Banarasidass Publishers, Delhi.

20443121   **SOCIAL MEDIA MARKETING**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Identify key social media platforms and their unique characteristics. • Cognize different types of social media ads and their formats. • Identify and comprehend current trends in social media marketing.		
Module 1	**Introduction to Social Media Marketing**		1
	LOs: Learners will be able to • Identify key social media platforms and their unique characteristics • Comprehend budgeting and resource allocation for social media marketing • Adapt social media development strategies	**Module Contents:** **Introduction to Social Media Marketing** • Importance of social media in modern marketing • Overview of prevailing social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, etc.) • Current trends in social media marketing **Developing a Social Media Strategy** • Setting goals and objectives • Identifying target audiences • Crafting a social media plan • Competitive analysis • Budgeting for social media marketing	
Module 2	**Content Creation and Management**		1

	LOs: Learners will be able to • Explore the best practices for content creation and posting on different platforms • Learn the unique characteristics and user demographics of each major social media platform	**Module Contents:** **Content Creation and Management** • Types of content (text, images, videos, infographics) • Content calendar creation • Storytelling and brand voice • User-generated content • Tools for content creation and management **Social Media Platforms** • Platform-specific strategies for example Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube • Best practices for each platform • Case studies of platform-specific campaigns	
Module 3	**Social Media Advertising**		1
	LOs: Learners will be able to • Critically examine different types of social media ads and their formats • Develop effective targeting strategies to reach specific audiences	**Module Contents:** • Introduction to social media advertising • Ad formats and placements • Targeting and segmentation • Budgeting and bidding strategies • Analyzing ad performance **Analytics and Measurement** • Key performance indicators (KPIs) for social media • Tools for social media analytics (Google Analytics, platform-specific analytics tools)	
Module 4	**Influencer Marketing and Community Management**		1
	LOs: Learners will be able to • Adapt the role and impact of influencer marketing in social media. • Examine current trends in social media marketing.	**Module Contents:** • Identifying and collaborating with influencers • Building and nurturing online communities • Engaging with followers and managing feedback • Crisis management on social media **Social Media Trends and Future Directions** • Emerging trends in social media marketing • The impact of new technologies (AR/VR, AI, etc.)	
Assignments/ Activities towards CCE			
	• Case study analysis of successful social media campaigns • Group projects involving the creation of a detailed social media plan, including goals, audience analysis, competitive analysis, content strategy, and budget. • Practical projects such as creating social media strategies, ad campaigns, and content calendars. • Creating and launching a mock social media ad campaign • Evaluating the success of social media ads • Developing an influencer marketing plan • Research project on emerging social media trends • Group presentations on platform-specific strategies and trend analysis.		

References

Barker, D. I., & Barker M. (2016). Social Media Marketing: A Strategic Approach (2ⁿᵈ ed.). South-Western College Publishing.

Bartton, S., & Evans D. (2012). Social Media Marketing: An Hour a Day(2nd Ed.). Sybex.

Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age Simon & Schuster. UK.

Kawasaki G. & Fitzpatrick P. (2014). The Art of Social Media: Power Tips for Power Users Panworld Education.

McDonald, J. (2022). Social Media Marketing Workbook Createspace Independent Publishers.

20743100   **INTRODUCTION TO ANIMATION [SEC (Pr.)]**

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester II		**4**
	Course Outcomes: **Learners will be able to:** • Comprehend the basic principles of animation. • Create simple animation projects using traditional and digital techniques. • Apply concepts of timing and motion to animated sequences. • Develop short animated projects from concept to completion.		
Module 1	**History and Evolution of Animation**		1
	LOs: Learners will be able to • Examinethe origin and development of animation as form of communication. • Recognize the contribution of Pioneers in Animation. • Apply the 12 principles of animation in their projects.	**Module Contents:** • History and Evolution of Animation and graphics • Overview of Animation industry • Significant milestones and pioneers in animation • Types of animation • The 12 principles of animation • Role of Graphics in animation	
Module 2	**Traditional animation techniques**		1
	LOs: Learners will be able to • Develop basic skills in traditional animation • Examine the application of digital animation • Integrate storyboarding into animation workflow	**Module Contents:** • Traditional animation techniques- types, role, scope, importance • An overview of digital animation tools (Use of software like Photoshop, Animate CC) • Storytelling in animation (Storyboarding)	
Assignments/ Activities towards CCE			
	• Scarp book on fonts, types, shapes, graphic innovations. • Discussion and presentation about 12 Principles of animation.		

