



School of Media & Communication Studies (SoMCS) **Doon University, Dehradun**

***Four-Year Bachelor Programme in Media and Communication Studies
(Course Curriculum Design as per NEP 2020)***

Multiple Exit and Entry options:

1. One Year (Two Semesters) with an Under Graduate Certificate in Media and Communication Studies.
2. Two Years (Four Semesters) with an Under Graduate Diploma in Media and Communication Studies.
3. Three Years (Six Semesters) with a Bachelor of Arts (B.A.) in Media & Communication Studies.
4. Four Years (Eight Semesters) with a Bachelor of Arts (Honours) in Media and Communication Studies or
Bachelor of Arts (Honours with Research) in Media and Communication Studies

Implemented from Academic Session 2022-23



School of Media & Communication Studies (SoMCS)
Doon University, Dehradun
Four-Year Bachelor Programme in Media and Communication Studies
(Course Curriculum Design as per NEP 2020)

Abbreviations

DSC: Discipline Specific Core

DSE: Discipline Specific Elective

AEC: Ability Enhancement Course

SEC: Skill Enhancement Course

VAC: Value Addition Course

GE: Generic Elective

L: Lecture (One Hour)

P: Practical (Two Hours)

T: Tutorial (One Hour)

ESE: End Semester Examination

CCE: Continuous and Comprehensive Evaluation

Semester I					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC101	Introduction to Communication		4 (L-3+ T-1 + P- 0)
2.	DSC	MSC102	Development of Media in India		4 (L-3+ T-1 + P- 0)
3.	DSC	MSC103	Introduction to Indian Polity and Society		4 (L-3+ T-1 + P- 0)
4.	AEC	As offered by the University	To be chosen from a list of courses offered by the University		2
5.	SEC	MSS101	Writing for Media		2 (L-1+ T-0 + P-1)
6	VAC-1	As offered by the University	To be chosen from a list of courses offered by the University		2
7	GE	MSG101	Introduction to Communication	4 (L-3+ T-1 + P- 0)	For other Schools/Departments.
		MSG102	Creative Writing		
					22 Credits

Note: Students will be required to take three (03) Discipline Specific Core (DSC), one (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) and one (01) Value Addition Course (VAC). Besides these, one (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from SoMCS) has to be opted.

Courses at S.No. 7 are for students of other Schools/ Departments. One or both the courses shall be offered as per faculty availability.

Semester II					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC151	People and Culture of India		4 (L-3+ T-1 + P-0)
2.	DSC	MSC152	Photography		4 (L-2+ T-0 + P-2)
3.	DSC	MSC153	Basic Computer Applications for Media		4 (L-2+ T-0 + P-2)
4.	AEC	As offered by the University	To be chosen from a list of courses offered by the University		2
5.	SEC	MSS151	Photo-Editing Tools	One of the courses shall be offered	2 (L-1+ T-0 + P-1)
		MSS152	Theatre Communication		2 (L-1+ T-0 + P-1)
		MSS153	Basic skills for Radio Jockeying		2 (L-1+ T-0 + P-1)
6.	VAC-2	As offered by the University	To be chosen from a list of courses offered by the University		2
7.	GE	MSG 151	People and Culture of India	4 (L-3+ T-1 + P- 0)	For other Schools/Departments
		MSG 152	Photography	4 (L-2+ T-0 + P- 2)	
			Cumulative credits: 44		22 Credits
Exit option after one year with 44 credits with an Under Graduate Certificate in Media and Communication Studies if, in addition, the student secures 04 credits in work based vocational courses offered during summer term or Internship/Apprenticeship (as per UGC norms)					

Note: Students will be required to take three (03) Discipline Specific Core (DSC), one (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) and one (01) Value Addition Course (VAC). Besides these, one (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from SoMCS) has to be opted.

Courses at S. No. 7 are for students of other Schools/ Departments. One or both the courses shall be offered as per faculty availability.

Semester III					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC201	Media Organisations: Structure and Functions		4 (L-3+ T-1 + P- 0)

2.	DSC	MSC202	Reporting, Writing and Editing for Print Media		4 (L-2+ T-0 + P- 2)
3.	DSC	MSC203	Public Relations & Corporate Communication (PRCC)		4 (L-3+ T-1 + P- 0)
4	AEC	As offered by the University	To be chosen from a list of courses offered by the University		2
5.	SEC	MSS201	Print Designing Tools	One of the courses shall be offered.	2 (L-1+ T-0 + P-1)
		MSS202	Introduction to Website Designing		2 (L-1+ T-0 + P-1)
		MSS203	Communication and Workplace Competencies		2 (L-1+ T-1 + P-0)
6	VAC-3	As offered by the University	To be chosen from a list of courses offered by the University		2
7.	GE	MSG201	Media Organisations: Structure and Functions	4 (L-3+ T-1 + P-0)	For other Schools/Departments
					22 Credits

Note: Students will be required to take three (03) Discipline Specific Core (DSC), one (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) and one (01) Value Addition Course (VAC). Besides these, one (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from SoMCS) has to be opted.

Course at S. No. 7 is for students of other Schools/ Departments.

Semester IV					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC251	Reporting and Writing for Electronic Media		4 (L-2+ T-0 + P- 2)
2.	DSC	MSC252	Foundations of Audio-Visual Production		4 (L-2+ T-0 + P- 2)
3.	DSC	MSC253	Advertising		4 (L-3+ T-1 + P- 0)
4	AEC	As offered by the University	To be chosen from a list of courses offered by the University		2
5.	SEC	MSS251	Video Editing Tools	One of the courses shall be offered	2 (L-1+ T-0 + P-1)
		MSS252	Basic Skills for TV Anchoring		2 (L-1+ T-0 + P-1)

		MSS 253	Introduction to Blogging		2 (L-1+ T-0 + P-1)
6.	VAC-4	As offered by the University	To be chosen from a list of courses offered by the University		2
7.	GE	MSG251	Foundations of Audio-Visual Production	4 (L-2+ T-0 + P- 2)	For another Schools/Department
			Cumulative credits: 88		
Exit option after Two years with 88 credits with an Under Graduate Diploma in Media and Communication Studies if, in addition, the student secures 04 credits in skill based vocational courses offered during first year or second year summer term (as per UGC norms)					

Note: Students will be required to take three (03) Discipline Specific Core (DSC), one (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) and one (01) Value Addition Course (VAC). Besides these, one (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from SoMCS) has to be opted.

Course at S. No. 7 is for students of other Schools/ Departments.

Semester V					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC301	Communication for Development		4 (L-3+ T-1 + P-0)
2.	DSC	MSC302	Science Communication		4 (L-3+ T-1 + P-0)
3.	DSC	MSC303	International Communication		4 (L-3+ T-1 + P-0)
4. & 5.	DSE/GE	MSE301/ MSG301 [*]	Film Appreciation	Two of the courses shall be offered	4 (L-3+ T-1 + P-0)
		MSE302/ MSG302 [*]	Environmental Communication		4 (L-3+ T-1 + P-0)
		MSE303/ MSG303 [*]	Reporting and Writing for Digital Media		4 (L-2+ T-0 + P-2)
		MSE304/ MSG304 [*]	Photo Journalism		4 (L-2+ T-0 + P-2)
6.	Internship / Project	MSI301/ MSP301	Internship /Project		2
					22 Credits

Note: Students will be required to take three (03) Discipline Specific Core (DSC), two (02) Discipline Specific Elective (DSE) and they shall be doing an Internship or complete a Project.

One of the DSE courses will be offered to students of other Schools/ Departments as per faculty availability.

*** Course Code for students of other Schools/Departments to be offered as a GE Course.**

Semester VI					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC351	Communication Research		4 (L-3+ T-1 + P- 0)
2.	DSC	MSC352	Radio Production		4 (L-2+ T-0 + P- 2)
3.	DSC	MSC353	Media Laws and Ethics		4 (L-3+ T-1 + P- 0)
4. & 5.	DSE/GE	MSE351/ MSG351 [*]	Mobile Journalism	Two of the courses shall be offered	4 (L-2+ T-0 + P- 2)
		MSE352/ MSG352 [*]	Event Management		4 (L-3+ T-1 + P- 0)
		MSE353/ MSG353 [*]	Visual Communication		4 (L-2+ T-0 + P- 2)
		MSE354/ MSG354 [*]	New Media		4 (L-3+ T-1 + P- 0)
		MSE355/ MSG355 [*]	Digital Media Production		4 (L-2+ T-0 + P- 2)
	DSE/GE MOOC	MSE356 MSG356*	Introduction to Film Studies (Available on SWAYAM Platform)		4 (As taught on SWAYAM platform)
6.	Internship /Project	MSI351/ MSP351	Internship /Project		2
			Cumulative credits: 132		22 Credits
Exit option after Three years with 132 credits with a degree of Bachelor of Arts (B.A.) in Media & Communication Studies					

Note: Students will be required to take three (03) Discipline Specific Core (DSC), two (02) Discipline Specific Elective (DSE); and they shall be doing an Internship or will complete a Project.

One of the DSE courses will be offered to students of other Schools/ Departments as per faculty availability.

*** Course Code for students of other Schools/Departments to be offered as a GE Course.**

Important Note

Students who secure 75% marks/CGPA 7.5 and above in the first six semesters, and who wish to undertake research at the undergraduate level can opt for B.A. (Honours with Research). They will also have an option to choose B.A. (Honours) degree.

Those having less than 7.50 CGPA can only do B.A. (Honours) in the fourth year as indicated below at 7th and 8th Semester levels.

However, only those having a minimum of 5.0 CGPA in the first six semesters can do a B.A. (Honours) in the fourth year as indicated below at 7th and 8th Semester levels.

