



ST. XAVIER'S UNIVERSITY KOLKATA

SYLLABUS

B.A. (HONOURS) IN MASS COMMUNICATION

CURRICULUM (Based on N.E.P.)

Batch: 2023-2027

Action Area IIB

New Town, Kolkata – 700160

West Bengal, India

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		COURSE OUTLINE								
Sem	Paper Code	Course Title	Type of Course	Full Marks	Pass Marks	CIA MARKS		End Sem Marks		Credits
						WT	O			
I	BMCCCR11 1T	Introduction to Media and Communication	Major (DSC) Theory							4
	BMCMER12 1T	Basics of Film Studies	Minor Theory							4
	BSWMIR131 T	Introduction to Human Rights	MDC Theory							3
	BPYMIR132 T	Understanding Human Behaviour	MDC Theory							3
	BENAER141 T	Communicative English – 1	AECC Theory							2
	BGCSER151 T	Personality Development	SEC Theory							3
	BGCVAR16 1T	Inter-Religious Studies for Global Citizenship	CVAC Theory							2
	BGCVAR17 1T	Environmental Education	CVAC Theory							2
TOTAL					TOTAL				20	
II	BMCCCR2 11C	Print Journalism	Major (DSC)							4

			Theory & Practical						
	BPYMER2 21T	Basics of Psychological Testing and Assessment	Minor Theory						4
	BENMIR23 1T	Indian Literature in English Translation	MDC Theory						3
	BECMIR23 2T	Issues in Indian Economy	MDC Theory						3
	BENAER24 1T	Communicative English – 2	AEC Theory						2
	BMCSER25 1C	Basics of Graphic Design	SEC Theory & Practical						3
	BGCVAR2 72T	Service Learning	CVAC Theory+						2
	BLWVAR2 61T	Understanding the Indian Constitution	CVAC Theory						2
TOTAL					TOTAL				20
III	BMCCCR3 11C	Broadcast Journalism	Major (DSC) Theory & Practical						4
	BMCCCR3 21T	Integrated Marketing Communication	Major (DSC) Theory						4
	BMCMER3 31T	Psychology of Film	Minor Theory						4

	BENMIR34 1T	i) Contemporary Indian Literature in English	MDC Theory						3
	BECMIR34 2T	ii) Sustainable Development	MDC Theory						3
		Bengali/Hindi (MIL) – 1	AEC Theory						2
		Business Communication-1	AEC Theory						2
	BMCSER36 1C	Still Photography	SEC Theory & Practical						3
TOTAL					TOTAL				20
IV	BMCCCR4 11T	Advertising	Major (DSC) Theory						4
	BMCCCR4 21T	Public Relations	Major (DSC) Theory						4
	BMCCCR4 31C	Digital Media	Major (DSC) Theory & Practical						4
	BMCMER4 41T	Self, Identity and Workplace	Minor Theory						4
	BGCAER45 2T	Bengali/	AEC Theory						2

	BGCAER45 3T	Hindi (MIL) – 2	AEC Theory						2
	BGCAER45 1T	Business Communication 2	AEC Theory						2
	BMC SER46 1I	Summer Internship	INT						2
TOTAL					TOTAL				20
V	BMCCCR5 11C	AV Production	Major (DSC) Theory & Practical						4
	BMCCCR5 21T	Communication Research	Major (DSC) Theory						4
	BMCCCR5 31T	Media Management and Entrepreneurial Journalism	Major (DSC) Theory						4
	BMCCCR5 41T	Media Laws and Ethics	Major (DSC) Theory						4
	BMC MER5 51C	Motion Graphics	Minor Theory & Practical						4
TOTAL					TOTAL				20
VI	BMCCCR6 11C	TV News Production	Major (DSC) Theory & Practical						4

	BMCCCR6 21T	Mobile Journalism and Data Journalism	Major (DSC) Theory						4
	BMCCCR6 31T	Development Communication	Major (DSC) Theory						4
	BMCMER6 41C	Radio Production and Podcasting	Major (DSC) Theory & Practical						4
	BPYMER6 51T	Leadership, Conflict Management	Minor Theory						4
TOTAL					TOTAL			20	
VII		Advanced Research Methodology	Major (DSC) Theory						4
		Political Communication	Major (DSC) Theory						4
		Digital Media Marketing	Major (DSC) Theory & Practical						4
		Visual Communication	Major (DSC) Theory & Practical						4
		Documentary Making	Minor Theory & Practical						4
TOTAL					TOTAL			20	
VIII		AI and Emerging Media	Major (DSC)						4

			Theory & Practical						
		Brand Management & Corporate Communication	Major (DSC) Theory						4
		Media and Cultural Studies	Major (DSC) Theory						4
		Health and Science Communication	Major (DSC) Theory						4
		Consumer Psychology	Minor Theory						4
		Research Project/Dissertation	RP/Dissertation						12
TOTAL					TOTAL				20



You have to select one out of two for multidisciplinary.



You have to select one out of two for Ability Enhancement Course.

SEMESTER: I

Discipline Specific Core Course

PAPER –INTRODUCTION TO MEDIA & COMMUNICATION

Paper Code: Credits: 4 Total Marks: 100

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcome

- **CO1: Remember** – To learn and be able to recall the history and evolution of communication and mass communication platforms/channels.
- **CO2: Understand-** To understand the underlying theories and models that guide the field of media and communication.
- **CO3: Understand-** To understand the various forms and types of communication and the barriers that impede them.
- **CO4: Understand-** To understand the characteristics of mass communication platforms and their strengths and limitations.
- **CO5: Apply-** To be able to apply the principles of effective communication in real life.

Learning Objectives

- **LO1-** To enable understanding of various aspects of communication among the students.
- **LO2-** To gain insights on the evolution of communication and mass communication platforms.
- **LO3-** To study the theories and models that guide communication.
- **LO4-** To realize the barriers of communication and ways to overcome them.

Syllabus

Syllabus:

Module 1: Basics of Communication

Communication: Definition and functions; Forms of Communication (verbal, non-verbal); Levels of Communication (interpersonal, intrapersonal, group, public, mass communication); Processes and Elements of Communication, Scope of Communication, Seven C's of Communication, Barriers to Effective Communication.

Module 2: Forms of Mass Communication

Mass Communication-Characteristics and Functions; Mass Media- Definition, Types, and Characteristics (Print Media, Electronic Media, New Media, Traditional Media)

Module 3: History and Evolution of communication

Overview of the evolution of Communication and Media from traditional mediums like newspapers (Print and Broadcast) and New Media (Digital and Social)

Communication in the West (such as Aristotle’s concept of Rhetoric etc.)

Module 4: Models and Theories of Communication

Models of Communication: Communication Models and Theories: Laswell’s model; Shannon and Weaver’s Mathematical model; Wilbur Schramm’s model; David Berlo’s model; Newcomb’s model; Westley McLean’s model; McCombs and Shaw’s Agenda Setting model

Theories of Communication: Hypodermic Needle Theory, Agenda Setting. Cultivation Theory, Spiral of Silence, Two-Step and Multi-step Theory, Normative Theories of Press.

Reading / Reference Lists:

- Mass Communication Theory – Dennis McQuail
- Mass Communication & Journalism in India – D.S. Mehta
- Mass Communication in India – Keval J. Kumar
- Mass Communication – Carter Martin D.
- Mass Communication Theory – Stanley J. Baren & Dennis K. Davis
- Mass Communication Effects: Joseph Klapper
- Many Voices One World: Report of the McBride Commission
- Mass Communication: Rowland Lorimer
- Understanding Mass Communication: Melvin DeFleur
- Development Communication: Uma Narula
- Electronic Media and Communication Research Methods: G.K. Parthasarathi

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Basics of Communication	Communication: Definition and functions; Forms of Communication (verbal, non-verbal); Levels of Communication (interpersonal, intrapersonal, group, public, mass		15 hrs	25%		CO5, CO3

		communication); Processes and Elements of Communication, Scope of Communication, Seven C's of Communication, Barriers to Effective Communication.					
2	Forms of Mass Communication	Mass Communication- Characteristics and Functions; Mass Media- Definition, Types, and Characteristics (Print Media, Electronic Media, New Media, Traditional Media)		15 hrs	25%		CO4
3	History and Evolution of communication	Overview of the evolution of Communication and Media from traditional mediums like newspapers (Print and Broadcast) and New Media (Digital and Social) Communication in the West (such as Aristotle's concept of Rhetoric etc.)		15 hrs	25%		CO1, CO2

4	Models and Theories of Communication	<p>Models of Communication: Communication Models and Theories: Laswell's model; Shannon and Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Westley McLean's model; McCombs and Shaw's Agenda Setting model</p> <p>Theories of Communication: Hypodermic Needle Theory, Agenda Setting, Cultivation Theory, Spiral of Silence, Two-Step and Multi-step Theory, Normative Theories of Press</p>		15 hrs	25%		CO2
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1		M					M

CO 2	H						
CO 3		H	H				
CO 4		H	H				M
CO 5	H	H	H				
TOTAL	3	2.75	3				2

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

END SEMESTER EXAMINATION (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO7

MINOR paper
Basics of Film Studies

Credits: 4

Course Outcomes:

CO1: Students will be able to recognize and recall the elements of Cinema, its narrative techniques, and cinema movements in India.

CO2: Students will be able to interpret the film and its impact over the society and also understand the socio-political representation of the society in it.

CO3: Students will be able to analyse film theories in context of form and content of film.

CO4: Students can criticize and review film and its genres

CO5: Students will be able to develop an artistic approach towards viewing critical films and will be able to raise concerns of best practices in today's film industry leading film making towards a responsible social practice.

Course Content

Module No	Module Name	Topic(s)	Description	No of Hours allotted	Marks allotted	Credit of each Module	Associated Course Outcome (CO)
I	Evolution of image and early cinema	Geneology of Cinema	History and origin of Cinema	16	25%		CO 1
		Cinema and other arts					
		Evolution of image and its representation					
		Introduction to pre modern early silent cinema					
		Films of Lumiere brothers and George Melies					
II	Basics of		Basic	14	25%		CO1,

	film Language	Basic concept of shot and scene	Elements of Film				CO2, CO3
		Mise-en-scene					
		Time and Space					
		Use of sound in film					
III	Evolution of narrative cinema	D.W. Griffith as the Father of narrative cinema	Global cinema and the birth of narration	18	25%		CO2, CO4
		Soviet silent Cinema and montage theory					
		Hollywood and studio system					
		Italian neo realism and the impact of Second World War					
IV	Introduction to Indian Cinema	Indian Silent cinema	Origin and evolution of Cinema inside India	12	25%		CO3, CO4, CO5
		Introduction to sound cinema in India					
		Bollywood and Hindi film industry					
		Major film makers in India and their contribution					

Suggested Readings:

- Bordwell, David, Kristin Thompson, and Jeff Smith. *Film art: An introduction*. McGraw-Hill Education, 2016.
- Bordwell, David, Janet Staiger, and Kristin Thompson. *The classical Hollywood cinema: Film style & mode of production to 1960*. Columbia University Press, 1985.
- Nowell-Smith, Geoffrey, ed. *The Oxford history of world cinema*. Oxford University Press, 1997.
- Vitali, Valentina, and Paul Willemsen. *Theorising national cinema*. Palgrave Macmillan, 2006.
- Monaco, James. *How to read a film: the world of movies, media, and multimedia: language, history, theory*. Oxford University Press, USA, 2000.
- Rajadhyaksha, Ashish. "The Phalke era: Conflict of traditional form and modern technology." *Journal of Arts and Ideas* 14.15 (1987): 47-78.

- Mukherjee, Madhujā. *New Theatres Ltd: The Emblem of Art, the Picture of Success*. National Film Archive of India, Government of India, Ministry of Information and Broadcasting, 2009.
- Neupert, Richard. *A history of the French new wave cinema*. Univ of Wisconsin Press, 2007.
- Marie, Michel. *The French New Wave: An Artistic School*. John Wiley & Sons, 2008.
- Kracauer, Siegfried. "From Caligari to Hitler; a psychological history of the German film." (1947).
- Eisner, Lotte H. *The haunted screen: expressionism in the German cinema and the influence of Max Reinhardt*. Univ of California Press, 2008.

□ **CO-PO mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	M					M	H
CO 2			M	H	M		
CO 3	H	M					M
CO 4	H	H	M				
CO 5	H	M					H
TOTAL	2.25	2.33	2	3	2	2	2.67

H- High

M-Medium

L-Low

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	20
	<i>Other Component</i>	10
<i>End Semester Theory</i>	<i>Written</i>	70
<i>Total</i>		100

Introduction to Human Rights (3 Credits)

Course Code:

Learning Objectives:

- To acquire an understanding about the concepts, principles and issues associated with human rights at the national and international level.
- To enable the students to get a comprehensive understanding of human rights violation.
- To sensitize the students about the international human rights mechanisms.

Course Outcomes (CO):

At the end of this course, students will be able to

CO1: Recall the history, concept and classification of human rights and other related concepts.

CO2: Understand diverse human rights issues and their violations.

CO3: Develop empathy for vulnerable groups.

CO4: Analyse the role of different instruments and agencies in protecting and promoting human rights.

CO5: Evaluate the role of national and international bodies in protecting and promoting human rights.

Sl. No	Topic	Sub-topic	Description	No of Hours	Marks allotted	Credit of each Module	Associated Course Outcome (CO)
1.	Introduction to Human Rights	Human Rights and issues of Social Justice; Definition, Nature and Classification of Human rights; Principles of Natural Justice	An understanding of Human Rights and Social justice	5	20%		CO1

2.	Historical Perspective of Human Rights	Evolution of the concept of Human Rights as an International Endeavor; Evolution of Human Rights Movements in India; Role of NHRC	Evolution of Human Rights internationally and in India	5	10%		CO1
3.	Contemporary Issues of Human Rights	Human Cloning, Surrogacy and IVF; Life-Saving Technologies: Organ Transplant and Sale Euthanasia; Rights of the people with HIV/AIDS; Emerging Issues and Concerns related to LGBTQIA+; Commercial Sex Workers; Migrant Workers and Human Rights; Ethnic Issues and Human Rights; Human Rights Violations of	Issues and violations of Human Rights in contemporary times.	15	25%		CO2&CO3

		Refugees; Displaced Persons & Human Rights Right to Environment v/s Right to Development; Custodial Violence and Police Atrocities;					
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4.	International Instruments for Protection of Human Rights	International Bill of Human Rights: Universal Declaration of Human Rights, International Covenant on Civil and Political Rights, 1966, International Covenant on Economic, Social and Cultural Rights, 1966 Human Rights in Armed Conflict and Rights of Refugees: Geneva Conventions on International Humanitarian Law, 1949 Convention on the Elimination of all forms of Racial Discrimination, 1965 Convention on the Elimination of All Forms of Discrimination Against Women in CEDAW, 1979; Beijing Declaration and Platform for Action, 1995 Convention against	International conventions on Human Rights	15	25%		CO4
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		Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment, 1984; Convention on the Rights of Persons with Disabilities 2006; Declaration on the Rights of Indigenous People (UN,2007); Convention on the Rights of Older Persons					
5.	Human Rights: Role of Judiciary, International agencies and NGO's	Judicial response to violation of Human Rights; Problems of Enforcement of Human Rights; Role of International Agencies in Promoting Human Rights: Amnesty International, UN High Commissioner for Human Rights, International Criminal Court, International Court of Justice; Role of NGO's in Promoting Human Rights	The role of judiciary and other International agencies in protecting and promoting Human Rights	5	20%		CO4,CO5

Suggested Readings:

1. Ahuja, V.K. (2019). *Human Rights: Contemporary Issues*. Eastern Book Company: India.
2. Alston, Philip, and Frederic Megret, eds. (2014), *The United Nations and Human Rights: A Critical Appraisal*. Second Edition. Oxford University Press.
3. Basuttil J. &Blsekburn R., (1997). *Human Rights for the 21st Century*. London Prentice Hall.
4. Bhattacharji, A. (1997). *Social Justice and the Indian Constitution*. Indian Institute of Advanced Studies: Shimla.
5. Biswal.T. (2006). *Human Rights – Gender and Environment*. Vira Publications. New Delhi.
6. Ferguson, L et al 2004, *Globalization, Global Justice and Social Work*, London: Routledge T&F.
7. Government of India, (1987). *Encyclopedia of Social Work in India (Vol 1-4)*. New Delhi: Ministry of Information & Broadcasting.
8. Jaiswal P.S. &Jaiswal N., 1996, *Human Rights and the Law*, New Delhi, Aplt Publishing Corporation.
9. John S, 2001,(Ed.) *Struggle for Survival: A resource book on the status and rights of the Adivasi communities in India*, Pune: National Centre for Advocacy Studies.
10. Pandit, V.L.(2000).*Fearless Minds: Advocacy Resource Book*, Pune: National Centre for Advocacy Studies.
11. Pathak B., (1997).*Social Justice and Development of Weaker Section*. New Delhi, Inter India Publication.
12. SanajoabarN.(1994).*Human Rights: Principles, Practices and Abuse*, New Delhi, Onson Publication.
13. Subramanium S., (1997).*Human Rights: International Challenges*. New Delhi, Manas Publication, Vol.I. &II.

CO-PO mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	PO1 (H)						
CO2	PO1 (H)						
CO3				PO4 (H)			
CO4	PO1 (H)	PO2 (M)	PO3 (M)		PO5 (H)		
CO5	PO1 (H)				PO5 (H)		
CO6							

***High (3): will indicate high correlation between the course outcomes and program outcomes**

Moderate (2): will indicate the correlation between the course outcomes and program outcomes

Low (1): will indicate the correlation between the course outcomes and program outcomes

SYLLABI OF MULTIDISCIPLINARY PAPERS

OFFERED BY DEPT. OF PSYCHOLOGY

Course Name: Understanding Human Behaviour

Course Code:

Credit: 3

Semester: 1

Nature of the Course: Multidisciplinary Course

No. of Lecture hours: 45

No. of Tutorial contact hours: 15

Course Outcome (CO)- As per Bloom's taxonomy

After completing this course, students will be able

1. CO1: to define and recall various components of self, emotions, social perception and influence
2. CO2: to illustrate and understand the key elements of emotions and emotional intelligence
3. CO3: to apply the understanding of self and relate it with different components of attitude and human behaviour
4. CO4: to connect and differentiate aspects of attitude consistency and change and its influence on behaviour

5. CO5: appraise the relevance and effectiveness of emotional regulation and self-presentation in human behaviour

Course Content:

Module No.	Module Name	Topic	No. of Lecture Hours allotted	Marks Allotted	Associated CO
1	Understanding Self	a. Definition of self and its components- self-concept, self-esteem, identity b. Types of selves- real self, ideal self, social self; self complexity c. Development of Self	12	25%	CO1, CO3
2	Understanding of Others	a. Social perception and Social Influence; Recognition of emotions. b. Attitude towards self and others- definition and components of attitude c. Formation and maintenance of attitude, attitude change	18	40%	CO1, CO3, CO4
3	Regulating own Behaviour	a. Understanding of emotions, Emotional Intelligence b. Emotional Regulation c. Impression formation and impression management	15	35%	CO1, CO2, CO3, CO5

Suggested Readings:

1. Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
2. Dressler, David and Cans, Donald: The Study of Human Interaction
3. Lapiere, Richard. T – Social Change
4. Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.

5. Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.

CO/PO Mapping for Understanding Human Behaviour

CO/ PO mapping	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
CO1	H			M				
CO2	M	M	H		M	L	M	
CO3	H	M	M				M	
CO4	H		H	M		M		
CO5	M	H	M	H	L	M	H	
	$13/5=2.6$	$7/3=2.33$	$10/4=2.5$	$7/3=2.33$	$3/2=1.5$	$5/3=1.67$	$7/3=2.33$	2.18

AEC (2 credits)

Communicative English I

Course Description: The course aims to introduce students to knowledge, ideas, and concepts in English language-use and communication. It focuses on the technicalities of proper pronunciation, structure, and style in English-Language communication. Theories and modes of communication, as well as barriers to communication, are also covered. Different forms of communication, including various oral and written modes, are also discussed.

Module	Credits (Total—2)
Module 1 - Theory & Grammar A. Theory of Communication: Fundamentals, Process of Communication, Types of Communication, Mis-communication, Skills Required for Effective Communication	

B. Accurate Grammatical Usage: Sentence Structure, Verbs (Classification), Infinitive & Gerund, Tense, Voice, Phrasal Verbs & Idioms, Punctuation marks.	
<p>Module 2 - English Composition</p> <p>A. Composition: Reflective, Descriptive, Narrative, Argumentative</p> <p>B. Summarising</p> <p>C. Précis</p> <p>D. Article Writing</p> <p>E. Blog Writing</p> <p>F. Documenting and Note-Making</p>	
<p>Module 3 -</p> <p>A. Speaking</p> <p>B. Personal Interview, Mock Interview</p> <p>C. Public Speaking, Presentations</p>	

Course Outcomes

PO 1 PO 2	CO 1 - To make the students understand communicative competence. To demonstrate his/her verbal and non-verbal communication ability.	BL 1 and 2
PO 2 PO 3	CO 2 - To make the students analyse and conduct independent surveys, collect data, prepare and present reports and projects.	BL 2 and 3
PO 7	CO 3 - To apply effective business correspondence with brevity and clarity. Learn the process of acquiring a job with special reference to prepare a resume.	BL 4 and 5
PO 2 PO 3 PO 7	CO 4 - To evaluate the process of writing error free while making an optimum use of vocabulary & grammar leading to lifelong learning	BL 5
PO 4 PO 7	CO 5 - To create and enhance employability and prepare students for the challenges they face while communicating in English in any work space.	BL 6

CO-PO Mapping

*H/M/L: High/Medium/Low level of mapping (H=3; M=2; L=1):

	BL	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1, 2	H	H					
CO 2	2, 3		H	H				
CO 3	4, 5							H
CO 4	5		M	H				H
CO 5	6				L			H
-	-	3/1	8/3	6/2	1/1	-	-	9/3
-	-	3	2.6	3	1	-	-	3

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CO- PO Attainment = $12.6/5 = 2.5$

Reading List

Fluency in English - Part II, Oxford University Press, 2006.

Business English, Pearson, 2008.

Language, Literature and Creativity, Orient Blackswan, 2013.

A Practical English Grammar, A.J. Thomson, A.V. Martinet, Oxford University Press

A Handbook of English Grammar and Usage, D. Thakur, Bharati Bhawan Publication

Function in English- Jon Blundell et al, OUP

Oxford Practice Grammar, John Eastwood, Oxford University Press

Personality Development

Course Code [**Personality Development**], [**3 credits, 100 marks**], [Semester I],

[Nature: **Skill Enhancement Course**], [Faculty/School/Department:]

Course Outcomes (CO):

At the end of this course, students will be able to

CO1: Identify strengths, weaknesses, opportunities and challenges related to their personal capabilities for effectively managing conflict and stress.

CO2: Understand life skills as a perfect blend of knowledge and behaviour, attitudes and work ethics to respond effectively to demands and challenges of daily life.

CO3: Apply group dynamic techniques in the context of organizational culture to gain a deeper understanding of how to make team building more pro-active and efficient.

CO4: Evaluate inter-personal relations and analyze the barriers to effective communication.

CO5: Develop a leadership style that is uniquely theirs by effectively using their soft skills.

Course Content:

Module No.	Module Name	Topic(s)	Description	No of Hours allotted	Marks allotted	Credit of each Module	Associated Course Outcome (CO)
I	Personality & Personality Development: Fundamentals	<ul style="list-style-type: none"> ● Define Personality & Why Personality Development? ● Determinants of Personality Development ● Types of Personality (including activities)	Orientation	1 2 2 5	20%		CO1
II	Self Management	<ul style="list-style-type: none"> ● Motivation ● Conflict Management ● Time Management ● Stress Management (including activities)	Personal Competence	3 4 4 9 20	40%		CO1, CO2
III	Social Skill Development	<ul style="list-style-type: none"> ● Inter-personal Relations & Communication ● Group Dynamics ● Team Building ● Leadership ● Holistic Well-being (including activities)	Techniques in Personality Development	5 4 4 4 3 20	40%		CO3, CO4, CO5

Suggested Readings

- Mukherjee, S. (2021). *Personality Development Studies for Leadership: Foundation Course*. St. Xavier's University, Kolkata (1st ed.).
- Agarwal, R. & Tandon, A. (2012). *Personality Development & Leadership*. Oxford Book Company (1st ed.).
- Mitra, B. K. (2016). *Personality Development And Soft Skills*. Oxford University Press, India (2nd ed.).

Additional Readings

- Hurlock, E. B. (2017). *Personality Development*. Tata McGraw Hill, New Delhi (Indian Edition).

- Onkar, R. M. (2014). *Personality Development and Career Management: A Pragmatic Perspective*. S. Chan Publishing, New Delhi (3rd revised ed.).
- Gallagher, K. (2010). *Skills Development*. Oxford University Press, India (Indian Edition).
- Mangal, S.K. (2018). *Educational Psychology*. Tondon Publications, Ludhiana.
- Morgan, C. & King, R. (2017). *Introduction To Psychology*. McGraw Hill Education - 7th ed. (Indian Edition).