	• Creation of Flipbook. • Designing communication and Storyboarding.	

References:

Laybourne Kit 1998) The animation Book: A complete guide to animated filmmaking- from flip books to sound cartoons to 3D animation, The three Rivers Press, US.

Meroz Morr (2021) Animation for Beginners- Getting started with animation filmmaking, 2nd Edition, Bloop Animation Studios, New York.

Norling E R (1999) Perspective Made Easy, Dover Publications, USA.

Tony, W. (2017). Animation from Pencils to Pixels: Classical Techniques for the Digital Animator Routledge.

Wells, P.,& Mills L. (2008). Basics Animation: Drawing for Animation, Bloomsbury Publishing India Private Limited.

2.7   Given by University

2.8   VEC (Pr.) Environment Awareness (Given by University)
2.9   CC offered through CHENTA, Coursera, Swayam, MOOCS/ University

Syllabus Contents

	Semester III	
3.1	**Introduction to Print Media**	**4**
Course Outcomes:	**Learners will be able to:** • Explore evolution and types of print Media. • Investigate evolution of print media and its role in society. • Adapt differences between print media and electronic media.	
Module 1	**Foundation of Print Media**	1
	LOs: Learners will be able to- • Trace history of development of printing as well as journalism from 1410 to today. • Explain how print media has evolved with time.	**Module Contents:** • Evolution and History of Print Media (pre and post-Independence) and Journalism in India • Function, Role and Impact of Print Media in Society • Types of Print Media: Newspaper, Magazines, Books, Brochures, Pamphlets, Leaflets, etc. • Difference between Print Media and Electronic Media	
Module 2	**Print Journalism and News Writing**	1
	LOs: Learners will be able to • Differentiate between different types of print media. • Identify types of journalism and their characteristics.	**Module Contents:** • Principles of Journalism and News Reporting, News value, News Elements • Types of Journalism, Role of Journalism and Canons of Journalism • News writing styles and structure (5Ws & 1H), importance of hard news and soft news • Editing Proofreading, and fact-checking in a newspaper.	
Module 3	**Print Media Production and Design**	1
	LOs: Learners will be able to • Identify the content structures of different types of types of media, its working structure, layout and design.	**Module Contents:** • Basics of typography, layout, and design • Printing technology and production process • Organizational structure of a newspaper, advertisement and revenue model in print media • Digital transformation and e-publications	

Module 4	Future Trends & Challenges in Print Media		1
	LOs: Learners will be able to • Explore the current, future trends and challenges in print media	**Module Contents:** • Media convergence and role of multimedia, News on the go, MoJo, Web and app-based journalism • Impact of social media on print journalism • Bot and AI in journalism • Sustainability and future of print media	
Assignments/ Activities towards CCE • Project on different types of print media with examples. • Project based on comparative analysis on print media with electronic media • Visit to Print Media House • Project based on social media			

References:

Ahuja, C., & Hiteshi, B. (2016). Print Journalism: A Complete Book of Journalism. Partridge India. (1st ed.). India.

Bal, A. (2011). Introduction to Journalism.Concept Publishing Company Pvt. Ltd. India

Kumar, K. J. (2010). Mass Communication in India (4th ed.). Jaico Publishing House. Mumbai, India.

Puri, S. (2014). Handbook of Print Journalism. Makhanlal Chaturvedi National University of Journalism and Communication. (1st ed.). Bhopal, India

	Semester III		4
3.2	**Broadcast Media: Radio and Television**		
	Course Outcomes: Learners will be able to: • Examine the Evolution and Development of Radio and Television. • Evaluate the Functioning and Impact of Various Radio Formats. • Analyze Television as a Medium of Mass Communication. • Demonstrate Knowledge of Sound and Visual Production. • Examine the Digital Transition in Broadcasting. • Explore the issues related to Media Regulations and Policies.		
Module-1	Radio-The Evolution and Growth		1
	LOs: Learners will be able to- • Explore different types of Radio set ups and their programming. • Record sounds, interviews and other audio material.	**Module Contents:** • Brief history and Evolution of radio in India. • Contemporary Radio-AM, FM, Community Radio, Educational Radio, Radio Rural Forum. • Commercial Radio Broadcasting in India. • Internet Radio and Private FM Channels broadcast on the Internet. • Types of programs on Radio Yuva Vani, News, Farmers, Women, Labour, Special Audience. • Development of Radio as Mass Medium.	