Semester VII					
For B.A. (Honours)					
S. No.	Type	Code	Title		Credits
1	DSC	MSC401	Advanced Research Methodology		4 (L-3+ T-1 + P- 0)
2	DSC	MSC402	Principles and Theories of Mass Communication		4 (L-3+ T-1 + P-0)
3, 4 & 5	DSE/GE	MSE401/MSG401 [*]	Media Scenario in India	Three of the courses shall be offered	4 (L-3+ T-1 + P- 0)
		MSE402/MSG402 [*]	Media Technologies and Public Policy		4 (L-3+ T-1 + P- 0)
		MSE403/MSG403 [*]	Applied Statistics and Tools for Communication Research		4 (L-2+ T-0 + P- 2)
		MSE404/MSG404 [*]	Media and Gender		4 (L-3+ T-1 + P- 0)
6.	Minor Academic Project	MSP401 Minor Academic Project (Communication Production-Radio/Audio-Visual/Print)			2
For B.A. (Honours with Research)					
MSD401 Dissertation - 22 Credits					
					22 Credits

Note: Students will be required to take one (01) Discipline Specific Core (DSC), three (03) Discipline Specific Elective (DSE). Under Minor Academic Project, one Communication Production for one of the communication media - Radio/Audio-Visual/Print has to be done by those opting for B.A. (Hons.).

Those opting for B.A. (Honors with Research) shall be doing Dissertation only of 22 credits.

One of the DSE courses will be offered to students of other Schools/ Departments as per faculty availability.

*** Course Code for students of other Schools/Departments to be offered as a GE Course.**

Semester VIII					
For B.A. (Honours)					
S. No.	Type	Code	Title		Credits
1&2	DSE/GE	MSE451/MSG451 [*]	Mass Media and Society	Two of the courses shall be offered	4 (L-3+ T-1 + P-0)
		MSE452/MSG452 [*]	Cinema and Society		4 (L-3+ T-1 + P-0)
		MSE453/MSG453 [*]	Data Journalism		4 (L-3+ T-1 + P-0)
3.	Major Academic Project/ Dissertation	MSP451 Major Academic Project (Communication Production- Radio/Audio-Visual/Print)			14
For B.A. (Honours with Research)					
MSD451 Dissertation – 22 Credits					
			Cumulative credits: 176		22 Credits
Exit option after Four years with 176 credits with a degree of Bachelor of Arts (Honours) <u>or</u> Bachelor of Arts (Honours with research) in Media & Communication Studies					

Note: Students will be required to take one (01) Discipline Specific Core (DSC), three (03) Discipline Specific Elective (DSE). Under Academic Project, one Communication Production for one of the communication media - Radio/Audio-Visual/Print has to be done by those opting for B.A. (Hons.).

Those opting for B.A. (Honors with Research) shall be doing Dissertation only of 22 credits.

One of the DSE courses will be offered to students of other Schools/ Departments as per faculty availability.

^{*} **Course Code for students of other Schools/Departments to be offered as a GE Course.**

Course Details

Important: Course contents have been given in Units. The faculty concerned may add/improvise some topic under a course if they find it appropriate as per teaching and training needs, and in consonance with current demands of the media and communication industry & profession, including topical debates relevant to the topic under the given course.

Semester –I

Course Title: MSC101: Introduction to Communication (DSC)

Credit- 4 (L-T-P: 3+1+0)

Program/Class: Certificate	Year: First	Semester: I
Subject: Media and Communication Studies		
Course Code: MSC101	Course Title: Introduction to Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: On completion of the course: • Student shall be acquainted with the basics of “Communication”. • Students will have clear understanding of the process and dynamics of communication processes.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Meaning and concept of Communication • The concept and definition of communication. • Communication process and elements • Verbal and non- verbal communication • Types - Intra personal, Inter personal, Group, Public, Mass communication. • Effective Communication • Barriers in Communication	11 L + 4 T
II	Mass Communication& Mass Media • Mass Communication: Meaning & definitions, Characteristics & features	

	• The Function and Context of Mass Communication • Scope and the concept of Mass & Mass Culture of Mass Communication • Mass Media- Definition and meaning • Tools of Mass Media-Books, Newspaper, Radio, Television, New media: Books, Newspapers, Magazines, Radio, TV, Films, Video • Modern Mass Media Channels, Internet, social networking media, Blog, Podcasts, Vlog	12L+3T
III	Mass Communication Theories • Introduction: Meaning of and need for “theory”, • Direct effect paradigm- Hypodermic or bullet Theory • Limited Effect Paradigm- Individual differences, Personal influence theory • Sociological Theories-Cultivation theory, Agenda setting theory, The uses and gratification theory, Dependency theory • Normative theories- Authoritarian, Libertarian or free press theory, social responsibility theory, Communist theory, Development communication theory, Democratic- Participation theory	11L+4T
IV	Communication Models • Model: Definition and concept • Understanding some basic principles/models of communication-SMR, SMCR, Newcomb, Lasswell, Osgood, Shannon and Weaver, Wilbur Schramm and George Gerbner, Dance model	11L+4T
• Suggested Readings- • Aggarwal, V. B., & Gupta, V. S. (2001). <i>Handbook of mass communication and journalism</i>. Concept Publishing Company. • Baran, S. J., & Davis, D. K. (2020). <i>Mass communication theory: Foundations, ferment, and future</i> (8th ed.). Oxford University Press. • Bhatnagar, P. (2008). <i>Written communication</i>. Rajat Publications. • DeVito, J. A. (2015). <i>The interpersonal communication book</i>. Pearson Education India. • Fiske, J. (2010). <i>Introduction to communication studies</i>. Routledge. • Hanson, R. E. (2023). <i>Mass communication: Living in a media world</i>. Sage. • Kumar, K. J. (2020). <i>Mass communication in India</i> (5th ed.). Jaico Publishing House. • McQuail, D., & Deuze, M. (2020). <i>McQuail’s media and mass communication theory</i> (7th ed.). Sage Publications. • Prabhakar, N., & Basu, N. (2007). <i>Introduction to communication</i>. Commonwealth Publishers. • Sharma, D. (2004). <i>Mass communication theory and practice in the 21st century</i>. Deep and Deep Publications. • Vilanilam, J. V. (2005). <i>Mass communication in India</i>. Sage Publications. • Vivian, J. (2022). <i>The media of mass communication</i> (12th ed.). Pearson.		

Course Title: MSC102: Development of Media in India (DSC)

Credits: 4 (L-T-P: 3+1+0)

Program/Class: Certificate		Year: First	Semester: I
Subject: Media and Communication Studies			
Course Code: MSC102		Course Title: Development of Media in India	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.			
Course outcome: Students will know the history, evolution and development of different forms of Media in India.			
Credits: 4		Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: Written			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0			
Unit	Topics		No. of L/T/P
I	Media and India - Defining media. - Folk Media & Mainstream Media- Differences and attributes - Unique features of each media- Newspapers, Radio, Cinema, Television, New Media - Role of Media in development of India		8L+3T
II	Print Media in India - Historical development of Media-Printing Press and its development. - Major Newspaper during Pre-Independence era. The Vernacular Press - Role of Press in freedom struggle. Censorship and press during freedom movement. - Press council of India. - News agencies-PTI, UNI, NANAP. - Press Commissions.		8L+3T
III	Indian Cinema - Historical development of media- Indian cinema- its beginnings and development. - Pre- independence days of Indian Cinema. - The talkies, studio system. ‘New Wave’. - Regional Cinema. Documentary films. - Censorship and cinema.		8L+3T

	• NFDC	
IV	Electronic Media- Radio & Television in India <u>Radio</u> • Historical development of media- Radio in India- its beginnings and development. • Popular radio formats and programs. • Community Radio. • The picture today. <u>Television</u> • Historical development of media- TV in India- its beginnings and development. • Genres of Television broadcasting • Various committees for TV ownership and regulation- Chanda Committee, Verghese Committee. • AIR and Doordarshan. Prasar Bharti Act. • Broadcast Bill. DTH and CAS. • NBA and code of ethics. • Present day Television	14L+3T
V	Digital Media in India • The digital media in India. Internet – the new media- Beginning and development • The boom of Information technology in India and evolution of AI in India • Digital Media Ethics Code • Information superhighway & ICT • Convergence. • The digital divide.	7L+3T
<u>Suggested Reading:</u> • Agarwal, V. B., & Gupta, V. S. (2001). <i>Handbook of journalism</i>. Concept Publishing Company. • Ahmed, O. (2025). <i>The revolution of Indian parallel cinema in the Global South (1968-1995)</i>. Bloomsbury. • Bhattacharjee, S. (2026). <i>The digital decades: Thirty years of the internet in India</i>. Simon & Schuster. • Chaman, S. (2025). <i>Doordarshan diaries: The golden era of television</i>. Om Books International. • Kumar, K. J. (2020). <i>Mass communication in India</i> (5th ed.). Jaico Publishing House. • Mukhopadhyay, U. (2013). <i>The medieval in film: Representing a contested time on Indian screen (1920s-1960s)</i>. Orient BlackSwan. • Natarajan, J. (1955). <i>History of Indian press</i>. Publications Division. • Pande, V., & Kulkarni, N. (2025). <i>Akashvani: A century of stories from All India Radio</i>. HarperCollins India. • Pillai, J. (2023). <i>From silence to sound: A cultural and historical study of Indian cinema</i>. Notion Press.		

- Raghavan, G. N. S. (2024). *The press in India: A new history*. Gyan Publishing House.
- Rangaswami, P. (1989). *History of journalism*. Sterling Publications.
- Thomas, P. N. (2012). *Digital India: Understanding information, communication and social change*. Sage Publications.
- Tiwari, S. (2023). *The state and new cinema in contemporary India: 1960–1997*. Routledge.