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M		M		H		H
CO2	H	M	H	M	H	M	H
CO3	H	H	H	M	H		M
CO4		H	H	M	M		H
CO5	H	H	H	H	H	H	H

** H means high relevance

M means medium relevance

L means low relevance

Evaluation Plan:

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	50	20%	20	CO1, CO2
Other Component (based on assignment / presentation / activity sheets, etc.)	Individual / Group	05	5%	05	
Attendance	Individual	05	5%	05	
Total				30	

END SEMESTER EXAMINATION

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (B)	PO (Rubrics)
End Semester	Individual	100	70%	70	CO1, CO2, CO3, CO4

Full Marks (A + B) = 100 Pass Marks 40

Course Name: Inter-Religious Studies for Global Citizenship

Course Code:

Credit: 2

Semester: I

Nature of the Course: Value Added Course

No. of Lecture hours: 30

No. of Tutorial contact hours:

Course Outcomes (CO):

At the end of this course, students will be able to

CO1: Identify the value system in different religions and understand their basic philosophy required for global citizenship.

CO2: Understand the meaning of spirituality.

CO3: Analyze the morals and ethics in different religious scriptures and learn from the life stories of Gurus, Mystics, Saints and Philosophers.

CO4: Explain the need for inter-religious dialogue and apply the same in relation to social change.

CO5: Develop an attitude of care and empathy for all and the environment.

Course Content:

Module No.	Module Name	Topic(s)	Description	No of Hours allotted	Marks allotted	Associated CO
I	Academic Study of Religion	<ul style="list-style-type: none"> ● Religion, a Global Human Activity ● Religion in Indian Education System ● Essentials of Religion and Spirituality 	Overview and Motivation	4	20%	CO1, CO2

II	The Global Religious Landscape	<ul style="list-style-type: none"> ● Hinduism ● Islam ● Christianity ● Buddhism ● Jainism ● Sikhism ● Zoroastrianism 	A Study of Major Religious Groups	4 4 4 1 1 1 1 16	40%	CO1, CO2, CO3
III	Religious Pluralism and Dialogue	<ul style="list-style-type: none"> ● Rationale for Global Spread of Religious Diversity ● The Importance of Inter-religious Dialogue for Global Citizenship ● Different Kinds of Dialogue 	Inter-Religious Dialogue	8	30%	CO4
IV	Reflections			2	10%	CO5

Suggested Readings

- Romus, D. John (2023). *Religious Studies for Global Citizenship: Foundation Course*, St. Xavier's University, Kolkata.
- Kassam, M. (Ed.). (2017). *The Religions of India : A Microcosm of World Religions*. Manohar Publications, India.
- Gaus, R. (2021). Global (Citizenship) Education as inclusive and diversity learning in Religious Education. *Journal of Religious Education*, 69(2), 179-192.
- Alles D., Gregory (2010). *Religious Studies: A Global View*. Routledge, UK (1st ed.).
- Dalal, R. (2014). *The Religions of India: A Concise Guide to Nine Major Faiths*. Penguin, India.
- Cavallin, C., Sander, Å., Sitharaman, S. (2020). *The Future of Religious Studies in India*. Routledge, India (1st ed.).
- Raj S.J., J. Felix (2022). *Tides: Story Bank*. St. Xavier's University Kolkata Alumni Association, Kolkata.
- Raj S.J., J. Felix (2020). *Waves: Story Bank*. St. Xavier's University Kolkata Alumni Association, Kolkata.

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M		H	H	H		H
CO2	H		H	H			H

CO3	M		H	H	H		H
CO4	M	M	H	H			H
CO5			H	H	M	H	H

*H/M/L: High/Medium/Low level of mapping (H=3; M=2: L=1)

Environmental Education SEM I [Credit 2]

Courses Outcome

CO1 Recognize the historical context of human interactions with the environment and resources that sustain life and govern economy.

CO2 Understand the concept of natural resources; identify types of natural resources, their distribution and use with special reference to India .Also to understand the major international institutions and programmes and the role played by them in the protection and preservation of the environment

CO3 Determine the root cause of various pollution, its impact on human health and the consequences of species extinction

CO4 Detect the reasons of various environmental conflict and disaster in India

CO5 Support sustainability as a practice in life, society, and industry.

Module No	Module Name	Topic	No of hours allotted	Credit of each Module	Associated Course outcome (CO)
1.	Humans and the Environment	<p>1.1 Multidisciplinary nature of environmental studies; Scope and importance of Environment study</p> <p>1.2 The man-environment interaction: Humans as hunter-gatherers; Origin of agriculture; Emergence of city-states; Great ancient civilizations and the environment; Industrial revolution and its impact on the environment</p> <p>1.3 Human population growth: Impacts on environment and its control; Global Environment change(Major Reason)</p> <p>1.4 The emergence of environmentalism: Anthropocentric and eco-centric perspectives (Brief idea) UN Conference on Human Environment 1972; The Club of Rome- Limits to Growth; Rio Summit</p>	2		CO1

2.	Natural Resources, Local, Regional and Global Environmental Issues and Sustainable development	<p>2.1 Definition and classification of resource</p> <p>2.2 Biotic Resources: Forest, Grassland, Desert, Aquatic ecosystems; Status and challenges</p> <p>2.3 Water : Use and over-exploitation of surface and ground water, Environmental impact Conflicts over water Water conservation</p> <p>2.4 Minerals: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals</p> <p>2.5 Energy resource: Renewable (Cochin Airport, Muppandal Wind Park) and non renewable energy sources; Implications of energy use on the environment</p> <p>2.6 Land use and Land cover change: Land degradation, soil erosion , deforestation, desertification and urbanization.</p> <p>2.7 Global change: Global warming, Ozone layer depletion, Acid rain and Photo-chemical smog</p> <p>2.8 Introduction to sustainable development: World Commission on Environment and Development and Concept of Sustainable development, Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs</p>	8		CO1,CO5 CO1 CO2,CO3, CO4
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3.	Biodiversity Conservation and Ecosystem	<p>3.1 Ecosystems and ecosystem services : Structure and function of ecosystem; Energy flow in an ecosystem ;Food chains and food webs, Ecological Pyramid, Succession and Interaction; Ecosystem values: ecological ,economical, social , ethical, aesthetic values</p> <p>3.2 Biodiversity and its distribution: Levels and types of biodiversity; Biodiversity hotspots; Threats to biodiversity and ecosystems Conservation of biodiversity: <i>In-situ</i> and <i>Ex-situ</i> conservation; Major protected areas; National and International Instruments for biodiversity conservation; the role of traditional knowledge, community-based conservation</p>	6		CO2
4.	Environmental pollution and Climate Change Impacts, Adaptation, Mitigation and public health	<p>4.1 Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Point sources and non-point sources of pollution.</p> <p>4.2 Air pollution: Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.</p> <p>4.3 Water pollution: Sources of water pollution Water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.</p> <p>4.4 Soil pollution and solid waste</p> <p>4.5 Noise pollution: Noise standards; adverse impacts of noise on human health.</p> <p>4.6 Pollution Disaster: Bhopal Gas Tragedy, Minamata Disease</p> <p>4.7 Understanding climate change: Natural variations in climate; Causes and Impacts of Climate change</p> <p>4.8 Mitigation of climate change: carbon neutrality;</p>	10		CO2,CO4

5.	Environmental Treaties and Management	<p>5.1 Major International Environmental Agreements: Convention on Biological Diversity (CBD); Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); Ramsar Convention on Wetlands of International Importance</p> <p>5.2 Environmental legislation in India (Brief Idea): Wildlife Protection Act (1972), Water (Prevention and control of Pollution) Act (1974), Forest Conservation Act (1980), Air (Prevention & Control of Pollution) Act (1981), Environment Protection Act (1986)</p> <p>5.3 Practices- Earth Hour; EIA (advantages, and disadvantages)</p>	4		CO2
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Suggested Reading

1. Basu, M. and Xavier, S., *Fundamentals of Environmental Studies*, Cambridge University Press, 2016.
2. Mitra, A. K and Chakraborty, R., *Introduction to Environmental Studies*, Book Syndicate, 2016.
3. Fisher, Michael H. (2018) *An Environmental History of India- From Earliest Times to the Twenty-First Century*, Cambridge University Press.
4. Gadgil, M., and Guha, R. (1993). *This Fissured Land: An Ecological History of India*. Univ. of California Press.
5. Gleeson, B. and Low, N. (eds.) (1999). *Global Ethics and Environment*, London, Routledge.
6. Harris, Frances (2012) *Global Environmental Issues*, 2nd Edition. Wiley- Blackwell.
7. Bawa, K.S., Oomen, M.A. and Primack, R. (2011) *Conservation Biology: A Primer for South Asia*. Universities Press.
8. Krishnamurthy, K.V. (2003) *Textbook of Biodiversity*, Science Publishers, Plymouth, UK
9. Ahluwalia, V. K. (2015). *Environmental Pollution, and Health*. The Energy and Resources Institute (TERI).

CO/PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1						M		
CO2						M		
CO3						M		
CO4						M		
CO5						M	L	

CIA PLAN(OUT OF 10)

Evaluation Components	Mode	Full Marks	PO(For Rubrics)
Internal assessment	Individual	25(reduced to 10)	
Assignment	Group (Poster Presentation)	7.5	PO6
Attendance	Individual	2.5	

END SEMESTER EXAMINATION (OUT OF 40)

Evaluation component	Mode	Full Marks	PO
End Semester Exam	Individual	30	PO6

Semester II

Print Journalism

Credits: 4

Full Marks: 100

Programme Outcomes:

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO 03. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

PO 04. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO 07. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes:

CO 1: Students will be able to define news values, structure of news, its different sources and other aspects.

CO 2: Students will be able to interpret roles and responsibilities of print media professionals and different types of reporting.

CO 3: Students will be able to write different types of reports and apply different techniques of editing.

CO 4: Students will be able to analyse and write headlines, editorial, feature, columns, human interest stories and other specialized reporting.

CO 5: Students will be able to develop content of a dummy newspaper and design the same.

Syllabus:

Module-1: Understanding News

What is News? – News Values and Elements of News – Objectivity, Fairness and Balance as Basic Principles of News – Sources of News – Types of News Writing – Inverted Pyramidal Structure of News Writing – Lead and Intro and their different Types – Body of News.

Module-2: Reporting for Print Media

Role of a Reporter – Chief Reporter – Special Correspondent – Bureau Chief – District Correspondent – Assembly Reporting – Civic Reporting – Crime Reporting – Legal Reporting – Special Stories – Follow Up.

Module-3: Copy Editing and Page Make Up

Principles of Editing – Checking a Copy – Headlines – Proof Reading – Style Sheet - Principles of Page Make Up – Different Templates & Styles – Use of Blurb, Box, Graphics, Cartoons and Picture – Page Make Up Techniques for Multiple Editions.

Module 4: Specialised Writing

Editorial – Post Editorial Columns & Columnist – Editing of Letters to the Editor – Human Interest Stories – Anchor Story – Feature – Narrative Journalism – Long Journalism – Life Style Journalism – Entertainment Journalism – News Agency Journalism – Magazine Journalism.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Understanding News	What is News? – News Values and Elements of News – Objectivity, Fairness and Balance as Basic Principles of News – Sources of News – Types of News Writing – Inverted Pyramidal Structure of News Writing –		20	30%		CO 1

		Lead and Intro and their different Types – Body of News.					
2	Reporting for Print Media	Role of a Reporter – Chief Reporter – Special Correspondent – Bureau Chief – District Correspondent – Assembly Reporting – Civic Reporting – Crime Reporting – Legal Reporting – Special Stories – Follow Up.		20	25%		CO 2, CO 3
3	Copy Editing and Page Make Up	Principles of Editing – Checking a Copy – Headlines – Proof Reading – Style Sheet - Principles of Page Make Up – Different Templates & Styles – Use of Blurb, Box, Graphics, Cartoons and Picture – Page Make Up Techniques for		20	15%		CO 3, CO 5

		Multiple Editions.					
4	Specialised Writing	Editorial – Post Editorial Columns & Columnist – Editing of Letters to the Editor – Human Interest Stories – Anchor Story – Feature – Narrative Journalism – Long Journalism – Life Style Journalism – Entertainment Journalism – News Agency Journalism – Magazine Journalism.		20	30%		CO 4

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	30	Written test, Assignment, Presentation and Attendance
End Semester Exam	70	Exam to be conducted by COE

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	M						

CO 2	M	M					
CO 3		M					
CO 4				M			M
CO 5							M
Total	2	2		1			2

Suggested Readings:

- Kiphann, Helmut. (2001). Handbook of Print Media: Technologies and Production Methods.
- Springer
- Whittaker, Jason. (2008). Magazine Production. Routledge.
- Webster, Alley. (2016). Print Media and Journalism. Willford Press.
- Wainwright, David. (1982.) Journalism Made Simple. W.H. Allen. London
- Kamath, M. V. (1980). Professional Journalism. Vikas Pub. House. New Delhi
- Teel, Leonard Ray. (1983). Into the Newsroom. Prentice-Hall.
- Hohenberg, J. (1983). The Professional Journalist. Holt, Rinehart, and Winston. New York
- Shrivastava, K. M. (2003). News Reporting & Editing. Sterling Publishers. New Delhi
- Ward, Hiley H. (1985). Professional Newswriting. Cengage Learning.

Course Title: Basics of Psychological Testing and Assessment

Syllabus:

Unit 1 – Introduction to Psychological Assessment

- (a) Concept and Nature: Test and assessment
- (b) Characteristics of a good test
- (c) Difference among testing, assessment, and measurement
- (d) Ethical Issues in Testing and Assessment

Unit 2 –Measurement of Intelligence, Aptitude and Interest

- (a) Intelligence: Concept and Theories, Intelligence Quotient

(b) Aptitude and Interests: Concept and types.

(c) Assessment of Intelligence, Aptitude and Interest

Unit 3 - Measurement of Personality

(a) Meaning and Purpose of Personality Measurement

(b) Theories of Personality: Trait and Type Approach

(c) Assessment of Personality

Unit 4 – Application of Psychological Tests and Assessments

(a) Application in Clinical, Educational and Organizational set-ups.

(b) Application in Individual and Group settings.

References

1. Anastasi, A., and Urbina, S. (1997). Psychological testing. Prentice Hall/Pearson Education.
2. Freeman, F. S. (1950). Theory and practice of psychological testing.
3. Singh, A. K. (2015). Tests, measurements and research methods in behavioural sciences. Bharati Bhawan.

Course Name: Issues in Indian Economy

Course Code:

Credit: 3

Semester: 2

Nature of the Course: Issues in Indian Economy

No. of Lecture hours: 30 Hours

No. of Tutorial contact hours: 15

Course Objective: (CO)

CO1: Students will be able to identify the major economic trends in India with regard to major indicators like growth; employment; inflation; unemployment and others. (BL1)

CO2: Students will be able to understand the relative performance of Indian economy vis-a-vis rest of the world. (BL2)

CO3: Students will be able to explain the debate over growth versus development in Indian Economy (BL3)

CO4: Students will be able to analyze India's economic policies and the changes there in from planning to post liberalization period. (BL4)

CO5: Students will be able to evaluate the performance of the Indian economy and develop their own understanding about the problems faced by the Indian economy. (BL5 & BL6)

Course Content:

Module No.	Module Name	Topic	No. of Lecture Hours allotted	Marks Allotted	Associated CO
1	Trends in Indian Economy	Indian Economy since independence : Trend in major economic indicators Structural transformation in Indian Economy Indian economy from the perspective of global economy : a comparative analysis	15	33.33%	CO1, CO2
2	Issues in Economic Growth vs Development	India's growth story: where do we stand now? India's performance in-terms of poverty, inequality and HDI. Trend in Education; health : Analysing India's performance from Sen's capability approach	15	33.33%	CO2, CO3, CO4, CO5
3	India's economic policies since independence	India's economic policies from 1950-1991 New economic policies ; post economic liberalization	15	33.33%	CO2, CO3, CO4, CO5

		Understanding economic policies from the perspectives of political economy			
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Suggested Readings:

Dreze, J., & Sen. A. (2013). *An Uncertain Glory: India and its Contradictions*. Penguin. New Delhi

Jha, R. (Ed.). (2008). *The Indian Economy Sixty Years After Independence*. Springer.

Kapila, U. (2022). *Indian Economy since Independence*, (33rd ed.). Academic Foundation. New Delhi

CO-PO Mapping:

CO/PO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇
CO ₁	M	M		M			M
CO ₂	M	M		M			M
CO ₃	M	M		M	M		H
CO ₄	H			M	M		H
CO ₅	H			H	H		H
Total	2.4	2		2.25	2.33		2.6

CO Score: 2.32

Indian Literature in English Translation (3 Credits)

Course Description: This course aims to introduce students to the rich and diverse landscape of Indian literature through selected works translated into English. By exploring the works of prominent Indian authors from different regions and languages, students will gain insights into the cultural, social, and historical dimensions of India. Through close reading and analysis of these works, students will examine themes such as social issues, gender dynamics, identity, tradition, and modernity. Discussions will delve into the nuances of the translations and the cultural context of each literary piece. Additionally, students will be encouraged to explore the works from both a literary and socio-cultural perspective.

Module	Details	Credits
Module 1: Hindi literature in English translation	i. Premchand, “The Chess Players [Shatranj Ke Khiladi]” or “Idgah” ii. Nirmal Verma, “Dilli ki Galiyan (The Streets of Delhi)” or “Ek Chitthi Aur Maran (A Letter and Death)” iii. Phanishwarnath Renu, “Lal Paan ki Begum” iv. Krishna Sobti, “Nafisa” <u>Any two</u> stories to be taught	
Module 2: Bengali literature in English translation	i. Rabindranath Tagore, “Hungry Stones” or “The Parrot’s Tale” ii. Sarat Chandra Chattopadhyay, “Mahesh,” “Biraj Bou,” “Pather Dabi” (any one) iii. Mahasweta Devi, “Stanadayini” or “Dhouli” iv. Ashapura Devi, “Bolai” or “Patni or Preyoshi” <u>Any two</u> stories to be taught	
Module 3: Other Indian literatures in English translation	i. Ambai [C. S. Lakshmi] (Tamil), “The City Rises from the Ashes” or “The Squirrel” ii. Fakir Mohan Senapati (Odia), “The Patent Medicine” or “Rebati” <u>Any two</u> stories to be taught	

Course Outcomes

PO 1 PO 2	CO 1 - Understanding the Indian literary tradition through a detailed historical overview	BL 1 and 2
PO 1 PO 2 PO 3	CO 2 - Analyzing the anglophone culture in India and its literary application in translating vernacular texts	BL 3 and 4

PO 1 PO 3	CO 3 - Examining key concepts, issues and contexts in Indian literary texts with respect to Western models	BL 3 and 4
PO 1 PO 7	CO 4 - Evaluating the critical meaning of the texts by applying Indian epistemological methods	BL 4 and 5
PO 1 PO 4 PO 7	CO 5 - Creating new subjective interpretations and understanding the relevance, literary appeal of Indian literature in a period of globalization	BL 6

CO-PO Mapping

*H/M/L: High/Medium/Low level of mapping (H=3; M=2; L=1)

	BL	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1, 2	H	M					
CO 2	3, 4	H	M	L				
CO 3	3, 4	H		L				
CO 4	4, 5	H						M
CO 5	6	H			H			H
		15/5	4/2	2/2	3/1			5/2
		3	2	1	3			2.5

CO- PO Attainment = $11.5/5 = 2.3$

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Reading List

Basu, Tapan, Mahanand, Anand et al, *Reflections on the Translation of Dalit Literature from the Regional Languages into English*, (Orient Blackswan, 2014)

Prasad, G.J.V and Gerardin, Cecil, *India in Translation, Translation in India* , (Bloomsbury India, 2019).

Kothari, Rita. *Translating India: The Cultural Politics of English*, (Routledge India, 2003).

Tharu, Susie and K. Lalita, *Selections from Women Writing in India: 600 B.C to the Present* (Oxford India Paperbacks, 1997).

AEC (2 credits)

Communicative English II

Course description: The course is designed to introduce the students to a study of literature and thereby improve their language-use, and writing skills. Use of Business English which includes writing of formal letters, notice, agenda, report and proposal is used as a means to improve students' ability to communicate effectively in the English language in a professional workspace. Soft skills are also developed by focussing on group discussions and interviews.

Module	Credits (Total 2)
Module 1 - Reading Comprehension A. Skimming and scanning, identifying main ideas, drawing inferences (Related texts should be selected by the concerned faculty member of the department for practicing comprehension skills)	
Module 2 - Business English A. Role of Communication in the business world - introduction B. Business letters C. Meetings - Writing Notice, Agenda, Minutes D. CV & Cover Letter E. E-mail F. Writing Reports - types (commercial) G. Writing Business Proposal	
Module 3 - Soft Skills A. Skills of listening, speaking, reading & writing in theory.	

B. Group Discussion: Concept of a Group Discussion/Interview, Types of Group Interviews, Skills Evaluated in a GD, Methods to Adopt in a Group Discussion, Mock Group Discussions	
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PO 1 PO2	CO 1 - To understand the basic methods of reading and comprehending a passage to enable students to identify main ideas and draw relevant inferences	BL 1 and 2
PO 1 PO 2 PO 7	CO 2 - To analyze the role of communication in a professional and personal space and develop an interactive ability	BL 3 and 4
PO 2 PO 3 PO 7	CO 3 - To examine the need to write formal business letters and emails using appropriate vocabulary and develop advanced communication skills	BL 4
PO 3 PO 7	CO 4 - To evaluate methods of group discussion and mock interviews to prepare the students for real life situations	BL 5
PO 2 PO 3 PO 7	CO 5 - To create effective communicators with the ability to express themselves in the workplace and elsewhere	BL 6

	BL	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	1, 2	H	H					
CO 2	3, 4	M	H					H
CO 3	4		H	M				H
CO 4	5			M				H
CO 5	6		M	M				M
		5/2	11/4	6/3				11/4
		2.5	2.75	2				2.75

CO- PO Attainment = 10/4 = 2.5

Reading List

Raymond Murphy, *Intermediate English Grammar*, Cambridge University Press

Martin Hewings, *Advanced Grammar in Use*, Cambridge University Press

W. Stannard Allen, *Living English Structure (5th Edition)*, Pearson Publications

E. Sureshkumar and P. Sreehari, *Communicative English*, E. Orient Blackswan

Tony Lynch, *Study Listening*, Cambridge University Press

Jeremy Comfort, *Speaking Effectively*, Cambridge University Press

PAPER – Basics of Graphic Design (Practical)

Paper Code:

Credits: 3

Total Marks: 100

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Remember** – Students will be able to learn the different components of Graphic Design.
- **CO2: Understand-** Students will be able to understand the various aspects and techniques of Graphic Design.
- **CO3: Apply** – Students will be able to use the modern technology for creating creative designs.
- **CO4: Analyse-** Students will be able to analyse the various elements of design compositions.
- **CO5: Apply-** Students will be able to develop proper graphic design portfolio.

Learning Objectives

- **LO1-**To understand the fundamental principles and concepts of graphic design
- **LO2-**To define to various design theories and creative construction
- **LO3-** To develop students' understanding of visual communication and its role in mass media.
- **LO4-** To provide students with hands-on experience in using industry-standard graphic design software.
- **LO5-** To apply their skills for critical thinking and visual problem-solving.

Syllabus

Module 1: Introduction to Graphic Design and Design Principles

Introduction and understanding of Graphics; History of Graphic Design; Elements of Graphic– Line, Shape, Image, Color, Texture & Typography; Principles of Design – Composition, balance, proximity, Contrast, Harmony, Unity, and Hierarchy.

Module 2: Working to Adobe Photoshop

Usage of different tools in Photoshop; Image editing and effects, Working with Lines, Shapes, Brushes in Photoshop; Understanding the Color palette; Applying Design Theory; Designing Logo, Visiting Card, Poster.

Module 3: Developing Design with Adobe Illustrator

Usage of Different Tools in Adobe Illustrator, Working with Typography; Color swatches, Understanding layout, Design techniques, Design for print media: Brochure, and flyer; Design for digital media: social media graphics, and banner.