Module 2	Television-An overview		1
	LOs: Learners will be able to • Examine different genres of TV programs • Write a TV Commercial and create visual story board	**Module Contents:** • A brief history and evolution of Television. • Development of Television in India. • Advent of Private Channels, Cable and Satellite TV. • Television as a means of education and entertainment • Types of Television Programmes. • Recent trends in India in broadcast journalism	
Module 3	Sound & Visuals for Radio & TV		1
	LOs: Learners will be able to • Evaluate the fundamentals of Sound in Media • Demonstrate Knowledge of Studio Setup and Equipment • Analyze the Power and Influence of Visuals • Develop Technical Skills in Video Production • Evaluate the Role of Lighting in Media Production	• Types of Sound: natural, Ambient and Recorded. • The Studio set up • The sound Equipment: mixer, Control Panel • The power and influence of Visuals. • The video-camera: Types of shorts, Camera Position, shots sequences and shot length. • Lightning: The importance of lighting	
Module 4	Digital Broadcast Media		
	LOs: Learners will be able to • Examine Digital Radio and Television Broadcasting. • Analyze Digital Broadcasting Technologies. • Explore Online Radio and Television Streaming. • Examine Digital Broadcasting Regulations and Policies.	• Digital radio and television broadcasting: benefits and Challenges • Digital Broadcasting technologies: DAB, DVB and IPTV, OTT. • Online Radio and Television Streaming: Platforms and services. • Digital Broadcasting Media regulation and policies	

References:

Agarwal, S. (2017). Radio and Television. Himalaya Publishing House. Bhandup, India.

Brown, L., & Duthie, L. (2016). The TV Studio Production Handbook. I.B. Tauris.(1st Ed.). New York, United States.

Desai, M. (2022). Region Language Television in India: Profiles and perspective. (Ed.) Routledge. India.

Desai, M. (2010). Television in India: Many Faces. Authors Press. New Delhi.

Desai, M. & Agrawal B. (2009). Television and Cultural Change: Analysis of Transnational Television in India, Concept, New Delhi.

Kulkarni, N. (n.d.). Radio and Television. Vipul Prakashan. India.

Kumar, K. J. (2010). Mass Communication in India (4th ed.). Jaico Publishing House. Mumbai, India.

Major (Core)	**Semester III**	
3.3	**Film Communication**	**4**
	Course Outcomes: **Learners will be able to:** • Recognize film as a powerful communication tool. • Explore the historical evolution and major movements in cinema. • Develop analytical skills for film criticism and media literacy. • Apply filmmaking techniques to create short films.	
Module 1	**Fundamentals of Film Communication**	1
	LOs: Learners will be able to • Explore the basic principles of film as a communication medium. • Adapt components of film language. • Examine the evolution of cinema and its technological advancements.	**Module Contents**: • Definition and scope of film communication. • History of cinema: Silent films, talkies, digital revolution. • Elements of film language: Visual composition, cinematography, Scene design, editing, sound. • Narrative structures: Linear vs. non-linear storytelling, three-act structure. • Role of film in mass communication and public discourse	
Module 2	**Film Theory and Analysis**	1
	LOs: Learners will be able to: • Analyze films using different theoretical frameworks. • Explore about various film movements and their impact on storytelling. • Critically evaluate the role of cinema in cultural and political contexts.	• Introduction to film genres (Drama, Comedy, Thriller, Documentary, Experimental). • Film theories: Auteur theory, Feminist film theory, Structuralism, Formalism, Realism. • Major film movements: German Expressionism, Italian Neorealism, French New Wave, Indian Parallel Cinema. • Representation and ideology in cinema: Gender, race, class. • Role of cinema in shaping public opinion and culture.	
Module 3	**Film Production Techniques**	1
	Learners will be able to • Develop skills in visual storytelling and filmmaking. • Explore the workflow of film production. • Apply theoretical knowledge in hands-on film projects.	• Pre-production: Scripting, storyboarding, shot breakdown. • Cinematography: Camera angles, movements, lighting techniques. • Sound design: Recording, Foley, music integration. • Directing actors: Performance, blocking, communication with crew.	