Course Title: MSC103: Introduction to Indian Polity and Society (DSC)

Credits: 4 (L-T-P: 3+1+0)

Program/Class: Certificate	Year: First	Semester: I
Subject: Media and Communication Studies		
Course Code: MSC103	Course Title: Introduction to Indian Polity and Society	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Upon completion of the course, the students are expected to develop a critical understanding of the following: • Historical and philosophical underpinnings of complex dynamics of Indian society • Evolve a comprehensive understanding of Indian social structure, dynamics and processes of social change • Indian political structure, system of government, parliamentary system and Indian Constitution • Critically analyse social and political process and the interplay between the two • Develop ability to assess and make critical and logical inferences with regard to current social and political affairs		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Indian Society: An Overview 1. Indian Society through history 2. Unity in diversity and national integration 3. Tradition and modernity 4. Rural and urban India 5. Social Change: Modernisation, Westernisation, Sanskritisation	10L+2T

II	Indian Social Structure 1. Social stratification: caste and class, backward classes 2. Indian villages, agrarian class structure, village autonomy, jajmani system 3. Family, marriage and kinship 4. Scheduled Tribes, Minorities and other social groups	12L+4T
III	Constitutional Framework 1. Constitution: Preamble and basic features 2. Fundamental Rights and Directive Principles 3. Organs of government: The Legislature, Executive and Judiciary	10L+4T
IV	Government System and Federal Structure 1. Parliamentary system 2. Central government, state governments 3. Inter-state relations 4. Panchayati Raj, urban local bodies 5. Constitutional and Non-Constitutional bodies	13L+5T

Suggested Reading-

- Ambedkar, B. R. (2014). *Annihilation of caste: The annotated critical edition*. Navayana.
- Basu, D. D. (2024). *Introduction to the Constitution of India* (27th ed.). Generic Publishers.
- Chakrabarty, B., & Pandey, R. K. (2008). *Indian government and politics*. Sage Publications.
- Cohn, B. S., & Singer, M. (Eds.). (2025). *Structure and change in Indian society*. Rawat Publications.
- Das, A. K. (2007). *Urban planning in India*. Rawat Publications.
- Dube, S. C. (1990). *Indian society*. National Book Trust.
- Hasnain, N. (2021). *Indian society: Themes and social issues*. McGraw Hill.
- Hasnain, N. (2022). *Indian anthropology* (8th ed.). Palaka Prakashan.
- Ketkar, S. V. (2023). *History of caste in India*. MJP Publishers.
- Laxmikanth, M. (2025). *Indian polity* (8th ed.). McGraw Hill.
- Mishra, R. J. (2015). *Indian village community*. Homage Publication.
- Mitta, M. (2023). *Caste pride: Battles for equality in Hindu India*. Concept Publishers.
- Mukherjee, A., & Biswas, S. (Eds.). (2022). *Urbanization in India: Socio-spatial issues and dimensions*. Rawat Publications.
- Nariman, F. S. (2023). *You must know your constitution*. Hay House Publishers.
- Nath, V. (2010). *Rural development and planning in India*. Concept Publishing Company.
- Nulkar, V. K., & Muthumani, M. K. (2014). *Scheduled caste and scheduled tribes in India*. Arjun Publishing House.
- Pandey, V. (2016). *Indian society and culture*. Rawat Publications.
- Ramachandra, R. (1989). *Urbanization and urban systems in India*. OUP India.
- Roy, H., & Singh, M. P. (2018). *Indian political system* (4th ed.). Pearson.
- Sahay, K. N. (1999). *Social anthropology in India: Some fascinating and unexplored dimensions*. Commonwealth Publishers.
- Sandhu, J. (Ed.). (2016). *Marriage and family in India: Trends and emerging*

challenges. Rawat Publications.

- Shah, G. (2021). *Social transformation in India* (2nd ed.). Rawat Publications.
- Sivaramakrishnan, K. C., Kundu, A., & Singh, B. N. (2005). *Handbook of urbanization in India*. Oxford University Press.
- Srinivas, M. N. (1966). *Social change in modern India*. University of California Press.
- Srinivas, M. N. (1980). *India: Social structure*. Transaction Publishers.
- Tharoor, S. (2025). *Our living constitution: A concise introduction and commentary*. Aleph Book Company.

Course Title: As offered by the University: AEC

Credits: 2

To be chosen from a list of courses offered by the University

Course Title: MSS101: Writing for Media (SEC)

Credit: 2 (L-T-P: 1+0+1)

Program/ Class: Certificate	Year: First	Semester: 1
Subject: Media and Communication Studies		
Course Code: MSS101	Course Title: Writing for Media	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes: • To learn professional writing for media • To develop proficiency in editing a draft • To learn the difference between writing for Print, Radio, TV, Digital and Film		
Credits: 2	Skill Enhancement Course (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1		
Unit	Topics	No. of L/T/P
I	Introduction to Media Writing 1. Media- meaning, concept & expanse 2. Media Writing- Types	2L

II	Writing for Print Media 1. Writing News Report 5 Ws and 1H (Hard News) 2. Writing Soft News a. Feature Writing b. Travelogues 3. Press Releases 4. Opinion Pieces 5. Use of AI tools and techniques	5L+6P
III	Writing for Radio and TV Media 1. Writing Radio Jingles 2. Writing Radio News Script 3. Writing for Radio Ads 4. Writing TV news script 5. Use of AI tools and techniques	5L+5P
IV	Writing for Films and Digital Media 1. Spec Script 2. Screenplays, Script writing 3. Blogging 4. Podcasting and other digital media writing 5. Use of AI tools and techniques	3L+4P
Suggested Readings - Brainard, C. M. (2010). <i>Fundamentals of creative writing</i>. Anvil Publishing. - Carroll, B. (2026). <i>Writing and editing for digital media</i> (6th ed.). Routledge. - Dash, A. (2009). <i>Opinion writing</i>. Discovery Publishing House Pvt. Ltd. - Filak, V. F. (2018). <i>Exercises in media writing</i>. Sage Publications. - Friedlander, E. J., & Lee, J. (2010). <i>Feature writing: The pursuit of excellence</i> (7th ed.). Pearson. - Kuehn, S., & Lingwall, A. (2016). <i>The basics of media writing: A strategic approach</i>. CQ Press. - Kumar, B. (2023). <i>Introduction to journalism and mass communication</i>. Academic Publication. - Nair, L. R., Nair, P. K., & John, V. M. (2012). <i>Writing for the media</i>. Ane Books. - Pillai, S. (2016). <i>Spoken English for my world</i>. Oxford University Press. - Prasad, K. (Ed.). (2009). <i>E-journalism: New media and news media</i>. B.R. Publishing Corporation. - Raman, U. (2009). <i>Writing for the media</i>. Oxford University Press. - Richardson, J. E. (2010). <i>Language and journalism</i> (1st ed.). Routledge.		

VAC-1
2 Credit
COMM-VAC 11
As offered by the University

Course Title: MSG101: Introduction to Communication (GE)

(For other Schools/ Departments)

Credit: 4 (3+1+0)

Syllabus (As Per DSC Course MSC101)

Course Title: MSG102: Creative Writing (GE)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: <i>Certificate/Diploma/BA Honours Degree</i>	Year: First/Second/Third	Semester: <i>As of the Academic Program from which the student has opted this course.</i>
Subject: <i>for other Schools/ Departments</i>		
Course Code: MSG102	Course Title: Creative Writing	
Program outcome: <i>As per Academic Program from which the student has opted this course.</i>		
Program Specific Outcomes: <i>As per Academic Program from which the student has opted this course.</i>		
Course Outcomes: • To develop the skills and professional knowledge about the art of writing • To differentiate between the types of creative writing		
Credits: 4	Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	General Principles of Writing 1. Creative Writing: An Introduction 2. How to achieve lucidity and directness 3. Authenticity and Credibility 4. Authorial Voice 5. Genesis of themes- preparation of writing 6. Building a Climax	13L+2T
II	Writing Short Story 1. Writing for Children- Simplicity, Fantasy, Transmission of values, etc. 2. Detective stories- Suspense, Choice of characters etc. 3. Experimental Stories- Anti-climax, Anti-hero, Anti- plot, open ended narrative	12L+3T
III	Writing Features & Reviews 1. Book reviews 2. Travel writing 3. Interviews 4. Writing about/on women	10L+5T
IV	Writing for Media 1. Writing for Radio 2. Writing for TV 3. Writing for Digital Media	10L+5T

Suggested Readings

- Allen, N. & Lamott, A. (2026). *Good writing: 36 ways to improve your sentences*. Avery Publishing Group.
- Eastwood, J. (2020). *Be grammar ready: The ultimate guide to English grammar*. Oxford University Press.
- Gutkind, L. (1997). *The art of creative nonfiction: Writing and selling the literature of reality*. Wiley.
- Lewis, N. (2015). *Word power made easy*. Penguin.
- Schraffenberger, J. D., Morgan, R., & Tracey, G. (2025). *Elements of creative writing* (2nd ed.). University of Northern Iowa.
- Seargeant, P., & Greenwell, B. (2013). *From language to creative writing: An introduction*. Bloomsbury.
- Wren, P. C., & Martin, H. (2024). *High school English grammar and composition*. S. Chand Publishing.

