DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)
Reaccredited With A++ Grade by NAAC
College with Potential for Excellence, Linguistic Minority Institution,
Affiliated to University of Madras, Arumbakkam, Chennai - 600 106

M. A.
JOURNALISM & COMMUNICATION

PG DEPARTMENT OF

JOURNALISM AND COMMUNICATION

Academic Year
2022-2023

PG DEPARTMENT OF JOURNALISM AND COMMUNICATION

MASTER OF ARTS COURSE IN JOURNALISM & COMMUNICATION

CHOICE BASED CREDIT SYSTEM (CBCS)

WITH GRADING SEMESTER SYSTEM WITH CREDITS

M.A. (Journalism & Communication)

VISION OF THE DEPARTMENT

- To provide holistic education which focusses on professional and personal development.
- To instill the foundation of academic research.
- To ignite social awareness and responsibility.
- To spark creative expressions

MISSION OF THE DEPARTMENT

- Educate to critically analyse social, cultural, economic and geo-political scenarios of the contemporary era
- Develop skills to appreciate and critically analyse media text
- Cultivate conscience to function in accordance with media laws and ethics
- Inculcate knowledge and expertise to develop media content
- Grooming students to function in the state of the art media environment

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1	To equip students with knowledge and essentials skills required to work in various media organizations.
PEO 2	To familiarize the students with the diverse socio- economic and linguistic cultures.
PEO 3	To inculcate the values and ethics of Journalism.
PEO 4	To develop critical and analytical skills of Journalism.
PEO 5	To impart knowledge and awareness on importance of life-long learning, managerial, entrepreneurial, and leadership skills.

GRADUATE ATTRIBUTES (GA)

Dwaraka Doss Goverdhan Doss Vaishnav College empowers graduates holistically. A DGVCian achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I.	SOCIAL COMPETENCE
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
II.	**PROFESSIONAL COMPETENCE**
GA 6	Optimism, flexibility and diligence that would make them professionally competent
GA 7	Prowess to be successful entrepreneurs and become employees of trans-national societies
GA 8	Excellence in Local and Global Job Markets
GA 9	Effectiveness in Time Management
GA 10	Efficiency in taking up Initiatives
GA 11	Eagerness to deliver excellent service
GA 12	Managerial Skills to Identify, Commend and tap Potentials
III.	**ETHICAL COMPETENCE**
GA 13	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 14	Honesty in words and deeds
GA 15	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 16	Social and Environmental Stewardship

PROGRAMME OUTCOMES (PO)

On completion (after three years) of B.A. Journalism Programme, the graduates would be able to

PO 1	To participate in various types of employment, development activities and public discourses particularly in response to the needs of the community one serves.
PO 2	To understand the need and have the competencies to support local, regional and national initiatives.
PO 3	To develop critical and analytical thinking.

PO 4	To develop conceptual understanding, problem solving and application of Skills.
PO 5	To provoke entrepreneurship among the students along with strong ethics and communication skills.
PO 6	To develop a questioning mind in diverse environments for better outcomes.
PO 7	To engage in lifelong learning and enduring proficient progress.

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after three years) of B.A. Journalism and Mass Communication Programme,

PSO 1	Students will emerge as a self-disciplined professional with adequate knowledge and competency to excel in the media industry.
PSO 2	Adopt critical thinking in interpreting various social, political, economic and cultural issues from different perspectives and infer its implications in the society.
PSO 3	Engage in self-evaluation and lifelong learning to acquire knowledge in the area of Journalism and attain different skill sets including reporting, writing, editing the news, designing layout and taking news worthy photographs.
PSO 4	Practice professional ethics and values in dispersing their duties and be a conscious and socially responsible person.
PSO 5	Rise as a team player with leadership and inter personal skills to create an amicable work atmosphere.
PSO 6	Will employ creative, technical and communication skills in understanding and developing solution for societal problems by creating appropriate content for Journalism.

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COURSE CURRICULUM

M A (Journalism & Communication)

S. No	Course Component	Name of the Course	Instr. Hrs	Credits	Exam Hrs	Max. Marks CIA	Max. Marks ESE
		FIRST SEMESTER					
1	Core 1	Human Communication	5	4	3	50	50
2	Core 2	Reporting and Writing Skills	5	4	3	50	50
3	Core 3	Editing Skills	5	4	3	50	50
4	Core 4	Information and Communication Technology	5	4	3	50	50
5	Elective Paper I	Travel Photography/Photojournalism (**Practical 1**)	5	3	3	50	50
6	Elective Paper II	Media Skills/Online Journalism and Web Management (**Practical 2**)	5	3	3	50	50
7	Part-IV	Skill Based Subject Soft Skills – I	1	2	3	50	50
		TOTAL	**30**	**24**			
		SECOND SEMESTER					
1	Core 5	Mass Communication Theories	6	4	3	50	50
2	Core 6	Media, Culture and Society	5	4	3	50	50
3	Core 7	Communication Research Methods	5	4	3	50	50
4	Core 8	Digital Marketing	4	4	3	50	50
5	Elective Paper III	Human Interest Stories/Cultural Journalism (**Practical 3**)	5	3	3	50	50
6	Elective Paper IV	Mobile Journalism/ News Production (**Practical 4**)	5	3	3	50	50
7	Part-IV	Skill Based Subject Soft Skills –II	2	2	2	50	50
		TOTAL	**30**	**24**			
		THIRD SEMESTER					
1	Core 9	Media Management	4	4	3	50	50
2	Core 10	Advertising	4	4	3	50	50
3	Core 11	Public Relation & Corporate Communication	4	4	3	50	50
4	Core 12	Dissertation (**Practical 5**)	5	4	3	50	50

5	Elective Paper V Inter disciplinary	Documentary Production (**Practical 6**)	5	3	3	50	50
6	Elective Paper VI	Deprivation Coverage / Event Management (**Practical 7**)	4	5	3	50	50
7	Elective Paper VII (Extra Disciplinary)	Developmental Communication/Health Communication (**Practical 8**)	4	5	3	50	50
		TOTAL	**30**	**29**			
		FOURTH SEMESTER					
1	Core 12	Media Laws and Ethics	6	4	3	50	50
2	Core 13	Film Studies and Appreciation (**Practical 9**)	9	4	3	50	50
3	Core 14	Digital Story Telling (**Practical 10**)	10	4	3	50	50
4	Core 15	Internship (**Practical 11**)	5	2	3	50	50
5	Part-IV	Soft Skills	2	2	3	50	50
		TOTAL	**30**	**16**			
		TOTAL CREDITS	**120**	**93**			

Semester	I	
Subject	**CORE PAPER 1: HUMAN COMMUNICATION**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	Understanding the basics behind fundamentals of Communication
2.	Exploring nuances on public speaking.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Understand the definition, need and importance of communication as expression and skill.	**K1 & K2**
CO2	Trace the importance of communication in human development.	**K3 & K4**
CO3	Learning communication patterns and its need in an organization.	**K4**
CO4	Gain adequate knowledge on public communication system.	**K5**
CO5	Apply knowledge of the theories of communication to practice.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: NATURE AND SCOPE OF HUMAN COMMUNICATION

Communication: Definition—Nature and Scope—Intention and communication Need for and the Importance of Human Communication, Communication as expression, skill and process.

UNIT 2: INTERPERSONAL COMMUNICATION

Theories and Models—Transactional analysis, Interactive Model etc. Theories of Message Selection--Cognitive Theories, Theories of Planning, Action, Message Selection and Message Design, Interpersonal Deception theory, Relational Communication Theory.

UNIT 3: GROUP COMMUNICATION

Theories and Models- Group-think, Decision Making Process, leadership, team work communication patterns in group context, functional. Interactional and Structural Tradition. Communication and Organization: Classical Posit on. Likert's four Systems Model.

UNIT 4: PUBLIC COMMUNICATION

Rhetoric Model, Persuasion Models, Hint of Persuasion, Ethical issues in Persuasion, Theories of Message Reception and Processing—Osgood' Meaning Theory, Attribution theory, Social Judgement Theory, Elaboration Likelihood Model, Non-verbal Communication. Theories and Models, Type, of non-verbal behavior, Kinesics.

UNIT 5: PRACTICAL EXERCISES

Exercises on Public speaking and mime, listening competencies, interview of a celebrity from any field.

REFERENCE BOOKS:

1. Little John, Stephen W. Theories of Human communication Wadsworth, 2002
2. Wood, Julia T. Communication Mosaics: An Introduction to the Field of Communication, 2001, Wadsworth
3. Larson, Charles U; Persuasion—Reception and Responsibility. Wadsworth, 2001

E-REFERENCES:

1. https://www.natcom.org/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Nature and Scope of Human Communication				
1.1	Communication: Definition—Nature and Scope—Intention and communication	10	Lecture	PPT
1.2	Need for and the Importance of Human Communication	5	Lecture	PPT, Videos
1.3	Communication as expression, skill and process.	5	Lecture	PPT
UNIT 2 - Interpersonal communication				
2.1	Theories and Models—Transactional analysis, Interactive Model etc.	5	Lecture	PPT
2.2	Theories of Message Selection--Cognitive Theories,	5	Lecture	PPT
2.3	Theories of Planning, Action	5	Group Discussion	Google Classroom
2.4	Message Selection and Message Design	5	Lecture	PPT
2.5	Interpersonal Deception theory, Relational Communication Theory	5	Lecture	PPT
UNIT 3 – Group communication				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.1	Theories and Models- Group-think, Decision Making Process, leadership, team work	5	Lecture	PPT
3.2	Communication patterns in group context, functional. Interactional and Structural Tradition.	10	Lecture	PPT
3.3	Communication and Organization: Classical Posit on. Likert's four Systems Model.	5	Lecture	PPT
UNIT 4 – Public communication				
4.1	Rhetoric Model, Persuasion Models, hint, of Persuasion, Ethical issues in Persuasion	5	Lecture	PPT
4.2	Theories of Message Reception and Processing—Osgood' Meaning Theory, Attribution theory,	5	Seminar	Black Board
4.3	Social Judgement Theory, Elaboration Likelihood Model, Non-verbal Communication.	5	Lecture	Black Board
4.4	Theories and Models, Type, of non-verbal behavior, Kinesics.	5	Lecture	Black Board
UNIT 5 - Practical Exercises				
5.1	Exercises on Public speaking and mime, listening competencies	5	Group Discussion	YouTube
5.2	**Self -Study:** Interview of a celebrity from any field.	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the definition, need and importance of communication as expression and skill.	**K1 & K2**	PSO4, PSO5

CO2	Trace the importance of communication in human development.	**K3 & K4**	PSO4, PSO5
CO3	Learning communication patterns and its need in an organization.	**K4**	PSO1, PSO2, PSO5
CO4	Gain adequate knowledge on public communication system.	**K5**	PSO1, PSO4, PSO5
CO5	Apply knowledge of the theories of communication to practice.	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	2	1	1	1	3	3	1	1	
CO2	1	1	3	2	3	1	1	1	1	3	2	3	1	
CO3	3	3	2	1	3	3	2	3	3	2	1	3	3	
CO4	3	1	2	3	3	1	1	3	1	2	3	3	1	
CO5	1	2	2	2	3	1	1	1	1	2	3	3	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**CORE PAPER 2: REPORTING AND WRITING SKILLS**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	This course acquaints students with the glorious journey of journalism and also enhances the understanding of reporting and writing techniques.
2.	This course also helps students in deciding news angle and setting up the flow of a particular news story.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Evaluate newsworthiness of information and understanding the structure of news flow.	K1, K2
CO2	Demonstrate an understanding of story idea creation and alternative story forms in journalism	K2 & K3
CO3	Comprehend the basic structure and format of a hard/soft news story (lead, body, and conclusion).	K4
CO4	Produce Content for Print, Broadcast and blogs and websites	K5
CO5	Demonstrate an understanding of journalism ethics.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: FUNDAMENTALS OF JOURNALISM

Definition of News, Types of News, Formats, personal attributes of journalism, rights and responsibilities, organization of newsroom, news values. News organization and structure. Purpose and meaning of news.

UNIT 2: REPORTING

Sources of News—primary and secondary sources, Reporters responsibilities, Interviewing skills, structure of news reports, report writing—formats, structures, language, style and grammar. Beats: crime, courts, political, local government.

UNIT 3: SPECIALISED REPORTING

Reporting speeches, reporting public opinion polls, and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Investigative reporting, computer-assisted reporting.

UNIT 4: FEATURE WRITING AND SOFT NEWS

Basic grammar and common errors in writing news-stories— presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New journalism writing style, writing reviews, and other special interest columns, introduction to photojournalism, managing news flow, freelancing, rewriting skills.

UNIT 5: JOURNALISTIC ETHICS

Journalism ethics, code of conduct, social responsibility.