Reading / Reference Lists:

- "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips

- "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
- "Color Design Workbook: A Real World Guide to Using Color in Graphic Design" by Sean Adams
- "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau

"Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Graphic Design and Design Principles	Introduction and understanding of Graphics; History of Graphic Design; Elements of Graphic– Line, Shape, Image, Color, Texture & Typography; Principles of Design – Composition, balance, proximity, Contrast, Harmony, Unity, and Hierarchy.		15 hrs	40%		CO1 CO2
2	Working to Adobe Photoshop	Usage of different tools in Photoshop; Image editing and effects, Working with Lines, Shapes, Brushes in Photoshop; Understanding the Color palette; Applying Design Theory; Designing Logo, Visiting Card, Poster.		15 hrs	30%		CO3 CO4
3	Developing Design with Adobe Illustrator	Usage of Different Tools in Adobe Illustrator, Working with Typography; Color swatches, Understanding layout, Design techniques, Design for print media: Brochure, and flyer; Design for digital media: social media graphics, and banner.		15 hrs	30%		CO4 CO5

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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H					M	H
CO 2	H	H	H	H			H
CO 3		M			H		
CO 4			H	H	H		
CO 5	H	H	H	H	H	M	H
TOTAL	3	2.5	3	3	3	1	3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 20 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	10	-
TOTAL		20	

END SEMESTER EXAMINATION (out of 80 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Theory /Practical Exam (Exam to be conducted by COE)	Individual/Group	80	PO1, PO2, PO3, PO4, PO5, PO7

SEMESTER: III

PAPER –Broadcast Journalism

Paper Code: Credits: 4 Total Marks: 100

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

The course intends to

- **CO1: Understand-** to understand the concept of Broadcast Journalism.
- **CO2: Apply-** To apply different important tools of Broadcast Journalism.
- **CO3: Analyse-** To analyse different types of programs &trends.
- **CO4: Develop-** To develop different programs for broadcast Journalism.

Learning Objectives

The students will

- **LO1-** Acquaint themselves the way broadcast media works.
- **LO2-** Learn different important concepts of broadcast journalism.
- **LO3-** Become aware of the reasons and the way how broadcast media works.

- **LO4-** Understand the impact of broadcast media.

Syllabus

Module 1- INTRODUCTION TO BROADCAST JOURNALISM & RADIO

Nature & Concept of Broadcast journalism, Concept of Broadcasting - Public Broadcasting - Nature, Concept and Definition of Broadcast Journalism - Types of Broadcast Journalism - Radio Journalism - AIR, FM, Community Radio, Satellite Radio, and Digital Radio - Prasar Bharati - News Services Division of AIR.

Module 2- ORIGIN AND GROWTH OF TELEVISION

Origin and Growth of Television - Functions of TV: Information, Education, Entertainment and Transformation - Television Journalism-Milestones in Evolution of TV in India: From Government Monopoly to Satellite TV - Doordarshan and its Role in Indian Society - International Broadcasting Agencies, TRPs - Public Opinion, New Trends in Broadcast Journalism.

Module 3- Program Formats of Radio & Television

RADIO PROGRAM FORMATS- Radio News, Talks, Plays, Discussions, Interviews, Features, Documentary and Magazine – Radio Report - Radio Jingles.

TELEVISION PROGRAM FORMAT- Television News & Field Reporting, Panel Discussion - Talk Shows - PTC-Studio based Interview - Documentary - Television Report .

Module 4- Practical of Broadcast Journalism

Writing Model of News Story – Television/Radio News - News Gathering – TV/Radio News Presentation -PTC- News Bulletins: e-News Gathering, e-field Productions and Live Coverage

References

1. *Stewart, Peter; Chantler, Paul; Basics of Radio Journalism; Focal Press*
2. *Boyd, Andrew; Stewart, Peter; Alexander, Ray; Broadcast Journalism; Techniques of Radio and Television News; Focal Press*
3. *Langford, Simon; Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One;Focal Press*
4. *Francis, Rumsey; McCormick, Tim; Sound and Recording: An Introduction; Focal press*
5. *Barnas, Frank; White, Ted; Broadcast Journalism: Techniques of Radio and Television News; Taylor & Francis*
6. *Caulfield, Annie ; Writing for Radio (A Practical Guide); The Crowood Press Ltd*
7. *MacLoughlin, Shaun; Writing for Radio; How to Books Ltd*
8. *Awasthi, G. C. Broadcasting in India. Allied Publications.*

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	INTRODUCTION TO BROADCAST JOURNALISM & RADIO	Nature & Concept of Broadcast journalism, Concept of Broadcasting - Public Broadcasting - Nature, Concept and Definition of Broadcast Journalism - Types of Broadcast Journalism - Radio Journalism - AIR, FM, Community Radio, Satellite Radio, and Digital Radio - Prasar Bharati - News Services Division of AIR.		15 hrs	25%		CO1, CO3
2	Origin & Growth of Television	Origin and Growth of Television - Functions of TV: Information, Education, Entertainment and Transformation - Television Journalism- Milestones in Evolution of TV in India: From Government Monopoly to		15 hrs	25%		CO1, CO3

		<p>Satellite TV - Doordarshan and its Role in Indian Society - International Broadcasting Agencies, New Trends in Broadcast Journalism.</p>					
3	Program Formats of Radio & Television	<p>RADIO PROGRAM FORMATS- Radio News, Talks, Plays, Discussions, Interviews, Features, Documentary and Magazine – Radio Report - Radio Jingles - Radio Drama.</p> <p>TELEVISION PROGRAM FORMAT- Television News & Reporting, Panel Discussion - Talk Shows - TV Serials - Reality Shows - Music Shows - Sports Programmes - TRPs - Public Opinion - Studio based Interview - Documentary - Television Report - TV Audience.</p>		15 hrs	25%		CO3, CO4

4	Practical of Broadcast Journalism	Writing Model of News Story – Television/Radio News - News Gathering – TV/Radio News Presentation - News Bulletins: e-News Gathering, e-field Productions and Live Coverage		15 hrs	25%		CO2, CO4
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1							H
CO 2		H			M		
CO 3	H						
CO 4		H					M
CO 5							
TOTAL	3	3			2		2.5

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Written +Other Component (Assignment/Presentation/project)	Individual	10	PO1
End Sem Examination (Exam to be conducted by COE)	Individual	50	PO1, PO4
TOTAL			

END SEMESTER EXAMINATION (out of 70 marks) ((45 T 25P))			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE) Practical Viva	Individual	100	PO1, PO4, PO7

PAPER: Integrated Marketing Communication

Paper Code: BSHRGE130T

Credits: 4

Total Marks: 100

Programme Outcome:

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes:

CO1: Students will be able to identify and recognise the multiple marketing strategies.

CO2: Students will be able to understand the practical and theoretical values of the market place.

CO3: Students will be able to differentiate and use the various tools of IMC and market their product

CO4: Students will be able to interpret and dissect the future developments in marketing communications.

CO5: Students

will be able to criticize and take part in the changing face of the communications industry.

Syllabus :

Module 1: An overview of Integrated Marketing Communications : The changing nature and role of marketing communications, A brief historical perspective, The background to marketing communications, The growth of marketing communications, Blurring edges of the tools of marketing communications, Tools of IMC.

Module 2: Understanding the marketplace: Aims and objectives, the dimensions of consumer and organizational buying behaviour, the consumer market, Targeting, Positioning, and Understanding consumer behaviour, the contribution of market research.

Module 3: The Marketing Mix and IMC: Interrelation of the business plan, marketing plan and marketing communication strategy, Interrelation of product mix, distribution mix, and price mix elements affect marketing communications

Module 4: Product and service strategies: Managing products and services over the life cycle, Branding definitions, Strategic importance of branding, Strategic brand building, The roles of marketing communications in branding.

Reading / Reference Lists:

1. Integrated Marketing Communications by Tony Yeshin.
2. Marketing Communications by John Burnett & Sandra Moriarty.
3. What’s in a Brand? By John Philip Jones
4. The Principles of Advertising and Imc by Tom Duncan, The McGraw-Hill
5. Integrated Advertising, Promotion, and Marketing Communications by Kenneth E Clow.
6. Integrated Advertising, Promotion and Marketing Communications by Kenneth E Clow &Donald E Baack
7. Integrated Marketing Communication in Advertising and Promotion by Terence Shimp, 8th Edition, Cengage Learning.

Course Content:

Module No	Module Name	Topic(s)	Description	No of Hours Allotted	Marks allotted	Credit of each Module	Associated Course Outcome (CO)
I	An overview of Integrated Marketing Communications			15	20%		CO 1

		Aims and objectives.					
		The changing nature and role of marketing communications,					
		A brief historical perspective,					
		The background to marketing communications					
		The growth of marketing communications					
		Blurring of the edges of the tools of marketing communication					
		Tools of IMC					
II	Understanding the marketplace:	Aims and objectives,		10	16%		CO1, CO2, CO3
		The dimensions of consumer and organizational buying behaviour					
		The consumer market, the contribution of market research.					
		Targeting, Positioning, and Understanding consumer behaviour,					
III	The Marketing Mix and IMC:	Interrelation of the business plan,		14	19%		CO2, CO4
		marketing plan and marketing communication strategy,					
		Interrelation of product mix, distribution mix, and price mix elements affecting marketing communications					
IV	Product and service strategies:			14	15%		CO3, CO4, CO5

		Aims and objectives,					
		Managing products and services over the life cycle,					
		Branding definitions					
		Strategic importance of branding,					
		Strategic brand building,					
		The roles of marketing communications in branding.					

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	M					M	H
CO 2			M	H	M		
CO 3	H	M					M
CO 4		H	M				
CO 5	H	M					H
TOTAL	2.6	2.3	2	3	2	2	2.6

H - High

M - Medium

L - Low

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	05
	<i>Attendance</i>	05
<i>End Semester Theory</i>	<i>Written</i>	80
<i>Total</i>		100

PAPER –PSYCHOLOGY OF FILM

Paper Code: Credits: 4 Total Marks: 100

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

The course intends to

- **CO1: Understand-** Imbibe understanding of cinema from a psychological perspective
- **CO2: Apply-** Define and apply key psychological concepts and theories in film analysis leading to better film appreciation.
- **CO3: Analyse-** Develop critical thinking and analytical skills by evaluating portrayals of psychological concepts in film and their accuracy.
- **CO4: Understand-** Develop an awareness on psychological aspect of films and their reception.
- **CO5: Understand-** Explain how a film works and how it affects the society and the individual.

Learning Objectives

The students will

- **LO1-** Acquaint themselves with how psychological concepts are applied in films.
- **LO2-** Learn depiction of mental illness, relationships, and other psychological concepts/issues in films.
- **LO3-** Become aware of the reasons and the way how cinema works.
- **LO4-** Understand the psychological impact of cinema on audience.
- **LO5-** Learning analysis of characters that involves examination of personality, motivation, mental disorders, developmental issues, and conflicts.

Syllabus

Module 1- Basics of Cinema and Psychology

Relation of cinema and psychology; Mise-en-scène; Captivating power of stories; Reason behind popularity of films; Logic behind film narratives; Exploring psychology of montage; Popular narratives and established tropes utilized in films; Plot structure in films

Module 2- Depiction of Human Behaviour in films and related theories

Concepts portrayed in films- Representation of Mental health and illness; Dysfunctional society and family relationships; Abnormal behaviour - Substance abuse and addiction; Gender dysphoria; Paraphilia

Theories/concepts for understanding cinema and its effects- Id, ego, and super ego; Archetypes and stereotypes; Supernormal stimuli; Sex depiction theory; Psychoanalytic film theory

Module 3- Deconstructing Cinema through psycho-philosophical perspective

Sigmund Freud on mythology and Psychoanalysis; Erik Erikson on conflict and identity crisis; Joseph Campbell on a hero; Christian Metz's concept of spectator; The Photoplay- Hugo Münsterberg; Laura Mulvey's concept of Visual Pleasure and Gaze; Natalie Kalmus's interpretation of colours

Module 4- Appreciation of Psychological films

Psychological Thriller/Horror/Drama as a genre; Film Analysis- Silence of the Lambs, Black Swan, Shutter Island, Joker, and Seven; Psychological profiling of characters

References

- Chatterjee, S. (2023). Why Stories Work: The Evolutionary and Cognitive Roots of the Power of Narrative. Notionpress.com.
- Indick, W. (2015). Movies and the Mind: Theories of the Great Psychoanalysts Applied to Film. United States: McFarland, Incorporated, Publishers.
- Wedding, D., Boyd, M. A., Niemiec, R. M. (2010). Movies and Mental Illness: Using Films to Understand Psychopathology. Germany: Hogrefe.
- Indick, W. (2004). Psychology for Screenwriters: Building Conflict in Your Script. United States: Michael Wiese Productions.
- Münsterberg, H. (2004). The Film: A Psychological Study. United States: Dover Pub..
- Carroll, J. M. (1980). Toward a Structural Psychology of Cinema. Germany: Mouton De Gruyter.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Basics of Cinema and Psychology	Relation of cinema and psychology; Mise-en-scène; Captivating power of stories; Reason behind popularity of films; Logic behind film narratives;		15 hrs	25%		CO4, CO1

		Exploring psychology of montage; Popular narratives and established tropes utilized in films; Plot structure in films					
2	Depiction of Human Behaviour in films and related theories	<p>Concepts portrayed in films- Representation of Mental health and illness; Dysfunctional society and family relationships; Abnormal behaviour - Substance abuse and addiction; Gender dysphoria; Paraphilia</p> <p>Theories/concepts for understanding cinema and its effects- Id, ego, and super ego; Archetypes and stereotypes; Supernormal stimuli; Sex depiction theory; Psychoanalytic film theory</p>		15 hrs	25%		CO2, CO3

3	Deconstructing Cinema through psycho-philosophical perspective	Sigmund Freud on mythology and Psychoanalysis; Erik Erikson on conflict and identity crisis; Joseph Campbell on a hero; Christian Metz's concept of spectator; The Photoplay- Hugo Münsterberg; Laura Mulvey's concept of Visual Pleasure and Gaze; Natalie Kalmus's interpretation of colours		15 hrs	25%		CO4, CO5
4	Appreciation of Psychological films	Psychological Thriller/Horror/Drama as a genre; Film Analysis- Silence of the Lambs, Black Swan, Shutter Island, Joker, and Seven; Psychological profiling of characters		15 hrs	25%		CO2, CO3

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	M						
CO 2	H						H
CO 3	H			M			
CO 4	M						M
CO 5				M			M
TOTAL	2.5			2			2.3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	50	PO1, PO4
TOTAL		50	

END SEMESTER EXAMINATION (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	100	PO1, PO4, PO7

Multidisciplinary Paper - Contemporary Indian Literature in English

Programme Outcomes – Undergraduate in English (UG English)

Students of the undergraduate programme, at the time of graduation, will be able to:

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, Manual for Autonomous Colleges NAAC for Quality and Excellence in Higher Education 110 ideas, books, media and technology.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Module	Texts	Credits (Total - 3)
Module 1 - Poetry	(Any one poet to be taught) a. Jeet Thayil - Selections from Penguin Book of Indian Poetry in English b. Sujata Bhatt - “Search For My Tongue”, “A Different History” c. Dom Moraes - Selections from <i>Collected Poems</i>	
Module 2 - Fiction	(Any one to be taught) a. Ruskin Bond - Selected Stories from <i>The Laughing Skull</i> b. Sona Charaipotra and Samira Ahmed - Selected Stories from <i>Magic Has No Borders</i> c. Perumal Murugan - <i>One Part Woman</i>	
Module 3 - Essays	(Any one to be taught) a. Amartya Sen - “The Argumentative Indian” or “Our Culture, Their Culture” <i>The Argumentative Indian</i> b. Temsula Ao - “Ao-Naga Myths in	

	Perspective” <i>On Being a Naga: Essays</i>	
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Course Outcomes

PO 1 PO 2	CO 1 - Comprehending an overview of Indian Literature through an understanding of the poetry, short stories and prose works of Indian writers in the contemporary scenario	BL 5
PO 1 PO 3	CO 2 - Analyzing fictional works as well significant essays to foster and develop critical insights with regards to the socio-economic and cultural context of India today	BL 1 and 3
PO 1 PO 2 PO 3 PO 7	CO 3 - Illustrating the implementation of various lenses and producing varied perspectives from the readings of the selected texts	BL 2, 4 and 6
PO 1 PO 3 PO 4 PO 5 PO 7	CO 4 - Assessing and critiquing the political and philosophical ideologies established in contemporary India via challenges posed by essays and other literature	BL 2 and 4
PO 1 PO 5	CO 5 - Applying the knowledge gained from contextualizing the texts within the locus of contemporary India and a movement towards developing original explorations after examining representations of the issues and conflicts that the country is facing	BL 1, 3 and 4

CO-PO Mapping

*H/M/L: High/Medium/Low level of mapping (H=3; M=2; L=1)

	BL	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	5	M	M					
CO 2	1, 3	H		H				
CO 3	2, 4, 6	M	M	H				M
CO 4	2, 4	H		M	H	M		H
CO 5	1, 3, 4	H				M		
		13/5	4/2	8/3	3/1	4/2		5/2
		2.6	2	2.6	3	2		2.5

CO- PO Attainment = $14.7/6 = 2.45$

Reading List

Adami, Esterino. *Language, Style and Variation in Contemporary Indian English Literary Texts*. Routledge, 2023.

Ao, Temsüla. "Ao-Naga Myths in Perspective." *On Being a Naga Essays*. Heritage Publishing House, 2014.

Bhatt, Sujata. *Collected Poems*. Carcanet, 2013.

Bond, Ruskin. *The Laughing Skull*. Rupa Publications, 2016.

Charaipotra, Sona, et al. *Magic Has No Borders*. HarperCollins, 2023.

Mehrotra, Arvind Krishna. *A History of Indian Literature in English*. Columbia University Press, 2003.

Moraes, Dom. *Collected Poems: 1954-2004*. Penguin Books, 2004.

Murugan, Perumal. *One Part Woman*. Translated by Aniruddhan Vasudevan, Pushkin Press, 2019.

Sen, Amartya. "The Argumentative Indian," *The Argumentative Indian: Writings on Indian History, Culture and Identity*. Penguin, 2006.

Thayil, Jeet, and Madhu Kapparath. *The Penguin Book of Indian Poets*. Penguin Random House India Pvt. Ltd., 2022.

Contemporary Indian Poetry in English. Edited by Jaydip Sarkar and Shirsendu Mondal, Authorspress, 2015.

Contemporary Indian English Poetry and Drama: Changing Canons and Responses. Edited by Arnab Kumar Sinha et al., Cambridge Scholars Publishing, 2019.

Multidisciplinary: - Sustainable Development

Course Name: Sustainable Development

Course Code:

Credit: 3

Semester: III

Nature of the Course: Multi-Disciplinary

No. of Lecture hours: 30

No. of Tutorial contact hours: 15

Course Objectives:

CO1: The students will be able to apply fundamental economic principles to practical environmental sustainability issues. (BL1, BL2)

CO2: Students will be able to demonstrate knowledge of the economic factors influencing the connections between sustainable growth and the environment. (BL1, BL4)

CO3: Students will be able to identify major sustainability challenges and gain an understanding of the different policy responses. (BL6)

CO4: Students will be able to learn the tools and techniques to address sustainable development problems. (BL3, BL6)

Course Content:

Module No.	Module Name	Topic	No. of Lecture Hours allotted	Marks allotted	Associated CO
1	Introduction	Need for studying the economics of sustainable development; meaning of sustainable development – Comparison with static and dynamic economic	17	35%	CO1, CO2, CO3

		efficiency; Sustainable development Goals.			
2	Weak versus strong sustainability	Weak versus strong sustainability; Rawls and Solow Sustainability, role of discounting, Inter- and Intra-generational equity and sustainability.	13	32%	CO1, CO2
3	Valuation	Compensating & Equivalent variation-WTP vs WTA: Why Differ. Household Production Function; Market instruments: Carbon prices, emission trading.	15	33%	CO1, CO3, CO4

Suggested Readings:

C.D. Kolstad, *Environmental Economics*, OUP, 2010.

Daly, H.E., *Beyond Growth: The Economics of Sustainable Development*, Beacon Press, 1996.

Murty, M.N. (2009), *Environment, Sustainable Development, and Well-being: Valuation, Taxes and Incentives*, Oxford University Press, Delhi

N. Hanley, J. Shogren, Ben White, *Environmental Economics-In Theory and Practice*, Palgrave Macmillan, 2007

Pearce, D. and E. Barbier, *Blueprint for a Sustainable Economy*, Earthscan, 2000.

Rogers, P. K.F. Jalal and J.A. Boyd, *An Introduction to Sustainable Development*, Earthscan, 2008

Sengupta, R. (2012), *Ecological Limits and Economic Development*, Oxford University Press, Delhi

CO-PO Mapping:

CO/PO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇
CO ₁	M					H	M
CO ₂			H	M		H	
CO ₃	H			M	M	H	
CO ₄						H	
CO ₅						H	
Total	2.5		3	2	2	3	2

*H/M/L: High/Medium/Low level of mapping (H=3; M=2; L=1)

CO Score: 2.41

PAPER – STILL PHOTOGRAPHY

Paper Code: Credits: 3 Total Marks: 100

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

The course intends to

- **CO1: Remember** – Students will be able to learn the different components of Photography.
- **CO2: Understand-** Students will be able to understand the various aspects and techniques of Photography.
- **CO3: Apply** – Students will be able to use the modern digital cameras for capturing creative images.
- **CO4: Analyse-** Students will be able to analyse the various photographic compositions.
- **CO5: Apply-** Students will be able to develop proper photo story with effective editing.

Learning Objectives

The students will

- **LO1-**To understand the image reasoning and camera calibration technique
- **LO2-**To define to various photography theory and image construction
- **LO3-** To describe the practical editing process and visual storytelling.
- **LO4-** To develop the skill & knowledge of digital camera settings and lighting techniques.
- **LO5-** To apply their skills for capturing real-life actualities in photography

Syllabus

Module 1- Introduction to photography

Basic components of Light Spectrum; Evolution of Camera (Pinhole Camera – Camera Obscura – Camera Lucida– TLR– SLR– Celluloid Camera– DSLR – Mirrorless); Camera Lenses (Normal Lens – Wide Angle Lens – Block lens – Zoom Lens – Telephoto Lens – Macro Lens– Lens converter), Exposure Triangle (Aperture, Shutter speed, and ISO); Creative use of Depth of Field and focal length; Focusing: Auto and Manual; Digital photography formats

Module 2- Photography theory

Photography Perspectives; Photographic composition; Different lighting techniques in photography; White and Black balance; Colour temperature; Use of light meter; Different camera filters (Neutral Density filters, Polarizing filter, UV filters);

Module 3- Practice & Photo Editing (Practical)

Practical with different genres and photography, advanced tools of Photoshop, Creative photo editing techniques, colour correction, reframing and resizing, working with layers, Photo manipulation, Layer masking, use of camera raw filter.

Reading / Reference Lists:

- Peterson, B. F. (2004). Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera. United States: Amphoto Books.
- Picture Composition for Film and Television (2003) Peter Ward, Publisher: Taylor & Francis
- Zakia, R. D., & Page, D. (2012). Photographic Composition: A Visual Guide. Publisher. Taylor & Francis
- Kelby, S. (2020). The Digital Photography Book. United States: Rocky Nook.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Module 1- Introduction to photography	Basic components of Light Spectrum; Evolution of Camera (Pinhole Camera – Camera Obscura – Camera Lucida– TLR– SLR– Celluloid Camera– DSLR –		15 hrs	30%		CO1, CO2

		<p>Mirrorless); Camera Lenses (Normal Lens – Wide Angle Lens – Block lens – Zoom Lens – Telephoto Lens – Macro Lens– Lens converter), Exposure Triangle (Aperture, Shutter speed, and ISO); Creative use of Depth of Field and focal length; Focusing: Auto and Manual; Digital photography formats</p>					
2	Module 2- Photography theory	<p>Photography Perspectives; Photographic composition; Different lighting techniques in photography; White and Black balance; Colour temperature; Use of light meter; Different camera filters (Neutral Density filters, Polarizing filter, UV filters);</p>		15 hrs	40%		CO3, CO4, CO5

3	Module 3- Practices & Photo Editing	Practical with different genres and photography, advanced tools of Photoshop, Creative photo editing techniques, colour correction, reframing and resizing, working with layers, Photo manipulation, Layer masking, use of camera raw filter		15 hrs	30%		CO4, CO5
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	-	M	-	-	H	-	H
CO 2	M	M	-	-	M	-	H
CO 3	M	H	-	-	M	-	H
CO 4	H	H	-	-	-	-	H

CO 5	H	H	M	M	H	M	H
TOTAL	3	4	0.5	0.5	3	0.5	5

H- High relevance

M- Medium relevance

L- Low relevance

Assessment Plan

Examination	Type	Marks
Theory		
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	0
	<i>Attendance</i>	0
<i>End Semester Theory</i>	<i>Written</i>	40
Practical		
<i>Continuous Internal Assessment</i>	<i>Others</i>	5
	<i>Attendance</i>	5
<i>End Semester Practical</i>	<i>Practical / Viva-Voce</i>	40
<i>Total</i>		100

Semester IV

B.A. Mass Communication

Core paper

Advertising

credit: 4

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes:

- CO 1: To demonstrate a working knowledge of the following areas associated with the advertising industry: Target marketing, ad agency organizations and operations, media strategies, use of electronic media, outdoor media, print media, sales promotions, specialty advertising.
- CO 2: To understand the communication process of advertising, marketing research, campaign strategies, concepts, budgets, creative process, and ethics in advertising.
- CO 3: To identify the social, ethical and legal responsibilities of advertising.
- CO 4: Developed critical thinking skills, creative and imaginative use of communicative forms and technologies.
- CO 5: Students will be able to develop advertising campaign for different forms of mass media.