Semester –II**Course Title: MSC151: People and Culture of India (DSC)****Credits: 4 (L-T-P: 3+1+0)**

Program/Class: Certificate	Year: First	Semester: II
Subject: Media and Communication Studies		
Course Code: MSC151	Course Title: People and Culture of India	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Upon completion of the course, the students are expected to develop a critical understanding of the following: • Develop a foundational understanding of the historical evolution of the Indian civilization; • Know about complex Indian social fabric in terms of linguistic, social, cultural and geographical groupings; • Understand the dynamics of caste, class and ethnicity and related interplay; • Understand the emergence of modern India with its defining characteristics; • Be equipped with comprehensive understanding of religious and cultural identities.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P

I	Exploring the term ‘Culture’: 1. Meaning and ambit of ‘culture’ 2. Culture, social practices and everyday life, value system 3. Indian culture in historical and civilizational perspective 4. Understanding culture in modern India 5. Mass media and cultural change	12L+2T
II	Racial Diversity in India: 1. Ethnic diversity and ethnic identities in India 2. Symbolic ethnicity 3. Ethnicity as culture 4. Ethnic conflicts and resolutions	10L+4T
III	Social Perspective: 1. Understanding ‘varna’ and ‘jati’ 2. Class and class consciousness 3. Caste and Class 4. Tribal culture and issues concerning tribes in modern India 5. Mass Culture Typologies	10L+4T
IV	Culture and Religious and Linguistic Identities: 1. Formation of religious groups in India: A historical perspective 2. Understanding communalism and communal conflicts in Indian social fabric 3. Linguistic identities 4. Languages and state re-organisation 5. Cultural Biases in AI Tools: The Indian Social Context	13L+5T
Suggested Reading- • Agnihotri, R. K. (2007). Identity and multilinguality: The case of India. In <i>Language policy and language politics: The role of English</i> (pp. 185–204). Sage Publications. • Ahmed, I. (1984). Political economy of communalism in contemporary India. <i>Economic and Political Weekly</i>, 19(22/23), 903–906. • Ambedkar, B. R. (1946). <i>Who were the Shudras?</i> Thacker and Co. Ltd. • Bardhan, P. (1998). <i>The political economy of development in India</i>. Oxford University Press. • Basham, A. L. (1963). <i>The wonder that was India</i>. Sidgwick and Jackson. • Beteille, A. (1965). <i>Caste, class and power: Changing patterns of stratification in a Tanjore village</i>. Oxford University Press. • Chatterjee, P. (1993). <i>The nation and its fragments</i>. Princeton University Press. • Clothey, F. W. (2007). <i>Religions in India</i>. Routledge. • Das, G. (2000). <i>India unbound: From independence to the global information age</i>. Penguin Books. • Dube, S. C. (1990). <i>Indian society</i>. National Book Trust. • Fuchs, M., & Dalmia, V. (Eds.). (2019). <i>Religious interactions in modern India</i>. Oxford University Press. • Gautam, A. (2021). <i>Transformation among tribes: Culture and economy</i>. Notion Press. • Hasnain, N. (1992). <i>Tribal India</i>. Palaka Prakashan. • Jandt, F. E. (2021). <i>An introduction to intercultural communication</i> (10th ed.). Sage		

Publications.

- King, R. D. (2001). The poisonous potency of script: Hindi and Urdu. *International Journal of the Sociology of Language*, 150, 43–59.
- Manor, J. (1996). Ethnicity and politics in India. *International Affairs*, 72(3), 459–475.
- Padel, F. (2010). Mining and movements: Causes of tribal militancy. *Social Action*, 60(4), 386–399.
- Panikkar, K. N. (2013). *History as a site of struggle: Essays on history, culture and politics*. Three Essays Collective.
- Puniyani, R. (2019). *Communalism in India*. Mythri Books.
- Rehman, M. (Ed.). (2018). *Communalism in post-colonial India: Changing contours*. (2nd ed.). Routledge India.
- Teltumbde, A. (2020). *Dalits: Past, present and future* (2nd ed.). Routledge India.
- Vidyarthi, L. P., & Rai, V. K. (1976). *The tribal culture of India*. Concept Publishing Company.
- Xaxa, V. (1999). Transformation of tribes in India: Terms of discourse. *Economic and Political Weekly*, 34(24), 1519–1524.
- Xaxa, V. (2008). *State, society, and tribes: Issues in post-colonial India*. Pearson Education India.

Course Title: MSC152: Photography (DSC)

Credit:4(L-T-P: 2+0+2)

Program/Class: Certificate	Year: First	Semester: II
Subject: Media and Communication Studies		
Course Code: MSC152	Course Title: Photography	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Student will acquire knowledge and skills of- - historical evolution of photography - Principles, elements and accessories of Camera - Types of cameras - Visual composition and types of light - Various beats of photography		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No. of

		L/T/P
I	Photography: History and basic concepts History of Photography, Photography as a medium of communication. Eminent Indian photographers and their work Different types of Cameras. Principle of Image formation, Pin hole concept Different parts of a DSLR camera	6 L
II	Tools and Gadgets/Equipment Recording medium, Different types of file formats for the digital images, memory card. Sutter speed, Aperture, ISO, White Balance, Focusing, Exposure, Sensor size, Depth of field etc., Lenses- Normal, Wide and Tele lenses, Fish eye lenses, Prime and Zoom lenses, Macro Lenses etc. Tripod, Mono pod, hand held mountings Safe handling and Care of equipment's Lens hood, Flash unit, filters, close up attachment	10 L+ 10P
III	Aesthetics and Techniques of photography Rules of Frame Composition Different camera shots and Camera angles Rule of Third, Head Room, Looking Room, Balance Use of lines and dots in a frame Shape, pattern, Texture and colors 2D Vs 3D Composition Lighting- Need and importance, Hard light & Soft light, Warm light & Cool Light, Color temperature, Studio Lighting & its functions, Outdoor lighting, Reflectors etc. Front Light, Back Light, Side light, Catch light, Property Light, Rim Effect High Key & Low key Three-point lighting- Key, Fill & back light Make-up Basics of Photo Editing AI in Photography: Need, Prompt writing, Photorealistic AI images, ethical consideration	10 L +10 P
IV	Types of Photography Portrait, Candid Photography, Macro, Wild life, Nature and landscapes, Disaster, Social photography, Night photography. Photography for News, Photo Feature	4 L+ 10 P
Suggested Readings: 1. Langford's Basic Photography: Michael Langford, Anna Fox & Richard Sawdon Smith 2. Perception and Imaging, Photography-A way of seeing: Richard D. Zakia 3. Photoshop CS 5: Mark Galer, Philip Andrews 4. Canon DSLR: Christopher Grey 5. Photographic Lighting: John Child, Mark Galer 6. The Advanced Digital Photographer's Work Book: Wonne J Butler 7. Photographic Composition, A Visual Guide: Richard D Zakia and David A Page.		

Course Title: MSC153: Basic Computer Application for Media (DSC)**Credit: 4 (L-T-P: 2+0+2)**

Program/Class: Certificate	Year: First	Semester: II
Subject: Media and Communication Studies		
Course Code: MSC153	Course Title: Basic Computer Application for Media	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Students will learn basic uses of computers for different media and communication needs. They will also be skilled for using different software and applications being used in media and communication Profession/Industry.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No. of L/T/P
I	Introduction to Computers: Definition, characteristics & uses, Evolution of computers, System unit (memory, ALU & control unit), Input /Output devices, Storage devices Memory- primary & secondary. Introduction to Software, its type (system, application & utility). Introduction to Data Processing.	4L+2P
II	Operating Systems: Introduction to Windows, features of Windows, the document window, the dialog window, the icons. Windows explorer; Control panel, Setting wallpaper, screen saver, background. Creating a folder, Compressing/Zippping files (WinZip), Virus & Antivirus. Word processors: Introduction to word processing, Features of Word processors, working with formatted documents, Shortcut keys. Introduction and working with iMac and its shortcut keys	4L+4P
III	Internet Communication: Protocols, Types of Internet Connections, ISPs, Domain Name System, Intranets, Email Concepts (receiving, sending, addressing, downloading, formatting, sending attachment), Configuring e-mail software. Introduction to Computer Security, Introduction to Basics of Internet, Security Threat and Security Attack, Malicious Software, Hacking. Users Identifications and Authentication.	6L+2P
IV	New Technologies and social media: Role of Smart phones in growth of Social Media, The Internet, AI uses, OTT, Citizen Journalism, social sites, blogs, Effect of social media on masses, Problems related to New Media: Plagiarism and Cyber bullying.	6L+2P

V	MS Office: <i>Word:</i> Typing and Formatting of text, Inserting and formatting table, picture, shapes etc., page layout, hyperlink, word Art etc. <i>Spreadsheets (Excel):</i> Functions and its parts. Introduction to charts: types of charts, creation of chart from adjacent data/nonadjacent data, printing a chart, printing worksheet etc. <i>Presentation Software(PPT):</i> Uses, Presentation tips, components of slide templates and wizards, using template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using master slide; adding slides, changing colour scheme, changing background and shading. <i>Publisher:</i> by use of different templates creating Visiting cards, calendars, pamphlets, Brochures, Websites etc.	6L+10P
VI	Exposure to softwares being used in Media: Demonstration of Photoshop, CorelDraw /In design, QuarkXPress, Adobe Premier Pro and Audacity etc.	4L+10P
Suggested Reading: 1. Slater, Don (2013). ,<i>New media development & globalization</i>. 2. Chauhan, Swati.(2010) , Handbook of Online Journalism. Kanishka Publication. 3. Everett, Anna. , New Media: Theories and Practices of Digitextuality. 4. Srivastava, Sandeep Kumar, Different dimensions of new media. 5. Mathur. , Social Media and Networking: Concepts, trends and Dimensions. 6. Kasturi, Suman K. , Satellite Television and The Internet. 7. Bhowmik., Cinema and Censorship : The Politics of Control in India. 8. Peter Norton. (2001), “Introduction to Computers”, TMH. 9. Ed Bott. , Using Microsoft Office 2007. India: Pearson Education. 10. Mahapatra and Sinha. Essentials of Information Technology. Dhanpat Rai Publishing.		