REFERENCE BOOKS:

1. Herbert, John (2000) Journalism in the Digital Age; Theory and Practice for broadcast, print and on-line media
2. E. Hilard (2000): Writing for TV, Radio and New Media, Thomson Learning
3. Mencher; Basic News Writing, 3rd Edition
4. Kessleer, E (2000): When Words Collide A Writers guide to Grammar and Style, Thomson Learning
5. Rich, E (2000): Writing and Reporting News: A Coaching Methods. Thomson Learning
6. Dtrent: News Reporters and News Sources: Accomplices n Shaping and Misshaping. 2nd Edition. Prentice-Hall India
7. Chicago Manual of Style The Essential Guide for writers, editors and Publishers 14th Edition University of Chicago Press. Prentice-Hall India

E-REFERENCES:

1. https://www.editorandpublisher.com/
2. https://www.thenewsmanual.net/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - FUNDAMENTALS OF JOURNALISM				
1.1	Definition of News, Types of News, Formats,	5	Classroom Activity	Newspaper Clippings
1.2	Personal attributes of journalism, rights and responsibilities,	5	Lecture	PPT
1.3	Organization of newsroom, news values.	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1.4	News organization and structure. Purpose and meaning of news.	5	Lecture	PPT
UNIT- 2 - REPORTING				
2.1	Sources of News—primary and secondary sources,	5	Lecture	PPT
2.2	Reporter's responsibilities, Interviewing skills,	5	Lecture	Videos
2.3	Structure of news reports, report writing—formats, structures, language, style and grammar.	5	Classroom Activity	Newspaper Clippings
2.4	Beats: crime, courts, political, local government.	5	Lecture	PPT
UNIT- 3 - SPECIALISED REPORTING				
3.1	Reporting speeches, reporting public opinion polls	10	Classroom Activity	Newspaper Clippings
3.2	Reporting business, reporting human interest stories	5	Classroom Activity	Newspaper Clippings
3.3	Follow-ups and eye-witness reporting, Investigative reporting, computer-assisted reporting.	5	Lecture	PPT
UNIT- 4 - FEATURE WRITING AND SOFT NEWS				
4.1	Basic grammar and common errors in writing news-stories— presentation construction, ensuring copy-flow,	10	Lecture	PPT
4.2	Feature writing, interviews and profiles, News journalism writing style, writing reviews, and other special interest columns	5	Lecture	PPT
4.3	Introduction to photojournalism, managing news flow, freelancing, rewriting skills.	5	Classroom Activity	Photos from Media
UNIT- 5 - JOURNALISTIC ETHICS				
5.1	Journalism ethics	5	Lecture	PPT
5.2	Code of conduct	3	Lecture	PPT
5.3	Social responsibility	2	Lecture	PPT

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Evaluate newsworthiness of information and understanding the structure of news flow.	K1, K2	PSO1& PSO2
CO2	Demonstrate an understanding of story idea creation and alternative story forms in journalism	K2 & K3	PSO5
CO3	Comprehend the basic structure and format of a hard/soft news story (lead, body, and conclusion).	K4	PSO3
CO4	Produce Content for Print, Broadcast and blogs and websites	K5	PSO3
CO5	Demonstrate an understanding of journalism ethics.	K6	PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	1	3	1	1	2	2	3	3	
CO2	1	1	3	2	3	1	3	1	1	2	3	3	3	
CO3	3	3	2	1	3	1	3	3	3	1	2	3	3	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	3	
CO5	1	2	2	2	3	2	3	3	2	1	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I	
Subject	**CORE PAPER 3: EDITING SKILLS**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course acquaints students with the glorious journey of journalism.
2.	This course also helps students in deciding news angle and setting up the flow of a particular news story.
3.	This course enhances the understanding of reporting and writing techniques.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Evaluate newsworthiness of information and understanding the structure of news flow.	K1, K2
CO2	Demonstrate an understanding of story idea creation and alternative story forms in journalism	K2 & K3
CO3	Comprehend the basic structure and format of a hard/soft news story (lead, body, and conclusion).	K4
CO4	Produce Content for Print, Broadcast and blogs and websites	K5
CO5	Demonstrate an understanding of journalism ethics.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: STRUCTURE AND FUNCTION OF A NEWSPAPER INDUSTRY

Structure and function of a newspaper industry. Role and responsibilities of Editor and sub- editors—accuracy and fact checking, traditional editing skills (editor's marks, proof reading etc.)

UNIT 2: NEWSPAPER AND MAGAZINE EDITING:

Fundamentals of Newspaper and magazine editing—balance, quality, leads grammar, spelling, punctuation, headlining. Principles of editing and editing to save space.

UNIT 3: WRITING FOR PRINT MEDIA:

Writing headlines, types of headlines. Following style-book, page layout and design, news agency copy editing, working with picture editor.

UNIT 4: TYPOGRAPHY

Typography – font type, size. Layout and pagination

UNIT 5: EDITORIAL ANALYSIS

Critical analyses of the editorial page – content and style of writing, comparison of national and vernacular press.

REFERENCE BOOKS:

1. Hodgson, F.W (1998). News Sub-editing. Focal Press
2. Davis, A (1998). Magazine Journalism Today. Focal Press
3. Chicago Manual of Style. The Essential Guide for writers, editors and Publishers 14th Edition University of Chicago Press. Prentice-Hall India
4. Bowles, E (2000). Creative Editing. Thomson Learning
5. Hodgson, F.W (1998) News sub-editing- Apple Mac, Quark-Xpress and After. Focal Press
6. Giles, V and Hodgson, F W (1996) Creative newspaper Design Focal Press
7. Westley, H Bruce, News Editing,3rd Edition, Oxford & IBH Publishing Company.

E-REFERENCES:

1. https://www.editorandpublisher.com/
2. https://www.thenewsmanual.net/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT –I Structure and Function of a Newspaper Industry				
1.1	Structure and function of a newspaper industry.	5	Lecture	PPT
1.2	Role and responsibilities of Editor—accuracy and fact checking	5	Lecture	PPT
1.3	Role and responsibilities of Sub-Editors—accuracy and fact checking	5	Lecture	PPT
1.4	Traditional editing skills (editor's marks, proof reading etc.)	5	Classroom Activity	Newspaper Clippings
UNIT –II Newspaper and magazine editing				
2.1	Structure of Newspaper and magazine	5	Lecture	PPT
2.2	Fundamentals of Newspaper and magazine editing—balance, quality,	10	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	leads grammar, spelling, punctuation, headlining.			
2.3	Principles of editing and editing to save space.	5	Classroom Activity	Newspaper Clippings
UNIT- 3 - Writing for Print media				
3.1	Writing headlines, types of headlines	5	Classroom Activity	Black Board
3.2	Following stylebook, page layout and design	5	Classroom Activity	Black Board
3.3	News agency	5	Classroom Activity	Black Board
3.4	Copy editing, working with picture editor.	5	Classroom Activity	Black Board
UNIT –IV Typography				
4.1	Typography – font type, size.	10	Lecture	PPT
4.2	Layout and pagination	10	Classroom Activity	Newspaper
UNIT –V Editorial Analysis				
5.1	Critical analyses of the editorial page	5	Lecture	PPT
5.2	Content and style of writing	3	Classroom Activity	PPT Newspaper Clippings
5.3	Comparison of national and vernacular press.	2	Lecture	PPT

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the Duties and Responsibilities of an Editor in a newspaper industry.	**K1, K2**	PSO1& PSO2
CO2	Analyse the concepts and techniques behind news editing.	**K2 & K3**	PSO5
CO3	Comprehend the basics of editing.	**K4**	PSO3

CO4	Understanding of different types of fonts and type.	**K5**	PSO3& PSO4
CO5	Demonstrate an understanding of news editorials.	**K6**	PSO1

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	3	1	1	1	1	2	2	3	
CO2	1	1	3	2	3	2	3	1	1	1	2	3	3	
CO3	3	3	2	1	3	1	3	3	3	3	1	2	3	
CO4	3	1	2	3	3	3	3	3	1	3	1	3	3	
CO5	1	2	2	2	3	2	3	1	3	2	1	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**CORE PAPER 4: INFORMATION AND COMMUNICATION TECHNOLOGIES**
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	To makes the students learn the basic technology behind information & Communication.
2.	To enable students to enhance their writing for development of media and make them citizen journalists.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Understand the Components of information & Communication	K1, K2
CO2	Enable students to understand the basics of broadcasting and broadcasting agencies.	K2 & K3
CO3	Gain Knowledge of accountability in news production in digital scenario.	K4
CO4	Study the impact of Communication in Development	K5
CO5	Grasp elements of Communication in Development	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: COMMUNICATION HISTORY

The notion of communication revolution. Perspectives on Communication Revolution. Communication in History: Early Means of communications: Oral Vs Written Tradition.--Evolution of Printing and Publication Media: Origin and Growth of Print media, Print-Capitalism, Print and National movement in India: From formative period to contemporary press.

UNIT 2: RADIO & TV

History of Radio and TV—world and Indian perspective. Direct Broadcasting Satellite Channels in India Origin growth and recent developments Policy Issues in Electronic Media. Prasar Bharati, etc.

UNIT 3: INTERNET AND NEW MEDIA

Brief History of Computers and computing (Computer-media Communication) origin and growth of the Internet. Emerging trends. Early communication tools: Telegraph and Telephony—their Evolution in the west and India. Overview of telecommunication in India today Rural • Telecommunications in India.

UNIT 4: ROLE OF COMMUNICATION IN DEVELOPMENT

Historical and International Perspective Nature and Scope. Theories of Development and Underdevelopment. Dominant Paradigm and Alternate Paradigm. Communication Strategy' for empowerment.

UNIT 5: COMMUNICATION FOR DEVELOPMENT

History of developmental effort in India. Designing Messages: Planning Strategy and logistics, Research in development context. Campaign / Project Evaluation Participatory Research Approaches (PRAs). Case Studies in Participatory / development communication. Communication for development in different context (Health, Agriculture, AIDS awareness, Family Planning etc.). Role of NGOs in development Prospects and problems. Role of ICT in education, (primary/secondary), tourism and other sectors apart from health and development communication Role of ICT in development communication with case studies.

REFERENCE BOOKS:

1. Singhal, Arvind and Rogers, Everett M., India's Communication revolution from Bullock Carts to Cyber Marts. Sage Publications
2. Singhal, Arvind and Rogers, Everett M., India's information revolution. Sage Publications Winston,
3. Brian. 1999 Media Technology and Society, A History Front Telegraph to the Internet
4. Sussman, Gerald.1999 Communication, Technology and politics in information Age Sage Publications
5. Page, David and Crawley, William (2000) Satellites Over South Asia Broadcasting Culture, and the Public Interest.
6. Narula, Development Communication: Theory and P:acuce
7. Melkote, Communication for Development in Third World: Theory and Practice for Empowerment-2nd Edition
8. Nair and White Perspectives on Development Communication
9. Mody Designing Messages for Development Communication An audience participation based approach
10. Servaes, Jacobson and White Participatory communication for social change Singhal and Rogers. India' Information Revolution

E-REFERENCES:

1. https://www.businesstopia.net/mass-communication/development-communication-theory
2. https://www.researchgate.net/publication/276928937_Introduction_to_Development_Communication

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 – Communication History				
1.1	The notion of communication revolution. Perspectives on Communication Revolution.	5	Lecture	PPT& Pictures - Google classroom
1.2	Communication in History: Early Means of communications: Oral Vs Written Tradition.	5	Lecture	PPT
1.3	Evolution of Printing and Publication Media: Origin and Growth of Print media	5	Lecture	PPT
1.4	Capitalism, Print and National movement in India: From formative period to contemporary press.	5	Lecture	PPT
UNIT 2 -Radio & TV				
2.1	History of Radio and TV—world and Indian perspective.	5	Lecture	PPT
2.2	Direct Broadcasting Satellite Channels in India Origin growth and recent developments	5	Lecture	PPT
2.3	Policy Issues in Electronic Media.	5	Lecture	PPT
2.3	Prasar Bharati, etc.	5	Lecture	PPT
UNIT 3 – Internet & New Media				
3.1	Brief History of Computers and computing (Computer-media Communication) origin and growth of the Internet.	5	Lecture	PPT
3.2	Emerging trends. Early communication tools: Telegraph and Telephony—their Evolution in the west and India.	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.3	Overview of telecommunication in India today.	5	Lecture	Videos and Pictures
3.4	Rural Telecommunications in India.	5	Lecture	PPT
UNIT 4 –Role of Communication in Development				
4.1	Historical and International Perspective Nature and Scope.	5	Lecture	PPT
4.2	Theories of Development and Underdevelopment.	5	Lecture	PPT
4.3	Dominant Paradigm and Alternate Paradigm.	5	Lecture	PPT
4.4	Communication Strategy' for empowerment.	5	Lecture	PPT
UNIT 5 - Communication for Development				
5.1	History of developmental effort in India. Designing Messages: Planning Strategy and logistics, Research in development context.	5	Lecture	PPT
5.2	Campaign / Project Evaluation Participatory Research Approaches (PRAs). Case Studies in Participatory / development communication. Communication for development in different context (Health, Agriculture, AIDS awareness, Family Planning etc.).	5	Lecture	PPT
5.3	Role of NGOs in development Prospects and problems.	3	Lecture	PPT
5.4	Role of ICT in education, (primary/secondary), tourism and other sectors apart from health and development communication Role of ICT in development communication with case studies.	2	Lecture	PPT