Detail Syllabus:

Module 1: Introduction to Marketing Management:

Understanding the term market and marketing management, Principles of Marketing, Evolution of marketing, introduction to IMC, Marketing concepts, processes and marketing analysis, 4P's of marketing, segmentation, target market, Publicity, Propaganda and Sale Promotion, Target Audience

Module 2 : Introduction to Advertising

Origin & Development of Advertising, History of Indian Advertising, defining and understanding advertising, Meaning, Attributes, Goals, Process of Advertising, Role of Advertising, Types of Advertising, Advertising appeals, Principles, social, cultural, political & economic factors, advantages and disadvantages of advertising, Emerging trends/issues. Concepts & Basics of Digital Advertising, Mobile & social media, emerging Media & Viral Marketing.

Module 3: Advertising Agency:

Advertising Agency, Function & Role. Selection of Advertising & Agency, Agency organization

- Dimensions of agency business
- The Creative Services
- Account services
- Marketing services
- Administrative services
- Advertising Copy & Layout
- Advertising Media—Print, radio, Television, Web, Film, Outdoor
- Selecting an agency
- How agencies started & the agency business today
- Types of Agencies
- Agency Structure and Function
- Media related decisions, Advertising ethics.

Module 4: Introduction to Branding

Brand, Brand management, Brand Awareness, Brand Ambassadors, Brand Image Positioning, role of advertising in building brand, developing TVC, campaign building, national and international brand studies.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Marketing	Understanding the term market and marketing management,			20%		CO1, CO2

	Management	Principles of Marketing, Evolution of marketing, introduction to IMC, Marketing concepts, processes and marketing analysis, 4P's of marketing, segmentation, target market, Publicity, Propaganda and Sale Promotion, Target Audience					
2	Introduction to Advertising	Development of Advertising, History of Indian Advertising, defining and understanding advertising, Meaning, Attributes, Goals, Process of Advertising, Role of Advertising, Types of Advertising, Advertising appeals, Principles, social, cultural,			26%		CO2, CO3

		<p>political & economic factors, advantages and disadvantages of advertising, Emerging trends/issues. Concepts & Basics of Digital Advertising, Mobile & social media, emerging Media & Viral Marketing.</p>					
3	Advertising Agency	<p>Advertising Agency, Function & Role. Selection of Advertising & Agency, Agency organization • Dimensions of agency business • The Creative Services • Account services • Marketing services • Administrative services • Advertising Copy & Layout • Advertising Media—Print,</p>			34%		CO4, CO5

		<p>radio, Television, Web, Film, Outdoor • Selecting an agency • How agencies started & the agency business today • Types of Agencies • Agency Structure and Function • Media related decisions, Advertising ethics.</p>					
4	Introduc tion to Branding	<p>Brand, Brand management, Brand Awareness, Brand Ambassadors, Brand Image Positioning, role of advertising in building brand, developing TVC, campaign building, national and international brand studies.</p>			20%		CO3.CO4

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	30	Written test, Assignment, Presentation and Attendance
End Semester Exam	70	Exam to be conducted by COE

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	M		H				H
CO 2	M	H		H		L	
CO 3			M		H		
CO 4		H		M			M
CO 5	H		L			H	
TOTAL							

References:

- Ogilvy, David. 2007. Ogilvy On Advertising. Prion.
- Jefkins, Frank. 1991. Advertising Made Simple. Butterworth-Heinemann Limited. ● Chunawalla, S. A., and K. C. Sethia. 2002. Foundations of Advertising: Theory & Practice. Himalaya Publishing House.
- Batra, Rajeev, John G. Myers, and David A. Aaker. 1996. Advertising Management. Prentice Hall. ● Belch & Belch, Advertising,

- Kotler, Philip. 2009. Marketing Management. Pearson Education India.
- Majumdar, Ramanuj. 2007. Product Management in India 3Rd Ed. PHI Learning Pvt. Ltd.
- Pandeymonium: Piyush Pandey on Advertising, by Piyush Pandey, Penguin Books

Discipline Specific Core Course
PAPER –PUBLIC RELATIONS
Paper Code: Credits: 4 Total Marks: 100

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcome

After completion of this course, the students will be able to:

- **CO1: Understand-** Explain basic concepts and principles of effective public relations.
- **CO2: Analyse-** Analyse the importance, functions and elements of public relations.

- **CO3: Understand-** Understand the historical background and role of public relations in various areas.
- **CO4: Creating-** Utilize tools of public relations to solve a problem faced by the prospective employer.
- **CO5: Creating -** Develop writing skills for public relations.

Learning Objectives

The students will

- **LO1-** Have knowledge regarding the role and function of public relations in today's world.
- **LO2-** Get information on the evolution of public relations from both the Indian and the world perspective.
- **LO3-** Learn basic theories of public relations and how to apply them to specific situations.
- **LO4-** Understand basic process of public relations – research, planning, communication, evaluation – and how to apply this process to various situations.
- **LO5-** Be able to measure the reach and impact of public relations endeavour for an organization.

Syllabus

Module 1: Defining Public Relations and its History

- Definition, Meaning, Importance/Need/role, Scope and Trends
- Evolution of Public Relations- History from the perspective of the World and India
- Grunig and Hunt's model of Public Relations- Press Agency/ Publicity Model, Public Information Model, Two-way Asymmetric Model, Two-way Symmetric Model
- Theories- Excellence theory, Fully functioning society theory, Relationship management theory, Situational crisis communication theory, Image Restoration Theory
- Publics – Internal and External
- Advertising, Publicity, Lobbying, Propaganda, Spin and Public Relations – Similarities and Differences

Module 2: Forms of Public Relations

- Public Relations Campaign- Conceptualization and Planning, Research and Setting Objectives, Target Audience and Publics, Resources and Budgeting, Strategies and Tactics, Communication and Media, Feedback and Evaluation
- PR case studies

- Forms of PR- Product/Service PR, Celebrity PR, Entertainment PR, PR for Non-Profits, Political PR
- Relationship Management- Stakeholder Relations, Media Relations, Event Management, Reputation Management (and sponsorship), Crisis Management (and its case studies)
- Managing corporate identity/Image through corporate communication

Module 3: Public Relations as a Profession

- Popular PR agencies
- Professional bodies of Public Relations
- PR professional/practitioner - Qualities, Role/function
- PRO- qualifications and function
- Principles/Ethics of public relations
- Professional standards and Code of ethics (PRSI)

Module 4: Tools of Public Relations

- Tools of Public Relations - Press releases, Press conference, Announcements, House journals, Corporate films
- Other PR Tools (Newsletter, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters) Community relations / Employee relations / Government relations / Lobbying / Corporate Social Responsibility (and the TBL approach), Sales Promotion
- Organizing Mock press conference
- Writing for PR
- Research in PR- The role and importance of research in public relations.
- RACE, SWOT and PEST analysis, ROPES model, Gap analysis

Reading / Reference Lists:

- Ghosh, S. (2022). *New Age Public Relations: An Indian Perspective*. India: Sahitya Samsad.
- Gregory, A. (2015). *Planning and Managing Public Relations Campaigns: A Strategic Approach*. United Kingdom: Kogan Page.
- Bernays, E. L. (2016). *Public Relations*. United States: Snowball Publ..
- Rogers, D. (2015). *Campaigns that Shook the World: The Evolution of Public Relations*. India: Kogan Page.
- Michaelson, D., Stacks, D. W. (2017). *A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Third Edition*. United States: Business Expert Press.
- Swann, P. (2010). *Cases in Public Relations Management*. United Kingdom: Routledge/Taylor and Francis Group.
- Seitel, F. P. (2007). *The Practice of Public Relations*. United Kingdom: Pearson/Prentice Hall.
- Cutlip, S. M., Center, A. H., Broom, G. M. (2000). *Effective Public Relations*. United Kingdom: Prentice Hall.

- Wilcox, D. L. (2005). Public Relations: Strategies and Tactics. United Kingdom: Allyn and Bacon.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Defining Public Relations and its History	<ul style="list-style-type: none"> • Definition, Meaning, Importance/ Need/role/function, Scope and Trends • Evolution of Public Relations- from the perspective of the World and India • Grunig and Hunt's model of Public Relations- Press Agency/ Publicity Model, Public Information Model, Two-way Asymmetric Model, Two-way Symmetric Model- 		15 hrs	25%		CO1, CO2, CO3

		<ul style="list-style-type: none"> • Theories- Excellence theory, Fully functioning society theory, Relationship management theory, Situational crisis communication theory, Image Restoration Theory • Publics – Internal and External • Advertising, Publicity, Lobbying, Propaganda, Spin and Public Relations – Similarities and Differences 					
2	Forms of Public Relations	<ul style="list-style-type: none"> • Public Relations Campaign- Conceptualization and Planning, Research and Setting Objectives, Target Audience 		15 hrs	25%		CO1, CO4

		<p>and Publics, Resources and Budgeting, Strategies and Tactics, Communica tion and Media, Feedback and Evaluation</p> <ul style="list-style-type: none"> • PR case studies • Forms of PR- Product/Ser vice PR, Celebrity PR, Entertainme nt PR, PR for Non- Profits, Political PR • Relationship Managemen t- Stakeholder Relations, Working with the Media, Event Managemen t, Reputation Managemen t (and sponsorship) , Crisis Managemen 					
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		<p>t (and its case studies)</p> <ul style="list-style-type: none"> Managing corporate identity/Image through corporate communication 					
3	Public Relations as a Profession	<ul style="list-style-type: none"> Popular PR agencies Professional bodies of Public Relations PR Professional /practitioner - Qualities, Role/function PRO-qualifications and function Principles/Ethics of public relations Professional standards and Code of ethics (PRSI) 		15 hrs	25%		CO4, CO5
4	Tools of Public Relations	<ul style="list-style-type: none"> Tools of Public Relations - Press releases, 		15 hrs	25%		CO5

		<p>Press conference, Announcements, House journals, Corporate films</p> <ul style="list-style-type: none"> • Other PR Tools (Newsletter, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters) Community relations / Employee relations / Government relations / Media Relations / Lobbying / Corporate Social Responsibility (and The TBL approach), Sales Promotion • Organizing Mock press • Writing for PR 					
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		<ul style="list-style-type: none"> Research in PR- The role and importance of research in public relations. RACE, SWOT and PEST analyses - ROPES model, Gap analysis 					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H	H	H	M			H
CO 2		H			H		H
CO 3							M
CO 4	H	H	H	H			M
CO 5	H	H	H	H	M		H

TOTAL	3	3	3	2.6	2.5		2.6
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H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	50	PO1, PO2, PO3
TOTAL			

END SEMESTER EXAMINATION (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	100	PO1, PO2, PO3, PO4, PO5, PO7

**Discipline Specific Core Course
PAPER –DIGITAL MEDIA
Paper Code: Credits: 4 Total Marks: 100**

Programme Outcome

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcome

After completion of this course, the students will be able to:

- **CO1:** Understand the basic concepts and principles of digital media
- **CO2:** Analyse the significance, uses and challenges of digital media
- **CO3 :** To analyze the impact of digital media on society
- **CO4:** To create awareness about the latest technological upgradations and trends in new media
- **CO5:** To learn about technological advancements and it's application in our everyday life

● Learning Objectives

The students will

- **LO1-** Have knowledge regarding the basic concepts and principles of digital media
- **LO2-** Get information on the significance,uses and challenges of digital media
- **LO3** learn the societal evolutions post the advent of digital technologies
- **LO4-** understand the basic uses of the various social media platforms and community.
- **LO5-** Be able to apply technological advancements to our everyday life.
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Syllabus

Module 1 : Basics of Digital Media :

- Introduction to Digital Media
- Characteristic Features of Digital Media
- Understanding interactivity, user generated content
- Brief history of the evolution of internet
- Understanding Web 1.0,Web 2.0,Web 3.0 and Web 4.0
- Scopes and opportunities
- Limitations and challenges -Digital Divide,Cyber Crime and Fake news

Module 2 : Digital Media and its impact on society :

- Impact of digital media on socio -political and economic communication
- Information society and digital media;
- Knowledge Society and digital media
- Network society
- E-Commerce,
- E-Governance
- Web Journalism

Module 3 : Digital Media and Social media :

- Social media, Social Networks
- Social media and its impact on news organization
- Alternative journalism; citizen journalism
- New media & social activism
- IT Act
- Digital Literacy

Module 4 : Practical Digital Media

Students will create a website.

Reading / Reference Lists:

1. Flew, T. (2014). New Media. Oxford University Press
2. Lev Manovich. (2001) What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. (2011) Understanding new media. Sage, Introduction.
4. Dynamic Web Publishing Unleashed – Shelley Powers, Techmedia 1998
5. Assessing the State of Web Journalism.-Nath, Shyam- Authors Press, New Delhi, 2002
6. Net, Media and the Mass Communication. - Chakravarthy, Jagdish. Authors press, New Delhi, 2004
7. Mass Media and Information Revolution. - Bhargava, Gopal. - Isha Books, New Delhi, 2004
8. The Communication Revolution.-Menon, Narayana. - National Book Trust.
9. Media in the Digital Age. - Pavlik J.V. -Columbia University Press.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Basics of New Media	<ul style="list-style-type: none">● Introduction to New Media● Characteristic Features		15 hrs	25%		CO1, CO2

		<p>of New Media</p> <ul style="list-style-type: none"> • Understanding interactivity , user generated content,CM C • Brief history of the evolution of internet • Understanding Web 1.0,Web 2.0,Web 3.0 and Web 4.0 • Scopes and opportunities • Limitations and challenges - Digital Divide,Cyber Crime and Fake news 					
2	New Media and its impact on society :	<ul style="list-style-type: none"> • Impact of new media on socio - political and economic communication • Information society and new media; 		15 hrs	25%		CO2, CO3

		<ul style="list-style-type: none"> • Knowledge Society and new media • Network society E-Commerce, • E-Governance • Web Journalism 					
3	New Media and Social media	<ul style="list-style-type: none"> • Social media, Social Networks • Social media and its impact on news organization • Alternative journalism; citizen journalism • New media & social activism; • IT Act • Digital Literacy 		15 hrs	25%		CO4
4	Practical Digital Media	<ul style="list-style-type: none"> • Students will create a website 		15 hrs	25%		CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H	H	H				
CO 2	H	H	H	M			H
CO 3	H		H				
CO 4	H	H	H	H	M		M
CO 5	H	H	H				H
TOTAL	5	5	5	1.5	0.5		3.5

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1,PO2
CIA Exam (Exam to be conducted by COE)	Individual	50	PO1, PO2, PO3,PO4,PO5
TOTAL			

END SEMESTER EXAMINATION (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)

End Semester Exam (Exam to be conducted by COE) + Practical	Individual	100	PO1, PO2, PO3, PO4, PO5, PO7
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PAPER –Summer Internship

Paper Code: **Credits: 2** **Total Marks: 100**

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1:** Understanding the basic concepts, principles and nature of working in mass media organisation.
- **CO2:** Analysing the significance, practices and challenges while working in mass media organisation.

- **CO3:** Creating awareness about the incidents/ events happening at local, regional, national and international level among readers and viewers of mass media.
- **CO4:** Learning latest technological advancements and its application in mass media.
- **CO5:** Analysing the impact of news produced by mass media organisations in society.

Learning Objectives

The students will

- **LO1-** Gain knowledge on basic concepts, principles and nature of working in mass media organisation.
- **LO2-** Come to know about various events / incidents / happenings across the world.
- **LO3-** Learn how to frame news maintaining journalistic objectivity.
- **LO4-** Understand and apply latest technological applications in mass media.
- **LO5-** Analyse how mass media help to make opinion in society.

Guidelines for internship:

- It is mandatory for every student to join any media/communication organisation and do the internship in either offline or online mode.
- The name of the programme may also be considered as the field based and practical project.
- Students must do the project from any media, communication and similar industries. In this regard, communication and media related projects may be offered. They may work on any social issue also.
- After completion the internship programme, every student has to submit the internship completion certificate duly signed by competent authority to the department.
- Those who will not get any opportunity to complete the internship programme from any media organisation, they have to complete a practical project assigned by faculty member of the department. After submission, the concerned faculty member will evaluate the project work and marks will be given based on the quality of the project work.

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H		H		H		
CO 2	H	H		M	H		
CO 3	H	H	H				
CO 4	H	H					H
CO 5	H	H	H	H			H
TOTAL	3	3	3	2.5	3		3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	NA	NA
CIA Exam (Exam to be conducted by COE)	Individual	NA	NA
TOTAL			
END SEMESTER EXAMINATION			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual – submission of completion certificate/ project work	100	PO1, PO2, PO3, PO4, PO5, PO7

SEMESTER V

AV Production

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Remember** – Students will be able to understand the skill acquisition of lighting, sound, and editing techniques for video.
- **CO2: Understand** – Students will be able to define different elements of video cameras and techniques of their usage.
- **CO3: Apply** – Students will be able to develop unique skills in video and sound editing software.
- **CO4: Analyse** – Students will be able to create a documentary using all technical facilities.

Learning Objectives

- **LO1:** To understand the fundamentals of audio-visual communication and its applications.
- **LO2:** To develop proficiency in handling video cameras and understanding shot composition.
- **LO3:** To gain knowledge of sound recording techniques and post-production sound design.
- **LO4:** To create a complete audio-visual project integrating camera work, sound design, and editing techniques.

Syllabus

Module 1: Introduction to Audio-Visual Production

Introduction to Audiovisual Production: History, evolution, and applications in media. Principles of Visual Storytelling, Basics of Pre-production, Production, and Post-production. Understanding media ethics and legal considerations in AV production. Introduction to digital video and audio formats. Overview of different AV production genres: documentaries, short films, corporate

videos, and online content. Understanding the importance of target audience and distribution platforms.

Module 2: Understanding Camera and Visual Composition

Introduction to camera technology: types of cameras, lenses, and sensors. Principles of cinematography: composition, framing, and camera movement. Understanding exposure, aperture, shutter speed, and ISO. Lighting techniques: three-point lighting, natural lighting, and artificial lighting. Camera operation and handling and Understanding depth of field. Techniques for capturing different shots: wide shots, medium shots, and close-ups.

(Practical exercises of cinematography. Working with different camera accessories: tripods, gimbals, and filters.)

Module 3: Editing, Sound Design and Post-Production

Introduction to Digital Sound Recording and designing. Audio connectors, Microphones and its classifications. Advanced software operations, editing and mixing. Principles of non-linear editing and Introduction to video editing software. Assembling, Sequencing, Keyframes, Effects, Transitions, Color correction and grading. Adding text, graphics, and visual effects to video projects.

(Practical exercises in the audiovisual project. Review of industry best practices and workflows. Project presentation and critique)

Module 4: AI in AV Production

Introduction to Artificial Intelligence (AI) in AV production. Exploring AI tools for scriptwriting, storyboarding, and content planning. Enhanced audio and video processing using AI. AI-powered tools and technologies in editing, visual effects, and automation. Ethical considerations and responsible use of AI in media production. Future trends and opportunities in AI-driven AV workflows.

(Practical exercises using AI-based tools in audiovisual projects. Review of industry best practices and workflows. Project presentation and critique.)

Books

- Brown, B. (2016). *Cinematography: Theory and Practice: Image Making for Cinematographers and Directors*. Focal Press.
- Alten, S. R. (2015). *Audio in Media*. Cengage Learning.
- Rabiger, M. (2013). *Directing: Film Techniques and Aesthetics*. Focal Press.
- Bowen, C. S. (2019). *Grammar of the Shot*. Routledge.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Audio-Visual Production	Introduction to Audiovisual Production: History, evolution, and applications in media. Principles of Visual Storytelling, Basics of Pre-production, Production, and Post-production. Understanding media ethics and legal considerations		15 hrs	25%		CO1, CO2

		<p>in AV production.</p> <p>Introduction to digital video and audio formats.</p> <p>Overview of different AV production genres: documentaries, short films, corporate videos, and online content.</p> <p>Understanding the importance of target audience and distribution platforms.</p>					
2	<p>Understanding Camera and Visual Composition</p>	<p>Introduction to camera technology: types of cameras, lenses, and sensors.</p> <p>Principles of cinematography: composition, framing, and camera movement.</p> <p>Understanding exposure, aperture, shutter speed, and ISO. Lighting</p>		15 hrs	25%		CO3, CO4,

		<p>techniques: three-point lighting, natural lighting, and artificial lighting. Camera operation and handling and Understanding depth of field. Techniques for capturing different shots: wide shots, medium shots, and close-ups.</p> <p>(Practical exercises of cinematography. Working with different camera accessories: tripods, gimbals, and filters.)</p>					
3	Editing, Sound Design and Post-Production	Introduction to Digital Sound Recording and designing. Audio connectors, Microphones and its		15 hrs	25%		CO4

		<p>classifications.</p> <p>Advanced software operations, editing and mixing.</p> <p>Principles of non-linear editing and Introduction to video editing software.</p> <p>Assembling, Sequencing, Keyframes, Effects, Transitions, Color correction and grading. Adding text, graphics, and visual effects to video projects.</p> <p>(Practical exercises in the audiovisual project. Review of industry best practices and workflows. Project presentation and critique)</p>					
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4	AI in AV Production	<p>Introduction to Artificial Intelligence (AI) in AV production. Exploring AI tools for scriptwriting, storyboarding, and content planning. Enhanced audio and video processing using AI. AI-powered tools and technologies in editing, visual effects, and automation. Ethical considerations and responsible use of AI in media production. Future trends and opportunities in AI-driven AV workflows.</p> <p>(Practical exercises using AI-based tools in audiovisual projects. Review of industry best</p>		15 hrs	25%		CO3, CO4
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		practices and workflows. Project presentation and critique.)					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	-	M	-	-	H	-	H
CO 2	M	M	-	-	M	-	H
CO 3	M	H	-	-	M	-	H
CO 4	H	H	-	-	-	-	H
CO 5	H	H	M	M	H	M	H
TOTAL	2.5	2.6	2	2	2.5	2	3

H- High relevance

M- Medium relevance

L- Low relevance

Assessment Plan

Examination	Type	Marks
Theory		
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	0
	<i>Attendance</i>	0
<i>End Semester Theory</i>	<i>Written</i>	40
Practical		
<i>Continuous Internal Assessment</i>	<i>Others</i>	10
	<i>Attendance</i>	
<i>End Semester Practical</i>	<i>Practical / Viva-Voce</i>	40
<i>Total</i>		100

Communication Research

Paper Code: **Credits: 4** **Total Marks: 100**

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes

- CO 1 -- Ability to ideate and develop research problems.
- CO 2 -- Understanding the importance of ethics of research.
- CO 3 -- Learn various methods and techniques of analyzing media text.
- CO 4 -- Develop ability to critically analyze complex phenomenon related to media and communication.
- CO5 - Developing a research synopsis.

Learning Objectives

- Learning about the origin of communication research.
- Understanding the importance of ethics in media research.
- Understanding the steps involved in conducting communication research.
- Learning various methods, tools and designs of communication research.
- Exploring various dimensions of research in media and communication field.

Syllabus

Module 1: Definition of Communication research and its genealogy

Defining communication research, Importance and objectives, Types of research, Identification and formulation of research problems, Forms of hypotheses, Research Designs, Types of Data, Communication research paradigms, Steps in research process, Desktop research, Research ethics

Module 2: Communication Research Methods

Research methods, Qualitative Research, Case Study, Ethnography, Grounded approach, Phenomenology, Focus Group, Action Research, Historical research

Quantitative Research: Experimental, Quasi Experimental, Descriptive, Correlational, Survey/Poll/Census. Mixed method approach, Research in media.

Module 3: Tools and Techniques for Research

Questionnaire, Interview, Observation, Schedule, Rating Scales, Levels of measurement in research.

Content analysis, Thematic analysis, Semiotic analysis, Rhetoric analysis, Discourse analysis.

Types of variables, Population and Sample; Sampling- Probability and non-probability.

Mean, Median, Mode, T Test, Chi square test, correlation, Graphical representation of data, Construction of frequency table, Data Interpretation and Analysis.

Module 4: Media research in practice and Artificial Intelligence

Utilizing AI and digital resources for research, Digital tools for statistical analysis, Data mining

Writing a synopsis, referencing styles (APA – latest version), Conducting Field research (Group activity).