Course Title: As offered by the University (AEC)

Credit: 2

Course Title: MSS151: Photo-Editing Tools (SEC)

Credit:2 (L-T-P: 1+0+1)

Program/Class: Certificate	Year: First	Semester: II
Subject: Media and Communication Studies		
Course Code: MSS151	Course Title: Photo Editing Tools	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure of other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: • Student will acquire knowledge and skills pertaining to - • Basic enhancement techniques to develop a photograph		

• Equalizing different parameters of a photograph • Compose a good frame by editing • Creating basic graphics • Creating collage		
Credits: 2		Skill Enhancement Course (SEC)
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1		
Unit	Topics	No. of L/T/P
I	Need and importance of Photo Editing Basic editing in MS word and Power Point	3L+2 P
II	Photo Editing in professional software (Photoshop or any other similar application software) Different file formats, Automate Selection Tool, Sharpen and blur tool, Dodge and burn tool, Shape tool, Eye dropper Tool, Spot healing, Red eye, Patch, Eraser, Cropping, transform tools etc.	5L+5P
III	Adjustments-Levels, Brightness, Contrast, Vibrancy, Hue and saturations etc. Different Filters-Liquefy, Artistic, Blur, Sharpen, Sketch, Texture etc. Multi-layer editing	4L+4 P
IV	Creative use of Typing Tool, Collage Making, Basic graphics etc., AI Tools for creators- AI in Photoshop, Adobe Firefly etc.	3L+4P
Suggested Readings: 1. Photoshop CS 5: Mark Galer, Philip Andrews 2. The Advanced Digital Photographer's Work Book: Wonne J Butler 3. Photographic Composition, A Visual Guide: Richard D Zakia and David A Page		

Course Title: MSS152: Theatre Communication (SEC)

Credit:2 (L-T-P: 1+0+1)

Program/Class: Certificate	Year: First	Semester: II
Subject: Media & Communication Studies		
Course Code: MSS152	Course Title: Theatre Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes: Students will be acquainted with nuances of theatre of communication while learning its theoretical and practical aspects.		
Credits: 2	Skill Enhancement Course (SEC)	

Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1		
Unit	Topics	No. of L/T/P
I	Drama and its theories: Indian and Western 1. Concept of drama- Indian and Western 2. Elements and structure of drama according to Indian and Western Dramaturgy 3. A brief study of different classifications of Western dramas – Tragedy, comedy, tragic comedy, melodrama and farce. 4. A brief introduction to various ‘isms’ in relation to drama including realism, naturalism, symbolism, expressionism, absurd and epic 5. Playwrights and their contribution: Sanskrit – Kalidasa, Bhasa, Sudraka, Bhavabhuti, Visakhadutta, Bhattanarayana; Ancient Greek and Roman – Aeschylus, Sophocles, Euripides, Aristophanes, Seneca Western – Shakespeare, Moliere, Ibsen, Brecht, Pirandello, Miller, Chekov, Beckett, Ionesco	5L+5P
II	Modern Indian Theatre: 1. Origin and development of modern Indian theatre with reference to region, state and personalities 2. brief study of new trends in theatre since Independence movement both at national and regional level, such as, IPTA movement, Navanatya movement, Root Theatre movement, Third Theatre, Alternate theatre, Street theatre, Theatre of the Oppressed, Applied theatre, Forum Theatre, Site Specific theatre 3. An overview of major playwrights, directors and other contributing personalities of various regions, whose plays are widely performed at the national level. 4. Popular Play Houses, Theatre Companies, Institutions and Groups in India and their contribution	4L+4P
III	NatyaSastra and Rasasutra: 1. Brief discussion on Natyasastra 2. Brief discussion on Rasasutra	3L+3P
IV	Acting and Direction: 1. Brief discussion on different schools of acting- Western and Eastern 2. Brief discussion on different directorial innovations and methods	3L+3P
Suggested Readings: - Anand, M. R. (1950). <i>The Indian theatre</i>. Dobson. - Knowles, R. (2010). <i>Theatre & interculturalism</i>. Bloomsbury Academic. - Kulkarni, R. P. (2022). <i>The theatre according to Natyasastra of Bharata</i>. Aryan Books International. - Lal, A. (Ed.). (2004). <i>The Oxford companion to Indian theatre</i>. Oxford University Press. - Richmond, F. P., Swann, D. L., & Zarrilli, P. B. (Eds.). (1990). <i>Indian theatre: Traditions of performance</i>. Motilal Banarsidass. - Srampickal, J. (1994). <i>Voice to the voiceless: The power of people's theatre in India</i>. Zephyr Publications. - Varadpande, M. L. (1987). <i>History of Indian theatre</i>. Abhinav Publications.		

Course Title: MSS153: Basic Skills for Radio Jockeying (SEC)

Credit: 2 (L-T-P: 1+0+1)

Program/Class: Certificate		Year: First	Semester: II
Subject: Media and Communication Studies			
Course Code: MSS153		Course Title: Basic skills for Radio Jockeying	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Basics of Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for junior-level positions in media & communication sector. They may also start their own ventures.			
Course outcome: Students will acquire- • Proper voice culture and communication skills. • Ability to write script for the Radio and to Produce Program in various radio formats. • Ability to Participate in Radio Program and present the live Radio Program as Radio Jockey. • Ability for Compering and Anchoring the Programs and for News presentation.			
Credits: 2		Skill Enhancement Course (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1			
Units	Topic		No. of L/T/P
I	Introduction: Radio Jockey or Radio Speaker Basics, tips and techniques, Building a foundation Functioning of a Radio Jockey or Radio Speaker, Types and formats of stories		5L+5P
II	Voice Grooming: Understanding your voice, tips and techniques for voice grooming; RJ styling; RJ code for men and women, what to speak and present; Know your voice; Know your listener; Presentation Techniques; Role of Announcer/Radio Jockey/News Reader		5L+5P
III	Writing Script for Radio: Radio Formats; News Presentation; Know your equipment; Sound Recording, Editing and streaming; technical process of Radio Broadcasting; Ace your interview/screen test, how to better your RJ's skills; AI Uses, The who's who of Radio Jockey or Radio Speaker share their secret mantras		5L+5P

Suggested Readings:

- Broadcasting in India, P.C. Chatterji, Sage New Delhi
- Broadcast Journalism, Boyd Andrew, Focal Press London
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi
- This is ALL India Radio, U.L Baruah, Publication Division.

VAC-2
2 Credits
As offered by the University

Course Title: MSG151: People and Culture of India (GE)*(For other Schools/ Departments)***Credit: 4 (3+1+0)****Syllabus (As Per DSC Course MSC151)****Course Title: MSG152: Photography (GE)***(For other Schools/ Departments)***Credit: 4 (2+0+2)****Syllabus (As Per DSC Course MSC152)**

Semester - III

Course Title: MSC201: Media Organizations: Structure and Functions (DSC)**Credit: 4 (L-T-P: 3+1+0)**

Program/Class: Diploma	Year: Second	Semester: III
Subject: Media and Communication Studies		
Course Code: MSC201	Course Title: Media Organizations: Structure and Functions	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and		

Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: On completion of this course, students will be acquainted with the structures and functions of different Media organizations.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T//P
I	Media Organization and Management - Principles of Management - Types of Organization and their functions - Ownership patterns - Advantages and Disadvantages of Various forms of Ownership	10L+2T
II	Newspapers finance and control - Budgeting and Financial management - Newspaper registration – RNI – - Recruitment policy – training – - Wage policy - Wage boards – Readerships surveys - ABC-Advertising policy	11L+2T
III	Organizational Structure of Media houses - Organizational Structure of Print Media Organizations - Organizational structure of Radio station - Organizational Structure of Television News Channels - Organizational Structure of News Agencies - Integrating AI in Print, TV and Radio organizational structures	12L+6T
IV	Press Commissions and Organizations in India - First and Second Press Commission recommendations - Press Council of India - Government Information Systems: Concept and Philosophy - Prasar Bharti, AIR, Doordarshan, Cable TV, DTH, CAS-TV - PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.	12 L+5T
Suggested Readings - Aggarwal, V. B., & Gupta, V. S. (2001). <i>Handbook of journalism and mass communication in India</i>. Concept Publishing Company. - Chatterji, P. C. (1991). <i>Broadcasting in India</i>. Sage Publications. - Clegg, S., & Cunha, M. P. (Eds.). (2019). <i>Management, organizations and contemporary social theory</i> (1st ed.). Routledge. - Guha Thakurta, P. (2011). <i>Media ethics: Truth, fairness, and objectivity</i> (2nd ed.). Oxford University Press.		

- Iyer, V. (2000). *Mass media laws and regulations in India*. Asian Media Information and Communication Centre.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- Mehta, N. (2008). *Television in India: Satellites, politics and cultural change* (1st ed.). Routledge India.
- Natarajan, J. (1955). *History of Indian press*. Publications Division, Ministry of Information and Broadcasting.
- Pande, V., & Kulkarni, N. (2025). *Akashvani: A century of stories from All India Radio*. HarperCollins.
- Rangaswami, P. (1989). *History of journalism*. Sterling Publications.
- Robbins, S. P., & Coulter, M. (2021). *Management* (15th ed.). Pearson.
- Saxena, A., & Bala, S. (Eds.). (2019). *Mass media course book 1*. Kanishka Publishers, Distributors.
- Saxena, A., & Bala, S. (Eds.). (2019). *Mass media course book 2*. Kanishka Publishers, Distributors.
- Schneider, C. (Ed.). (2019). *Organizational psychology: Understanding the workplace*. Clanrye International.
- Sinha, P. K. (2020). *Principles of media management*. Kanishka Publishers, Distributors.
- Williams, H. L. (1978). *Newspaper organization and management*. Surjeet Publications.
- Ybema, S., Yanow, D., & Sabelis, I. (Eds.). (2011). *Organizational culture*. Edward Elgar Publishing.
- Yearwood, V. (2023). *Media management*. Oryson Press.