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the Components of information & Communication	K1, K2	PSO1, PSO5
CO2	Enable students to understand the basics of broadcasting and broadcasting agencies.	K2 & K3	PSO1, PSO3, PSO5, PSO6
CO3	Gain Knowledge of accountability in news production in digital scenario.	K4	PSO1, PSO3, PSO5, PSO6
CO4	Study the impact of Communication in Development	K5	PSO5
CO5	Grasp elements of Communication in Development	K6	PSO2, PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	3	1	1	3	3	3	3	3	
CO2	1	1	3	2	3	2	3	1	1	2	3	3	3	
CO3	3	3	2	1	3	1	3	3	2	1	2	3	3	
CO4	3	1	2	3	3	3	2	1	3	1	3	3	3	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I	
Subject	**ELECTIVE PAPER I-PRACTICAL I: TRAVEL PHOTOGRAPHY**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	The course helps students to ascertain traditional techniques to the creative use of contemporary digital imaging resources.
2.	The course helps students to create photographs with information and communicating the specifics through proper visuals.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Learn how to use the fundamental elements of photography in ways that convey a sense of place	K1, K2
CO2	Deepen your understanding of the fundamental tools of travel photography	K2 & K3
CO3	Create expressive photographs that reveal your unique impression of a destination	K4
CO4	Reinforce the ongoing creation of travel photography both around the corner and around the world	K5
CO5	Develop the concept of digital output and producing the final product	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: WHY TAKE PICTURES?

Travel photo - Travel photography and its importance. Composition: the rule of thirds, foreground, middle ground, background.

UNIT 2: LIGHT & COMPOSITION

Understanding and setting the appropriate white balance. Effectively use, modify or augment natural light. Aspects of Aesthetics of Lighting

UNIT 3: FUNDAMENTAL PHOTOGRAPHIC TECHNIQUES FOR TRAVEL PHOTOGRAPHY

The exposure triangle - Understanding photographic attributes - depth of field - shutter speed.

UNIT 4: DESIGNING PHOTOGRAPHS

Using light, lenses, perspective, scale and action.

UNIT 5: PHOTO ESSAYS: VISUALLY TELLING YOUR TRAVEL STORIES/ CREATING A VISUAL

Relating travel photos to one another (with visual themes) through genre, subject, light, color, composition, texture, pattern, design and detail - Combining images as a that take the viewer on an emotional or intellectual journey - Editing - Sequencing - Enhancing with text, music or narration - Building a body of work.

PRACTICAL

Travellogue – 1 trip – Photographs and write up about the aesthetics of the place from tourist spots to eateries to boarding places.

REFERENCE BOOKS:

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. Richard L'Anson (2014).Guide to Travel Photography, Lonely Planet Publications
3. Bryan Peterson (2016). Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera. Amphoto Books
4. Bruce Barnbaum. (2017). The Art of Photography: A Personal Approach to Artistic Expression. Rocky Nook.

E-REFERENCES:

1. https://www.format.com/online-portfolio-website/travel-photography/guide
2. https://lightroom.adobe.com/academy/genres/travel/introduction
3. https://onlinecourses.swayam2.ac.in/cec21_ge30/preview

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO1	Learn how to use the fundamental elements of photography in ways that convey a sense of place	**K1, K2**	PSO1
CO2	Deepen your understanding of the fundamental tools of travel photography	**K2 & K3**	PSO5
CO3	Create expressive photographs that reveal your unique impression of a destination	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	Reinforce the ongoing creation of travel photography both around the corner and around the world	**K5**	PSO1, PSO5
CO5	Develop the concept of digital output and producing the final product	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	1	1	3	1	3	2	3	3	
CO2	1	1	3	2	3	2	2	3	1	1	2	2	3	
CO3	3	3	2	1	3	1	2	3	3	2	1	2	3	
CO4	3	1	2	3	3	3	2	3	1	3	1	3	3	
CO5	1	2	2	2	3	2	2	3	3	2	1	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I	
Subject	**ELECTIVE PAPER I-PRACTICAL I: PHOTOJOURNALISM**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	The course enables students to develop an appreciation for how the news educates the public in a visual perspective.
2.	The course introduces students to non-fiction photographic storytelling - telling stories with images.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Learn how to use the fundamental elements of photography in ways that convey a sense of news	K1, K2
CO2	Deepen your understanding of the fundamental tools of elements of photography.	K2 & K3
CO3	Create expressive photographs that reveal your unique impression of a happening or occurrence	K4
CO4	Reinforce the ongoing creation of news using images and pictures.	K5
CO5	Develop the concept of digital output and producing the final product.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: BASICS OF PHOTOGRAPHY

Elements and working mechanics of photo camera – parts of camera, functions and its importance – visual literacy. Composition: the rule of thirds, foreground, middle ground, background

UNIT 2: NEWS PHOTOGRAPHY

Basics of photojournalistic profession and photographic vocabulary. Technical and conceptual photographic skills.

UNIT 3: VOCABULARY OF PHOTOGRAPHY

The exposure triangle - Understanding photographic attributes - depth of field - shutter speed. Using light, lenses, perspective, scale and action.

UNIT 4: PHOTO ESSAY

Guidelines to shape the photojournalistic essay - Narrative structures and editing strategies. Setting up photos to one another (with visual themes) through genre, subject, light, color, composition, texture, pattern, design and detail.

UNIT 5: PHOTOJOURNALISM ETHICS

Experimental photo projects, Mobile photography.

PRACTICAL

1. Photo Journalism – 15 topics- 3 each in Political, Cultural, Social, Event, Crime

2. Photo feature – 3 topics

REFERENCE BOOKS:

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. Richard L'Anson (2014).Guide to Travel Photography, Lonely Planet Publications
3. Bryan Peterson (2016). Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera. Amphoto Books
4. Bruce Barnbaum. (2017). The Art of Photography: A Personal Approach to Artistic Expression. Rocky Nook.
5. Kenneth Kobre. (2008). Photojournalism: The Professionals' Approach. Focal Press.

E-REFERENCES:

1. https://guides.gccaz.edu/journalism/photo
2. https://nytlicensing.com/latest/marketing/what-is-photojournalism/
3. https://medium.com/damian-radcliffe/8-great-online-learning-resources-for-journalists-and-journalism-educators-6b9895db4eba

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Learn how to use the fundamental elements of photography in ways that convey a sense of place	**K1, K2**	PSO1, PSO5

CO2	Deepen your understanding on analyzing and creating effective photographs	**K2 & K3**	PSO1, PSO5
CO3	Create expressive photographs that reveal your unique impression of a destination	**K4**	PSO1, PSO2, PSO5
CO4	Understand and write text to accompany photography	**K5**	PSO1, PSO4, PSO5
CO5	Develop the concept using photo editing and build visual sequences.	**K6**	PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	3	1	1	1	3	3	3	2	
CO2	1	1	3	2	3	2	3	1	3	2	3	3	2	
CO3	3	3	2	1	3	1	3	3	3	2	2	3	2	
CO4	3	1	2	3	3	3	3	1	3	1	3	3	2	
CO5	1	2	2	2	3	2	3	3	2	3	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**ELECTIVE PAPER II-PRACTICAL II: MEDIA SKILLS**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 75 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	The course enables students to develop understanding of the knowledge base.
2.	The course introduces technical skills for print production and publishing.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Learn the elements and principles of composition	K1, K2
CO2	Deepen understanding to use different coloring technique and its practical applications in design.	K2 & K3
CO3	Understand multiple image types and to select best application of each for graphic design, print and the photography	K4
CO4	Utilize effectively multiple methods of manipulating the existing artwork and workspace	K5
CO5	Develop the concept of digital output and producing the final product	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: BASICS OF DESIGN:

Elements and Principles of Composition and design: Balance, Emphasis, Rhythm, Proportion, Blind Spots and Hot zones, Isolation, Dominance etc. Directional lines- Golden Section and Rule of the Third.

UNIT 2: COLOR:

Color Theory: Understanding Primary, Secondary Tertiary colors, Color Mixing, Complimentary and Analogous colors, Color Temperature, Color psychology.

UNIT 3: IMAGE EDITING

Working with Layers, Making Selections, Incorporating Color Techniques, Placing Type in an Image, Using Painting Tools – creating custom workspaces.

UNIT 4: DESIGNING PHOTOGRAPHS

Using light, lenses, perspective, scale and action.

UNIT 5: PRACTICAL EXERCISES

Create drawings, business cards, brochures, In design Software – Layout and Pagination of a Journal and publication of a journal

REFERENCE BOOKS:

1. Meredith Davis. 2017. Visual Communication Design: An Introduction to Design Concepts in Everyday Experience. Bloomsbury Publications, United Kingdom.
2. Norman Don. 2018. The Design of Everyday Things. [Second Edition]. Basic Books Publications, New York.
3. Palmer, Frederic. 1998. Visual Elements of Art and Design. Longman Publications, England.
4. Paul Martin Lester. 2013. Visual communications: images with Messages. [Sixth Edition]. Wadsworth Publications, USA.

E-REFERENCES:

1. https://www.udemy.com/topic/graphic-design/free/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Learn the elements and principles of composition	**K1, K2**	PSO1
CO2	Deepen understanding to use different coloring technique and its practical applications in design.	**K2 & K3**	PSO5
CO3	Understand multiple image types and to select best application of each for graphic design, print and the photography	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	Utilize effectively multiple methods of manipulating the existing artwork and workspace	**K5**	PSO1, PSO5
CO5	Develop the concept of digital output and producing the final product	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	1	1	1	3	3	3	2	2	
CO2	1	1	3	2	3	1	1	3	2	2	3	1	1	
CO3	3	3	2	1	3	1	3	3	1	2	3	1	1	
CO4	3	1	2	3	3	1	1	3	1	3	3	1	1	
CO5	1	2	2	2	3	1	3	1	1	2	2	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**ELECTIVE PAPER II-PRACTICAL II: ONLINE JOURNALISM & WEB MANAGEMENT**
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	3 Credits / 75 Hours
Exam Duration	3 Hours

COURSE OBJECTIVES:

1.	This paper will strengthen the online writing and production skills of the students.
2.	Their creative writing, technical writing and content writing abilities will be improved.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Enable the students to understand the distinct characteristics of online journalism	**K1, K2**
CO2	To develop skills to encourage the production of media messages using variety of digital tools.	**K2 & K3**
CO3	To encourage students to appreciate and participate in Digital Media content writing	**K4**
CO4	To help students to generate contents for each social media platforms and acquire the skills	**K5**
CO5	To help students create content with credibility and authenticity.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create			

CONTENTS OF MODULE

UNIT 1: BASICS OF ONLINE JOURNALISM:

Understanding Online Journalism - Characteristics of Online Journalism - Reporting for Online News Media-Understanding HTML-search strategies

UNIT 2: TOOLS AND TECHNIQUES FOR ONLINE JOURNALISM:

Tools and Techniques for Online Journalism (Mapping, Timeline, Infographics, Podcasts, Explainer Videos etc.)

UNIT 3: WRITING FOR ONLINE MEDIA:

Online Story Construction - Design and Development of Digital Portal

UNIT 4: ONLINE CONTENT DEVELOPMENT

Flash for Journalists, Multimedia News Presentation, Blogs for Journalists, Using Social Media and Social Networking Basics behind creating blog - Working with WordPress.

UNIT 5: PRACTICAL EXERCISES

Creating webpage, Blog, Twitter and Insta Handle.