		• Introduction to film editing software and techniques. • Group project: Creating a short scene with proper shot composition.	
Module 4	**Short Film Project & Post-Production**		1
	LOs: Learners will be able to • Develop skills in post-production, including editing and sound design. • Create a final short film as part of a team.	**Module Contents:** • Post-production: Non-linear editing, color correction, sound mixing. • Special effects and visual enhancements. • Film marketing and distribution strategies. • Submission of final short film (3-5 minutes) as part of assessment. • Screening and peer review of student projects.	
Assignments/ Activities towards CCE			
	Students can be given the following projects: • Class discussion or group activity to explore how films communicate emotions, messages, and societal themes through role plays, case studies, and performances. • Presentations on the evolution of film communication and its impact on society. • Film review to analyse a classic or contemporary film with a focus on its themes, storytelling, and cinematography. • Short film or documentary by applying aspects of pre-production, production, and post-production. • Visit to production house or shooting location to understand real-world filmmaking processes and industry workflows.		

References:

Bazin, A. (2005). What is Cinema?. University of California Press.(2nd ed.). Berkeley, United States.

Bordwell, D., & Thompson, K. (2021). Film Art: An Introduction. McGraw-Hill. (13th ed.). New York, United States.

King, G. (2002). New Hollywood Cinema: An Introduction. I.B. Tauris. (1st ed.). London, United Kingdom.

Lopez, K. (2023). But Have You Read the Book? 52 Literary Gems That Inspired Our Favorite Films. Running Press. Philadelphia, United States.

Mittell, J. (2015). Complex TV: The Poetics of Contemporary Television Storytelling. NYU Press. New York, United States.

Neumeyer, D. (Ed.). (2014). The Oxford Handbook of Film Music Studies. Oxford University Press. Oxford. United Kingdom.

Monaco, J. (2009). How to Read a Film. Oxford University Press.(4th ed.).United Kingdom.

Pearlman, K. (2022). Cutting Rhythms: Intuitive Film Editing. Focal Press.(2nd ed.). New York, United States.

Rosenbaum, J., & Martin, A. (2019). Movie Mutations: The Changing Face of World Cinephilia. BFI Publishing.(1st ed.). London, United Kingdom.

Minor	**Semester III**	**2**
3.4	**History of Indian Media**	
Course Outcomes:	**Learners will be able to:** • Analyze the historical development of media in India, identifying key milestones in the evolution of various media forms. • Evaluate the socio-political and cultural impact of media in shaping Indian society from the colonial era to the present. • Examine the contemporary challenges and opportunities for Indian media in the digital era, including the role of social media and new technologies	
Module 1	**Historical Foundations of Indian Media**	1
	LOs: Learners will be able to • Identify the evolution of traditional communication forms and the introduction of print media. • Assess the role of the press and media in India's independence movement and its significance in shaping national identity. • Analyze the early development of broadcast media in India, especially the rise of radio (All India Radio) and its influence on public opinion.	**Module Contents:** **Introduction to Indian Media History** • Overview of Indian media and its evolution • Early communication systems: Oral traditions, folk media, and indigenous communication methods **Media and Nationalism** • Major newspapers and figures in the independence movement **The Rise of Radio and Early Broadcast Media** • Introduction of All India Radio (AIR) and its role in post-independence India • Radio's impact on public opinion and its role in shaping national identity
Module 2	**The Evolution of Modern Indian Media**	1
	LOs: Learners will be able to • Analyze the impact of the digital revolution • Evaluate the role of social media platforms in India, • Analyze trends in the Indian media landscape	**Module Contents:** **The Digital Revolution** • Evolution of Television • The rise of Private channels • The impact of the internet on media in India: News websites, blogs, and online content platforms **Social Media and its Impact on Indian Society** • Social media's role in changing communication and information dissemination • The growth of platforms like Facebook, Twitter, Instagram, and YouTube **Future of Indian Media** • The potential of mobile platforms, OTT services, and future trends in Indian media

		• Challenges and opportunities for media in the globalized digital world	
Assignments/ Activities towards CCE			
	Students can make followings assignments: • A project on History of Indian Media • Case Study on Indian Radio/Television • Visit and report of a media house		

References:
Athique Adrian (2012) Indian Media- Global Approaches, Polity, UK.
Bhargava, R. (2001). Media and Society in India. Sage Publications, India.
Joshi, K. R. (2003). Indian Media: A Global Approach. Atlantic Publishers, India.
Kumar Gulshan (2025) Digital Media in a streaming age: The rise of OTT, Podcasting, and Vlogging, Vol-1, Selfypage Developers Pvt. Ltd., Karnataka.
Kumar, K. (2004). The Mass Media: An Introduction (3rd ed.)., Vikas Publishing House, India.
Mehta, P. B. (2006). The Media and Political Change in India. Sage Publications, India.
Thussu, D. K. (2007). News as Entertainment: The Rise of Global Infotainment. Sage Publications, United kingdom.
Sreedharan, E. (2007). India's Media: From the British to the Digital Age. Macmillan India, India.
Sood, S. K. (2001). The Press and the National Movement In India (1st ed.). Allied Publishers, India.