Course Title: MSC202: Reporting, Writing and Editing for Print Media (DSC)

Credit:4 (L-T-P: 2+0+2)

Program/Class: Diploma	Year: Second	Semester: III
Subject: Media and Communication Studies		
Course Code: MSC202	Course Title: Reporting and Writing for Print Media	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes: Upon completion of the course, the students will acquire: • Skill of writing for the print media • Specialized reporting skills and reporting analysis • Understanding of the basics of reporting and writing for print media focusing on its various elements and features • Understanding as to how a reporter covers a news event and writes a news story/feature.		
Credits: 4	Discipline Specific Core (DSC)	

Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Units	Topic	No. of L/T/P
I	News Perspectives: Definition, Principles of news: News values, Lead - five w's and 1 h, Types of lead, Structure of news – Inverted pyramid style, Writing news in an inverted pyramid, News writing styles, types of news; Soft news, hard news; Importance of Headline; Lead copy	8L+ 6P
II	General Assignment Reporting: Beat reporting- Types of beat reporting: political reporting, education reporting; environment reporting, cultural reporting, sports reporting, parliament reporting, court reporting, crime reporting, and war reporting. Reporting for the magazines; Use of computers by reporters; Online reporting, Blog and Web writing, Citizen Journalism, Photo Journalism. Kinds of reporting: investigative reporting, interpretative reporting, in-depth reporting. Interviewing: principles and techniques; types: news interview; profile, writing questionnaire for interviews, techniques of writing questions on the spot, open ended, profile interviews	10L + 18P
III	News Sources: Sources of news; news gathering techniques; types of sources: news agency, press release, and press conference and other types – primary, secondary sources; Oral press briefing, special press briefing; Press Release, Press Note.	6L + 3P
IV	Essentials of Good Writing and Purpose of Media Writing: Writing to Inform, Writing to Describe, Writing to Persuade, Writing to Educate; The ABCD of Media Writing: i. Accuracy ii. Brevity iii. Clarity iv. Discernment; Principles of Media Writing, Robert Gunning's Principle of writing. AI uses in Print Media Writing	6L + 3P
Suggested Readings: - Aggarwal, V. B. (2006). <i>Essentials of practical journalism</i>. Concept Publishing Company. - Ahuja, B. N., & Chhabra, S. S. (2004). <i>News reporting</i>. Surjeet Publications. - Desai, M. V., & Ninan, S. (1996). <i>Beyond the headlines</i>. Allied Publishers. - Fedler, F. (1979). <i>Reporting for the print media</i>. Harcourt Brace Jovanovich. - Goyal, B. S. (2008). <i>Principles and practice of news writing</i>. Shree Publishers. - Hakemulder, J. R., de Jonge, F. A. C., & Singh, P. P. (1998). <i>News reporting and editing</i>. Anmol Publications. - Hornby, A. S. (1975). <i>Guide to patterns and usage in English</i>. Oxford University Press. - Hough, G. A. (1995). <i>News writing</i> (5th ed.). Mifflin Company. - Kamath, M. V. (1980). <i>Professional journalism</i>. Vikas Publishing. - Kumar, B. (2023). <i>Introduction to journalism and mass communication</i>. Academic Publication. - Kumar, K. J. (2020). <i>Mass communication in India</i> (5th ed.). Jaico Publication.		

- Mehta, D. S. (1979). *Mass communication and journalism in India*. Allied Publishers.
- Mencher, M. (2007). *News reporting and writing* (11th ed.). McGraw-Hill.
- Mencher, M. (1995). *Basic media writing*. W.C. Brown Publishers.
- Neal, J. M., & Brown, S. S. (1976). *News writing and reporting*. Surjeet Publications.
- Ninan, S. (2007). *Headlines from the heart: reinventing the Hindi public sphere*. Sage Publications.
- Rich, C. (2000). *Writing and reporting news: A coaching method* (3rd ed.). Wadsworth Publishers.
- Shrivastava, C. S., & Parekh, R. K. (2012). *Reporting and writing journalism*. Crescent Publishing Corporation.
- Spark, D. (1993). *Practical newspaper reporting*. Routledge.
- Thomas, S. (2008). *Writing for media*. Vision Books.
- Verghese, B. G. (Ed.). (2003). *Breaking the big story: Great moments in Indian journalism*. Penguin Books.
- Williams, P. N. (1978). *Investigative reporting and editing*. Prentice Hall.
- Wren, P. C., & Martin, H. (2017). *High school English grammar and composition*. S. Chand.
- Zelizer, B. (Ed.). (2009). *The changing faces of journalism: Tabloidization, technology and truthiness*. Routledge.

Course Title: MSC203: Public Relations and Corporate Communication (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: Diploma	Year: Second	Semester: III
Subject: Media & Communication Studies		
Course Code: MSC203	Course Title: Public Relations and Corporate Communication (PRCC)	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for senior-level positions in the media & communication sector. They may also start their own ventures.		
Course Outcomes: · Understanding the theoretical foundation of Public Relations and Corporate communication · Identify various communication roles of PR · To Craft targeted messaging for different audiences and communication channels (press releases, social media posts, etc.)		
Credits: 4	Discipline Specific Core (DSC)	

Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+0+1		
Unit	Topics	No. of L/T/P
I	Fundamentals of Public Relations 1. PR- Definition and Concept 2. Public in Public Relations - Public Opinion and Opinion Leaders 3. Basic Principles- Audience Analysis, Public Interest, Change Agent, Social Responsibility, Two-way communication, etc. 4. Scope of Public Relations 5. Transition from Traditional to AI- Augmented PR: Role of Artificial Intelligence in 'Public Interest' monitoring with tools like Google Trends.	6L
II	Public Relations: History & Theories 1. History & Evolution of Public Relations 2. Ivy Lee, Edward Bernays, George Creel 3. James Grunig's Models: Press Agency/Publicity, Public Information, Two-way asymmetric, and Two-way symmetric. 4. PR VS Propaganda 5. PR VS Publicity 6. The Fourth Industrial Revolution: the age of chatbots (ChatGPT, Claude)	8L
III	Planning and Implementation 1. PR Tools: Internal, External, and Media 2. PR Process: RPCE model [AI identification of 'Public', Sentiment/Audience Analysis, and Media Monitoring, in real-time using tools like Google Trends, Google Alerts, and MonkeyLearn (Freemium version), etc.] 3. PR Agency: Types and functions 4. Comparative advantages and disadvantages of various mass media used for PR(Newspaper, Television, Magazine, Radio, social media, AI, etc). 5. PR writing - Press Releases, Blogs, Features & Content writing for Websites, Newsletters, Brochures, Social media, etc. 6. Generative AI for PR Writing - The mechanics of Large Language Models (like ChatGPT, Gemini, etc.) in drafting Press Releases and other PR writing.	10L+5P
IV	Corporate Communication and Strategic Planning for PR 1. Corporate Communication: Definition and concept 2. Roots of Corporate Communication in India 3. Corporate Identity/Image and role of PR in it, using AI to maintain visual consistency in the corporate image with tools like Canva Magic Studio, etc.	5L+5P

V	Scope of Corporate Communication 1. Corporate Social Responsibility (CSR) with case studies 2. Crisis Communication with case studies, Real-time sentiment analysis for crisis management with AI (Google Alerts and MonkeyLearn: freemium version, etc). 3. Employee Communication with case studies 4. Government Affairs; Lobbying with case studies	10L+3P
VI	Public Relations and Ethics 1. Spin and ethical issues in PR 2. Codes of ethics in PR profession 3. A discussion on PRSI, PRSA. 4. PR ethics- Free Flow of Information, Disclosure of Information, Defamation, Privacy, etc. 5. AI Critical limitations & Ethics - AI bias, Hallucination, synthetic media (Deepfakes), and the Human-in-the-loop model.	6L+2P
Suggested Readings: 1. Effective Public Relations and Media Strategy- C V Narasimha Reddi 2. Public relations management- J. Jethwaney & N.N.Sarkar 3. PR! A social history of Spin- Stuart Ewen 4. Introducing Public Relations :Theory and Practice - Keith Butterick 5. Corporate Communication Concepts and Practice - Jaishri Jethwaney 6. Stakeholder Management and Communication and Issues Management in: Corporate Communication. Cornelissen, Joep 7. We are professional manipulators' – PR pros, are we lying to ourselves? PR Week, August 12, 2015-Bowen, Shannon 8. It's the (Democracy-Poisoning) Golden Age of Free Speech, in Wired, January 16, 2018- Zeynep, Tufekci 9. Suggestive digital platform web links: a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies b. https://scoreindia.org/blog/ 10. Luttrell, R., & Wallace, A. A. (2025). <i>Public Relations and the Rise of AI</i>. Taylor & Francis. 11. Pandey, S. K., & Akhter, N. (2026). <i>AI and the Future of Print Media: Disruption, Adaptation, and Strategic Transformation</i>. LPU Publication House. 12. Waddington, S. (2023). <i>Exploring Public Relations and Management Communication (AI Edition)</i>. 13. <i>Indian Context: PRSI (Public Relations Society of India) Newsletters and Annual Reports.</i>		

Course Title: As offered by the University (AEC)

Credit: 2

Course Title: MSS201: Print Designing Tools (SEC)

Credit:2 (L-T-P: 1+0+1)

Program/Class: Diploma		Year: Second	Semester: III
Subject: Media and Communication Studies			
Course Code: MSS201		Course Title: Print Designing Tools	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.			
Course outcome: To make the students to aware of design software			
Credits: 2		Skill Enhancement Courses (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1			
Units	Topic		No. of L/T/P
I	Introduction to the Design software as Quark Xpress/ InDesign; creation of advertisements, importation and movement of copy and images, use of text wrap, rules, various palettes, master pages, templates etc., AI uses in print designing		5L + 5P
II	Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design.		5L + 5P
III	Difference between Newspaper & Magazine layouts creating layouts for Fashion feature or Business articles or News pages		5L + 5P
Suggested Readings: • Bouton, G. D. (2015). <i>CorelDRAWX7: The official guide</i> (11th ed.). McGraw Hill. • Caldwell, C., & Zappaterra, Y. (2014). <i>Editorial design: Digital and print</i>. Laurence King Publishing. • Cruise, J., & Anton, K. K. (2009). <i>QuarkXPress 8: Essential skills for page layout and web design</i>. Peachpit Press. • Franchi, F. (2013). <i>Designing news: Changing the world of editorial design and information graphics</i>. Die Gestalten Verlag. • Harrower, T. (1989). <i>The newspaper designer's handbook</i>. Oregonian Publishing Company. • Moen, D. L. (2000). <i>Newspaper layout & design: A team approach</i> (4th ed.). Iowa State University Press. • Sarkar, N. N. (2013). <i>Art and print production</i> (2nd ed.). Oxford University Press.			