REFERENCE BOOKS:

1. The SAGE Handbook of Digital Journalism. (2016). Sage, London

E-REFERENCES:

1. https://www.macloo.com/journalism/index.htm

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Enable the students to understand the distinct characteristics of online journalism	**K1, K2**	PSO1
CO2	To develop skills to encourage the production of media messages using variety of digital tools.	**K2 & K3**	PSO5
CO3	To encourage students to appreciate and participate in Digital Media content writing	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	To help students to generate contents for each social media platforms and acquire the skills	**K5**	PSO1, PSO5
CO5	To help students create content with credibility and authenticity	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	3	1	1	3	3	3	3	1	
CO2	1	1	3	2	3	2	3	1	1	2	3	3	1	
CO3	3	3	2	1	3	1	3	3	2	1	2	3	3	
CO4	3	1	2	3	3	3	2	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**CORE PAPER 5: MASS COMMUNICATION THEORIES**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To enable the students to develop a critical perspective for analyzing and understanding media texts and to relate media society relationships.
2.	To make the students aware about various models of communication and theories and its effect.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Analyse the determinants of communication theories	**K1, K2**
CO2	Discuss the importance of studying theory	**K2 & K3**
CO3	Illustrate the evolution of mass media theories.	**K4**
CO4	Relate media society relationship from a political perspective.	**K5**
CO5	Categorize and relate various events in the society to mass communication theories.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: MODELS OF COMMUNICATION

Linear Models of Communication and their subsequent evolution (Shannon-Weaver Model, Lasswell etc.,) Non-linear Models of Communication: Sociological Model (Primary and Secondary Groups etc.), Two-step flow model etc. Westley and Maclean Model. Interpersonal and Mass communication, Systems Theory. Information theory (Source Variable, Message Variable, Channel Variable and Receiver Variables), Cybernetic Theory, Dynamic Social Impact Theory.

UNIT 2: NORMATIVE THEORIES OF PRESS/ MEDIA PERFORMANCE

Why study theory? Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of normative theories.

UNIT 3: THEORIES OF NEWS AND NEWS ANALYSIS

Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values, McNelly's Model. Mass

Communicator-Public Relationship Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news Definition and Theories of Public Opinion.

UNIT 4: POLITICAL COMMUNICATION AND PUBLIC OPINION

Elements of political communication. Strategies, propaganda. Public opinion, popular Culture, Opinion Leaders - their role and significance.

UNIT 5: CASE STUDIES AND ETHICAL ISSUES

Free Market Model and Public Sphere, Media and Democracy, New World Information and Communications Order (NWICO) Debate, Cultural Imperialism Thesis Women and Media. Media ethics.

REFERENCE BOOKS:

1. Scholes, Eileen. Handbook of Communication. Infinity books, 2012.
2. Baran, Stanley J. and Davis, Dennis K. eds. Mass Communication Theory Foundations, Ferment, and Future. Thomson Learning, Inc, 2000.
3. Denis,Mc Quail. Mass Communication Theory. Sage Publications, 2010.
4. D.S, Mehta. Mass Communication and Journalism in India. Sage publications, 2001.
5. Uma, Narula. Theories of Mass Communication. HarAnand Publications, 2007.
6. Kumar J. Keval, (1994) Mass Communication in India. Jaico Publishing House, 2007.

E-REFERENCES:

1. https://www.managementstudyguide.com/communication-theory.htm
2. https://www.peoi.org/Courses/Coursesen/mass/mass2.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 – Basics of Online Journalism				
1.1	Linear Models of Communication and their subsequent evolution (Shannon-Weaver Model, Lasswell, etc.,) Non-linear Models of Communication: Sociological Model (Primary and Secondary	10	Lecture	PPT& Pictures

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	Groups etc.), Two-step flow model etc.			
1.2	Westley and Maclean Model. Interpersonal and Mass communication, Systems Theory	5	Lecture	PPT
1.3	Information theory (Source Variable, Message Variable, Channel Variable and Receiver Variables), Cybernetic Theory, Dynamic Social Impact Theory	5	Lecture	PPT& Pictures
UNIT 2 – Normative Theories of Press/ Media Performance:				
2.1	Why study theory? Nature and Scope of Mass Communication Theories	5	Lecture	PPT
2.2	Media-Society Relationships, Power of the Media, Evolution of normative theories.	5	Lecture	PPT
UNIT 3 – Theories of News and News Analysis				
3.1	Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values, McNelly's Model.	10	Lecture & Classroom Activity	Clippings & Videos
3.2	Mass Communicator-Public Relationship Determinants of News and content.	5	Lecture & Classroom Activity	Clippings & Videos
3.3	Agenda Setting Model, Spiral of Silence, Social meaning of news Definition and Theories of Public Opinion.	5	Lecture & Classroom Activity	Clippings & Videos
UNIT 4 – Political Communication and Public opinion:				
4.1	Elements of political communication.	5	Lecture & Classroom Activity	PPT
4.2	Strategies, propaganda.	5	Lecture & Classroom Activity	PPT
	Public opinion, popular Culture, Opinion Leaders - their role and significance	10	Lecture & Classroom Activity	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 5 – Case Studies and Ethical Issues:				
5.1	Free-Market Model and Public Sphere, Media and Democracy.	10	Lecture	PPT
5.2	New World Information and Communications Order (NWICO) Debate	5	Lecture	PPT
5.3	Cultural Imperialism Thesis Women and Media. Media ethics.	5	Lecture	PPT

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Analyse the determinants of communication theories	K1, K2	PSO1
CO2	Discuss the importance of studying theory	K2 & K3	PSO5
CO3	Illustrate the evolution of mass media theories.	K4	PSO1, PSO3, PSO5, PSO6
CO4	Relate media society relationship from a political perspective.	K5	PSO1, PSO5
CO5	Categorize and relate various events in the society to mass communication theories.	K6	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO	PSO

	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	1	2	3	2	1	3	1	1	
CO2	1	1	3	2	3	1	1	3	1	2	1	2	2	
CO3	3	3	2	1	3	2	2	3	2	2	2	3	2	
CO4	3	1	2	3	3	2	1	1	2	1	2	3	1	
CO5	1	2	2	2	3	1	2	2	2	1	2	3	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**CORE PAPER 6: MEDIA, CULTURE AND SOCIETY**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To make the students learn about the Mass Media approaches and ideologies in various dimensions.
2.	To make the students aware about various models of communication and theories and its effect.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Analyse the determinants of communication theories	**K1, K2**
CO2	Discuss the importance of studying theory	**K2 & K3**
CO3	Illustrate the evolution of mass media theories.	**K4**
CO4	Relate media society relationship from a political perspective.	**K5**
CO5	Categorize and relate various events in the society to mass communication theories.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: UNDERSTANDING MASS MEDIA

Why study media? Characteristics of mass media. Effects of mass media on individual, society and culture – basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

UNIT 2: MEDIA AUDIENCE ANALYSIS

Media Audience analysis (mass, segmentation, product, social uses). Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

UNIT 3: MEDIA AS TEXT

Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.)

UNIT 4: MEDIA AS CONSCIOUSNESS INDUSTRY

Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, influence of caste on the media content and industry audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy. Feminism.

UNIT 5: MEDIA AND POPULAR CULTURE

Commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture.

REFERENCE BOOKS:

1. Silverstone, Rogers (1999). Why Study Media? Sage Publications
2. Potter, James W (1998). Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications
4. Evans, Lewis and Hall, Staurt (2000). Visual Culture: The Reader. Sage Publications
5. Berger, Asa Arthur (1998). Media Analysis Techniques. Sage Publications
6. Jack Lule (2017), Understanding Media and Culture: An Introduction to Mass Communication
7. Richard Campbell, Christopher R. Martin, and Bettina Fabos, Media and Culture: An Introduction to Mass Communication, 2020.
8. Paul Hodkinson, Media, Culture and Society: An Introduction, 2016.

E-REFERENCES:

1. https://www.icahdq.org/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 – Understanding Mass Media				
1.1	Why study media? Characteristics of mass media.	10	Lecture	PPT& Pictures
1.2	Effects of mass media on individual, society and culture – basic issues. Power of mass media.	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1.3	Media in Indian society. Definition, nature and scope. Function of mass media.	5	Lecture	PPT& Pictures
UNIT 2 – Normative Theories of Press/ Media Performance:				
2.1	Media Audience analysis (mass, segmentation, product, social uses). Audience making.	10	Lecture	PPT
2.2	Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.	10	Lecture	PPT
UNIT 3 – Media as Text				
3.1	Media as text.	10	Lecture & Classroom Activity	Clippings & Videos
3.2	Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis.	5	Lecture & Classroom Activity	Clippings & Videos
3.3	Media and realism (class, gender, race, age, minorities, children, etc.)	5	Lecture & Classroom Activity	Clippings & Videos
UNIT 4 – Media as consciousness Industry:				
4.1	Social construction of reality by media. Rhetoric of the image, narrative, etc.	5	Lecture & Classroom Activity	PPT
4.2	Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, influence of caste on the media content and industry.	5	Lecture & Classroom Activity	PPT
4.3	Audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy. Feminism.	10	Lecture & Classroom Activity	PPT
UNIT 5 – Media and Popular culture:				
5.1	What is Popular culture — commodities, culture and sub-culture Popular texts, popular discrimination, politics and popular culture	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.2	Popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc.	3	Lecture	PPT
5.3	Acquisition and transformation of popular culture	2	Lecture	PPT

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the relationship between the state, media and the public.	**K1, K2**	PSO1
CO2	Critique the media content from the audience perspective	**K2 & K3**	PSO5
CO3	Acquire deep knowledge on the functions and influence of Media in Culture and Society	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	Analyze media performance and content from a gender perspective	**K5**	PSO1, PSO5
CO5	Evaluate the popular culture and its characteristics from a culture perspective.	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	

CO1	1	2	2	3	1	2	3	1	1	2	2	3	1	
CO2	1	1	3	2	3	3	2	1	1	2	3	3	1	
CO3	3	3	2	1	3	2	1	3	3	1	2	3	3	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	3	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**CORE PAPER 7: COMUNICATION RESEARCH METHODS**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To make the students learn about the Mass Media approaches and ideologies in various dimensions.
2.	To make the students aware about various media audiences and its effect on media consumption.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Understand the basics of communication research	**K1, K2**
CO2	Outline the basic framework of research process	**K2 & K3**
CO3	Explore several different kinds of samples and sampling techniques used in mass communication research.	**K4**
CO4	Understanding the basic conceptualisation behind perfect data collection	**K5**
CO5	Critically analyse research methods and develop the skills for writing a thesis.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: FOUNDATIONS OF COMMUNICATION RESEARCH

Definition, Nature and scope of communication research. Elements of research-epistemology, theoretical framework. Process and types of research. Significance of research.

UNIT 2: CONCEPTS IN RESEARCH

Types of research design. Hypothesis. Variables, Units of analysis. Validity, Reliability, Error factor.

UNIT 3: SAMPLING

Types of sample. Probability and Non- probability. Sampling problems. Sample error. Choosing a sample design. Data Analysis.

UNIT 4: DATA COLLECTION METHODS

Primary data and secondary data. Types of secondary data. Survey data, observation data. Questionnaire method. Structured and non- structured. Telephone and personal interviews. Questionnaire construction methods.

UNIT 5: RESEARCH APPLICATION

Research Application: print media, electronic media, advertising, public relation and new media. Research institutions. Scope in media research; funding agencies. Writing a research report and evaluation of research. Legal and ethical issues.

REFERENCE BOOKS:

1. Wimmer, Rogar D and Dommick, Joseph R(1994). Mass Media Research: An Introduction (Fourth Edition Wadsworth Publishing Company)
2. Berger, Arthur Asa (2000). Media and Communication Research Methods. An Introduction to Qualitative and Quantitative Approaches. Sage Publications
3. Priest, Susama Horning (1996): Doing Media Research: An Introduction (Sage Publications)
4. Lewis-Beck, Michael S (ed) (1994) Experimental Design Methods. International handbook of Quantitative Applications in the Social Sciences (Sage Publications)
5. Kumar, Ranjit. Research Methodology: A Step by Step Guide for Beginners (Sage Publications)
6. Blaxter, Loraine. Huges, Christina and Tight, Malcolm (1996) How to research (Open University Publications)
7. Handiya, G. & Chingangbam, P. Mass Communication: Research and Analysis. Pearl Books, 2013.
8. Kothari, C.R. Research Methodology. New Age International Publishers,2014.
9. Adele Emm. Researching for the Media, Television, Radio and Journalism. Routledge,2014.
10. Frey. Handbook of Applied Communication Research. Routledge,2019.