Books

- Gerianne Merrigan, Carole L. (2008). *Communication Research Methods*. Huston, Oxford University Press.
- Arthur Asa Berger. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage Publications.
- Donald Treadwell. *Introducing Communication Research: Paths of Inquiry*. Sage Publications.
- Joann Keyton. *Communication Research: Asking Questions, Finding Answers*. McGraw-Hill Higher Education.
- Arthur Asa Berger. (2014). *Media and Communication Research Method*. (3rd Ed.) Sage.
- Wimmer & Dominick (2013). *Mass Media Research*. Cengage Learning.
- Kothari CR. (2004). *Research Methodology: Methods and Technique*. New Age International.
- Barrie Gunter. (2004). *Media Research Method*. Sage.
- Klaus Bruhn Jensen. (2012). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies* (ed.). Routledge.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Definition of Communication research and its genealogy	<p>Defining communication research, Importance and objectives, Types of research, Identification and formulation of research problems</p> <p>Forms of hypotheses, Research Designs, Types of Data, Communication research paradigms, Steps in research process, Desktop research, Research ethics</p>		15 hrs	20		

2	Communication Research Designs and Methods	<p>Research methods, Qualitative Research, Case Study, Ethnography, Grounded approach, Phenomenology, Focus Group, Action Research, Historical research</p> <p>Quantitative Research: Experimental, Quasi Experimental, Descriptive, Correlational, Survey/Poll/Census. Mixed method approach, Research in media.</p>		15 hrs	20		
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3	Tools and Techniques for Data Collection	<p>Questionnaire, Interview, Observation, Schedule, Rating Scales, Levels of measurement in research.</p> <p>Content analysis, Thematic analysis, Semiotic analysis, Rhetoric analysis, Discourse analysis.</p> <p>Types of variables, Population and Sample; Sampling- Probability and non-probability.</p> <p>Mean, Median, Mode, T Test, Chi square test, correlation, Graphical representation of data, Construction of frequency table, Data Interpretation and Analysis.</p>		15 hrs	40		
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4	Media research in practice	Utilizing AI and digital resources for research, Digital tools for statistical analysis, Data mining Writing a synopsis, Referencing styles (APA), Conducting Field research (Group activity).		15 hrs	20		
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H	H			M		
CO 2		M		H	H	M	
CO 3	H	M	M		M	M	H
CO 4	M	L					H
CO 5	L		L				M
Total	2.25	2	1.5	3	2.3	2	2.6

H- High relevance

M- Medium relevance

L- Low relevance

Evaluation Components	Mode	Full Marks
CIA	Written	50
CIA Other component	Assignment	10
End Semester Exam (Exam to be conducted by COE)	Individual	100
Total		100

Media Management and Entrepreneurial Journalism

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Remember-** To learn the concepts, evolution, techniques and strategies of media management.

- **CO2: Understand-** To understand the strategic media management and leadership management.
- **CO3: Apply** - To apply knowledge of media entrepreneurship.
- **O4: Analyse-** To analyse the opportunities, scopes, and limitations of entrepreneurial journalism

Learning Objectives

- **LO1:** To understand the fundamentals of media management and media entrepreneurship.
- **LO2:** To gain insights into audience behaviour, leadership, and the connection between media and management.
- **LO3:** To study the applications of media entrepreneurship scopes and techniques
- **LO4:** To realize the importance of entrepreneurial activities in journalism.

Syllabus

Syllabus:

Module 1: Fundamentals of Media Management

Principles and Theories of management, Media Ownership, Media Economics & Financial Management, Marketing Strategies of Media

Module 2: Strategic Media Management & Leadership

Organisational Structure, Leadership in Media, Audience Analytics and Behavior, Media conglomerate, Human Resource Management in Media Organizations, Media metrics

Module 3: Media Entrepreneurship

Media startups, Revenue streams, Identifying gaps in the media industry, Digital Transformation and AI Technology in Media, Ethics in Media Entrepreneurship, Risk Management in Media

Module 4: Entrepreneurial Journalism

Digital Revolution and Its Impact, Business Model Analysis, Developing Entrepreneurial Skills, Innovation and Emerging Trends in Media, Artificial Intelligence and entrepreneurship, Case studies and examples.

Books:

- B. K. Chaturvedi. *Media Management*. Global Vision Publishing House.

- Promod K. Sinha. *Principles of Media Management*. Raj Publication.
- Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar. *Consumer Behaviour (12th edition)*. Pearson.
- Penelope Muse Abernathy, Joann Sciarrino. *The Indian Digital Media Entrepreneur*. Wiley Blackwell
- Philip Kotler. *Marketing Management*. (16th edition). Generic.
- Manoj Dayal. *Media Metrics: An Introduction to Quantitative Research in Mass Communication*. Sage Publications India Private Limited.
- Vanitha Kohli Khandekar. *Indian Media Business*. Sage Publication.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Fundamentals of Media Management	Principles and Theories of management, Media Ownership, Media Economics & Financial Management, Marketing Strategies of Media		15 hrs	25%		CO1, CO3
2	Strategic Media Management and Leadership	Organisational Structure, Leadership in Media, Audience Analytics and Behavior, Media conglomerate, Human Resource Management		15 hrs	25%		CO2, CO3

		in Media Organizations, Media metrics					
3	Media Entrepreneurship	Media startups, Revenue streams, Identifying gaps in the media industry, Digital Transformation and AI Technology in Media, Ethics in Media Entrepreneurship, Risk Management in Media		15 hrs	25%		CO2, CO3
4	Entrepreneurial Journalism	Digital Revolution and Its Impact, Business Model Analysis, Developing Entrepreneurial Skills, Innovation and Emerging Trends in Media, Artificial Intelligence and entrepreneurship, Case studies and examples.		15 hrs	25%		CO3, CO4

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1		H			M	M	
CO 2		M		H	H	M	
CO 3	H	H			M	M	H
CO 4	H						H
TO T AL	2	3		1	3	3	2

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 50 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)

END SEMESTER EXAMINATION (out of 100 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	100	PO1, PO2, PO3, PO7

Media laws and Ethics

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

- **CO1: Remember** – To learn and be able to recall the various provisions that fall under the Constitution of India.
- **CO2: Understand-** To understand the provisions provided under various laws related to the media.
- **CO3: Understand-** To gain understanding about guidelines that regulate content on print, electronic, new media and cinema.
- **CO4: Understand-** To understand the code of ethics that guides advertising, journalism, and public relations.
- **CO5: Apply-** Students will be able to apply the knowledge of media laws to understand issues and implications related to them.
- **CO6: Remember-** Students will be able to recall the background and details of every media related law of India.

Learning Objectives

- **LO1-** To enable an understanding of the Constitution of India.
- **LO2-** To study laws and acts that regulate mass media platforms through case studies.
- **LO3-** To create awareness about issues and crimes related to the media.
- **LO4-** To learn the journalistic ethics and framework related to mass media.
- **LO5-** To learn the regulatory framework related to mass media and its application as well as implications in India.

Syllabus

Module 1: History and basics of media laws

Brief history and chronological development in media laws.

Constitution of India- Fundamental rights; Indian Judicial system structure, Legal terms, Torts, Public Interest Litigation; Parliamentary Privileges; Right to Privacy; Freedom of Speech &

Expression {Article 19 (1)(a) and Reasonable restriction Article 19 (2)}; Defamation (Civil & Criminal); Contempt of Court, 1971

Module 2: Regulatory bodies and laws in print and electronic media

Print Media and Journalism- Press Council of India (Organization structure and objectives), PCI Guidelines; Delivery of Books & Newspapers Act 1954; Young Persons (Harmful Publication) Act 1956; Press and Registration of Periodicals Act, 2023

Broadcast/Electronic Media- Indian Broadcasting and Digital Foundation (IBDF); News Broadcasting & Digital Standards Authority (NBDSA); Broadcasting Content Complaints Council (BCCC); The Prasar Bharti Act 1990; The Cable Television Networks (Regulation) Act 1995; Parliamentary privileges, Parliamentary Proceedings (Protection of Publication) Act 1977; Guidelines for Parliamentary Coverage, Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007; Broadcasting Services (Regulation) Bill 2023.

Module 3: Regulatory bodies and laws in new media, advertising, public relations and cinema

New Media- Cyber laws and cyber-crimes; Information Technology Act 2000; Content regulation on social media and OTT; Data Protection laws, Piracy laws, Pornography, Creative commons, Dark web related challenges, Net Neutrality.

Cinema- Central Board of Film Certification (CBFC); Pre-censorship in cinema, The Cinematograph Act 1952, Film ban and censorship in India.

Other acts and laws- Telecom Regulatory Authority of India regulations; The Whistle Blowers Protection Act 2014; Sedition Act of IPC 1860; Indian Telegraph Act 1885; Official Secrets Act 1923; Consumer Protection Act 1986; The Telecom Regulatory Authority of India Act 1997; Right to Information Act 2005.

Module 4: Media Ethics and content creation/usage

Ethical guidelines- Laws/guidelines related to Reporting on Women and Children

Code of Ethics- Publishing ethics and plagiarism; Major Ethics in Journalism; Editors' Guild of India's Code of Practice for Journalists; Advertising Standards Council of India and its Code of Ethics; AIR & DD Codes for broadcast/programme and advertising.

Issues/Aspects related to media ethics- Paid News, Fake News, Post truth, Hate Speech, Blasphemy, Internet justice; Sting Operation and its Ethics; Protection of sources; Media Trial; Copyright Act (Fair use, violations and case studies); Open Source and Open Access; Intellectual Property Acts; Trademark and Patent laws.

Books:

- Aggarwal, S. K. (1993). *Media and Ethics*. India: Shipra Publications.
- Basu, D. D. (1966). *Introduction to the Constitution of India*. India: S.C. Sarkar.
- Basu, D. D. (1986). *Law of the Press*. India: Prentice-Hall of India.
- Bhaumika, S. (2009). *Cinema and Censorship: The Politics of Control in India*. India: Orient BlackSwan.
- Divan, M. G., Sorabjee, S. J. (2013). *Facets of Media Law*. India: (n.p.).
- Fatima, T. (2017). *Cyber Law in India*. Netherlands: Wolters Kluwer.
- Kamal, A. (2020). *Media Laws In India*. India: Notion Press.
- *Mass Media And Related Laws In India*. (n.d.). (n.p.): Academic Publishers.
- *Mass Media Laws and Regulations in India*. (2000). India: Asian Media Information and Communication Centre.
- Neelamalar, M. (2009). *Media Law and Ethics*. India: PHI Learning.
- Sama, U. (2007). *Law of Electronic Media*. India: Deep & Deep Publications.
- Sharma, G. (2018). *Law of Freedom of Press & Media in India: Contemporary Issues*. India: Dattsons.
- Sorabjee, S. J. (1976). *Law of Press Censorship in India*. India: N. M. Tripathi.
- Thakurta, P. G. (2011). *Media Ethics*. India: Oxford University Press India.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	History and basics of media laws	<p>Brief history and chronological development in media laws.</p> <p>Constitution of India-</p> <p>Fundamental rights; Indian Judicial system structure, Legal terms, Torts, Public Interest Litigation; Parliamentary Privileges; Right to Privacy; Freedom of Speech & Expression {Article19 (1)(a) and Reasonable restriction Article 19 (2)}; Defamation (Civil & Criminal);</p>		15 hrs	25%		CO1, CO2

		Contempt of Court, 1971					
2	Regulatory bodies and laws in print and electronic media	<p>Print Media and Journalism- Press Council of India (Organization structure and objectives), PCI Guidelines;</p> <p>Delivery of Books & Newspapers Act 1954; Young Persons (Harmful Publication) Act 1956; Press and Registration of Periodicals Act, 2023</p> <p>Broadcast/Electronic Media- Indian Broadcasting and Digital Foundation (IBDF); News Broadcasting & Digital Standards Authority (NBDSA); Broadcasting</p>		15 hrs	25%		CO3, CO4

		<p>Content</p> <p>Complaints</p> <p>Council (BCCC);</p> <p>The Prasar Bharti</p> <p>Act 1990; The</p> <p>Cable Television</p> <p>Networks</p> <p>(Regulation) Act</p> <p>1995;</p> <p>Parliamentary</p> <p>privileges,</p> <p>Parliamentary</p> <p>Proceedings</p> <p>(Protection of</p> <p>Publication) Act</p> <p>1977; Guidelines</p> <p>for Parliamentary</p> <p>Coverage, Sports</p> <p>Broadcasting</p> <p>Signals</p> <p>(Mandatory</p> <p>Sharing with</p> <p>Prasar Bharati) Act</p> <p>2007;</p> <p>Broadcasting</p> <p>Services</p> <p>(Regulation) Bill</p> <p>2023.</p>					
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3	Regulatory bodies and laws in new media, advertising, public relations and cinema	<p>New Media- Cyber laws and cyber-crimes; Information Technology Act 2000; Content regulation on social media and OTT; Data Protection laws, Piracy laws, Pornography, Creative commons, Dark web related challenges, Net Neutrality.</p> <p>Cinema- Central Board of Film Certification (CBFC);Pre-censorship in cinema, The Cinematograph Act 1952, Film ban and censorship in India.</p> <p>Other acts and laws- Telecom</p>		15 hrs	25%		CO3, CO4, CO5
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		Regulatory Authority of India regulations; The Whistle Blowers Protection Act 2014; Sedition Act of IPC 1860; Indian Telegraph Act 1885; Official Secrets Act 1923; Consumer Protection Act 1986; The Telecom Regulatory Authority of India Act 1997; Right to Information Act 2005.					
4	Media Ethics and content creation/usage	Ethical guidelines- Laws/guidelines related to Reporting on Women and Children Code of Ethics- Publishing ethics and plagiarism;		15 hrs	25%		CO4, CO6

		<p>Major Ethics in Journalism; Editors' Guild of India's Code of Practice for Journalists; Advertising Standards Council of India and its Code of Ethics; AIR & DD Codes for broadcast/programme and advertising.</p> <p>Issues/Aspects related to media ethics- Paid News, Fake News, Post truth, Hate Speech, Blasphemy, Internet justice; Sting Operation and its Ethics; Protection of sources; Media Trial; Copyright Act (Fair use, violations and case studies); Open</p>					
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		Source and Open Access; Intellectual Property Acts; Trademark and Patent laws.					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1				H			H
CO 2	H	H		H			H
CO 3	H			M	H		H
CO 4	M	M		M	H		H
CO 5	H	H		H			H

CO 6	M						M
TOTAL	2.6	2.6		2.6	3		2.8

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1, PO2
CIA Exam (Exam to be conducted by COE)	Individual	50	PO1, PO2, PO4
TOTAL		50	

END SEMESTER EXAMINATION (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	100	PO1, PO2, PO4, PO5, PO7

Motion Graphics

Paper Code: **Credits: 4** **Total Marks: 100**

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Remember** – Students will learn the fundamental principles of motion graphics.
- **CO2: Understand** – Students will be able to comprehend the use of motion design in digital media.
- **CO3: Apply** – Students will create motion graphics using industry-standard tools.
- **CO4: Analyse** – Students will be able to evaluate and critique motion graphics in media and advertising.

Learning Objectives

- **LO1:** To enable understanding of motion graphics principles and animation techniques.
- **LO2:** To gain insights into industry-standard software for motion graphics creation.
- **LO3:** To study the role of motion graphics in branding, advertising, and digital storytelling.
- **LO4:** To realize the importance of time, motion, and visual effects in media production.

Syllabus

Module 1: Foundations of Motion Graphics

Introduction to motion graphics and its evolution, Understanding the role of motion graphics in storytelling and communication, Types of motion graphics, Core animation principles, Application of motion graphics in different media platforms, Ethical considerations and copyright issues in motion design.

Module 2: Adobe After Effects - Tools and Techniques

Overview of Adobe After Effects interface, Importing and organizing assets, working with layers, compositions, and the timeline, Basic transformations, Using effects, transitions, keyframes and blending modes in animations.

Module 3: Motion Design Techniques

Advanced keyframing using graph editor, easing, and velocity, Creating and animating shape layers and vector elements, Text animators, properties, and presets, Working with masks, mattes, and compositing techniques, Utilizing pre-compositions Introduction to parenting, null objects, markers, and time remapping.

Module 4: Visual Storytelling, AI, and Motion Graphics Project

Storyboarding and concept development, Shooting and removing green, motion tracking, Color grading and sound effects, AI-driven motion graphics and automation tools for effects, Integration of AR and VR in motion design, Rendering and exporting project.

Books:

- Meyer, T., & Meyer, A. (2018). *Creating Motion Graphics with After Effects: Essential and Advanced Techniques*. Routledge.
- Blazer, Liz. (2019). *Animated Storytelling*. Peachpit Press.
- Cavalier, Stephen. (2011). *The World History of Animation*. University of California Press.
- Williams, R. (2001). *The Animator's Survival Kit*. Faber & Faber.
- Adobe Creative Team. (2022). *Adobe After Effects Classroom in a Book (2022 Release)*. Adobe Press.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Foundations of Motion Graphics	Introduction to motion graphics and its evolution, Understanding the role of motion graphics in storytelling and communication, Types of motion graphics, Core		15 hrs	25%		CO1, CO2

		<p>animation principles, Application of motion graphics in different media platforms, Ethical considerations and copyright issues in motion design.</p>					
2	<p>Adobe After Effects - Tools & Techniques</p>	<p>Overview of Adobe After Effects interface, Importing and organizing assets, working with layers, compositions, and the timeline, Basic transformations, Using effects, transitions, keyframes and blending modes in animations.</p>		15 hrs	25%		CO3, CO4,

3	Motion Design Techniques	Advanced keyframing using graph editor, easing, and velocity, Creating and animating shape layers and vector elements, Text animators, properties, and presets, Working with masks, mattes, and compositing techniques, Utilizing pre-compositions Introduction to parenting, null objects, markers, and time remapping.		15 hrs	25%		CO4
4	Visual Storytelling and Motion Graphics Project	Storyboarding and concept development, Shooting and removing green, motion tracking, Color grading and sound effects, AI-driven motion		15 hrs	25%		CO3, CO4

		graphics and automation tools for effects, Integration of AR and VR in motion design, Rendering and exporting project.					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	-	M	-	-	H	-	H
CO 2	M	M	-	-	M	-	H
CO 3	M	H	-	-	M	-	H
CO 4	H	H	-	-	-	-	H
CO 5	H	H	M	M	H	M	H

TOTAL	2.5	2.6	2	2	2.5	2	3
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H- High relevance

M- Medium relevance

L- Low relevance

Assessment Plan

Examination	Type	Marks
Theory		
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	0
	<i>Attendance</i>	0
<i>End Semester Theory</i>	<i>Written</i>	20
Practical		
<i>Continuous Internal Assessment</i>	<i>Others</i>	10
	<i>Attendance</i>	
<i>End Semester Practical</i>	<i>Practical / Viva-Voce</i>	60
<i>Total</i>		100

SEMESTER: VI

TV News Production

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Remember** – Students will be familiar with key roles and responsibility of television news production.
- **CO2: Understand** – Students will be able to understand the processes involved in news and studio production for television.
- **CO3: Apply** – Students will be able to demonstrate practical skills in TV News Production.
- **CO4: Analyse** – Students will be able to produce TV news content.

Learning Objectives

- **LO1:** To understand the core principles of television journalism and news production workflows.
- **LO2:** To develop proficiency in collecting techniques, including interviewing, reporting, and live production.
- **LO3:** To gain practical experience in studio production, including operating control room equipment and creating news program formats.
- **LO4:** To create a comprehensive television news program, integrating news writing and video editing.

Syllabus

Module 1: Introduction to Television News (T)

Introduction to Television News: History, evolution, and role in society, Understanding news values and journalistic ethics, The structure of a television news organization, Roles and responsibilities of news production personnel, Understanding different types of news programs: bulletins, features, documentaries, and magazine shows, Understanding the importance of visual storytelling in television news, Legal and ethical considerations in television news.

Module 2: TV News Writing and Reporting (P)

Writing for the Ear and Eye, structuring a News Story, Headlines and Teasers, Writing for Visuals and Voiceovers, Techniques for gathering and verifying news in the field, Conducting effective outdoor interviews for television news, Using video and audio to tell compelling news stories, On-location reporting: live shots, piece to camera, and packages, Understanding the use of visual aids and graphics.

Practical exercises of outdoor news gathering and reporting & Piece to Camera (PTC)

Module 3: News Packaging and Use of Cutting-Edge Technologies (P)

Video editing techniques for television news: assembling packages, adding graphics, and sound design, Understanding the importance of sound and visual quality in news broadcasts, Techniques for creating effective news graphics and animations, Techniques for creating online news content and live streaming, use of cutting-edge technology for TV news production.

Practical exercises of News Reading, On-air presentation and delivery techniques & News production.

Module 4: Studio Based TV News Production

(P)

Introduction to television news studio operations: PCR, studio floor, and master control, Techniques for creating effective news program formats and rundowns for studio shows, Operating studio equipment: teleprompter, audio board, and video switcher, Techniques for live news broadcasting and breaking news coverage from the studio. Understanding the importance of timing and pacing in studio news programs.

Television news production & Project presentation.

Books:

- Teresa Keller Teresa Keller. (2016) *Television News: A Handbook For Reporting, Writing, Shooting, Editing And Producing*. AITBS Publishers
- Barnas Frank, Barnas Marie. (2017). *Broadcast News: Writing, Reporting, and Producing*. Routledge.
- Zettl, H. (2017). *Television Production Handbook*. Cengage Learning.
- Boyd, A. (2010). *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press.

Module No.	Module Name	Topic	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Television News	Introduction to Television News: History, evolution, and role in society. Understanding news values and journalistic ethics. The structure of a television news organization. Roles and responsibilities of news production personnel. Understanding different types of news		15 hrs	25%		CO1, CO2

		<p>programs: bulletins, features, documentaries, and magazine shows.</p> <p>Understanding the importance of visual storytelling in television news.</p> <p>Introduction to broadcast, Legal and ethical considerations in television news production.</p>					
2	TV News Writing & Reporting	Writing for the Ear and Eye, structuring a News Story,		15 hrs	25%		CO3, CO4,

		<p>Headlines and Teasers, Writing for Visuals and Voiceovers, Techniques for gathering and verifying news information in the field. Conducting effective outdoor interviews for television news. Using video and audio to tell compelling news stories on location. On-location reporting: live shots, stand-ups, and packages. Understanding the use of visual aids and graphics in field reporting... Techniques for writing and editing news scripts</p>					
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		for outdoor broadcast segments. Practical exercises of outdoor news gathering and reporting & Piece to Camera (PTC)					
3	News Packaging and Use of Cutting-Edge Technologies	Practical exercises of News Reading, On-air presentation and delivery techniques and News production		15 hrs	25%		CO4

4	Studio Based TV News Production	Introduction to television news studio operations: PCR, studio floor, and master control, Techniques for creating effective news program formats and rundowns for studio shows, Operating studio equipment: teleprompter, audio board, and video switcher, Techniques for live news broadcasting and		15 hrs	25%		CO3, CO4
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		<p>breaking news coverage from the studio. Understanding the importance of timing and pacing in studio news programs.</p> <p>Television news production and Project presentation.</p>					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	-		-	-	M	-	H
CO 2		M	-	-	-	-	H
CO 3	M	H	-	-	M	-	M
CO 4	H	H	-	-	-	-	M
CO 5							
TOTAL	2.5	2.6			2		2.5

H- High relevance

M- Medium relevance

L- Low relevance

Assessment Plan

Examination	Type	Marks
Theory		
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	0
	<i>Attendance</i>	0
<i>End Semester Theory</i>	<i>Written</i>	15
Practical		
<i>Continuous Internal Assessment</i>	<i>Others</i>	15
	<i>Attendance</i>	
<i>End Semester Practical</i>	<i>Practical / Viva-Voce</i>	60
<i>Total</i>		100

Mobile Journalism and Data Journalism

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Remember** – Students will be able to learn the concepts and evolution of mobile journalism and data journalism.
- **CO2: Understand-** Students will be able to understand the trends, as well as the ethical and legal considerations in data journalism.
- **CO3: Apply** – Students will be able to use data and software to produce journalistic content through mobile devices.
- **CO4: Analyse-** Students will be able to evaluate and interpret data for journalistic storytelling.

Learning Objectives

- **LO1:** To understand the fundamentals of mobile journalism and its role in modern reporting.
- **LO2:** To gain insights into trends, ethical considerations, and the impact of social media on journalism.
- **LO3:** To study the applications of data journalism in investigative and narrative storytelling.
- **LO4:** To realize the importance of data visualisation and statistical representation in journalistic content.

Syllabus

Syllabus:

Module 1: Introduction of Mobile Journalism

Introduction to Mobile Journalism (MOJO), Differences between traditional and mobile journalism, Essential Tools & Equipment, Smartphones and their role in journalism, Shooting and Editing of Professional Videos with Smartphones.

Module 2: Trends in Mobile Journalism and AI

Social Media & Mobile Journalism, Platforms for mobile journalism, Ethics & Legal Considerations, Future Trends & AI powered Mobile Journalism, Monetization opportunities for mobile journalists.