Course Title: MSS202: Introduction to Website Designing (SEC)

Credit:2 (L-T-P: 1+0+1)

Program/Class: Diploma		Year: Second	Semester: III
Subject: Media and Communication Studies			
Course Code: MSS202		Course Title: Introduction to Website Designing	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.			
Course outcome: Upon completion of the course-			
• The students will develop an understanding of the principles of Web Design. • Develop skills in designing websites for different purposes.			
Credits: 2		Skill Enhancement Courses (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1			
Units	Topic		No. of L/T/P
I	Creating the website: • Thinking • Template • Title • Theme • Cover Photo • Preview and Publishing etc.		4L+4P
II	Editing and updating the website: • Inserting Content, Image, Video, Hyperlink, Tables, Charts etc. • Formatting and Layout • Adding pages etc,		4L+4P
III	Creation of websites: • Developing website for educational Institutions • Developing website for Sports • Developing website for Media • Developing website for Cultural and Tourism purposes etc. • AI uses in website designing		7L+7P

Suggested Resources:

- Krug, S. (2014). *Don't make me think, revisited: A common sense approach to web & mobile usability* (3rd ed.). New Riders.
- Madden, G. K. (2019). *How to website design*. Independently published.
- Robbins, J. N. (2018). *Learning web design: A beginner's guide to HTML, CSS, JavaScript, and web graphics* (5th ed.). O'Reilly Media.
- Stovall, J. G. (2003). *Web journalism: Practice and promise of a new medium*. Pearson Education

**Course Title: MSS203: Communication and Workplace
Competencies (AEC)**

Credit -2 (L-T-P: 1+1+0)

Program/Class: Diploma	Year: Second	Semester: III
Subject: Media and Communication Studies		
Course Code: MSS203	Course Title: Communication and Workplace Competencies	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Upon completion of the course, the students are expected to develop the following capabilities: • Ability to confidently present ideas in a public forum in a precise manner; • Improved interpersonal communication at workplaces and otherwise; • Improved skills in making a general presentation; • Ability to effectively communicate a concept through a written note; • Ability to properly communicate through emails, letters (i.e., email etiquettes); • Overall enhanced ability to impress, inspire and influence others.		
Credits: 2	Skill Enhancement Courses (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+1+0		
Unit	Topics	No. of L/T/P

I	Introduction to Basic Concepts of Communication 1. Explaining and understanding communication 2. Verbal and Non-verbal 3. Listening 4. Speaking Exercise 5. Writing a speech/statement on a given topic and rehearsing it using proper verbal and non-verbal approaches 6. Presentation	5L+3T
II	Basic Language Skills 1. Articles, tenses 2. Subject-verb disagreement 3. Double-past mistakes and confusing words	5L+2T
III	Written Communication and Presentation Skills 1. Concepts 2. Preparing presentations with PPT 3. A/V Video Recording and playback for feedback 4. Role play 5. Concept writing, email writing, formal letters (etiquettes and styles – formal and informal)	5L+3T
IV	Group Discussion 1. How to speak in a group 2. Participating 3. Listening 4. Taking initiative 5. How/when to enter/intervene in a GD 6. Research on given topic for GD	7T
Suggested Reading- • Butterfield, J. (2017). <i>Written communication: Soft skills for a digital workplace</i> (3rd ed.). Cengage Learning. • Duck, S., & McMahan, D. T. (2012). <i>The basics of communication: A relational perspective</i> (2nd ed.). Sage Publications. • Hargie, O. (Ed.). (2025). <i>The handbook of communication skills</i> (5th ed.). Routledge. • Raile, A. (2020). <i>Competent workplace communication: Analyzing, developing, evaluating</i> (2nd ed.). Kendall Hunt Publishing. • Sullivan, J. (2016). <i>Simply said: Communicating better at work and beyond</i>. Wiley. • Veldsman, D., & Van Der Merwe, M. (2025). <i>Work for humans: Building sustainable employee experience strategies</i>. Springer. • Volz, C. (2026). <i>Soft skills for the workplace</i> (3rd ed.). Goodheart-Willcox. • Wood, J. T. (2017). <i>Communication mosaics: An introduction to the field of communication</i> (8th ed.). Cengage Learning.		

VAC-3
2 Credits
As offered by the University

Course Title: MSG201: Media Organisations: Structure and Functions (GE)

Credit: 4 (L-T-P: 3+1+0)

(For other Schools/ Departments)

Syllabus (As Per DSC Course MSC201)

Semester - IV

Course Title: MSC251: Reporting and Writing for Electronic Media (DSC)

Credit: 4 (L-T-P: 2+0+2)

Program/Class: Diploma	Year: Second	Semester: IV
Subject: Media and Communication Studies		
Course Code: MSC251	Course Title: Reporting and Writing for Electronic Media	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Students will acquire skills for working in Radio and Television news organizations.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No. of L/T//P
I	Basics of Electronic Media • Definitions- Elements and related Concepts • Print versus Electronic Media • Sources of News • Reporter at Work • Challenges and Demands of the Profession	6L + 1 P
II	Television newsroom • TV news: Principles, Elements and Concepts • Structure of a television news channel and a news room • Role and responsibilities of news team members • Types of news bulletin and their structure	4L + 2P
III	TV News Production • Various Formats of News and News Programmes-News package, Visual on anchor, anchor read, anchor graphics, anchor byte etc.	

	• Stand Up, Piece to camera (PTC), Phono and Vox-pop in television news. • Studio/ Panel discussions • Interviewing Techniques • Beat Reporting, Live reporting • Covering Disasters and Tragedies • Presentation Skills, Phono/Phoner • Sting Operation, Media Trials • Storytelling • Fake news, Post Truth	4L+ 10P
IV	Television News Script • News Writing • Formats of TV News Script • Importance of Slug, Anchor, Voice- Over, Byte • Reporter's Copy & Producers Copy • News Editing, Character Generation • AI uses	4L + 4P
V	Basics of Radio Broadcasting: • Radio news: Principles and concept • Structure of Radio News Room • Roles and responsibility of Radio broadcasters • Radio Broadcasting AIR	4L + 2P
VI	Radio News Production • Field reporting, reporting specialized areas • Investigative reporting • Radio News Formats- Radio Bulletin • Studio Discussion/ Panel Discussion • Phone-in Program • Voice Modulation	4L+6P
VII	Radio Script • Grammar of sound • Features of Radio Script • News writing –structuring radio-copy; editing agency copy, reporter's copy- compiling radio news programs • Structuring a radio report – news capsuling • Presentation skills • AI uses	4L+5P
Suggested readings: • Boyd, A., Stewart, P., & Alexander, R. (2016). <i>Broadcast journalism: Techniques of radio and television news</i> (7th ed.). Focal Press. • Chapman, J., & Kinsey, M. (Eds.). (2008). <i>Broadcast journalism: A critical introduction</i>. Routledge. • Dahiya, S., & Sahu, S. (Eds.). (2021). <i>Beat reporting and editing: Journalism in the digital age</i>. Sage Publications. • Filak, V. F. (2022). <i>Dynamics of news reporting and writing: Foundational skills for a digital age</i> (3rd ed.). Sage Publications. • Fleming, C., Hemmingway, E., Moore, G., & Welford, D. (2005). <i>An introduction to</i>		

journalism. Sage Publications.

- Hakemulder, J. R., de Jonge, F. A. C., & Singh, P. P. (2005). *Radio and TV journalism*. Anmol Publications.
- Kumar, R. & Gupta, V. S. (2022). *Handbook of reporting and communication skills*. Concept Publishing Company.
- Mencher, M. (2010). *Melvin Mencher's news reporting and writing* (12th ed.). McGraw-Hill Higher Education.
- Musburger, R. B. (2007). *An introduction to writing for electronic media: Scriptwriting essentials across the genres*. Routledge.
- Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.