E-REFERENCES:

1. https://www.encyclopedia.com/social-sciences/encyclopedias-almanacs-transcripts-and-maps/mass-media-research/
2. https://www.academia.edu/4068243/NOTES_ON_COMMUNICATION_RESEARCH_1_

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the basics of communication research	**K1, K2**	PSO1
CO2	Outline the basic framework of research process	**K2 & K3**	PSO5
CO3	Explore several different kinds of samples and sampling techniques used in mass communication research.	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	Understanding the basic conceptualisation behind perfect data collection	**K5**	PSO1, PSO5
CO5	Critically analyse research methods and develop the skills for writing a thesis.	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	2	2	1	2	3	3	3	2	
CO2	1	1	3	2	3	2	2	1	3	2	3	3	1	
CO3	3	3	2	1	3	2	1	3	3	1	2	3	3	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**CORE PAPER 8: DIGITAL MARKETING**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To identify the importance of the digital marketing for marketing success.
2.	To manage customer relationships across all digital channels and build better customer relationships.
3.	To create a digital marketing plan.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.	K1, K2
CO2	Creating market Positioning with respect to the Digital marketing	K2 & K3
CO3	Understanding the importance of Social media Platforms importance in Digital Marketing	K4
CO4	Collecting, analyzing, enabling and optimizing organization's digital ecosystem in the making of data-informed decisions.	K5
CO5	To understand the technological importance of digital marketing	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: INTRODUCTION TO DIGITAL MARKETING

Introduction to Digital Marketing, Evolution of Digital Marketing from traditional to modern era, Role of Internet; Current tools and trends, Infographics, Implications for business & society; Emergence of digital marketing as a tool, P.O.E.M. framework, Digital landscape, Digital Marketing Budgeting, Importance of CRM.

UNIT 2: CONCEPTS IN INTERNET MARKETING

Internet Marketing, opportunities, and challenges; Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC, Digital marketing plan and models, Target Group Analysis; Content management; Search Engine Advertising, E-mail marketing and plan, E-Mail campaign analysis, Website Designing, Case studies related the unit contents.

UNIT 3: INTRODUCTION TO SOCIAL MEDIA MARKETING

Introduction to Social media marketing, platforms, penetration & characteristics; Building a successful social media marketing strategy, Marketing in Facebook, LinkedIn, Twitter, Instagram, YouTube and Other platforms, Introduction to social media metrics, Digital Ad Campaigns in different social media platforms, Case studies related to Social Media Marketing.

UNIT 4: DIGITAL MARKETING TECHNIQUES

Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising, Blogging, Usage of internet & search engines; search engine and its working pattern, Google Analytics & Google AdWords; data collection for web analytics, Case studies.

UNIT 5: PRACTICAL APPLICATIONS

Application in project works: Students must work on

- Creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or YouTube Marketing.
- Creating web sites
- Google AdWords
- Making a Facebook page, Business tools on LinkedIn, YouTube Advertising (Promoting the campaigns and content)
- Blogging
- Email Marketing on campaigns

REFERENCE BOOKS:

1. Seema Gupta. Digital Marketing Mc-Graw Hill 1 st Edition - 2017
2. Ian Dodson. The Art of Digital Marketing Wiley Latest Edition
3. Puneet Singh Bhatia. Fundamentals of Digital Marketing Pearson 1 st Edition - 2017
4. Vandana Ahuja. Digital Marketing Oxford University Press Latest Edition
5. Philip Kotler. Marketing 4.0: – Moving from Traditional to Digital Wiley 2017
6. Melissa S. Barker | Donald I. Barker | Nicholas F. Bormann | Debra Zahay | Mary Lou Roberts. Social Media Marketing: A Strategic Approach Cengage Latest Edition
7. Ward Hanson, Kirthi Kalyanam. Internet Marketing & e-Commerce Cengage Latest Edition
8. Roberts and Zahay. Internet Marketing: Integrating Online & Offline Strategies Cengage Latest Edition

9. Dr. Ragavendra K. and Shruthi P. Digital Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition

10. Prof. Nitin C. Kamat, Digital Social Media Marketing Himalaya Publishing House Pvt. Ltd.

E-REFERENCES:

1. https://learndigital.withgoogle.com/digitalunlocked/
2. https://digitalskills.fb.com/en-in/
3. https://www.hubspot.com/digital-marketing
4. http://www.afaqs.com/
5. https://www.linkedin.com/learning/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.	**K1, K2**	PSO1
CO2	Creating market Positioning with respect to the Digital marketing	**K2 & K3**	PSO5
CO3	Understanding the importance of Social media Platforms importance in Digital Marketing	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	Collecting, analyzing, enabling and optimizing organization's digital ecosystem in the making of data-informed decisions.	**K5**	PSO1, PSO5
CO5	To understand the technological importance of digital marketing	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	

CO1	1	2	2	3	1	2	2	1	1	2	2	3	1	
CO2	1	1	3	2	3	1	1	1	1	2	3	3	1	
CO3	3	3	2	1	3	1	2	3	3	1	2	3	3	
CO4	3	1	2	3	3	1	2	1	3	1	3	3	3	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II
Subject	**ELECTIVE PAPER III-PRACTICAL III: HUMAN INTEREST STORIES**
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	3 Credits / 75 Hours
Exam Duration	3 Hours

COURSE OBJECTIVES:

1.	To enable students to write for all kinds of media.
2.	To give on the hands skill training in information gathering, processing and delivering.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To develop the ability to frame Human Interest stories which relates to current events and help people to evaluate the impact of such events	K1, K2
CO2	To be able to write Human Interest stories to evoke the emotion of reader/viewer and raise awareness of worthy causes	K2 & K3
CO3	To create stories without losing the value of Human Interest Journalism	K4
CO4	Reinforce the ongoing creation of travel photography both around the corner and around the world	K5
CO5	Develop the concept of digital output and producing the final product	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

<div align="center">

CONTENTS OF MODULE

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UNIT 1: WHY TAKE PICTURES?

Photography and its importance in creating human interest. Composition: the rule of thirds, foreground, middle ground, background.

UNIT 2: LIGHT & COMPOSITION

Understanding and setting the appropriate white balance. Effectively use, modify or augment natural light. The exposure triangle - Understanding photographic attributes - depth of field - shutter speed.

UNIT 3: WRITING FORMS

Feature: Definition, characteristics, types: news and non-news features. Process of feature writing: Ideas and Research. Tools and Techniques of Feature Writing.

UNIT 4: STORYTELLING & PHOTO ESSAY

Concepts of Automated Storytelling, Relating photos to one another - Sequencing - Enhancing with text, music or narration - Building a body of work.

UNIT 5: PRACTICAL EXERCISES

Students will write 10 Human Interest stories on current affairs for different media including newspaper, magazine, television and websites.

REFERENCE BOOKS:

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. John Hohenberg: Professional Journalists; Thomson Learning.
3. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To develop the ability to frame Human Interest stories which relates to current events and help people to evaluate the impact of such events	**K1, K2**	PSO1
CO2	To be able to write Human Interest stories to evoke the emotion of reader/viewer and raise awareness of worthy causes	**K2 & K3**	PSO5
CO3	To create stories without losing the value of Human Interest Journalism	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	Reinforce the ongoing creation of travel photography both around the corner and around the world	**K5**	PSO1, PSO5
CO5	Develop the concept of digital output and producing the final product	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	1	1	1	3	2	3	3	2	
CO2	1	1	3	2	3	2	2	1	1	2	2	3	2	
CO3	3	3	2	1	3	1	2	3	2	1	2	3	1	
CO4	3	1	2	3	3	3	2	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**ELECTIVE PAPER III-PRACTICAL III: CULTURAL JOURNALISM**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To enable students to write for all kinds of cultures and traditions.
2.	To script news stories in proper journalistic writing style.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To write stories on arts and creative work, and on the individuals, institutions and policies that make or enable the creative work.	K1, K2
CO2	To develop the aesthetic sense in the art and cultural coverage.	K2 & K3
CO3	To distinguish culturally valuable works from their lesser counterparts.	K4
CO4	To deduce the increased interconnectedness of economic and cultural processes.	K5
CO5	Develop the concept of digital output and producing the final product	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: CULTURE AND COMMUNICATION

Culture and Communication, Popular culture, culture and hegemony, media and political power, propaganda campaigns and mass media Cinema and Culture, Television and Entertainment culture, culture and sociological analysis, politics and pseudo-events.

UNIT 2: ARTS & CULTURAL JOURNALISM

Cultural Journalism- cultures based on traditions, languages, rituals and practices. Arts Journalism- Artistic Avenues, Heritage Sites, etc.

UNIT 3: CULTURAL ARTS

Cultural works – Arts & Paintings – sculpture, music, literature, cultural heritage and folk forms.

UNIT 4: CULTURAL JOURNALISM PERSPECTIVE

Cultural Journalism Perspective on City life & technology.

UNIT 5: PRACTICAL EXERCISES

Students will write 10 stories including popular culture, traditional culture and on variety of social groups and their lives as narrative, feature articles and pictorials

REFERENCE BOOKS:

1. Bob Franklin and David Murphy. "The Future of Journalism". Routledge, 2017.
2. Earl R. Hutchison. "The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary". Oxford University Press, Oxford.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To write stories on arts and creative work, and on the individuals, institutions and policies that make or enable the creative work.	K1, K2	PSO1
CO2	To develop the aesthetic sense in the art and cultural coverage.	K2 & K3	PSO5
CO3	To distinguish culturally valuable works from their lesser counterparts.	K4	PSO1, PSO3, PSO5, PSO6
CO4	To deduce the increased interconnectedness of economic and cultural processes.	K5	PSO1, PSO5
CO5	Develop the concept of digital output and producing the final product	K6	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO					
	1	2	3	4	5	6	7	1	2	3	4	5	6

CO1	1	2	2	3	1	3	1	1	1	2	2	3	2
CO2	1	1	3	2	3	2	3	1	3	2	3	3	2
CO3	3	3	2	1	3	1	3	3	3	1	2	3	1
CO4	3	1	2	3	3	3	3	1	3	1	3	3	1
CO5	1	2	2	2	3	2	3	3	2	1	3	2	1

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**ELECTIVE PAPER IV-PRACTICAL IV: MOBILE JOURNALISM**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To enable students to understand user-generated content.
2.	To script news stories in proper journalistic writing style by proper information gathering, processing and delivering.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To study the Socio-cultural implications of mobile phone communication and its contribution to information explosion.	**K1, K2**
CO2	To understand the need, benefits and significance of mobile journalism.	**K2 & K3**
CO3	To learn the origins and characteristics of mobile journalism, differences and similarities with conventional journalism, and the applications of mobile journalism.	**K4**
CO4	To practically understand the usage of mobile phones as a reporting tool.	**K5**
CO5	To apply Mobile journalism techniques for different modes of news gathering and news processing, using open source voice, text and video.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: INTRODUCTION TO MOBILE JOURNALISM

Origins and characteristics of mobile phone communication, Socio-cultural implications of mobile phone communication, Introduction to Mobile Journalism.

UNIT 2: THE NEED AND IMPORTANCE OF MOBILE JOURNALISM

Mobile Journalism and the main stream media. The significance of mobile journalism during unforeseen circumstances like natural disasters, calamities and epidemics/pandemics.

UNIT 3: MOBILE FIELD REPORTING

Activities Using mobile phones to report events, with students acting as a MOJO. Rewriting /translating stories from the newspaper for MOJO news.

UNIT 4: PLANNING AND PRODUCING A MOJO NEWS INTERVIEW:

Production of a special news feature for TV on a current issue. Time limit: 5 minutes.

UNIT 5: PLANNING AND PRODUCING A NEWS FEATURE/NEWS CAST:

Production of a special news feature for TV on a current issue. Time limit: 5 minutes.

REFERENCE BOOKS:

1. Baym, Nancy (2010) Personal Connections in the Digital Age, Polity.
2. Castells, Manuel et.al (2009) Mobile Communication and Society: A Global Perspective (Information Revolution and Global Politics), MIT Press.
3. Jenkins, Henry (2008) Convergence Cultures: Where Old and New Media Collide, NYU Press.
4. Ling, Rich and Donner, Jonathan (2009) Mobile Phones and Mobile Communication, Polity.
5. Quinn, Stephen (2009) MOJO – Mobile Journalism in the Asian Region, Konrad-Adenauer Shifting

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To study the Socio-cultural implications of mobile phone communication and its contribution to information explosion.	**K1, K2**	PSO1
CO2	To understand the need, benefits and significance of mobile journalism.	**K2 & K3**	PSO5
CO3	To learn the origins and characteristics of mobile journalism, differences and similarities with conventional journalism, and the applications of mobile journalism.	**K4**	PSO1, PSO3, PSO5, PSO6

CO4	To practically understand the usage of mobile phones as a reporting tool.	K5	PSO1, PSO5
CO5	To apply Mobile journalism techniques for different modes of news gathering and news processing, using open source voice, text and video.	K6	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	2	2	1	1	3	2	3	3	
CO2	1	1	3	2	3	1	1	1	2	2	3	3	2	
CO3	3	3	2	1	3	1	1	3	3	1	2	3	1	
CO4	3	1	2	3	3	1	2	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II
Subject	**ELECTIVE PAPER IV-PRACTICAL IV: NEWS PRODUCTION**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**3 Credits / 75 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	To enable students to understand user-generated content.
2.	To script news stories in proper journalistic writing style by proper information gathering, processing and delivering.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To understand the basic concepts of Broadcast Journalism	K1, K2
CO2	To acquaint students with different modes of writings based on the technology and transmission.	K2 & K3
CO3	To identify and write record, produce and edit several formats of radio programmes including news stories, and features.	K4
CO4	To illustrate the basics of broadcast genres and essentials of journalism.	K5
CO5	To put theory to practice and produce digital outputs	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: BASICS OF ELECTRONIC MEDIA PROGRAMMING

Basics of Broadcast Journalism, News Values, Kinds of News Reporting, Reporting Skills, News agencies. Social Media as a source of news.