Minor 3.5	**Public speaking (Practical)**	**2**
Course Outcomes:	**Learners will be able to:** • Develop effective communication skills for public speaking. • Create effective presentation and engaging the audience. • Inculcate proper body language and non-verbal communication. • Adapt the presentation style to facilitate different audiences and environments.	
Module 1	**Introduction Public Speaking**	1
	LOs: Learners will be able to • Examine the basic elements and importance of Public Speaking. • Acquire the skills required for Public speaking.	**Module Contents:** • Introduction to Public Speaking • Body Language and Non-Verbal Communication • Advanced Public Speaking Techniques • Presentation Skills	
Module 2	**Presentation**	1
	LOs: Learners will be able to • Explore the basic elements and Importance of Presentation • Acquire the skills of required for Presentation	**Module Contents:** • Introduction to Presentation Skills • Planning and Structuring Your Presentation • Creating Effective Visual Aids • Handling Q&A and Audience Interactions	
Assignments/ Activities towards CCE Following assignments can be submitted by the students. • Prepare and deliver a 3- Minute speech on any topic of their own choice. • Design and deliver Presentation		

References:
Kadam, V. (2022). Encounter the Fear of Public Speaking: A Self-help Book to Master Communication skills. Notion Press. India

Kakkar Mehra, S. (2020). Business Etiquette: A guide for the Indian Professional. HarperCollins India.

Puranik, M. (2019). The Art of Public Speaking. Diamond Pocket Books. India

Patil, S. (2021). Handbook on Public Speaking, Presentation & Communication Skills. Evincepub Publishing. India

3.6   Modern Indian Languages

3.7	Media Entrepreneurship		2
Course Outcomes :	**Learners will be able to:** • Examine media entrepreneurship and identify business opportunities. • Analyze monetization models and revenue strategies in media. • Build a personal brand and engage audiences using digital tools • Apply SEO, social media and content marketing for business growth. • Develop and pitch a media startup business plan effectively.		
Module-1	**Media Entrepreneurship Avenues**		
	LOs: Learners will be able to: • Explore the concept of media entrepreneurship and its role in the industry. • Identify different types of media startups and emerging opportunities.	**Module Contents:** • Definition & scope of media entrepreneurship. • Evolution of the media business landscape. • Case studies of successful media entrepreneurs. • Identifying market gaps and business opportunities. • Personal branding & storytelling in media business.	
Module 2	**Social media branding**		
	LOs: Learners will be able to • Develop a personal brand and use digital tools for audience engagement. • Apply SEO, social media strategies and content marketing for business growth. • Develop a business pitch for a media startup.	**Module Contents:** • Personal branding on social media Social media & influencer marketing. • Digital tools for audience engagement & analytics. • Creating viral & engaging media content. • Steps to develop a media business plan. • Creating a compelling pitch deck.	
Assignments/ Activities towards CCE • Case Studies: Analyzing successful and failed media startups. • Business Idea Development: Students propose a new media startup. • Live Projects: Content monetization or branding exercises. • Pitch Presentation: Final project on media business strategy.			

References:

Briggs, M. (2012). Entrepreneurial Journalism: How to Build What's Next for News. CQ Press. United States.

Chadwick, A. (2017). The Hybrid Media System: Politics and Power (2nd ed.). Oxford University Press. United Kingdom.

McDonald, J. (2021). Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing. United States.

Pulizzi, J. (2015). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw Hill. United States.

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. United States.

Socolow, M. J. (2018). Media Entrepreneurship: The Art of the Start. Routledge. United States.

Ulin, J. C. (2019). The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World (3rd ed.). Taylor & Francis. United States.