Module 3: Data Journalism and Data Presentation

Introduction to Data Journalism, Open data and government sources of database, Fact-checking and credibility assessment, Data Filtering, Analysis & Interpretation, Storytelling with data, Application of AI in Data Journalism

Module 4: Statistical implications and data visualisation

Data and types & data representation, Descriptive and Inferential statistics, Identifying trends and patterns, Data visualization Techniques, AI tools in statistical analysis

Assignment:

- Shoot and edit a 2-3 minutes news story or feature using only a smartphone.

- Select a real-world dataset (crime rates, environmental data, election results, etc.) and create an interactive data visualization using tools like Tableau, Flourish, or Datawrapper.

Books:

- Ivo Burum, Stephen Quinn. *MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad (1st Edition)*. Routledge
- Dr. Rahul Dass. *Mobile Journalism: A Key Mass Communication Tool of the Future*. Prabhat Prakashan Pvt. Ltd.
- Mike Reilley, Samantha Sunne. *Data + Journalism: A Story-Driven Approach to Learning Data Reporting (1st Edition)*. Taylor & Francis Ltd.
- Munmun Ghosh. *Business Statistics using Excel, SPSS, and R, (1st Edition)*. Cengage Learning India Pvt. Ltd.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction of Mobile Journalism	Introduction to Mobile Journalism (MOJO), Differences between traditional and mobile journalism, Essential Tools & Equipment, Smartphones and their role in journalism, Shooting and Editing of Professional Videos with Smartphones.		15 hrs	25%		CO1, CO3
2	Trends in Mobile	Social Media & Mobile		15 hrs	25%		CO2,

	Journalism and AI	Journalism, Platforms for mobile journalism, Ethics & Legal Considerations, Future Trends & AI powered Mobile Journalism, Monetization opportunities for mobile journalists.					CO3
3	Data Journalism and Data Presentation	Introduction to Data Journalism, Open data and government sources of database, Fact-checking and credibility assessment, Data Filtering, Analysis & Interpretation, Storytelling with data, Application of AI in Data Journalism		15 hrs	25%		CO2, CO3
4	Statistical implications and data visualisation	Data and types & data representation, Descriptive and Inferential statistics, Identifying trends and		15 hrs	25%		CO3, CO4

		patterns, Data visualization Techniques, AI tools in statistical analysis					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1		M	H	M	M		
CO 2				H	H	M	M
CO 3	M	H	M				H
CO 4	H	M				M	M
TOTAL	2	3	2	2	2	2	3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 50 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)

END SEMESTER EXAMINATION (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	100	PO1, PO2, PO3, PO7

Development Communication

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for print, radio, television, film, and convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.

- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

Course Outcomes

- **CO1: Remember** – To learn and remember various communication theories, models, and their application in real-world scenarios, including those related to development and social change.
- **CO2: Understand-** To understand relationship between media, society, and culture, including the impact of media on perceptions, behaviour, and social issues.
- **CO3: Analyse-** To analyse principles and strategies of development communication, including behaviour change communication, participatory approaches, and the role of communication in social development projects, etc.
- **CO4: Apply-** To develop and apply research skills to understand communication needs, evaluate communication campaigns, and conduct communication research.
- **CO5: Create** – To make the students able to create content related to development communication on print, audiovisual and new media.

Learning Objectives

- **LO1-** Students will enhance their communication skills, including writing, public speaking, and interpersonal communication, crucial for effective development communication.
- **LO2-** Students will learn to plan, implement, and evaluate communication projects and campaigns for development purposes.

- **LO3-** Students will develop critical thinking skills to analyse media messages, evaluate communication strategies, and address complex communication challenges.
- **LO4-** Students will be able to identify problems and find solutions related to development communication issues using communication strategies.
- **LO5-** Students will be able to work with advocacy groups and policymakers to influence development policies and promote social change.

Syllabus

Module 1: Basics of Development Communication

Meaning and concept to development communication and sustainable development communication; Challenges and opportunities of development communication; Approaches to development communication; Modernization and Dependency approaches; Characteristics of developing societies; Indices of development; Various models of development communication; Dominant paradigm and New Dominant paradigm of development; Diffusion of Innovation.

Module 2: Development Journalism

Definitions, nature and scope, evolution of development journalism; Case studies from newspapers and journals; Agriculture extension; Role of opinion leaders and change agents; Communication for social change; Media advocacy; Digital media and development journalism.

Module 3: Role of media in development

Role of different media viz. print, electronic, ICT in development communication, magic multipliers, Emerging perspectives; Strategies for development, communication in India – evolutionary perspectives; Communication for nation building; limitations; Extension approach.

Module 4: Rural Development in India

Review of rural extension methods in developing countries with special reference to the training and visit system; Acceptability and credibility of communicators in rural environment; Sustainable Development Goals.

Books

- Srinivas Raj Melkote, H Leslie Steeves. (2015). *Communication for Development*. Sage India. (3rd ed).
- Uma Narula. (2019). *Development Communication-Theory and Practice (English)*. Revised Edition. Har Anand Publications Pvt Ltd.
- Srikanta Patnaik, Roumen Kountchev, Vipul Jain. (2023). *Smart and Sustainable Technologies: Rural and Tribal Development Using IoT and Cloud Computing: Proceedings of ICSST 2021 (Advances in Sustainability Science and Technology)*. Springer Verlag, Singapore; 1st ed. 2022 edition.
- Hans W. Klar, Kristin Shawn Huggins. (2020). *Developing Rural School Leaders: Building Capacity Through Transformative Leadership Coaching*. Routledge.
- Prem Saran Satsangi. (2024). *Role of Communities in Achieving Sustainable Development*. Academic Foundation, Gurugram 122050, Haryana.
- Markus Kaltenborn, Markus Krajewski, Heike Kuhn. (2020). *Sustainable Development Goals and Human Rights (Interdisciplinary Studies in Human Rights Book 5)* 1st ed. Springer Open.
- Ban Ki-moon (Foreword), Jeffrey D. Sachs (Author). (2015). *The Age of Sustainable Development*. Columbia University Press; Illustrated edition.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Basics of Development Communication	Meaning and concept to development communication and sustainable development communication; Challenges and opportunities of development communication; Approaches		15 hrs	25%		CO1

		to development communication; Modernization and Dependency approaches; Characteristics of developing societies; Indices of development; Various models of development communication; Dominant paradigm and New Dominant paradigm of development; Diffusion of Innovation.					
2	Development Journalism	Definitions, nature and scope, evolution of development journalism; Case studies from newspapers and journals; Agriculture extension; Role of opinion leaders and change agents; Communication for social		15 hrs	25%		CO3

		change; Media advocacy; Digital media and development journalism.					
3	Role of media in development	Role of different media viz. print, electronic, ICT, folk in development communicati on, magic multipliers, Emerging perspectives; Strategies for development, communicati on in India – evolutionary perspectives; Communicati on for nation building; limitations; Extension approach.		15 hrs	25%		CO2, CO5
4	Rural Development	Review of rural extension methods in developing countries with special reference to the training and visit system; Acceptability and		15 hrs	25%		CO4

		credibility of communicato rs in rural environment; Sustainable Development Goals.					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinki ng	Effective Communica tion	Social Interacti on	Effective Citizensh ip	Ethi cs	Environme nt and Sustainabil ity	Self- directe d and Life- long Learni ng
CO 1				H	H	H	H
CO 2	H	H	H	H	H	H	H
CO 3	H	H	M	M	H	M	H
CO 4	M	M	H	M	H	H	H
CO 5	H	H	H	H	M	H	H

TOTAL	2.75	2.75	2.75	2.6	2.8	2.8	3
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H- High relevance

M- Medium relevance

L- Low relevance

Continuous Internal Assessment Plan (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1, PO2
CIA Examination (Examination to be conducted by Controller of Examinations)	Individual	50	PO1, PO2, PO3
TOTAL		50	

End Semester Examination (out of 70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Examination (Examination to be conducted by Controller of Examinations)	Individual	100	PO1, PO2, PO4, PO5, PO6, PO7

Radio Production and Podcasting

Paper Code: Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Understand-** to understand about various types of radio programs.
- **CO2: Apply-** To apply different important tools of radio production.
- **CO3: Analyse-** To analyse different types of programs & trends.
- **CO4: Develop-** To develop different programs for podcasting.

Learning Objectives

The students will

- **LO1-** Acquaint themselves the way radio works.
- **LO2-** Learn different important concepts of radio Production & podcasting.
- **LO3-** Become aware of the reasons and the way podcast works.
- **LO4-** Understand the effect of different programs.

Syllabus

Module 1: Introduction to Radio and Podcasting

- Introduction of Radio and Podcasting, Process or Radio Program Production, Types of Radio Shows (News, Talk, Musical Programs, Drama, Discussions based programs, Interviews, Radio Report, Radio Jingles & interactive programs).
- Voice and Presentation Skills.
- Difference Between Radio and Podcasting

Module 2- Practical of Radio Production (Practical)

- Basics of Audio Storytelling
- Scripting Techniques
- Adding Soundscapes and Ambience
- Basics of Audio Editing
- Using Editing Software
- Adding Sound Effects and Music
- Removing Background Noise and Equalization
- Choosing Background Music and Sound Effects
- Creating Soundscapes and Ambience
- Balancing Music and Voice Levels

Module 3 Introduction to Podcasting

- Introduction to Podcasting, Its types
- Different platforms for podcasting
- Recording equipment, microphones, mixers
- Role and Responsibilities of different person
- Research and Preparation
- Managing Difficult Conversations
- Live vs. Pre-recorded Programs
- Types of Podcasts (Interview, Narrative, Panel, Solo)

Module 4 Podcasting Project (Practical)

- **Developing a Podcast Concept:** Brainstorming ideas and defining your podcast's niche.
- **Creating a Podcast Plan:** Outlining episodes, scripts, and production schedules.
- **Producing a Podcast:** From recording to editing and publishing.
- **Analyzing Podcast Metrics:** Tracking listener engagement and identifying areas for improvement.
- **Building a Podcast Portfolio:** Creating a portfolio of your podcast work.

Books

- Langford, Simon; *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*. Focal Press.
- Francis, Rumsey; McCormick, Tim. *Sound and Recording: An Introduction*; Focal press.
- Barnas, Frank; White, Ted. *Broadcast Journalism: Techniques of Radio and Television News*. Taylor & Francis
- Caulfield, Annie. *Writing for Radio (A Practical Guide)*. The Crowood Press Ltd
- Stewart, Peter; Chantler, Paul. *Basics of Radio Journalism*. Focal Press
- Boyd, Andrew. *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press.
- McHugh, Siobhan. (2022). *The Power of Podcasting*. Columbia University Press
- Cridland, James. *Podcasting: The New Audio Frontier*.
- [Kristen Meinzer. \(2024\)](#). So You Want To Start A Podcast. Harper Collins Publisher.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Radio and Podcasting	<ul style="list-style-type: none"> • Introduction of Radio and Podcasting, Process or Radio Program Production, Types of Radio Shows (News, Talk, Musical Programs, Drama, Discussions based programs, Interviews, Radio Report, Radio Jingles & interactive programs) • Voice and Presentation Skills • Difference Between 		15 hrs	25%		CO1

		Radio and Podcasting					
2	Radio Production (Practical)	<ul style="list-style-type: none"> • Basics of Audio Storytelling • Scripting Techniques • Adding Soundscapes and Ambience • Basics of Audio Editing • Using Editing Software • Adding Sound Effects and Music • Removing Background Noise and Equalization • Choosing Background Music and Sound Effects • Creating Soundscapes and Ambience 		15 hrs	25%		CO2, CO3

		<ul style="list-style-type: none"> • Balancing Music and Voice Levels 					
3	Introduction to Podcasting	<ul style="list-style-type: none"> • Introduction to Podcasting, Its types • Different platforms for podcasting • Recording equipment, microphones, mixers • Role and Responsibilities of different person • Research and Preparation • Managing Difficult Conversations • Live vs. Pre-recorded Programs • Types of Podcasts (Interview, Narrative, 		15 hrs	25%		CO1, CO3

		Panel, Solo)					
4	Podcasting Project (Practical)	<ul style="list-style-type: none"> • Developing a Podcast Concept: Brainstorming ideas and defining your podcast's niche. • Creating a Podcast Plan: Outlining episodes, scripts, and production schedules. • Producing a Podcast: From recording to editing and publishing. • Analyzing Podcast Metrics: Tracking listener engagement and identifying areas for 		15 hrs	25%		CO3, CO4

		<p>improvement.</p> <ul style="list-style-type: none"> • Building a Podcast Portfolio: Creating a Podcast portfolio 					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1							H
CO 2	M	H	M		M		
CO 3	M	M					H
CO 4	M	H	M		M		M
CO 5							
TOTAL	2	2.67	2		2		2.67

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Written +Other Component (Assignment/Presentation/project)	Individual	15+15	PO1, PO2, PO3, PO5, PO7
TOTAL		30	

END SEMESTER EXAMINATION (out of 70marks) ((35 T 35P))			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	100	PO1, PO2,PO5, PO3, , PO7
Practical Viva on Project		35	

Radio Jockeying and TV Anchoring

Paper Code: **Credits: 4** **Total Marks: 100**
(Minor)

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

- **CO1: Understand-** to understand about role and responsibility of Radio Jockey & TV Anchor.
- **CO2: Apply-** To apply different verbal and non-verbal skill in RJing and Anchoring.
- **CO3: Analyse-** To train students in the field of Radio Jockeying & Television Anchoring so that they can analyse analyse the situation.
- **CO4: Develop-** To be able to develop engaging content for radio and TV audiences.

Learning Objectives

The students will

- **LO1-** Acquaint themselves the way RJ and Anchor Should work.
- **LO2-** Learn different important concepts of RJing & Anchoring.
- **LO3-** Become aware of the reasons and the way Radio & TV work.
- **LO4-** Understand the importance of effective presentation.

Syllabus

Module 1: Introduction to Radio Jockeying

Basic concepts of radio, Role and responsibilities of an RJ, Important skills in RJ; Different types of Radio Programmes; Scripting and Content Development; Radio Studio Setup (Microphone, Mixer, Console), Radio studio, acoustics, recording equipment; Humour, Storytelling, and Improvisation; Structuring Live and Pre-recorded Segments; Building a Personal Style; Connecting with the Audience (Direct Communication); Time Management and Filler Techniques; Managing Listener Interaction (Call-Ins, Social Media).

Module 2- Practical of Radio Jockeying (Practical)

Operate a basic radio console, Breathing Techniques; Tone, Pitch, and Intonation; Clarity and Diction; Using Pauses and Emphasis; Voice Modulation; Different presentation styles, Tips for effective presentation; Creating a project.

Module 3 Introduction to TV Anchoring

Basics of TV, Different types of TV Programmes; TV Studio Setup (Camera, Light, Teleprompter); Effective TV Anchoring skills; Types of Anchoring, Research and Preparation; Scripting and Content Development; Asking the Right Questions; Handling Guests; Managing Panel Discussions.

Module 4 Practical of TV Anchoring (Practical)

Body Language and Facial Expressions; Eye Contact with camera; Handling Teleprompter and Cue Cards; Ad Lib, TV Interviewing, presenting and reporting techniques; Crisis Communication (Breaking News and Emergency Situations); Operating Teleprompter; Conducting Interviews and Debates; Project work.

Books:

- Richa Jain Kalara. (2024). [*The ABC of News Anchoring*](#). Pearson.
- [Simran Kohli](#). (2015). *Radio Jockey Handbook*. Fusion Books.
- [Dibyanshu Kumar](#). (2009). *Encyclopaedia of Radio Jockeying and News Anchoring*, Anmol Publications Pvt Ltd.
- Boyd, Andrew. *Broadcast Journalism: Techniques of Radio and Television News*.
- Sharma, P. *The Art of Radio Jockeying*.
- Porter, Vincent. *Television Journalism*.
- Langford, Simon. *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*. Focal Press.
- Caulfield, Annie. *Writing for Radio (A Practical Guide)*. The Crowood Press Ltd.
- MacLoughlin, Shaun. *Writing for Radio*. How to Books Ltd.
- Stewart, Peter; Chantler, Paul. *Basics of Radio Journalism*. Focal Press.
- McHugh, Siobhan. (2022). *The Power of Podcasting*. Columbia University Press.
- Cridland, James. *Podcasting: The New Audio Frontier*.

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Radio Jockeying	<ul style="list-style-type: none">• Basic concepts related with radio		15 hrs	25%	1	CO1

		<ul style="list-style-type: none"> • Role and responsibilities of an RJ • Important skill in RJ • Different types of Radio Program • Scripting and Content Development • Radio studio, acoustics, recording equipment • Radio Studio Setup (Microphones, Mixers, Consoles) • Humor, Storytelling, and Improvisation • Structuring Live and Pre-recorded Segments • Building a Personal Style 					
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		<ul style="list-style-type: none"> • Connecting with the Audience (Direct Communication) • Time Management and Filler Techniques • Managing Listener Interaction (Call-Ins, Social Media) 					
2	Practical of Radio Jockeying (Practical)	<ul style="list-style-type: none"> • Operate a basic radio console • Breathing Techniques • Tone, Pitch, and Intonation • Clarity and Diction • Using Pauses and Emphasis Effectively • Voice Modulation • Different presentation styles 		15 hrs	25%		CO2, CO3

		<ul style="list-style-type: none"> • Tips for effective presentation • Creating a project 					
3	Introduction to TV Anchoring	<ul style="list-style-type: none"> • Basics of TV • Different types of TV Programs • TV Studio Setup (Cameras, Lights, Teleprompters) • Effective TV Anchoring tips • Types of Anchoring • Research and Preparation • Scripting and Content Development • Asking the Right Questions 		15 hrs	25%		CO1, CO3

		<ul style="list-style-type: none"> • Handling Difficult Guests • Managing Panel Discussions 					
4	Practical of TV Anchoring (Practical)	<ul style="list-style-type: none"> • Body Language and Facial Expressions • Eye Contact with the Camera • Handling Teleprompters and Cue Cards • Ad Lib • TV Interviewing, presenting and reporting techniques • Crisis Communication (Breakin 		15 hrs	25%		CO3, CO4

		<p>g News and Emergency Situations)</p> <ul style="list-style-type: none"> • Operating Teleprompter • Conducting Interviews and Debates • Preparing a Project 					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1							H

CO 2	M	H	M		M		
CO 3	M	M					H
CO 4	M	H	M		M		M
CO 5							
TOTAL	2	2.67	2		2		2.67

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Written +Other Component (Assignment/Presentation/project)	Individual	15+15	PO1, PO2, PO3, PO5, PO7
TOTAL		30	

END SEMESTER EXAMINATION (out of 70marks) (35 Theory and 35 Practical)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)

End Semester Exam (Exam to be conducted by COE)	Individual	35	PO1, PO2, PO5, PO3, PO7
Practical Viva on Project		35	

Leadership & Conflict Management

Semester: VI [For B.A. Mass Communication]

Course Name: Leadership & Conflict Management

Course Code:

Credit: 4

Nature of the Course: Minor

No. of Lecture hours: 45

No. of Tutorial Contact hours: 15

Course Outcome: (CO) – As per Bloom’s Taxonomy

After completing this course, students will be able to:

1. **CO1:** Define and recall the basic theoretical concepts and constructs of Conflict.
2. **CO2:** Understand and categorise key causes/ sources of conflict.
3. **CO3:** Apply methods / strategies of conflict resolution with implications for real life situations.
4. **CO4:** Analyse and contrast utility of different communication styles and avoiding corresponding errors in conflict management approaches
5. **CO5:** Evaluate effectiveness of varying approaches to conflict management, in personal and organisational contexts.

Course Contents

Module No.	Module Name	Topic	No. of Lecture Hours	Marks Allotted (%)	Associated CO

			allotted		
1	Introduction to Conflict	<p>a. Meaning and nature of conflict</p> <p>b. Types of Conflict- individual, group, organisational</p> <p>c. Causes/ Factors affecting conflict</p> <p>d. Styles and Techniques of conflict management</p>	15	25	1, 3
2	Conflict & Interpersonal Communication	<p>a. Importance of Interpersonal Communication, & Rapport Building</p> <p>b. Communication - Styles & Errors</p> <p>c. Effective Communication; NLP</p> <p>d. Interpersonal Relations & Communication in Workplace</p>	15	25	2, 3, 4
3	Conflict and Stress Management	<p>a. Stress & GAS Model; Symptoms of Stress</p> <p>b. Individual and Organisational consequences</p> <p>c. Healthy and Unhealthy strategies for stress management</p> <p>d. Role of Social support for stress</p>	15	25	2, 4, 5

		management and well being			
4	Leadership and Conflict Resolution & Management	a. Model / Process of Conflict Resolution b. Conflict Resolution - Outcomes c. Conflict Resolution - Strategies Ways of Managing Conflict (Healthy & Unhealthy) d. Impact of Conflict Resolution & Management in Organizations e. Leadership Styles & Conflict Management approaches	15	25	3, 4, 5

CO/PO Mapping for Conflict Resolution & Management

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			M		H		
CO2	H			H		M	M
CO3	M		H	L	L	L	
CO4	M		H	M	L		
CO5		M		M	L		M
Total	7/3 = 2.33	2/1 = 2	2.67	8/4=2	6/4 = 1.5	3/2 = 1.5	4/2 = 2
	Total CO score as per mapping: 14				Average: 14 / 7 = 2		

*[High or H = 3, Medium or M = 2, Low or L = 1]

Suggested Readings:

- Fetterman, D.M., Kaftarian, S.J. & Wandersman, A (Eds)(1996) Empowerment Evaluation, New Delhi : Sage Publication.
- Singh A. January 2013; Achieving Behavioural Excellence for Success; Wiley Publication.
- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassel
- Goddard, Ken: Informative Writing, 1995 1st Edition, Cassell
- Harvard Business School, Effective Communication: United States of America
- Foster John, Effective Writing Skills: Volume-7, First Edition 2000, Institute of Public Relations (IPR)
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Blonna, Richard; Coping with Stress in a Changing World: Second edition
- Pestonjee, D.M, Pareek, Udai, Agarwal Rita; Studies in Stress And its Management

Semester: 7
PAPER: ADVANCED RESEARCH METHODOLOGY
Paper Code:
Credits: 4 Marks: 100

Programme Outcomes

- PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

After completing the course, students will be able to:

CO1: Understand advanced concepts and paradigms of media research.

CO2: Apply qualitative and quantitative research methods in media studies.

CO3: Evaluate research findings and interpret media-related data critically.

CO4: Design and conduct a research project related to media and communication.

Learning Objectives

After completion of the course, students will be able to:

LO1: Understand the philosophical foundations of research in media studies.

LO2: Learn advanced quantitative and qualitative research techniques.

LO3: Develop skills in data collection, sampling and research design.

LO4: Gain knowledge of digital research tools and data analysis methods.

LO5: Conduct a small-scale research project and present findings.

Syllabus

Module 1: Foundations of Advanced Research in Media

Meaning and Nature of Research, Scientific Method and Media Research, Research Paradigms – Positivism, Interpretivism, Critical Research, Interdisciplinary Nature of Media Research, Types of Research: Basic vs Applied Research, Exploratory, Descriptive and Analytical Research, Identifying Research Problems in Media Studies, Formulating Research Questions and Hypotheses, Ethics in Media Research, Research Problems and Hypothesis Formation, Research Design: Experimental, Survey, Case Study, Longitudinal and Cross-sectional Research and Research Planning.

Module 2: Quantitative Research Methods in Media

Quantitative Research in Media Studies, Survey Research, Sampling Techniques: Probability, Non-probability Sampling, Sampling, Questionnaire Design, Content Analysis, Experimental Research, Statistical Tools in Media Research, Introduction to Data Analysis (Mean, Median, Correlation), Audience Measurement and Media Metrics.

Module 3: Qualitative Research Methods

Qualitative Research Approaches, Content Analysis, Ethnography and Media Studies, Focus Group Discussions, In-depth Interviews, Case Study Method, Discourse Analysis, Visual Analysis and Semiotics.

Module 4: Research Project and Data Interpretation

Writing Research Proposal, Structure of a Research Report, Data Collection and Fieldwork, Data Interpretation and Analysis, Report Writing Structure, Referencing Styles (APA/MLA), Plagiarism and Academic Integrity, Presentation of Research Findings.

Suggested Readings

- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction*. Cengage Learning.
- Berger, A. A. (2014). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. SAGE Publications.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Jensen, K. B. (Ed.). (2012). *A handbook of media and communication research: Qualitative and quantitative methodologies* (2nd ed.). Routledge.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology* (4th ed.). SAGE Publications.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.