UNIT 2: UNDERSTANDING RADIO AND TV PRODUCTION:

Structure of Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting.

UNIT 3: RADIO AND TV NEWS PROGRAMME PRODUCTION

Writing for Radio & TV: Formats – news, panel discussion, interviews.

UNIT 4: TECHNOLOGY AND NEWS:

Split screen, multi- camera set up, Flash news, Scroll. Live telecast.

UNIT 5: PLANNING AND PRODUCING A NEWS FEATURE/NEWS CAST:

Production of a special news feature for TV on a current issue. Time limit: 5 minutes.

REFERENCE BOOKS:

1. M.S. Sharma, "Journalism for students", Mohit Publications, New Delhi-110 002, 2008.
2. S.R. Sharma, "Elements of Modern Journalism", S.S. Publication, Delhi, 1999.
3. Andrew Boyd, "Broadcast Journalism: Techniques of Radio and TV News". Focal Press, Oxford, 1997.
4. Herbert, John (2000) Journalism in the Digital Age; Theory and Practice for broadcast, print and on-line media. Focal Press, Boston.
5. E, Hilard (2000): Writing for TV, Radio and New Media, Thomson Learning

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand the basic concepts of Broadcast Journalism	**K1, K2**	PSO1
CO2	To acquaint students with different modes of writings based on the technology and transmission.	**K2 & K3**	PSO5
CO3	To identify and write record, produce and edit several formats of radio programmes including news stories, and features.	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	To illustrate the basics of broadcast genres and essentials of journalism.	**K5**	PSO1, PSO5
CO5	To put theory to practice and produce digital outputs	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	3	1	1	1	2	2	3	2	
CO2	1	1	3	2	3	2	3	1	3	2	3	3	3	
CO3	3	3	2	1	3	1	3	3	3	1	2	3	2	
CO4	3	1	2	3	3	3	3	1	3	1	3	3	3	
CO5	1	2	2	2	3	2	3	3	2	1	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	CORE PAPER 9: MEDIA MANAGEMENT	
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	Understanding the basics of media management
2.	Exploring about media ownership and control

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To familiarize students to Indian media organization and their management practices.	K1 & K2
CO2	To introduce students to principles of Media business management	K3 & K4
CO3	Understand Commercials and sponsorship in electronic media	K4
CO4	Evaluate the different Organizations roles and perform a career-oriented approach	K5
CO5	To create programs with credibility and accountability according to the uprising trending technologies	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: NATURE AND SCOPE OF MEDIA MANAGEMENT

Media organization and design: some conceptual issues, media management goals, media as business and social institution, media production versus manufacturing process, nature and structure of media organizations, individuals in mass media organizations, task allocation and functions of various departments, media ownership and issues of monopoly, oligopoly, cross media ownership etc., multinational media ownership and control, conglomerate and modern media companies.

UNIT 2: MEDIA ENTREPRENEURSHIP

Media entrepreneurship, managing creativity, Greiner's Development Model of a company: Five stages of growth model, behavior in media organization and organizational behaviour, policy versus practice and performance, relationship with internal and external environment, managing the new media, content and skills

management, changing nature of management, state of the industry today, employment opportunities in Indian media industry.

UNIT 3: ECONOMICS OF MEDIA

Economics of media: relationship between supplier and buyer, key economic characteristics, selling time and cable economics, diversity of broadcasting- economic view of programming, media diversity and business opportunity, media organization with and without other commercial interests, economic forces, managing revenue, rate structure and packaging.

UNIT 4: MANAGING CREATIVITY IN MEDIA

Project management in media, managing project and creativity, production project cycle, fundamentals of film production, management themes and production process, project planning, production strategies, sources of funds, budgeting, project responsibility, case study.

UNIT 5: MEDIA PROGRAMMING STRATEGIES

Programming strategies, audience rating, analyzing audience, understanding duality of audience, marketing programs, selling space and time, project management, understanding and using ratings, strategic management, case study.

REFERENCE BOOKS:

1. Lucy, Küng. Strategic Management in the Media: Theory to Practice. Jönköping International Business School, 2008
2. Kumar. Media Management. Anomol Prakashan,2006
3. Chiranjeev, Avinash: Electronic Media Management.

E-REFERENCES:

1. https://www.mastersportal.com/disciplines/307/media-management.html
2. https://sproutsocial.com/insights/social-media-management/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED

		BLOOM'S TAXONOMY)	
CO1	To familiarize students to Indian media organization and their management practices.	**K1 & K2**	PSO4, PSO5
CO2	To introduce students to principles of Media business management	**K3 & K4**	PSO4, PSO5
CO3	Understand Commercials and sponsorship in electronic media	**K4**	PSO1, PSO2, PSO5
CO4	Evaluate the different Organizations roles and perform a career-oriented approach	**K5**	PSO1, PSO4, PSO5
CO5	To create programs with credibility and accountability according to the uprising trending technologies	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	3	2	3	1	3	2	1	3	2	3	3	3	
CO2	1	2	3	2	3	2	3	1	3	1	3	3	3	
CO3	3	1	2	3	1	1	2	3	2	1	2	3	2	
CO4	2	1	3	3	1	1	3	1	3	1	2	3	3	
CO5	1	2	2	2	3	2	2	2	2	1	3	1	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**CORE PAPER 10: ADVERTISING**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	Understanding the basics of advertising
2.	Exploring about media and advertising

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Analyse the different types of advertising& advertising agencies	K1 & K2
CO2	Understand the components of a brand image	K3 & K4
CO3	Learn the Elements of ad copy in advertisement	K4
CO4	To understand the Elements of media budgeting, planning and buying.	K5
CO5	Acquire knowledge on campaigning advertisement	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: FUNDAMENTALS OF ADVERTISING

Fundamentals of Advertising/ Advertising Organization/ Media & Advertising: Definition, Nature & Scope of advertising. Roles of Advertising, Societal Communication, Marketing & Economic. Functions of advertising. Need for advertising, Effects of advertising. Legal & Ethical issues in advertising, Components -Advertiser, Advertising agency & Media. Ad agency- structure & Function -structure of small, medium & big agencies, Types of agencies, In House, independent, Full-service & Specialized Multinational accounts and global advertising

UNIT 2: BRAND COMMUNICATION STRATEGIES

Brand Management _ Positioning, Brand Personality, brand image, brand equity case studies

UNIT 3: CREATIVE STRATEGIES AND COPY WRITING

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan. Target audience, Geographic area, Media & Purpose

UNIT 4: MEDIA PLANNING

Media research. planning and budgeting, Media buying, creative media options and media vehicles Rural Communication — Alternative media options, below-the-line activities and low-budget advertising , Advertising Management

UNIT 5: AD CAMPAIGNS

Presentation of Ad Campaign

REFERENCE BOOKS:

1. Anvesh, Sharma. Fundamentals of Advertising Basic Theory and Concept. Navyug Books International, Delhi,2016.
2. Ruchi, Gupta. Advertising Principle and Concept. Sage Publications, 2016.
3. Kalpesh, DhirubhaiNaik.Marketing Communication and Advertising. Horizon Press. Jaipur ,2018
4. Arivash, Chiranjeev. Visual Communication.JnanadaPrakashan Publication, 2018.
5. Priyanka, Singh. Communication Management. Shree Publication,2018.
6. Gaur, D.K. Journalism. Omega publication,2018.
7. Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice AAITBS Publishers.
8. Bruce G Vanenbergli and Helen Katez_ Advertising Principles. NTC Business Books
9. Philip Jones: Advertising Business Sage Publications
10. Valladerez_June A: The Craft of Copy -writing_ Response Books
11. Jones_ John Philip (1997)- What's in a Brand? Building Brand Equity through Advertising. Tata McGraw- Hill

E-REFERENCES:

1. https://libguides.uwf.edu/c.php?g=215207&p=1419796
2. https://www.journaliststoolbox.org/category/advertising-and-marketing/
3. http://opencourselibrary.org/cmst-102-intro-to-mass-media/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO1	Analyse the different types of advertising& advertising agencies	**K1 & K2**	PSO4, PSO5
CO2	Understand the components of a brand image	**K3 & K4**	PSO4, PSO5
CO3	Learn the Elements of ad copy in advertisement	**K4**	PSO1, PSO2, PSO5
CO4	To understand the Elements of media budgeting, planning and buying.	**K5**	PSO1, PSO4, PSO5
CO5	Acquire knowledge on campaigning advertisement	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	2	3	1	1	3	2	3	1	
CO2	1	1	3	2	3	3	2	1	2	2	3	3	2	
CO3	3	3	2	1	3	2	1	3	3	1	2	3	3	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	3	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**CORE PAPER 11: PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS**
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	4 Credits / 90 Hours
Exam Duration	3 Hours

COURSE OBJECTIVES:

1.	This course enables the students to learn the importance of communication in maintaining the image of company/brand
2.	Exploring about marketing communication

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To learn the basic concepts of Public relation and its tools.	**K1 & K2**
CO2	Explore the role and importance of corporate communications	**K3 & K4**
CO3	Learn to conduct public relation campaigns	**K4**
CO4	To understand the techniques involved in maintaining the brand and organisational image	**K5**
CO5	To enhance their skills for organizing public relation campaigns and press releases	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: NATURE OF PUBLIC RELATIONS

Definition, nature and scope. Public Relations Corporate Communications. Marketing Communication Integrated marketing communication Differences and Similarities.

UNIT 2: CORPORATE COMMUNICATIONS

Corporate Communication, tools & Target Publics, structure & function of a PR/Corporate communication department or an agency. Public Sector Vs Private Sector PR, Corporate Communications including Management of Financial services (investor relations etc.) and software firms. PR communication in the emerging converging — Internet as PR Tool, video conferencing etc.

UNIT 3: PR CAMPAIGNS

PR research- Fact finding exercises, surveys and image audits, different models of PR /CC Campaigns. Framework for PR campaign evaluation Organizing and Implementing a PR campaign Practical issues

UNIT 4: CRISIS MANAGEMENT

Crisis Management. Image Management. .Event Management – planning, Coordinating, implementing and post-event assessment

UNIT 5: SKILLS AND TECHNIQUES

Corporate Media Relations — Organizing Press Conferences. Open house, press visits PR Skills — Preparing PR material, Presentation skits, Preparing documents, writing skills, preparing press releases for different context

REFERENCE BOOKS:

1. Jefkins, Frank (1997) Planned Press Anti Public Relations international textbook Company
2. Hebert and Peter Lloyd. Public Relations
3. Black, Sam Practical Public Relations. Universal Book Stall
4. Balan, K.R. Lectures on Applied Public Relations
5. Newssom, E (2000) This is PR. Realities of Public Relations Thomson Learning
6. Newssom, E (1998) Public Relations Writing.Form and Writing Style. Thomson

E-REFERENCES:

1. https://www.investopedia.com/terms/p/public-relations-pr.asp
2. https://online.maryville.edu/blog/what-is-pr-a-guide-to-understanding-public-relations/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To learn the basic concepts of Public relation and its tools.	K1 & K2	PSO4, PSO5
CO2	Explore the role and importance of corporate communications	K3 & K4	PSO4, PSO5

CO3	Learn to conduct public relation campaigns	**K4**	PSO1, PSO2, PSO5
CO4	To understand the techniques involved in maintaining the brand and organisational image	**K5**	PSO1, PSO4, PSO5
CO5	To enhance their skills for organizing public relation campaigns and press releases	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	2	3	1	3	2	3	3	1	
CO2	1	1	3	2	3	3	2	1	3	2	3	3	1	
CO3	3	3	2	1	3	2	1	3	3	1	2	3	3	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**CORE PAPER 12 - PRACTICAL V: DISSERTATION**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course focusses on providing students with an ability to independently working a research project.
2.	Exploring about communication and media and its related theories

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To display the knowledge and capability required for independent work.	K1 & K2
CO2	To create, analyze and critically evaluate different technical/research solutions	K3 & K4
CO3	To clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings	K4
CO4	To identify the issues that must be addressed within the framework of the specific dissertation in order to take into consideration	K5
CO5	To facilitate student to carry out extensive research and development project or technical project at place of work through problem and gap identification, development of methodology for problem solving, interpretation of findings, presentation of results and discussion of findings in context of national and international research.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT: 1-5: DISSERTATION SUBMISSION

Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their supervisor

The objective of the course is provide students a comprehensive grounding in communication research

They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously.