BA (Mass Communication- Journalism)
Semester IV

Syllabus Contents

Major Core	Semester IV	4
4.1	**Introduction to Reporting**	
Course Outcomes:	**Learners will be able to:** • Explore the fundamentals of news reporting and journalistic principles. • Develop skills in news gathering, writing, and editing. • Analyze ethical, legal, and societal considerations in journalism. • Explore the role of technology and multimedia in modern reporting.	
Module 1	**Foundations of Reporting**	1
	LOs: Learners will be able to • Examine the basics of journalism • Explore different types of news and reporting styles. • Apply the principles of journalism to the content	**Module Contents:** • Definition and Elements of News • News Values and Newsworthiness • Types of Reporting: Hard News, Soft News, Features, Investigative Reporting • Ethical and Legal Considerations in Journalism (Press Freedom, Defamation, Privacy)	
Module 2	**News Gathering and Reporting**	1
	LOs: Learners will be able to • Develop skills in interviewing, sourcing, and verifying information. • Write clear, concise, and engaging news stories. • Apply different styles of news writing, including inverted pyramid and narrative storytelling.	**Module Contents:** • Basics of News Writing: Structure, Clarity, and Style • The Inverted Pyramid and Hourglass Model of News Writing • Primary & Secondary Sources: Conducting Interviews and Research • Fact-Checking, Verification, and Avoiding Fake News	
Module 3	**Reporting in the Digital Age**	1
	LOs: Learners will be able to • Explore the role of digital tools and multimedia in news reporting. • Examine the impact of social media on journalism. • Adapt reporting techniques for online and mobile platforms.	**Module Contents:** • Digital Journalism: Writing for Online News Portals • Live Reporting and Mobile Journalism • The Role of Social Media in News Gathering and Distribution • Multimedia Storytelling: Text, Images, Video, and Infographics.	
Module 4	**Specialized Reporting and Field Assignments**	1

LOs: Learners will be able to • Explore different beats in journalism and their significance. • Develop hands-on experience in reporting assignments. • Analyze case studies of impactful investigative reporting.	**Module Contents** • Beat Reporting: Political, Crime, Sports, Business, Environment, Lifestyle • Field Assignments: Covering Events and Writing Reports • Field Assignments: Covering Events and Writing Reports • Case Studies: Notable Investigative Reports and Their Impact

Assignments/ Activities towards CCE	
	• News Article Writing – Write a 300-word news report on a real or simulated event. • Interview Task – Conduct and transcribe an interview with a professional on a current issue. • Live Reporting Simulation – Create a short video report on a given topic. • Fact-Checking Exercise – Analyze and verify a viral news story.

References:

Harcup, T. (2021). Journalism: Principles and Practice (4th ed.). SAGE Publications Ltd. London, United Kingdom.

Kovach, B., & Rosenstiel, T. (2021). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect (4th ed.). Three Rivers Press. New York, United States.

Mencher, M. (2010). News Reporting and Writing (12th ed.). McGraw-Hill Education. New York, United States.

Pavlik, J. V. (2001). Journalism and New Media. Columbia University Press. New York, United States.

Rich, C. (2015). Writing and Reporting News: A Coaching Method (8th ed.). Cengage Learning. Boston, United States.

Major Core	**Semester IV**	
4.2	**Evolution of Digital Communication**	**4**
Course Outcomes:	**Learners will be able to:** • Examine the historical evolution of digital communication. • Analyze the key technologies and their impact on communication systems. • Explore various digital communication protocols and networks. • Examine emerging trends in digital communication.	

Module 1	**Digital Communication Evolution**		1
	LOs: Learners will be able to • Explore the historical development of communication systems • Differentiate between analog and digital communication • Analyze the advantages of digital transmission. • Identify major milestones in the evolution of communication technologies.	• History of Communication: From smoke signals to telegraph and telephone. • Transition to Digital Communication: Analog vs. Digital signals, key differences. • Milestones in Digital Communication: Development of radio, television, and early computing networks. • Fundamentals of Digital Transmission: Binary data, encoding, and modulation techniques.	
Module 2	**Key Technologies in Digital Communication**		1
	• Analyze the impact of satellite and fibre optic communication • Describe the evolution of the internet • Examine technical advancement in mobile communication • Evaluate the role of encryption and data security in modern digital communication.	• Satellite and Fibre Optic Communication: How they transformed global connectivity. • The Internet Revolution: ARPANET, TCP/IP, and the rise of the World Wide Web. • Mobile Communication Systems: Evolution from 1G to 5G networks. • Digital Broadcasting and Streaming: TV, radio, and online content platforms. • Encryption and Data Security: Role of cryptography in secure communication.	
Module 3	**Digital Communication Protocols and Networks**		1
	LOs: Learners will be able to • Explain the concepts related to digital data transmission. • Compare different wireless communication protocols	• Digital Switching and Multiplexing: Circuit vs. packet switching, TDM, FDM. • Wireless Communication Protocols: Wi-Fi, Bluetooth, LTE, 5G. • Internet Communication Protocols: HTTP, FTP, SMTP, VoIP, DNS. • Cloud Computing and IoT: Impact on communication and networking.	
Module 4	**Emerging Trends and Future of Digital Communication**		1
	LOs: Learners will be able to • Examine the role of AI and machine learning in optimizing communication networks.	• AI and Machine Learning in Communication: Smart networks, automated responses. • Quantum Communication: Basics and potential future applications.	