Modular Structure

	Module Name	Topic	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Foundations of Advanced Research in Media	Meaning and Nature of Research, Scientific Method and Media Research, Research Paradigms – Positivism, Interpretivism, Critical Research, Interdisciplinary Nature of Media Research, Ethics in Media Research, Research Problems and Hypothesis Formation, Research Design and Research Planning		15 hrs	25%	1	CO1
2	Quantitative Research Methods in Media	Survey Research, Sampling Techniques, Questionnaire Design, Content Analysis, Experimental Research, Statistical Tools in Media Research, Introduction to Data Analysis (Mean, Median, Correlation), Audience Measurement and Media Metrics		15 hrs	25%	1	CO2
3	Qualitative Research Methods	Qualitative Research Approaches, Ethnography and Media Studies, Focus Group Discussions, In-depth Interviews, Case Study Method, Discourse Analysis, Visual Analysis and Semiotics.		15 hrs	25%	1	CO3
4	Research Project and Data Interpretation	Writing Research Proposal, Data Collection and Fieldwork, Data Interpretation and Analysis, Report Writing Structure, Referencing Styles (APA/MLA), Plagiarism and Academic Integrity, Presentation of Research Findings.		15 hrs	25%	1	CO4

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	M			H		H
CO 2	H	H	M		H		H
CO 3	H	H		M	H		H
CO 4	H	H	H	H	H	M	H
Total	3	2.75	2.5	2.5	3	2	3

H- High relevance, M- Medium relevance, L- Low relevance

CIA (30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

END SEMESTER EXAMINATION (70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

Semester: 7
Paper: POLITICAL COMMUNICATION
Paper Code:
Credits: 4 Marks: 100

Programme Outcomes

- PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

The course aims to:

- CO1: Introduce students to the theoretical foundations and evolution of political communication.
- CO2: Examine the relationship between media institutions and political systems.
- CO3: Analyse the role of media in elections, campaigns, and public opinion formation.
- CO4: Develop critical understanding of propaganda, political marketing, and strategic communication.

Learning Objectives

After completion of the course, students will be able to:

LO1: Explain key theories, concepts, and models of political communication.

LO2: Analyse the role of traditional and digital media in shaping political narratives.

LO3: Critically evaluate election campaigns, political messaging, and media strategies.

LO4: Assess the influence of media on public opinion, democratic participation, and governance.

LO5: Conduct academic research on political communication issues.

LO6: Understand ethical concerns such as misinformation, propaganda, and media bias in politics.

Syllabus

Module 1: Foundations and Theoretical Perspectives of Political Communication

Political communication: meaning, nature, scope, and evolution. Relationship between politics, media, and society. Historical development of political communication from classical rhetoric to contemporary media politics. Role of communication in democratic systems. Major theories and models of political communication - agenda setting theory, framing theory, priming theory, spiral of silence, and media effects theories. Political communication models such as the propaganda model and strategic communication model. Political actors in communication including government, political parties, pressure groups, media institutions, and citizens. Political public sphere and deliberative democracy. Indian political communication traditions including political rhetoric, political mobilization, and communication during freedom movement.

Module 2: Media, Political Systems and Public Opinion

Role of media in democratic governance. Media as the fourth pillar of democracy. Interaction between media institutions and political institutions. Media and public opinion formation. Opinion polls, exit polls, and political surveys. Media agenda building and political discourse. Political economy of media and its impact on political communication. Ownership patterns, corporate influence, and media concentration. Political communication in India: role of newspapers, radio, television, and digital media in shaping political narratives. Case studies of political communication in India including election coverage, government communication, and media debates.

Module 3: Political Campaigns, Propaganda and Political Marketing

Political campaigns and election communication strategies. Role of political consultants, campaign managers, and media strategists. Political advertising and political marketing. Image building, branding of political leaders, and campaign communication. Propaganda, persuasion, and psychological warfare in politics. Techniques of propaganda and political messaging. Role of television debates, campaign rallies, speeches, and media events in political communication. Indian election campaigns: evolution from traditional campaigning to modern media-driven campaigns. Use of opinion polls, micro-targeting, and data analytics in elections.

Module 4: Digital Media, Social Media and Contemporary Trends in Political Communication

Transformation of political communication in the digital era. Role of internet and digital media in political engagement. Social media platforms and political communication strategies. Political campaigning through social networks. Fake news, misinformation, disinformation, and media manipulation in politics. Role of algorithms, bots, and digital propaganda in elections. Political communication and citizen participation: online activism, digital movements, and e-governance communication. Regulation, ethics, and challenges of digital political communication in India. Future trends in political communication including artificial intelligence, big data, and digital democracy.

Suggested Readings

- Mutz, D. C. (2006). *Political communication and democratic theory*. Cambridge University Press.
- McNair, B. (2017). *An introduction to political communication* (6th ed.). Routledge.
- Kaid, L. L. (Ed.). (2004). *Handbook of political communication research*. Lawrence Erlbaum Associates.
- Graber, D. A. (2003). *Mass media and American politics* (6th ed.). CQ Press.
- Norris, P. (2000). *A virtuous circle: Political communications in postindustrial societies*. Cambridge University Press.
- Chadwick, A. (2013). *The hybrid media system: Politics and power*. Oxford University Press.
- Mehta, N. (2008). *India on television: How satellite news channels have changed the way we think and act*. HarperCollins India.
- Kumar, S. (2015). *Media and politics in contemporary India*. Oxford University Press.
- Kohli-Khandekar, V. (2013). *The Indian media business* (4th ed.). SAGE Publications India.
- Chadha, K. (2014). *Political communication in India*. Oxford University Press.
- Jaffrelot, C. (2015). *The making of a new India: Transformation of social and political landscape*. Hurst Publishers.

Modular Structure

Module No.	Module Name	Topic	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Foundations and Theoretical Perspectives of Political Communication	Political communication: meaning, nature, scope, and evolution. Relationship between politics, media, and society. Historical development of political communication from classical rhetoric to contemporary media politics. Role of communication in democratic systems. Major theories and models of political communication - agenda setting theory, framing theory, priming theory, spiral of silence, and media effects theories. Political communication models such as the propaganda model and strategic communication model. Political actors in communication including government, political parties, pressure groups, media institutions, and		15 hrs	25%	1	CO1

		citizens. Political public sphere and deliberative democracy. Indian political communication traditions including political rhetoric, political mobilization, and communication during freedom movement.					
2	Media, Political Systems and Public Opinion	Role of media in democratic governance. Media as the fourth pillar of democracy. Interaction between media institutions and political institutions. Media and public opinion formation. Opinion polls, exit polls, and political surveys. Media agenda building and political discourse. Political economy of media and its impact on political communication. Ownership patterns, corporate influence, and media concentration. Political communication in India: role of newspapers, radio, television, and digital media in shaping political narratives. Case studies of political communication in India including election coverage, government communication, and media debates.		15 hrs	25%	1	CO2
3	Political Campaigns, Propaganda and Political Marketing	Political campaigns and election communication strategies. Role of political consultants, campaign managers, and media strategists. Political advertising and political marketing. Image building, branding of political leaders, and campaign communication. Propaganda, persuasion, and psychological warfare in politics. Techniques of propaganda and political messaging. Role of television debates, campaign rallies, speeches, and media events in political communication. Indian election campaigns: evolution from traditional campaigning to modern media-driven campaigns. Use of		15 hrs	25%	1	CO3

		opinion polls, micro-targeting, and data analytics in elections.					
4	Digital Media, Social Media and Contemporary Trends in Political Communication	Transformation of political communication in the digital era. Role of internet and digital media in political engagement. Social media platforms and political communication strategies. Political campaigning through social networks. Fake news, misinformation, disinformation, and media manipulation in politics. Role of algorithms, bots, and digital propaganda in elections. Political communication and citizen participation: online activism, digital movements, and e-governance communication. Regulation, ethics, and challenges of digital political communication in India. Future trends in political communication including artificial intelligence, big data, and digital democracy.		15 hrs	25%	1	CO4

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	H			H		
CO 2			H	H			H
CO 3	M		M			M	H

CO 4	H	H		H	H	M	
TOTAL	2.66	3	2.5	3	3	2	3

H- High relevance, M- Medium relevance, L- Low relevance

CIA (30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

END SEMESTER EXAMINATION (70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

Semester: 7
PAPER: DIGITAL MEDIA MARKETING
Paper Code:
Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

CO1: Understand the fundamentals, evolution and scope of digital marketing.

CO2: Apply SEO, SEM and content marketing techniques for digital platforms.

CO3: Develop social media marketing strategies and campaigns.

CO4: Explain digital marketing performance using analytics tools and evaluate ethical issues in digital marketing.

Syllabus

Module 1: Introduction to Digital Marketing

Meaning, nature and scope of Digital Marketing; Evolution of Digital Marketing; Traditional Marketing vs Digital Marketing; AI and Digital marketing; Digital consumer behaviour; Digital marketing channels.

Module 2: Search Engine and Content Marketing

Concept of Search Engine Optimization (SEO); On-page and off-page SEO; Search Engine Marketing (SEM); Keyword research; Content marketing strategies; Blogging and website optimization.

Module 3: Social Media Marketing and Online Advertising

Social media marketing concepts and strategies; Major social media platforms; Influencer marketing; Email marketing; Display advertising; Mobile marketing.

Module 4: Digital Marketing Strategy

Web analytics and marketing metrics; Key performance indicators (CTR, ROI, Conversion rate); Digital marketing campaign planning; Online reputation management; Legal and ethical issues in digital marketing. Case study.

Suggested Readings

- Gupta, S. (2022). *Digital marketing* (3rd ed.). McGraw Hill Education.
- Bhatia, P. S. (2019). *Fundamentals of digital marketing*. Pearson Education India.
- Ahuja, V. (2016). *Digital marketing*. Oxford University Press.
- Upadhyay, K. C. (2021). *Digital marketing: Complete digital marketing tutorial*. Notion Press.
- Maloo, P. (2021). *The start-up founder's guide to digital marketing*. HarperCollins India.

- Kumar, D. (2016). *Marketing in the digital age*. SAGE Publications India.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Wiley.
- Bhatia, P. S. (2017). *Fundamentals of digital marketing*. Pearson.

Modular Structure

Module No.	Module Name	Topic	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Digital Marketing	Meaning, nature and scope of Digital Marketing; Evolution of digital marketing; Traditional marketing vs digital marketing; AI and Digital marketing; Digital consumer behaviour; Digital marketing channels.		15 hrs	25%	1	CO1

2	Search Engine and Content Marketing	Concept of Search Engine Optimization (SEO); On-page and off-page SEO; Search Engine Marketing (SEM); Keyword research; Content marketing strategies; Blogging and website optimization.		15 hrs	25%	1	CO2
3	Social Media Marketing and Online Advertising	Social media marketing concepts and strategies; Major social media platforms; Influencer marketing; Email marketing; Display advertising; Mobile marketing.		15 hrs	25%	1	CO3

4	Digital Marketing Strategy	Web analytics and marketing metrics; Key performance indicators (CTR, ROI, Conversion rate); Digital marketing campaign planning; Online reputation management ; Legal and ethical issues in digital marketing. Case study.		15 hrs	25%	1	CO4
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CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H						M
CO 2	M	H	H			H	
CO 3		H			M		M
CO 4	H	H	H	H	M		M
TOTAL	2.6	3	3	3	2	3	2

H- High relevance, M- Medium relevance, L- Low relevance

CIA (30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	
END SEMESTER EXAMINATION (70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

SEMESTER: 7
PAPER –VISUAL COMMUNICATION
Paper Code:
Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

After completion of this course, the students will be able to:

- **CO1:** Understand the concepts of aesthetics and the philosophy of beauty.

- **CO2:** Develop an understanding of the elements of art and principles of composition.
- **CO3:** Understand the historical background and role of visual communication in various areas.
- **CO4:** Utilize tools of evolution of art and the various styles and movements in art history.

Learning Objectives

The students will

- **LO1-** Have knowledge regarding the role and function of visual communication in today's world.
- **LO2-** Get information on the evolution of visual communication from both the Indian and the world perspective.
- **LO3-** Learn basic theories of visual communication and how to apply them to specific situations.
- **LO4-** Understand basic process of visual communication – research, planning, communication, evaluation – and how to apply this process to various situations.
- **LO5-** Be able to measure the reach and impact of visual communication endeavour for media.

Syllabus

Module 1: Communication as a process

Visual communication - A historical overview; Message, Meaning, Connotation, Denotation Culture/Codes etc.; Flow of Communication, barriers to Communication, Levels of communication: Technical, Semantic, and Pragmatic; The semiotic landscape: language and visual communication, narrative representation.

Module 2: Visual Literacy

Introduction to visual literacy and its role in visual communication and culture, Basics of semiotics: signs, symbols, codes, denotation and connotation , Understanding visual representation of people, objects, and places, Elements of visual analysis: colour, size, shape, framing, and camera angle, Audience interpretation and cognitive aspects of viewing images, Visual persuasion and the power of images in media, Understanding visuals across media: from static forms (artworks, comics) to time-based media (film and digital content)

Module 3: Principles and Theories of Visual Communication

Principles of Visual and other Sensory Perceptions, Colour psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification, Search for solution, Refinement, Analysis, Decision making, Implementation.

Module 4: Visual Art

Introduction to art and movements; naturalistic, Distorted and abstract painting; Digital art (illustration, storyboard, character design); Perspective and depth (horizon line, vanishing point, types, light and shade); Visual composition (elements and principles).

Suggested Readings

- Adams, L. (2005). *A history of Western art*. McGraw-Hill.
- Berleant, A. (2019). *Aesthetics and environment: Variations on a theme*. Routledge.
- Barthes, R. (1977). *Image–music–text*. Farrar, Straus and Giroux.
- Panofsky, E. (2018). *Studies in iconology: Humanistic themes in the art of the Renaissance*. Taylor & Francis.
- Baldwin, J., & Roberts, L. (2019). *Visual communication: From theory to practice*. Bloomsbury Publishing.
- Barnes, S. B. (2011). *An introduction to visual communication: From cave art to second life*. Peter Lang.
- Berger, A. A. (1998). *Seeing is believing: An introduction to visual communication*. McGraw-Hill.
- Bergström, B. (2008). *Essentials of visual communication*. Laurence King Publishing.
- Hayward, P. (1998). *Picture this: Media representations of visual art and artists*. Indiana University Press.
- Lester, P. M. (2003). *Visual communication: Images with messages*. Cengage Learning.
- Smith, K. (2005). *Handbook of visual communication: Theory, methods, and media*. Routledge.
- Williams, R., & Newton, J. (2009). *Visual communication: Integrating media, art, and science*. Routledge.

Modular Structure

Module No.	Module Name	Topic	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Communication as a process	Visual communication - A historical overview; Message, Meaning, Connotation, Denotation Culture/Codes etc.; Flow of Communication, barriers to Communication,		15 hrs	25%	1	CO1

		Levels of communication: Technical, Semantic, and Pragmatic; The semiotic landscape: language and visual communication, narrative representation.					
2	Visual Literacy	Introduction to visual literacy and its role in visual communication and culture, Basics of semiotics: signs, symbols, codes, denotation and connotation, Understanding visual representation of people, objects, and places, Elements of visual analysis: colour, size, shape, framing, and camera angle, Audience interpretation and cognitive aspects of viewing images, Visual persuasion and the power of images in media, Understanding visuals across media: from static forms (artworks, comics) to time-based media (film and digital content).		15 hrs	25%	1	CO2
3	Principles and Theories of Visual Communication	Principles of Visual and other Sensory Perceptions, Colour psychology and theory (some aspects) Definition, Optical/		15 hrs	25%	1	CO3

		Visual Illusions, etc. Various stages of design process-problem identification, Search for solution, Refinement, Analysis, Decision making, Implementation.					
4	Visual Art	Introduction to art and movements; naturalistic, Distorted and abstract painting; Digital art (illustration, storyboard, character design); Perspective and depth (horizon line, vanishing point, types, light and shade); Visual composition (elements and principles).		15 hrs	25%	1	CO4

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H	H	H	M			H
CO 2		H			H		H
CO 3							M

CO 4	H	H	H	H			M
TOTAL	3	3	3	2.5	3		2.5

H- High relevance, M- Medium relevance, L- Low relevance

CIA (30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

END SEMESTER EXAMINATION (70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

SEMESTER: 7
PAPER – DOCUMENTARY MAKING
Paper Code:
Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop the ability to critically analyse documentary narratives, evaluate non-fiction storytelling techniques, and implement creative problem-solving strategies in real-world filmmaking scenarios.
- **PO 02: Effective Communication:** Acquire proficiency in oral, written, and visual communication to effectively direct subjects, script narration, and convey stories through the documentary form.
- **PO 03: Social Interaction:** Develop interpersonal skills to work collaboratively in film crews, negotiate access with communities and institutions, and build trust with documentary subjects.

- **PO 04: Effective Citizenship:** Demonstrate awareness of social responsibility, representation, and ethical conduct in the documentation of real lives, communities, and social issues.
- **PO 05: Ethics:** Inculcate a thorough understanding of documentary ethics including informed consent, fair representation, editorial integrity, and the filmmaker's duty to truth.
- **PO 06: Environment and Sustainability:** Sensitise students to sustainable production practices, responsible documentation of environmental issues, and low-carbon filmmaking approaches.
- **PO 07: Self-directed and Life-long Learning:** Foster the capacity to independently research emerging trends in documentary filmmaking, adapt to new technologies, and develop a personal creative voice.

Course Outcomes

After completion of this course, the students will be able to:

- **CO1:** Recall key concepts, terminology, and frameworks related to documentary filmmaking, including film history, genres, and production roles.
- **CO2:** Explain the principles of documentary pre-production, research methods, ethical protocols, and equipment use across different documentary styles.
- **CO3:** Design and execute documentary productions incorporating scripting, cinematography, interview techniques, sound recording, and editing workflows.
- **CO4:** Develop comprehensive documentary projects including treatment documents, short films, and distribution pitches demonstrating professional competence in non-fiction filmmaking.

Learning Objectives

The students will:

- **LO1:** Understand the foundational concepts of documentary filmmaking, its history, scope, and significance in mass communication and society.
- **LO2:** Develop practical skills in pre-production, including research, scripting, budgeting, ethical planning, and equipment preparation for documentary projects.
- **LO3:** Gain hands-on knowledge of cinematography, sound recording, interviewing, and directing non-actors during documentary field production.
- **LO4:** Analyse post-production workflows including editing structure, narrative construction, music, colour grading, and distribution strategies for documentary films.
- **LO5:** Evaluate the legal, ethical, and industry frameworks governing documentary filmmaking and apply best practices in professional non-fiction film production.

Syllabus

Module 1: Foundations of Documentary Filmmaking

Definition, nature and scope of documentary filmmaking, History and evolution of documentary: From Lumiere Brothers to the digital age, Types of documentaries: Expository, observational, participatory, reflexive, performative, and poetic, Role of the documentary filmmaker in mass communication and society, Documentary filmmaking as a profession: The documentary lifecycle.

Module 2: Indian Documentary Landscape

Overview of documentary filmmaking in India: Growth, OTT platforms, and film festivals, Key Indian bodies: Films Division of India, NFDC, and documentary film associations, Types of documentaries unique

to India: Rural life, tribal cultures, social movements, Indian documentary festivals, Regional documentary traditions across Indian languages, Landmark Indian documentaries.

Module 3: Pre-Production and Production

Idea generation, research, and development of documentary concepts, Writing treatment documents, shooting scripts, Ethical considerations: Informed consent, privacy, and representation of subjects, Budgeting and financing: Grants, crowdfunding, co-productions, and institutional funding, Equipment selection: Cameras, microphones, lighting kits, and stabilisers, Location scouting and permissions: Legal and practical aspects, Cinematography techniques, Interview techniques, recording synchronous sound, ambient sound, and voiceover narration, Directing and working with non-actors and real subjects, Field production challenges: Managing unpredictability and improvisation, Observational vs. structured filming approaches.

Module 4: Post-Production and Storytelling

Principles of editing (structure, pacing, rhythm), non-linear software, footage organisation and paper edit, narrative building (three-act structure, character and tension), use of archival materials, sound design and voiceover, colour grading and graphics, distribution strategies, pitch development, audience engagement, and copyright laws.

Suggested Readings

- Nichols, B. (2010). *Introduction to documentary* (2nd ed.). Indiana University Press.
- Bernard, S. C. (2018). *Documentary storytelling: Creative nonfiction on screen* (4th ed.). Focal Press.
- Rabiger, M., & Hurbis-Cherrier, M. (2013). *Directing the documentary* (6th ed.). Focal Press.
- Aufderheide, P. (2007). *Documentary film: A very short introduction*. Oxford University Press.
- Rosenthal, A., & Corner, J. (2005). *New challenges for documentary* (2nd ed.). Manchester University Press.
- Hampe, B. (2007). *Making documentary films and videos* (2nd ed.). Owl Books.
- Bruzzi, S. (2006). *New documentary* (2nd ed.). Routledge.
- Dancyger, K. (2018). *The technique of film and video editing* (6th ed.). Focal Press.
- Pincus, E., & Ascher, S. (2007). *The filmmaker's handbook* (3rd ed.). Plume.
- Turnock, J. (2015). *Plastic reality: Special effects, technology, and the emergence of 1970s blockbuster aesthetics*. Columbia University Press.

Modular Structure

Module No.	Module Name	Topic(s)	No. of Hours	Marks	Credit	Course Outcome
1	Foundations of Documentary Filmmaking	Definition, nature and scope of documentary filmmaking, History and evolution of documentary: From Lumiere Brothers to the digital age, Types of documentaries: Expository, observational, participatory, reflexive, performative, and poetic, Role of the documentary filmmaker in mass communication and society, Documentary filmmaking as a profession: The documentary lifecycle.	15 hrs	25%	1	CO1
2	Indian Documentary Landscape	Overview of documentary filmmaking in India: Growth, OTT platforms, and film festivals, Key Indian bodies: Films Division of India, NFDC, and documentary film associations, Types of documentaries unique to India: Rural life, tribal cultures, social movements, Indian documentary festivals, Regional documentary traditions across Indian languages, Landmark Indian documentaries.	15 hrs	25%	1	CO2
3	Pre-Production and Production	Idea generation, research, and development of documentary concepts, Writing treatment documents, shooting scripts, Ethical considerations: Informed consent, privacy, and representation of subjects, Budgeting and financing: Grants, crowdfunding, co-productions, and institutional funding, Equipment selection: Cameras, microphones,	15 hrs	25%	1	CO3

Module No.	Module Name	Topic(s)	No. of Hours	Marks	Credit	Course Outcome
		lighting kits, and stabilisers, Location scouting and permissions: Legal and practical aspects, Cinematography techniques, Interview techniques, recording synchronous sound, ambient sound, and voiceover narration, Directing and working with non-actors and real subjects, Field production challenges: Managing unpredictability and improvisation, Observational vs. structured filming approaches.				
4	Post-Production and Storytelling	Principles of editing (structure, pacing, rhythm), non-linear software, footage organisation and paper edit, narrative building (three-act structure, character and tension), use of archival materials, sound design and voiceover, colour grading and graphics, distribution strategies, pitch development, audience engagement, and copyright laws.	15 hrs	25%	1	CO4

CO-PO Mapping

	PO 1 Critical Thinking	PO 2 Effective Communication	PO 3 Social Interaction	PO 4 Effective Citizenship	PO 5 Ethics	PO 6 Environment & Sustainability	PO 7 Self-directed & Life-long Learning
CO 1	H	H	M	M			H
CO 2		H	H	M			

CO 3					M	M	M
CO 4	H			M	H		
TOTAL	3	3	2.5	2	2.5	2	2.5

H – High relevance M – Medium relevance L – Low relevance

CIA (30 marks)

Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component	Individual	10	PO1, PO2, PO3, PO6
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

End Semester Examination (70 marks)

Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE) – Written examination covering all four modules with short, medium, and long answer questions.	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

Semester: 8

PAPER: ARTIFICIAL INTELLIGENCE AND EMERGING MEDIA

Paper Code:

Credits: 4 Total Marks: 100

Program Outcomes

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way, bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes

CO 1: Understand the concept, evolution and significance of artificial intelligence and emerging technologies in media and communication.

CO 2: Analyse the impact of AI-driven technologies on journalism, media production and communication industries.

CO 3: Examine emerging technological trends such as automation, virtual reality, augmented reality and big data in the media landscape.

CO 4: Evaluate ethical, legal and social implications of AI and digital technologies in media practices.

Learning Objectives

After completing this course, students will be able to:

LO 1: Define artificial intelligence and identify key emerging technologies shaping contemporary media.

LO 2: Recognize the role of AI in media production, newsrooms and digital communication platforms.

LO 3: Analyse the applications of technologies such as virtual reality, augmented reality and big data in media industries.

LO 4: Identify the social and ethical implications of AI-driven communication technologies.

LO 5: Evaluate the risks of misinformation, deepfakes and algorithmic manipulation in digital media.

LO 6: Demonstrate an understanding of future media trends influenced by artificial intelligence and technological innovation.

Syllabus

Module 1: Introduction to Artificial Intelligence in Media

Meaning, nature and scope of artificial intelligence, evolution of AI technologies, basic concepts of machine learning, automation and algorithms, artificial intelligence in media and communication industries, overview of AI tools used in journalism and media production.

Module 2: AI Applications in Media

AI in Media (Practical Focus): Hands-on use of AI tools for news gathering and production, automated writing and chatbots, AI in advertising and audience analytics, content personalization, and practical case studies from global and Indian media.