They are expected to read relevant journals (some available on-line and of line) and books as such, study paper should have a clear objective and a will developed method

Students should consult the respective supervisor at every stage of the research work.

To progress the dissertation with the following: Topic, Complete Literature Review, Research Design- Hypothesis Research Questions, Unit of Analysis, Variables/Issues to be Studied/ Methods, Sampling Design, Data Analysis Techniques, Questionnaire/Instrument to be used for analysis, Students can also carry out the field work.

Students are expected to consult their supervisors at every stage of the research project

The project will have to be submitted at the end of Third semester

REFERENCE BOOKS:

1. Wimmer. R.D, and Dominick J.R (2006) , Mass Media Research – Processes, Approaches and Application. Wadsworth CENGAGE Learning, India Edition.
2. Bryman, Alan (2008), Social Research Methods, Oxford University Press, Oxford.
3. Somekh B, and Lewin C (Eds)(2005), Research Methods in the Social Sciences. Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi.
4. Berger, Arthur A, 2005, Media Analysis Techniques, Sage: New Delhi.
5. Jensen Klaus B and Nicholas W Jankowski. 1991, A Handbook of Qualitative Methodologies for Mass Communication Research, Routledge: London and New York.

E-REFERENCES:

1. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To display the knowledge and capability required for independent work.	**K1 & K2**	PSO4, PSO5
CO2	To create, analyze and critically evaluate different technical/research solutions	**K3 & K4**	PSO4, PSO5

CO3	To clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings	**K4**	PSO1, PSO2, PSO5
CO4	To identify the issues that must be addressed within the framework of the specific dissertation in order to take into consideration	**K5**	PSO1, PSO4, PSO5
CO5	To facilitate student to carry out extensive research and development project or technical project at place of work through problem and gap identification, development of methodology for problem solving, interpretation of findings, presentation of results and discussion of findings in context of national and international research.	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	1	2	1	1	3	3	3	1	
CO2	1	1	3	2	3	1	1	1	3	2	2	3	3	
CO3	3	3	2	1	3	1	1	3	3	1	2	3	3	
CO4	3	1	2	3	3	1	1	1	3	1	3	3	3	
CO5	1	2	2	2	3	1	2	3	1	1	2	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**OPEN ELECTIVE PAPER V - PRACTICAL VI: DOCUMENTARY PRODUCTION**
Maximum Marks	CIA Marks: 50 ESE Marks: 50
Credits/Instructional Hours	3 Credits / 75 Hours
Exam Duration	3 Hours

COURSE OBJECTIVES:

1.	The course enables students to develop an appreciation for how the news educates the public in a visual perspective.
2.	Introducing students to non-fiction photographic storytelling - telling stories with images.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To identify content from real life, books and print materials.	**K1 & K2**
CO2	To improve the data collection and research skills for documentary.	**K3 & K4**
CO3	To strengthen the script writing ability of the student.	**K4**
CO4	To draft a formal documentary proposal.	**K5**
CO5	To make a socially responsible documentary.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: PRE-PRODUCTION PROCESS

Researching the topic – plot, treatment - writing the Proposal - writing the treatment - setting the budget.

UNIT 2: BUDGETING AND SCRIPTING

Budgeting and Scripting - Finalising the budget and the script.

UNIT 3: PRODUCTION PROCESS

Structuring the programme - Storyboard and script designing. - Script layout.

UNIT 4: POST PRODUCTION PROCESS

Editing - Adding Animation etc.

UNIT 5: FINAL OUTPUT

Dubbing and translation - Adding titles - Distribution process.- Adobe Premiere pro

REFERENCE BOOKS:

1. Bernard, Sheila Curran. Documentary Storytelling: Creative Nonfiction on Screen. Focal Press: 2011.
2. Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming and Editing Documentaries. Holt Paperbacks: 2007.

E-REFERENCES:

1. https://www.desktop-documentaries.com/making-documentaries.html
2. https://www.futurelearn.com/courses/film-production/0/steps/12304
3. https://www.videomaker.com/article/c06/18423-six-primary-styles-of-documentary-production
4. https://www.nfi.edu/how-to-make-a-documentary/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To identify content from real life, books and print materials.	**K1 & K2**	PSO4, PSO5
CO2	To improve the data collection and research skills for documentary.	**K3 & K4**	PSO4, PSO5
CO3	To strengthen the script writing ability of the student.	**K4**	PSO1, PSO2, PSO5
CO4	To draft a formal documentary proposal.	**K5**	PSO1, PSO4, PSO5
CO5	To make a socially responsible documentary.	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	2	3	1	1	3	3	3	1	
CO2	1	1	3	2	3	3	2	1	3	2	2	3	1	
CO3	3	3	2	1	3	2	1	3	3	1	2	3	3	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	1	1	2	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**ELECTIVE PAPER VI-PRACTICAL VII: DEPRIVATION COVERAGE**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	The course enables students to develop an appreciation for how the news educates the public in a visual perspective.
2.	Introducing students to non-fiction photographic storytelling - telling stories with images.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To understand the concept of deprivation and its effect in society	K1 & K2
CO2	To explore and identify areas of deprivation.	K3 & K4
CO3	To improve the communication, questioning, listening, writing and news gathering skills.	K4
CO4	To incorporate human interest angle in the news stories.	K5
CO5	To write a factual news story on the deprivation.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1-5: DEPRIVATION COVERAGE

Identify the area of Deprivation - Field visit and interaction with the community Interviews with the stakeholders - Compiling the news story on Deprivation

REFERENCE BOOKS:

1. Research Handbook on Measuring Poverty and Deprivation by Jacques Silbe
2. Deprivation Trap by Robert Chambers

E-REFERENCES:

1. https://link.springer.com/referenceworkentry/10.1007/978-3-319-71066-2_70-1
2. https://indiantribalheritage.org/?p=23343#gsc.tab=0

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand the concept of deprivation and its effect in society	K1 & K2	PSO4, PSO5
CO2	To explore and identify areas of deprivation.	K3 & K4	PSO4, PSO5
CO3	To improve the communication, questioning, listening, writing and news gathering skills.	K4	PSO1, PSO2, PSO5
CO4	To incorporate human interest angle in the news stories.	K5	PSO1, PSO4, PSO5
CO5	To write a factual news story on the deprivation.	K6	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	2	2	1	3	2	3	3	2	
CO2	1	1	3	2	3	1	3	1	3	2	3	3	2	
CO3	3	3	2	1	3	3	2	3	3	1	2	3	1	
CO4	3	1	2	3	3	1	2	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**ELECTIVE PAPER VI-PRACTICAL VII: EVENT MANAGEMENT**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

Course Objectives:

1.	This course allows students to build their fundamental knowledge of modern event management.

Course Outcomes: At the end of the Course, the student will be able to:

CO1	To enables students to plan, execute and comprehend various events with relevant skills for each event.	K1 & K2
CO2	Acquire and apply the skills required to plan an event	K3 & K4
CO3	Enhance their innovativeness in managing the media	K4
CO4	Plan an event with the knack of organizational skill	K5
CO5	Demonstrate a planned event displaying promotional skills	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: EVENT & TYPES OF EVENTS

Introduction to Event Management, Size & type of event, Event Team, Code of ethics.

UNIT 2: SKILLS

Principles of event Management, Skills to organise an event: negotiating skills – creative skills – planning skills- execution skill – persuasive skills.

UNIT 3: EVENT CONCEPT & DESIGNING

Analysis of concept, Logistics of concept - Managing the media - promotional materials-advertising campaign

UNIT 4: EVENT EXECUTION

Process: Planning – putting together a team – budgeting the event – executing – evaluating – Mock Event Planning

UNIT 5: SWOT ANALYSIS

Strength-weakness-opportunities – threats.

REFERENCE BOOKS:

1. Kilkenny, Shannon. The Complete Guide for Successful Event Planning. Atlantic Publishing Group Inc, 2011.
2. Judy, Allen. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Events. San Francisco, 2010

E-REFERENCES:

1. https://www.indeed.com/career-advice/finding-a-job/what-is-event-management
2. https://www.mbaknol.com/marketing-management/event-planning-concept-in-event-management/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To enables students to plan, execute and comprehend various events with relevant skills for each event.	**K1 & K2**	PSO4, PSO5
CO2	Acquire and apply the skills required to plan an event	**K3 & K4**	PSO4, PSO5
CO3	Enhance their innovativeness in managing the media	**K4**	PSO1, PSO2, PSO5
CO4	Plan an event with the knack of organizational skill	**K5**	PSO1, PSO4, PSO5
CO5	Demonstrate a planned event displaying promotional skills	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	2	2	3	1	2	3	1	1	2	2	3	2	
CO2	1	1	3	2	3	3	2	1	3	2	3	2	2	
CO3	3	3	2	1	3	2	1	3	3	1	2	2	2	
CO4	3	1	2	3	3	2	3	1	3	1	3	3	2	
CO5	1	2	2	2	3	2	2	3	2	1	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III
Subject	**ELECTIVE PAPER VII-EXTRADISCPLINARY-PRACTICAL VIII: DEVELOPMENTAL COMMUNICATION**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 75 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	To help students understand the strategies of developmental communication.
2.	To sketch a campaign to bring out awareness of developmental concerns in the society.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Aware of the problems related to the concept of Development	**K1 & K2**
CO2	Critically evaluate government policies related to Development and its impact	**K3 & K4**
CO3	Analyse the role of International Agencies towards Development	**K4**
CO4	Create content suitable for different formats	**K5**
CO5	Approach the issue in various angles. Examine the reach of Development policies	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: DEVELOPMENT COMMUNICATION

Introduction to development communication which deals with the study of people and policies

UNIT 2: RURAL INDIA

To study the prospects and challenges of development communication in India.

UNIT 3: MODELS OF DEVELOPMENT

Knowing how to effectively plan development communication campaign.

UNIT 4: USE OF MEDIA IN DEVELOPMENT COMMUNICATION

To produce social media content which provide awareness among the public and individuals.

UNIT 5: PRACTICAL EXERCISES

Developing written or photo journal for the ICT education, rural development, poverty reduction and economic growth

Students will write 5 articles of Development issues from the broad area of human development, education, health, nutrition, population, environment, gender issues, problems faced by Dalits and Tribals in different formats like articles, reports, interviews and features.

REFERENCE BOOKS:

1. Uma Narula. Development Communication: Theory and Practice. Har-Anand, 2004
2. Srinivas R. Melkote, H. Leslie Steeves. 1952. Communication for development in the Third World [electronic resource]: theory and practice for empowerment
3. Thomas L. McPhail (ed.), Development Communication: Reframing the Role of the Media. Malden, MA.

E-REFERENCES:

1. https://www.mhcautomation.com/blog/effective-communication-trends-to-follow/
2. https://growthtribe.io/blog/digital-communication-trends

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Aware of the problems related to the concept of Development	K1 & K2	PSO4, PSO5
CO2	Critically evaluate government policies related to Development and its impact	K3 & K4	PSO4, PSO5
CO3	Analyse the role of International Agencies towards Development	K4	PSO1, PSO2, PSO5

CO4	Create content suitable for different formats	**K5**	PSO1, PSO4, PSO5
CO5	Approach the issue in various angles. Examine the reach of Development policies	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	3	3	2	3	1	1	1	2	3	4	5	3	
CO2	1	3	3	2	3	1	1	3	2	1	2	2	1	
CO3	1	3	3	2	3	1	2	3	2	1	2	2	1	
CO4	2	3	3	2	3	2	1	3	2	1	3	2	1	
CO5	2	3	3	2	3	2	1	3	2	3	3	1	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III
Subject	**ELECTIVE PAPER VII-EXTRADISCPLINARY-PRACTICAL VIII: HEALTH COMMUNICATION**
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	5 Credits / 75 Hours
Exam Duration	3 Hours

COURSE OBJECTIVES:

1.	This course helps students to understand about health communication
2.	Exploring about the various aspects of health communication

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Understand the role of communication and its affect in promoting and maintaining health and wellness for all individuals	K1 & K2
CO2	Develop effective health messages for individuals and publics by understanding how the media, literacy and policy affect the perceptions of health.	K3 & K4
CO3	Create a content in social media- based on agriculture, health, education, population planning, sanitation, environment protection and socio-economic development.	K4
CO4	Create photo stories which assess the factors that affect health literacy.	K5
CO5	Writing essay for health stories in effective manner	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: HEALTH COMMUNICATION

Introduction to health communication which deals with the study of people wellness and government policies

UNIT 2: HEALTH INFORMATION

Introduction to health communication- provide students the competencies in health communication, health psychology and health informatics

UNIT 3: MODELS OF HEALTH COMMUNICATION

Knowing how to effectively frame communication, select media, and construct health campaigns

UNIT 4: USE OF MEDIA IN HEALTH COMMUNICATION

Compare different media strategies for popularization, advocacy, and intervention in relation to public health

UNIT 5: PRACTICAL EXERCISES

Developing written or photo journal for the health sector which influence people

REFERENCE BOOKS:

1. Groopman, J. (2007). How doctors think. Boston: Houghton Mifflin
2. Pennebaker, J.W. & Chung, C.K. (2007). Expressive writing, emotional upheavals, and health. In Friedman, H. & Silver, R. (eds.) Handbook of health psychology. New York: Oxford University Press.
3. Backer, T.E., Rogers, E.M., & Sopory, P. (1992). Designing health communication campaigns: What works? Newbury Park, CA: Sage Publications.