		6G and Beyond: What to expect in the next generation of communication.
	• Explain the fundamentals of quantum communication • Evaluate the technological advancements leading to 6G and beyond.	• 6G and Beyond: What to expect in the next generation of communication. • Digital Ethics and Privacy: Data protection laws, cybersecurity challenges. • Impact of Digital Communication on Society: Social media, misinformation, and connectivity.
Assignments/ Activities towards CCE		
	Students will be given the following projects: • Project on any phase of Evolution of Digital Communication. • Project based on applications of AI in any industry	

References:

Haykin, S. (2001). Communication Systems (4th ed.). Wiley. United States.

McDaniel, P., & Savas, D. (2017). Blockchain Technology And Applications. Wiley. United Kingdom.

Proakis, J. G., & Salehi, M. (2008). Digital Communication (5th ed.). McGraw-Hill, United States.

Minor	Semester IV	
4.3	**Writing for Media**	**2**
Course Outcomes:	**Learners will be able to:** • Explore different types of writing for media. • Examine different forms of writing in media. • Apply the language usage effectively in communicating meaning.	
Module 1	**Evolution of Writing**	1
	LOs: Learners will be able to • Examine the historical contexts and theoretical dimension of writing as coding in form of a language. • Explore the elements of writing. • Apply writing as an art and science.	**Module Contents:** • Developmental Stages and Historical background of writing • Elements of writing- words, sentences, paragraphs, chapters • Language for mediated communication, Language as sign to symbol to icon • Role of Language in India
Module 2	**Principles and methods of writing**	1
	LOs: Learners will be able to • Study the rules of translation from one language to another without changing the sole of the matter	**Module Contents:** • Effective Writing- Rules of grammar, sentence Construction, paragraphing, narration, grammatical formation within the languages • Translating from one language to another without losing meaning, translation and transcreation

Module 3	Forms of Writing		
	LOs: Learners will be able to • Write for personal as well as professional purposes. • Recognize difference in formal and informal writing.	**Module Contents:** • Form of writing for official and personal purposes • Format and style of writing for different media and different audiences	
Module 4	Media Writing		
	LOs: Learners will be able to • Apply professional ethical ways while writing for different media. • Develop practical understanding them and creating them.	**Module Contents:** • Writing for Radio, Television and digital media • Writing reports on current events. • Writing reviews of film, radio talk, etc.	
Assignments/ Activities towards CCE • Students will be given assignment such as feature writing, argumentative writing, news writing, blog writing etc. to develop the writing skills. • News Stories and Blog writing can be learnt in the class through hands-on-experience.			

References

Bayles, F. (2011). Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergencies, and Government. CQ Press.(Revised. ed.).Washington, D.C., USA.

Clark, S. (2003). Word for Word. OUP Oxford. Oxford, United Kingdom.

Holmes, T., & Nice, L. (2012). Magazine Journalism. SAGE Publications Ltd.(1st ed.).London, United Kingdom.

Redman, P., & Maples, W. (2011). Good Essay Writing: A Social Sciences Guide (4th ed.). SAGE Publications Ltd. London, United Kingdom.

Spark, D., & Harris, G. (2011). Practical Newspaper Reporting (4th ed.). SAGE Publications Ltd. London, United Kingdom.

Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media Writing: Print, Broadcast, and Public Relations (4th ed.). Routledge. New York, United States.