Module 3: Emerging Technologies in Media

Digital transformation of media industries, emerging trends in media technology and innovation. Virtual Reality (VR) and Augmented Reality (AR) in storytelling, big data and predictive analytics, blockchain technology in media, Create a short immersive story using VR/AR tools, Develop a digital media project demonstrating convergence (text, audio, video integration), Create an interactive storytelling project (web-based or mobile-based).

Module 4: Ethical, Social and Regulatory Issues in AI

Ethical concerns in artificial intelligence, algorithmic bias and transparency, privacy and data protection issues, misinformation, deepfakes and synthetic media, regulation of AI technologies, responsible AI in journalism, future challenges and opportunities of AI in media and communication.

Suggested Readings

- Russell, S., & Norvig, P. (2021). *Artificial intelligence: A modern approach* (4th ed.). Pearson.
- Diakopoulos, N. (2019). *Automating the news: How algorithms are rewriting the media*. Harvard University Press.
- Pavlik, J. V. (2023). *Disrupting the media: How artificial intelligence is shaping the future of journalism*. Routledge.
- Marconi, F. (2020). *Newsmakers: Artificial intelligence and the future of journalism*. Columbia University Press.
- McStay, A. (2018). *Emotional AI: The rise of empathic media*. SAGE Publications.

Modular Structure

Module No.	Module Name	Topic	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome

1	Introduction to Artificial Intelligence in Media	Meaning, nature and scope of artificial intelligence, evolution of AI technologies, basic concepts of machine learning, automation and algorithms, artificial intelligence in media and communication industries, overview of AI tools used in journalism and media production.	Introduces the conceptual foundations of artificial intelligence and its relevance to media industries.	15	30%	1	CO 1
2	AI Applications in Media	AI in Media (Practical Focus): Hands-on use of AI tools for news gathering and production, automated writing and chatbots, AI in advertising and audience analytics, content personalization, and practical case studies from global and Indian media.	Explores practical applications of AI technologies in media organizations .	15	20%	1	CO2
3	Emerging Technologies in Media	Digital transformation of media industries, emerging trends in media technology and innovation. Virtual Reality (VR) and	Examines new technological trends transforming media and communication	15	25%	1	CO3

		Augmented Reality (AR) in storytelling, big data and predictive analytics, blockchain technology in media, Create a short immersive story using VR/AR tools, Develop a digital media project demonstrating convergence (text, audio, video integration), Create an interactive storytelling project (web-based or mobile-based).	on practices.				
4	Ethical, Social and Regulatory Issues in AI	Ethical concerns in artificial intelligence, algorithmic bias and transparency, privacy and data protection issues, misinformation, deepfakes and synthetic media, regulation of AI technologies, responsible AI in journalism, future challenges and opportunities of AI in media and communication.	Analyses ethical and social implications of artificial intelligence in media.	15	25%	1	CO4

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H	M					M
CO 2	M	H	M				M
CO 3	H	M		M		M	M
CO 4	M				H		M
TOTAL	2.5	2.33	2	2	3	2	2

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	30	Written test, Assignment, Presentation
End Semester Exam	70	Exam to be conducted by COE

Semester: 8
PAPER: BRAND MANAGEMENT AND CORPORATE COMMUNICATION
Paper Code:
Credits: 4 Total Marks: 100

Program Outcomes

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way, bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes

CO 1: To explain the importance of brand development that are of immediate and practical importance to a product manager.

CO 2: To explain the worth of the brand and the birth of the brand from its nascent stage to the end of its journey.

CO 3: To explain the efficient management of brands and looking at them as brands rather than products.

CO 4: To explain the concept, scope, and importance of corporate communication in organizations.

Syllabus

Module 1: Introduction to Brand Management

Brand –Meaning, Definition, Evolution of Brands, Functions of Brand for a consumer, Role of Brand-Advantages of a Brand, Brand Versus Product, Branding- Meaning, Creation of Brands through goods, services, people, organization, retail stores, places, online, entertainment, ideas. Branding Challenges and Opportunities, Brand Management – Meaning & Definition. Strategic Brand Management Process – Steps in Brand Management Process, Brand elements, Brand Loyalty and Brand Positioning, Value and Branding, Branding in the Digital Era.

Module 2: Developing Brand Equity

Brand Equity: Meaning and Sources, Steps in Building Brands, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery, salience- Brand Building Implications. Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, Positioning guidelines Brand Value, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & jingles, Packaging.

Module 3: Introduction to Corporate Communication

Meaning, nature, and scope of Corporate Communication, importance of corporate communication in modern organizations, Functions and objectives of corporate communication, corporate identity, corporate image, and corporate reputation, Role of corporate communication in organizational management, Internal

communication: employee communication, leadership communication, organizational culture, corporate communication tools: newsletters, reports, emails, intranet, meetings.

Module 4: Corporate Communication Strategies

Corporate communication strategy and planning, External communication: media relations and public relations, Corporate social responsibility (CSR) and corporate communication, Crisis communication and reputation management, Corporate communication in digital media platforms, Ethical issues in corporate communication, Case study.

Suggested Readings

- Jethwaney, J. (2024). *Corporate Communication: Concepts and Practice*. Routledge India.
- Kapferer, Jean-Noel. (1994). *Strategic brand Management*. New York, US: The Free Press. India.
- Singh, C. L., & Gupta, M. (2022). *Introduction to Corporate Communication: Case Studies from India*. Routledge India.
- Fernandez, J. (2023). *Corporate Communication: A 21st Century Primer*. Atlantic Publishers & Distributors.
- Kevin Lane Keller, K. (2013). *Strategic brand Management (4th ed.)*. Harlow, United Kingdom: Pearson Education.
- Ramesh Kumar, S. (2003). *Managing Indian Brands (2nd ed.)*. New Delhi, India: Vikas publishing House (P) Ltd.
- Rosenbaum-Elliott , R., Percy , Larry , & Pervan, S. (2011). *Strategic Brand Management (2nd ed.)*. Oxford, United Kingdom: OUP.
- Temporal, P. (2001). *Branding in Asia: The Creation, Development, and Management of Asian Brands for the Global Market*. New York, US: John Wiley & sons (P) Ltd.

Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Brand Management	Brand –Meaning, Definition, Evolution of Brands, Functions of Brand for a consumer, Role of Brand-Advantages of a Brand, Brand Versus Product, Branding-Meaning, Creation of Brands through		15	30%	1	CO 1

		goods, services, people, organization, retail stores, places, online, entertainment, ideas. Branding Challenges and Opportunities, Brand Management – Meaning & Definition. Strategic Brand Management Process – Steps in Brand Management Process, Brand elements, Brand Loyalty and Brand Positioning, Value and Branding, Branding in the Digital Era					
2	Developing Brand Equity	Brand Equity: Meaning and Sources, Steps in Building Brands, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications. Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, Positioning guidelines Brand Value, Awareness,		15	20%	1	CO2,

		Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & jingles, Packaging					
3	Introduction to Corporate Communication	Meaning, nature, and scope of Corporate Communication, importance of corporate communication in modern organizations, Functions and objectives of corporate communication, corporate identity, corporate image, and corporate reputation, Role of corporate communication in organizational management, Internal communication: employee communication, leadership communication, organizational culture, corporate communication tools: newsletters, reports, emails, intranet, meetings.		15	25%	1	CO3
4	Corporate Communication Strategies	Corporate communication strategy and		15	25%	1	CO4

		planning, External communication: media relations and public relations, Corporate social responsibility (CSR) and corporate communication, Crisis communication and reputation management, Corporate communication in digital media platforms, Ethical issues in corporate communication, Case study.					
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CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H						
CO 2		M		M		H	M
CO 3			M		H		H
CO 4	M	H					
TOTAL	2.5	2.5	2	2	3	3	2.5

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	30	Written test, Assignment, Presentation

End Semester Exam	70	Exam to be conducted by COE
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SEMESTER: 8
PAPER –MEDIA AND CULTURAL STUDIES
Paper Code:
Credits: 4 Total Marks: 100

Programme Outcomes

- **PO 01: Critical Thinking:** Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.
- **PO 02: Effective Communication:** Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.
- **PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.
- **PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- **PO 05: Ethics:** Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.
- **PO 06: Environment and Sustainability:** Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.
- **PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

After completion of this course, the students will be able to:

- **CO1:** Explain key concepts, theories, and approaches in media and cultural studies, including representation, ideology, and identity.
- **CO2:** Analyze media texts and cultural practices using critical frameworks such as semiotics, discourse analysis, and political economy.
- **CO3:** Evaluate the role of media in shaping culture, society, and power relations in both global and local contexts.
- **CO4:** Apply theoretical knowledge to interpret contemporary media trends, audience behavior, and cultural transformations.

Learning Objectives

The students will

- **LO1-** To analyse the basic concepts and theoretical developments within Cultural Studies, with an aim to impart critical perspectives on culture, media and society.
- **LO2-** To understand the link between culture and the meaning-making process that begins with the premise that culture is neither neutral nor natural.
- **LO3-** To evaluate the relationship between cultural practices and media technologies and representations.
- **LO4-** Understand basic process of media in disseminating culture and communication.
- **LO5-** Be able to measure the reach and impact of culture and communication endeavour for the media.

Syllabus

Module 1: Foundations of Media and Cultural Studies

Introduction to Media and Cultural Studies: Scope, nature, and interdisciplinary approach, culture: Definitions, forms (high culture, popular culture, mass culture, folk culture), Evolution of media: From traditional to digital media, Key concepts: Ideology, hegemony, representation, identity, Thinkers and Theories.

Module 2: Media, Representation, and Identity

Representation in media: Meaning, construction, and stereotypes, Semiotics and meaning-making: Signs, symbols, denotation, connotation, Theories of representation, Media and identity: Gender, race, class, ethnicity, Feminist media studies and postcolonial perspectives, Media portrayal and its impact on social perception.

Module 3: Media, Power, and Society

Media as an institution: Ownership, control, and political economy, Media and ideology: Propaganda, consent, and power structures, Globalization and media: Cultural imperialism vs. cultural hybridity, Audience studies: Active vs. passive audience, reception theory, Digital media and participatory culture, Role of media in democracy and public sphere.

Module 4: Contemporary Issues and Applications

New media technologies: Social media, OTT platforms, and digital culture, User-generated content and influencer culture, Media ethics and cultural responsibility, Media, consumerism, and advertising culture, Cultural resistance and alternative media, Case studies, Practical Component:Media text analysis (film, advertisement, or social media content), Mini research/project on cultural representation, Group presentation and report writing.

Suggested Readings

- Carey, J. W. (2009). *Communication as culture: Essays on media and society* (Rev. ed.). Routledge.
- Barker, C. (2005). *Cultural studies: Theory and practice* (2nd ed.). SAGE Publications.
- Adorno, T. W., & Horkheimer, M. (2001). *The culture industry: Selected essays on mass culture*. Routledge.
- Habermas, J. (2009). The public sphere. In S. Thornham, C. Bassett, & P. Marris (Eds.), *Media studies: A reader* (3rd ed., pp. 45–51). Edinburgh University Press.
- Rajagopal, A. (2009). *The Indian public sphere*. Oxford University Press.
- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords* (Rev. ed.). Blackwell Publishing.
- Said, E. W. (1978). *Orientalism*. Pantheon Books.
- Balagangadhara, S. N. (2012). *Reconceptualizing India studies*. Oxford University Press.
- Loomba, A. (2007). *Colonialism/postcolonialism* (2nd ed.). Routledge.
- Anderson, B. (1991). *Imagined communities: Reflections on the origin and spread of nationalism* (Rev. ed.). Verso.
- Rajagopal, A. (2009). *The Indian public sphere*. Oxford University Press.

Modular Structure

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Foundations of Media and Cultural Studies	Introduction to Media and Cultural Studies: Scope, nature, and interdisciplinary approach, culture: Definitions, forms (high culture, popular culture, mass culture, folk culture),		15 hrs	25%	1	CO1

		Evolution of media: From traditional to digital media, Key concepts: Ideology, hegemony, representation, identity, Thinkers and Theories.					
2	Media, Representation, and Identity	Representation in media: Meaning, construction, and stereotypes, Semiotics and meaning-making: Signs, symbols, denotation, connotation, Theories of representation, Media and identity: Gender, race, class, ethnicity, Feminist media studies and postcolonial perspectives, Media portrayal and its impact on social perception.		15 hrs	25%	1	CO2
3	Media, Power, and Society	Media as an institution: Ownership, control, and political economy, Media and ideology: Propaganda, consent, and power structures, Globalization and media: Cultural imperialism vs. cultural hybridity, Audience studies:		15 hrs	25%	1	CO3

		Active vs. passive audience, reception theory, Digital media and participatory culture, Role of media in democracy and public sphere.					
4	Contemporary Issues and Applications	New media technologies Social media, Online platforms, and digital culture, User-generated content and influence culture, Media ethics and cultural responsibility Media, consumerism, and advertising culture Cultural resistance and alternative media, Case studies, Practicum Component:Media text analysis (film advertisement, or social media content), Media research/project cultural representation Group presentation and report writing.		15 hrs	25%	1	CO4

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning

CO 1	H	H	H	M			
CO 2		H			H		H
CO 3						H	M
CO 4	H	H	H	H			
TOTAL	3	3	3	2.5	3	3	2.5

H- High relevance, M- Medium relevance, L- Low relevance

CIA (30 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

END SEMESTER EXAMINATION (70 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

Semester: 8
PAPER: HEALTH AND SCIENCE COMMUNICATION
Paper Code:
Credits: 4 Total Marks: 100

Program Outcomes

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way, bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes

CO1: Explain key concepts, models, and theories of health and science communication, including risk communication and public understanding of science.

CO2: Analyze health and science messages across media platforms for accuracy, ethics, and effectiveness.

CO3: Evaluate the role of media and communication in shaping public health behavior, awareness, and scientific literacy.

CO4: Design and produce effective health/science communication materials for diverse audiences using appropriate strategies and tools.

Learning Objectives

After completing this course, students will be able to:

LO 1: Define the concepts of health communication and science communication and explain their relevance in contemporary society.

LO 2: Identify the role of different media platforms in disseminating scientific and health information to the public.

LO 3: Analyse the strategies used in public health campaigns and science communication initiatives.

LO 4: Evaluate the impact of media representation of health and scientific issues on public perception and behaviour.

LO 5: Identify ethical issues, misinformation and risk communication challenges in health and science reporting.

LO 6: Demonstrate the ability to design and develop effective health and science communication campaigns using multiple media platforms.

Syllabus

Module 1: Introduction to Health Communication

Meaning, nature and scope of health communication, importance of communicating health issues in society, role of media in public health awareness, Popularization of health communication, role of government and international agencies in health communication, importance of evidence-based communication.

Module 2: Public Health Campaigns

Concept and scope of public health campaigns, Importance in health promotion and disease prevention, Evolution (global and Indian context), Role of World Health Organization, Role of Ministry of Health and Family Welfare, Identification of health issues and goal setting, Audience segmentation and targeting, Message design, framing, and Behavior Change Communication (BCC), Selection and use of media (print, broadcast, digital, social media), Campaign implementation and community participation. Role of NGOs, influencers, and grassroots communication, Case studies, Monitoring and evaluation of campaigns, Ethical issues and challenges, Future trends in digital health campaigns, Practical: Campaign design, analysis, and field survey/report writing.

Module 3: Science Communication

Meaning, nature and scope, Importance of communicating science in society, Evolution of science journalism, Popularisation of science communication, scientists and journalists, science communication through print, television, radio and digital platforms, science documentaries and popular science writing, citizen science and participatory communication, social media as a platform for science dissemination, role of science museums, science centres and science festivals.

Module 4: Campaigns on Science Communication

Ethical issues in Science communication, Misinformation and disinformation, Crisis communication during pandemics, Designing effective campaigns, Role of communication in behavioural change, Case studies.

Suggested Readings

- Briggs, C. L., & Hallin, D. C. (2016). *Making health public: How news coverage is remaking media, medicine, and contemporary life*. Routledge.
- Burns, T. W., O'Connor, D. J., & Stockmayer, S. M. (2003). Science communication: A contemporary definition. *Public Understanding of Science*, 12(2), 183–202.
- Dutta, M. J. (2008). *Communicating health: A culture-centered approach*. Polity Press.
- Kreps, G. L., & Thornton, B. C. (1992). *Health communication: Theory and practice*. Waveland Press.
- Nelkin, D. (1995). *Selling science: How the press covers science and technology*. W. H. Freeman.
- Priyadarshini, S., & Bansal, A. (2021). *Science communication in India: Practices and perspectives*. Routledge India.

Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Health Communication	Meaning, nature and scope of health communication, Importance of communicating health issues in society, role of media in public health awareness, Popularization of health communication, Role of government and international agencies in health communication,	Introduces the conceptual foundations and theoretical approaches of health and science communication	15	30%	1	CO 1

		Importance of evidence-based communication.					
2	Public Health Campaigns	<p>Concept and scope of public health campaigns. Importance in health promotion and disease prevention, Evolution (global and Indian context). Role of World Health Organization, Role of Ministry of Health and Family Welfare. Identification of health issues and goal setting. Audience segmentation, targeting, Message development, framing, and Behavior Change Communication (BCC), Selection and use of media (print, broadcast, digital, social media). Campaign implementation and community participation. Role of NGOs, influencers, grassroots communication. Case studies, Monitoring and evaluation of campaigns, Ethical issues and challenges, Future trends in digital health campaigns, Practical Campaign design, analysis</p>	Focuses on health journalism and the role of media in promoting public health awareness	15	20%	1	CO2

		and field survey/re writing					
3	Science Communication	Meaning, nature and scope, Importance of communicating science in society, Evolution of science journalism, Popularisation of science communication, scientists and journalists, science communication through print, television, radio and digital platforms, science documentaries and popular science writing, citizen science and participatory communication, social media as a platform for science dissemination, role of science museums, science	Explores how science communication operates across traditional and digital media platforms	15	25%	1	CO3

		centres and science festivals.					
4	Campaigns on Science Communication	Ethical issues in Science communication, Misinformation and disinformation, Crisis communication during pandemics, Designing effective campaigns, Role of communication in behavioural change, Case studies.	Analyse s ethical challenges and strategies for effective health communication campaigns	15	25%	1	CO4

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H	M					
CO 2		H		H		M	
CO 3			H	M			H
CO 4	H				H	M	
TOTAL	3	2.5	3	2.5	3	2	3

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	30	Written test, Assignment, Presentation
End Semester Exam	70	Exam to be conducted by COE

Course Name: Consumer Psychology

Course Code:

Credit: 4

Semester: 4

Nature of the Course: Minor Course

No. of Lecture hours: 45

No. of Tutorial contact hours: 15

Course Outcome: (CO) – As per Bloom’s Taxonomy

CO1: Define and remember the fundamental concepts of consumer Psychology.

CO2: Comprehensive understanding of key individual determinants of Consumer Behaviour..

CO3: Apply the concepts of various influences like culture, values etc. on Consumer Behaviour. .

CO4: Analyse the concepts of Persuasion, story-telling and its impact on Consumer Psychology..

CO5: To evaluate and facilitate consumer decision making process by designing one practically.

Course Content

Module No.	Module Name	Topic	No. of Lecture Hours allotted	Marks Allotted	Associated CO
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1	Introduction to Consumer Psychology	<ul style="list-style-type: none"> a) Definition and scope of consumer psychology b) Role in Mass Communication and Advertising c) Evolution of consumer behavior studies d) Consumer vs Audience vs User 	11	25	CO1
2	Understanding the Consumer	<ul style="list-style-type: none"> a) Consumer attention, learning, memory. b) Consumer needs & motivational determinants c) Impact of various influences on consumers; attitude, social agents, culture & values. 	9	20	CO1, CO2,
3	Role of Advertising & Media in Consumer Psychology	<ul style="list-style-type: none"> a) Persuasion techniques in advertising b) Emotional vs rational appeals c) storytelling practices (personal, emotional, transformational, brand) & its effectiveness. d) role of ethics 	14	30	CO2, CO3

4	Decision-Making Process	<p>a) Consumer Decision Making Process; models (briefly)</p> <p>b) Problem recognition to post-purchase behavior; role of emotions</p> <p>C) Design a small ad (print/audio/visual/digital) to increase the visibility of any freshly launched small purchase category product.</p>	11	25	CO4, CO5
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Lecture Hours=45

Tutorial=15, Total= (45+15=60)

CO/PO Mapping for Consumer Psychology

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	L	M	–	M	–	–
CO2	H	M	M	–	M	L	–
CO3	M	M	H	M	M	–	M
CO4	M	M	H	–	H	M	M
CO5	M	H	H	H	M	M	H

Suggested Readings:

1. Schiffman, L. G., & Kanuk, L. L. – *Consumer Behavior*
2. Solomon, M. R. – *Consumer Behavior: Buying, Having, and Being*
3. Hawkins, D. I., & Mothersbaugh, D. L. – *Consumer Behavior: Building Marketing Strategy*
4. Kotler, P., & Keller, K. L. – *Marketing Management*
5. Weiten, W. & Lloyd, M.A. (2006). *Psychology applied to modern life: Adjustment in the 21st century.*(8th ed.).USA: Thomson Wadsworth
6. Blackwell, R. D., Miniard, P. W., & Engel, J. F. – *Consumer Behavior*
7. Belch, G. E., & Belch, M. A. – *Advertising and Promotion: An Integrated Marketing Communications Perspective*
8. Blythe, J. – *Consumer Behaviour*
9. East, R., Wright, M., & Vanhuele, M. – *Consumer Behaviour: Applications in Marketing*

Semester: 8

PAPER: DISSERTATION

Paper Code:

Credits: 12

Total Marks: 100

Programme Outcomes

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Course Outcomes

CO1: Identify and formulate a clear research problem related to their field of study.

CO2: Conduct a literature review and critically analyze previous research and academic sources and apply research methodology.

CO 3: Analyse and interpret qualitative or quantitative data using suitable analytical tools.

CO 4: Develop academic writing skills and present research findings in a structured dissertation format.

Learning Objectives

- To introduce students to academic research methods and help them understand the process of conducting independent research.
- To develop the ability to identify and define a research problem related to their field of study.
- To enable students to review and analyze existing literature and academic sources relevant to the research topic.
- To train students in selecting appropriate research methodologies and data collection techniques.
- To develop analytical and critical thinking skills for interpreting research findings.

Course Description

The aim of this course is to enable students to develop a clear understanding of the research process and to gain practical experience in conducting an independent research project. The course is designed to help students acquire the research skills necessary to undertake a supervised dissertation project in the field of mass communication.

Students will learn how to identify relevant information on a selected topic and critically review existing research and scholarly work. The course also aims to build students' confidence in undertaking original research and applying their knowledge of research design and research methods.

Students will be guided in understanding the expectations of the dissertation/ research project. Faculty mentors will help them in developing research questions and research proposals, ensuring that all projects meet ethical standards and academic requirements of the degree program.

In addition, one-to-one supervision sessions will provide structured academic support throughout the research process. These meetings will help students refine their research ideas, receive feedback, and progress effectively in their project.

At the end of the semester, students will submit a dissertation/ research project under the mentorship of a designated supervisor. Students are free to select any topic related to Mass Communication, in consultation with their allotted supervisor.

Course Requirements

1. Research Proposal

Each student must prepare a research proposal outlining a clear and specific plan for the dissertation project. The proposal should demonstrate that the proposed research topic is relevant, feasible and capable of contributing original insights to the field of Mass Communication.

The proposal should include:

- A clearly defined research topic and research question
- A brief review of relevant literature
- Proposed research methodology
- Objectives and significance of the study

The topic of the dissertation project will be selected by the student in consultation with the assigned supervisor. The proposed topic must receive formal approval from the concerned supervisor before the student proceeds with the research work.

2. Final Submission

The final dissertation must be prepared following the APA referencing style. The completed dissertation must receive formal approval from the concerned supervisor and the Dean before submission.

Students are required to follow strict academic and ethical standards during the preparation of the dissertation. The University will conduct a plagiarism check before accepting the final submission.

All ideas, arguments, data, or quotations taken from other sources must be properly acknowledged and cited. At a minimum, the student must provide:

- The author's name
- The title of the work
- The page number(s) of the cited material

The only exception applies to commonly known facts or widely accepted knowledge (for example, the fact that the Earth is round), which do not require citation.

Progress Reporting and Attendance

Students are required to regularly inform their assigned supervisor about the progress of their dissertation work. Periodic meetings or consultation sessions will be conducted to review the development of the research project and to provide academic guidance.

Students must maintain regular communication and attend scheduled supervision meetings. Attendance will be recorded based on participation in these progress review sessions with the mentor. Regular attendance and active engagement in these meetings are essential for the successful completion of the dissertation project.

Word Limit

10,000 to 12,000

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H	H					M
CO 2		H		H	M	M	
CO 3	M		H	M			H
CO 4					H	M	
TOTAL	2.5	3	3	2.5	2.5	2	2.5