E-REFERENCES:

1. https://www.rocket.chat/blog/healthcare-communication
2. https://www.healthlinkdimensions.com/post/emerging-post-pandemic-trends-in-medical-communication

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the role of communication and its affect in promoting and maintaining health and wellness for all individuals	K1 & K2	PSO4, PSO5
CO2	Develop effective health messages for individuals and publics by understanding how the media, literacy and policy affect the perceptions of health.	K3 & K4	PSO4, PSO5

CO3	Create a content in social media- based on agriculture, health, education, population planning, sanitation, environment protection and socio-economic development.	**K4**	PSO1, PSO2, PSO5
CO4	Create photo stories which assess the factors that affect health literacy.	**K5**	PSO1, PSO4, PSO5
CO5	Writing essay for health stories in effective manner	**K6**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	3	2	1	3	2	3	3	2	
CO2	1	1	3	2	3	3	2	1	3	2	3	3	2	
CO3	3	3	2	1	3	3	1	3	3	1	2	3	1	
CO4	3	1	2	3	3	3	1	1	3	1	3	3	1	
CO5	1	2	2	2	3	2	1	3	2	1	3	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	**CORE PAPER XIII: MEDIA LAWS & ETHICS**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To understanding the basics of Indian Constitution and its legal system.
2.	Exploring about media constitutional laws and cases related to it

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To learn the basic structure of Indian Constitution.	K1 & K2
CO2	Examines the various media laws, policy and regulatory frameworks in India	K3 & K4
CO3	Explore the legalistic perspective of IPR in media laws	K4
CO4	Apply knowledge of self-regulation and other ethical practices in profession	K5
CO5	Comprehend media constitutional laws and ways to solve simple media law cases.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: NATURE AND SCOPE OF INDIAN CONSTITUTION

Nature and Scope of Indian constitution fundamentals rights: Scope and limitations Specific Provisions of Indian Constitution relating to mass media, Citizenship functions of Executive, Judiciary, Legislature, Directive Principles.

UNIT 2: MEDIA LAWS IN INDIA

Press as Fourth Estate Freedom of Press freedom of Expression Rights, Privileges and liabilities of the press, Censorship, Right to information. Laws and Constitutional, Provisions pertaining to Human Rights in India. Libel and Slander, Defamation. Case laws relating to press and media in India

UNIT 3: INTELLECTUAL PROPERTY'S RIGHTS

Important acts relating to mass media: Indian Penal Code, PRB Act, Official Secrets Act Copyright Act, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act.

UNIT 4: PRIVACY AND DATA PROTECTION

The need for cyber-laws, nature and scope of cyber laws, Approaches to cyber laws cyber-crimes, obscenity, digital signature, IPR, Piracy, Privacy. Domain Name Registration Issues, Role and Responsibilities of 1CANN, etc. Convergence Bill

UNIT 5: CASE STUDIES AND ETHICAL ISSUES

Themes and issues in Media Ethics, Code of conduct Case Studies in media ethics. Role and Responsibilities of Professional Bodies (Press Council etc.)

REFERENCE BOOKS:

1. Basu, Law of the Press in India. Prentice-Hall India
2. Basu. Introduction to Indian Constitution Prentice-Hall India
3. Zelezny, E (1997): Communication Law: Libertics restraints and the modern media Thomson Learning

E-REFERENCES:

1. https://www.nwcbooks.com/download/media-law-and-ethics/
2. https://en.wikibooks.org/wiki/Introduction_to_Mass_Media/Media_Law_and _Ethics

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To learn the basic structure of Indian Constitution.	K1, K2	PSO1
CO2	Examines the various media laws, policy and regulatory frameworks in India	K2 & K3	PSO5
CO3	Explore the legalistic perspective of IPR in media laws	K4	PSO1, PSO3, PSO5, PSO6

| CO4 | Apply knowledge of self-regulation and other ethical practices in profession | K5 | PSO1, PSO5 |
| CO5 | Comprehend media constitutional laws and ways to solve simple media law cases. | K6 | PSO1, PSO3, PSO5, PSO6 |

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	1	3	1	3	1	1	2	3	1	2	1	1	2	
CO2	1	1	3	2	3	1	3	3	2	3	1	1	3	
CO3	3	3	2	1	3	2	3	3	1	3	2	3	3	
CO4	2	1	2	3	3	1	3	2	1	3	1	3	3	
CO5	1	2	3	3	3	1	3	3	1	3	2	3	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	**CORE PAPER XIV-PRACTICAL IX: FILM STUDIES AND APPRECIATION**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course enables the students to understand the film language and the critical approaches behind films.
2.	Exploring about various genres of film and learning to appreciate and critic it.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To understand various theoretical, historical, and critical approaches to films.	K1 & K2
CO2	Acquire knowledge on history of Cinema, cinema movements	K3 & K4
CO3	To facilitate exploration of the history of cinema and also critically analyze movies that are being screened.	K4
CO4	To understand how film reflects societal concerns.	K5
CO5	Analyse structures of power, economics, and ideology and Film Genres	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: FILM THEORIES

Film Theories – Auteur Theory, Structuralist Film Theory, Marxist Theory on Films, Feminist Film Theory, Post-modernism in Films, Psychological film Theory, Post-Colonial theory. Film Aesthetics, Mis -en-Scene and Film Genres.

UNIT 2: MAJOR FILM MOVEMENTS

Major Film Movements -German Expressionism, French New Wave, Italian Neo Realism, Indian New wave and Soviet Montage. New world Cinema, Iranian films, South East Asian Films. Avant-Garde movement, Art Films, Cult Films and Diasporic Cinema.

UNIT 3: HISTORY OF EARLY CINEMA WITH SPECIAL REFERENCE TO INDIA

History of Early Cinema with Special Reference to India. Hollywood Studio system, Silent movies, Pioneers in Cinema- D.W. Griffith, George Melies, Edwin Porter, Charlie Chaplin, Sergei Eisenstein. Early Indian Cinema and Dada Saheb Phalke, Satyajit Ray's Contribution to Indian Cinema, Regional Indian Cinema and Parallel Cinema movement.

UNIT 4: HISTORY OF POLITICAL CINEMA AND THE DYNAMICS OF CINEMA

History of Political Cinema and the Dynamics of cinema-society interface in Tamil Nadu, Dravidian Movement and Cinema, Hero Worship, Film Exhibition and viewership, trends in Tamil cinema.

UNIT 5: FILM APPRECIATION

Critical analysis and appreciation of films.

REFERENCE BOOKS:

1. Belavadi, Vasuki. Video Production. New Delhi: Oxford University Press, 2013
2. Hayward, Susan. The Key Concepts of Cinema Studies. London: Routledge, 2000.
3. Emmons, Mark. Film and television: A Guide to the Reference Literature.2007

E-REFERENCES:

1. https://www.mediacollege.com/lighting/three-point/
2. https://thefilmproduction.wordpress.com/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand various theoretical, historical, and critical approaches to films.	**K1, K2**	PSO1
CO2	Acquire knowledge on history of Cinema, cinema movements	**K2 & K3**	PSO5
CO3	To facilitate exploration of the history of cinema and also critically analyze movies that are being screened.	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	To understand how film reflects societal concerns.	**K5**	PSO1, PSO5

CO5	Analyse structures of power, economics, and ideology and Film Genres	K6	PSO1,PSO 3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	3	3	2	1	1	3	2	1	1	1	2	3	1	
CO2	1	2	3	3	2	2	3	1	2	2	2	3	2	
CO3	2	1	2	3	3	1	2	3	3	1	2	3	1	
CO4	1	2	1	3	3	2	1	1	3	1	3	3	1	
CO5	1	2	1	3	3	2	1	3	2	1	3	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	CORE PAPER XV- PRACTICAL X: DIGITAL STORY TELLING	
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	To understanding the basics of Storytelling and the recent trends to reach market frequency.
2.	Exploring about the impact of visuals and typography in marketing story construction.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To understand various techniques behind history, culture, traditions, and craft of digital storytelling.	K1 & K2
CO2	To understand digital media and its effective use as a form of communication.	K3 & K4
CO3	To communicate ideas effectively in written, oral, and visual form to a range of audiences.	K4
CO4	To demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties.	K5
CO5	To develop professional quality digital media productions by promptly applying knowledge and skills including best practices and standards.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1:

Introduction to Digital Storytelling- Digital Storytelling takes the traditional craft and attributes of telling stories and merges them with new techniques.

UNIT 2:

Digital Storytelling will include aspects of advertising, journalism and public relations to understand online trends and viral content.

UNIT 3:

To Analyze the changing roles of storytellers for news, businesses and non-profit organizations.

UNIT 4:

To incorporate a mixture of images, text, sound, audio narration, video and/or music to tell a story.

UNIT 5: ORIGINAL IDEAS AND CREATIVITY

To create unique content and post in the desired online medium- Increase ability to come up with big, original ideas and creatively tell them to reach the broadest audience

REFERENCE BOOKS:

1. Stone-Mediatore, Shari. 2016. Storytelling/Narrative. In The Oxford Handbooks of Feminist Theory edited by Lisa Disch and Mary Hawkesworth.
2. Jonathan Gottschall . The Storytelling Animal: How Stories Make Us Human
3. Bryan Alexander. The New Digital Storytelling: Creating Narratives with New Media

E-REFERENCES:

1. https://ducttapemarketing.com/5-visual-storytelling-trends-shaping-future-communication/
2. https://turtl.co/blog/the-future-of-digital-storytelling/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand various techniques behind history, culture, traditions, and craft of digital storytelling.	**K1, K2**	PSO1
CO2	To understand digital media and its effective use as a form of communication.	**K2 & K3**	PSO5
CO3	To communicate ideas effectively in written, oral, and visual form to a range of audiences.	**K4**	PSO1, PSO3,

			PSO5, PSO6
CO4	To demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties.	**K5**	PSO1, PSO5
CO5	To develop professional quality digital media productions by promptly applying knowledge and skills including best practices and standards.	**K6**	PSO1,PSO 3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	2	2	3	1	1	2	1	3	2	3	3	2	
CO2	1	1	3	2	3	1	1	1	3	2	3	3	2	
CO3	3	3	2	1	3	3	3	3	3	1	2	3	1	
CO4	3	1	2	3	3	3	1	1	3	1	3	3	1	
CO5	1	2	2	2	3	1	2	3	2	1	3	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	CORE PRACTICAL XI: INTERNSHIP	
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	2 Credits / 90 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	This course focusses on providing students with an ability to putting theory to practice

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To extend the skills and knowledge they acquired from relevant theory components	K1 & K2
CO2	To create, analyze and critically evaluate experiential learning.	K3 & K4
CO3	To engage in continuous learning and development of new skills appropriate for their field	K4
CO4	To build professional portfolio.	K5
CO5	To facilitate students' opportunity to work and experience actual operations in the real business world	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT: 1-5: INTERNSHIP PROJECT SUBMISSION

Students will have to undergo an internship in any media institution of their choice for a minimum period of 1 month.

Students have to submit a report on their involvement with the organization/firm interned with. This report will be the final submission record for evaluation. The project will have to be submitted at the end of Third semester.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED

		BLOOM'S TAXONOMY)	
CO1	To extend the skills and knowledge they acquired from relevant theory components	**K1, K2**	PSO1
CO2	To create, analyze and critically evaluate experiential learning.	**K2 & K3**	PSO5
CO3	To engage in continuous learning and development of new skills appropriate for their field	**K4**	PSO1, PSO3, PSO5, PSO6
CO4	To build professional portfolio.	**K5**	PSO1, PSO5
CO5	To facilitate students' opportunity to work and experience actual operations in the real business world	**K6**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	3	2	3	1	1	3	1	1	3	3	3	1	
CO2	1	2	3	2	3	1	2	1	3	2	2	3	3	
CO3	3	1	2	3	1	3	1	3	3	1	2	3	3	
CO4	2	1	3	3	1	2	1	1	3	1	3	3	3	
CO5	1	2	2	2	3	1	2	3	1	1	2	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.