4.4	Introduction to AI	
Course Outcomes:	**Learners will be able to:** • Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. • Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. • Identify key issues and analyze complex problems related to AI and HCI. • Examine issues related to AI and HCI.	
Module 1	Introduction to Artificial Intelligence	1
	LOs: Learners will be able to • Examine the concept of Artificial Intelligence (AI). • Recognize various AI applications. • Analyze the role and impact of AI in society. • Develop critical thinking and problem-solving skills.	**Module Contents:** • Definition, history, and scope of AI • Types of AI: narrow or weak AI, general or strong AI, and superintelligence • AI applications: expert systems, natural language processing, computer vision, and robotics

Module 2	Human-Computer Interaction (HCI)		1
	LOs: Learners will be able to • Examine the interactive systems using HCI principles and methods. • Evaluate the impact of technology on humans and society. • Communicate HCI concepts and designs effectively to stakeholders. • Apply HCI principles to real-world problems	• Introduction to HCI: human-centered design, user experience, and usability • Human factors: cognitive psychology, perception, and attention • Interaction design: input devices, output devices, and interaction techniques	
Assignments/ Activities towards CCE			
	Students will be given the following projects: • AI Case Study Presentation • Project on HCI Design • Projects based on 'Impacts of AI'		

References:

Dix, A., Finlay, J., Abowd, G. D., & Beale, R. (2004). Human-Computer Interaction (3rd ed.). Pearson. United Kingdom.

Goyal, S. K. (2015). Human-Computer Interaction. Tata McGraw-Hill. India.

Gupta, R. K. (2012). Artificial Intelligence. Tata McGraw-Hill. India.

Iyengar, S. S. (2011). Artificial Intelligence and Robotics. New Age International. India.

Jackson, P. C. (1985). Introduction to Artificial Intelligence. Dover Publications. United States.

Khemani, D. (2013). Artificial intelligence. Oxford University Press. India.

Russell, S., & Norvig, P. (2020). Artificial Intelligence: A Modern Approach (4th ed.). Pearson. United States.

Sharma, R. K. (2018). Human-Computer Interaction. Oxford University Press. India.

Tidwell, J. (2010). Designing Interfaces (2nd ed.). O'Reilly Media. United States.

	Semester IV		2
4.5	**Podcasting**		
Course Outcomes:	Learners will be able to: • Examine the role and impact of podcasting in the digital media landscape. • Develop skills in conceptualizing, scripting, recording, and editing podcasts. • Evaluate the different podcast formats and distribution strategies. • Apply ethical and legal considerations in podcast production. • Create a podcast episode with a strategic audience engagement plan.		
Module 1	**Introduction to Podcasting & Production Techniques**		1
	LOs: Learners will be able to • Explore the history and evolution of podcasting. • Identify different podcast formats (narrative, interview, panel discussion, etc.). • Adapt the fundamentals of audio storytelling • Conduct experiments with recording equipment through hands-on experience	**Module Contents:** • History and Evolution of Podcasting • Understanding Podcast Formats and Genres • Basic Audio Equipment and Recording Techniques • Introduction to Editing Software	

Module 2	Podcast Production		1
	LOs: Learners will be able to - Apply strategies for audience engagement and distribution. - Evaluate the ethical and legal considerations in podcasting. - Adapt branding, monetization, and promotional techniques.	**Module Contents:** - Copyright, Fair Use, and Ethical Podcasting Practices - Hosting and Distributing Podcasts (RSS Feeds, Podcast Platforms) - Branding and Audience Engagement Strategies - Social Media Promotion and Podcast Marketing	
Assignments/ Activities towards CCE			
	- Podcast Review**:** Analyze an existing podcast episode, evaluating its format, production quality, and storytelling techniques. - Mini Audio Exercise: Record a 2-minute introduction of yourself using proper mic technique and edit it with background music. - Scriptwriting Task: Develop a script outline for a short 5-minute podcast segment.		

References:

Bottomley, A. J. (2020). Sound Streams: A Cultural History of Radio-Internet Convergence. University of Michigan Press, United States.

Llinares, D., Fox, N., & Berry, R. (2018). Introduction: Podcasting and Podcasts—Parameters Of A New Aural Culture. In Springer , Switzerland.

McHugh, S. (2016). How Podcasting Is Changing The Audio Storytelling Genre. Radio Journal International Studies In Broadcast & Audio Media, 14(1), United Kingdom.

Spinelli, M., & Dann, L. (2019). Podcasting: The Audio Media Revolution. Bloomsbury Publishing USA, United States.

Students look/hear/watch various podcasts as a part of this course.

4.6   Modern Indian Languages
4.7   Community Engagement Program