Course Title: MSC252: Foundations of Audio-Visual Production (DSC)

Credit: 4 (L-T-P: 2+0+2)

Program/Class: Diploma	Year: Second	Semester: IV
Subject: Media and Communication Studies		
Course Code: MSC252	Course Title: Foundations of Audio-Visual Production	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: • Students will have a strong foundation for Audio-Visual program production. • Students will also learn tools and techniques of Audio-Visual program production and editing i.e., different aspects and techniques of Postproduction.		
Credits: 4	Discipline specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No. of L/T/P
I	Audio-Visual Production Overview 1. Production Process: Concepts and Practices 2. Production Personnel: Roles &Responsibilities 3. Multi-cam and Single-cam Production 4. TV Production Formats 5. AI in Audio-Visual Production	8L + 2P
II	Sound- Basics for Production 1. Sound in production- History 2. Characteristics and Nature of Sound	5 L+5P

	3. Elements of Sound, Sound Envelope 4. Microphones and their uses 5. Manifestations of Sound in production	
III	Lighting - Basics for Production 1. Need for Lighting 2. 3- and 4-point lighting 3. Lighting Ratio, Light Spread 4. Side Lighting and Rim Lighting 5. Lighting Continuity 6. Lighting Kits and Accessories	10L+12P
IV	Cinematography Basics 1. Visual Language 2. Shot Sizes, Camera Angles, Camera Movements 3. The Frame, 5Cs of Cinematography 4. Mise-en-scene 5. Working with a Camera	4L+7P
V	Editing Basics 1. Need for Editing 2. Shot, Scene, Sequence 3. Continuity Editing 4. L-cut, J-cut, Sound and Image Hook 5. Introduction to Non-Linear Editing (NLE)	3L+ 4 P
Suggested Readings: - Television Production by <i>Gerald Millerson</i> - Television Production Handbook by <i>Herbert Zettl</i> - Sight Sound Motion: Applied Media Aesthetics by <i>Herbert Zettl</i> - Photographic Lighting: Essential Skills by <i>John Child, Mark Galer</i> - Video Production by <i>Vasuki Belavadi</i> - Audio in Media: Principles, Technology and Production by <i>Stanley R. Alten</i> - Directing and Producing for Television by <i>Ivan Cury</i>		

Course Title: MSC253: Advertising (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: Diploma	Year: Second	Semester: IV
Subject: Media & Communication Studies		
Course Code: MSC253	Course Title: Advertising	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		

Programme-specific outcome: Advanced knowledge and skills in Media and Communication, together with exposure to other relevant disciplines/fields. The students shall acquire the necessary intellect and skills for seeking employment for senior-level positions in the media & communication sector. They may also start their own ventures.		
Course Outcomes · Identify key concepts and central discussions within the professional and academic fields of modern-day communication. · To learn to develop a strategic framework for effective Advertising campaigns for businesses and consumers. · To learn the creative aspects of advertising.		
Credits: 4		Discipline Specific Core (DSC)
Max Marks: 100 [ESE 70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+0+1		
Unit	Topics	No. of L/T/P
I	Introduction to Advertising 1. Advertising - Definition and Concept. 2. Functions & Importance of Advertising. 3. Similarities and Differences between Advertising and PR 4. How Artificial Intelligence (AI) bridges the gap between Advertising and PR.	5L
II	Advertising: History & Evolution 1. Evolution of Advertising a. Advertising in the pre-print era b. The Industrial Revolution c. World Wars d. Great Depression 2. History of Indian Advertising 3. AI in the ad landscape	8L
III	Advertising: Theories and Models 1. AIDA with case studies 2. DAGMAR with case studies. 3. Relevance of Hierarchy of Needs, Hierarchy of Effects, Marketing Mix in Advertising 4. Data Analytics, Monitoring, and sentiment mapping. (Google Analytics, Google Ads keyword planner, etc.)	6L+4P

IV	Advertising Management 1. Classification of Advertising based on: a. Purpose b. Media c. Geography. d. Audience 2. Types of Advertising 3. Advertising Appeals- Meaning & Concept 4. Advertising as a Marketing Tool - Integrated Marketing Communication(IMC) 5. Unique Selling Proposition. 6. Brand- definition, evolution, life-cycle, positioning 7. Brand Equity, Brand Image, and Brand Loyalty 8. Algorithmic Audience profiling, using AI like Google Trends, MonkeyLearn, etc., for sentiment analysis.	10L+4P
V	Creative Strategies and Media Planning in Advertising 1. Ad agencies - Types and Functions, Programmatic Advertising: Real-Time Bidding (Predictive Analytics, Programmatic Buying, Creative Automation, and Performance monitoring). 2. Advertising Campaign Planning with case studies and the use of AI for different stages of campaign planning. (1. ChatGPT for brainstorming and drafting ad copy, 2. HubSpot, Canva Magic Studio for creatives, 3. Google Ads for measuring and optimizing campaign performance) etc. 3. Media Planning in Advertising 4. Ad. copy and its elements - Headline, Body copy, Image/Photograph, Logo, Tagline, Slogan, Jingles, etc. 5. Creative Brief, Storyboarding for Advertising, AI in the Creative Process: The shift from traditional storyboarding to AI-aided visualization. (Canva, AdCreative.ai, etc) 6. AI-Driven Copywriting: Using AI to generate "Hook" lines, headlines, slogans, and calls-to-action (CTAs) for different social platforms. Visual Gen-AI Mechanics and Mass Personalization: Understanding text-to-image models (Leonardo.ai, Microsoft Designer) and copyright implications in advertising.	12L+5P
VI	Ethics in Advertising 1. Professional Codes of Ethics of ASCI and AAI 2. Ethical and Social issues related to Advertising with case studies. 3. AI and ethics in modern Advertising with relevant cases/examples (Creativity vs Automation, Algorithmic Bias and discrimination, Deepfake and deceptive content, Data privacy and surveillance)	4L+2P

Suggested Readings:

1. Advertising Management by Jaishri Jethwaney and Shruti Jain
2. Creative Advertising: Ideas and Techniques from the world's Best Campaigns by Mario Pricken
3. Living the Brand: The Identity Strategies of Nation-Branding Consultants, in: Branding the Nation. The Global Business of National Identity (2013)- Aronczyk, Melissa
4. Suggestive digital platform web links:
 - a. <https://www.adforum.com/case-studies>
 - b. <https://www.adsoftheworld.com/>
 - c. <https://campaignsoftheworld.com/>
 - d. <https://www.goodadsmatter.com/deep-dive>
5. Tuten, T. L., & Solomon, M. R. (2024). *Social Media Marketing (with AI Integration)*. SAGE Publications.
6. Policy Document: *The ASCI (Advertising Standards Council of India) Guidelines on Influencer Advertising*.
7. Industry Report: *FICCI-EY Media and Entertainment Report (Latest Year)*.

Course Title: As offered by the University: AEC

Credit: 2

Course Title: MSS251: Video Editing Tool (SEC)

Credit: 2 (L-T-P: 1+0+1)

Program/Class: Diploma	Year: Second	Semester: IV
Subject: Media & Communication Studies		
Course Code: MSS251	Course Title: Video Editing Tools	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Student will acquire knowledge and skills - • About basic Non-Linear editing • To Add different Visual effects and transitions • To correct color and audio • To add basic graphics • To export edited video in desired format		
Credits: 2	Skill Enhancement Course (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		

Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1		
Unit	Topics	No. of L/T/P
I	Basics of Video Editing: Need and importance of Video Editing Basic understanding about Non-Linear Editing Different Formats and Aspect ratio/Pixel Ratio AI uses	3L+2P
II	Working over a video editing software-I: Adobe Premier/ FCP or any other Professional Video editing software Basic Tools Setting up a project Importing Media Organizing Media	4L+4P
III	Working over a video editing software-II: Mastering the essentials of Video editing Using Transitions (Cut, Fade in- Fade out, Dissolve, wipe etc) Working with Clips and Markers Adding Video effects Mastering Advanced Editing Techniques Putting Clips in Motion	4L+4P
IV	Working over a video editing software-III: Editing and Mixing Audio Improving Audio Applying Color Correction and Grading Exploring Compositing Techniques Creating New Graphics Exporting Project	4L+5P
Suggested Readings: 1. Aaron Goold, The Video Editing Handbook 2. Patrick McGrath and Robert M. Goodman, Editing Digital Video: The Complete Creative and Technical Guide 3. Sonja Schenk, Premiere Pro for Filmmakers 4. Adobe Premiere Pro Classroom in a Book 5. Diana Weynand, Final Cut Pro X 6. Iain Anderson, Final Cut Pro Efficient Editing: A Step-by-step Guide to Smart Video Editing with FCP 10.5		

Course Title: MSS252: Basic Skills for TV Anchoring (SEC)

Credit: 2 (L-T-P: 1+0+1)

Program/Class: Diploma	Year: Second	Semester: IV
Subject: Media and Communication Studies		
Course Code: MSS252	Course Title: Basic Skills for T V Anchoring	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		

Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Students will acquire basic skills for Television anchoring.		
Credits: 2	Skill Enhancement Course (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 1+0+1		
Units	Topic	No. of L/T/P
I	Introduction: Anchoring Basics, tips and techniques; Building a foundation: Functioning of a TV news channel, Types and formats of news stories; Basics of fluency, Voice: pitch/tone/intonation/inflection; Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries	5L+5P
II	Screen Appearance: Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation; Duties and responsibilities while news reading, Understanding the news scripts and news agenda; On-air Essentials, Studio reading & Recording the voice; A look at personality, style and general show presentation; Examples of anchors work and detailed analysis of their styles; Making & adding effective promo and jingles while anchoring; Talk Show Host and moderating an event; Legal pitfalls (what not to say); What to expect in a studio: Tips and techniques, microphones, EP, studio lights; Voice Grooming; Understanding your voice, tips and techniques for voice grooming	5L+5P
III	Anchor styling: TV dress code for men and women, what to wear, make up; Getting ready for the interview; Ace your interview/screen test, how to better your anchoring skills; Anchor Tips: The who's who of TV anchoring share their secret mantras. Reporting techniques-Reporting a news & Interviewing, recording the byte & transcription & scripting; Different Reporting styles- Political, Entertainment, Crime, Sports & Business etc.	5L+5P

Suggested Readings:

- Barnas, F., & Barnas, M. (2021). *Broadcast news writing, reporting, and producing* (8th ed.). Routledge.
- Kalra, R. J. (2012). *The ABC of news anchoring: A guide for aspiring anchors*. Pearson.
- Keller, T., & Hawkins, S. (2017). *Television news: A handbook for reporting, writing, shooting, editing and producing* (3rd ed.). AITBS Publishers.
- Leiter, K., Harriss, J., & Johnson, S. (2000). *The complete reporter: Fundamentals of news gathering, writing, and editing* (7th ed.). Allyn & Bacon.
- Papper, R. A. (2017). *Broadcast news and writing stylebook* (6th ed.). Routledge.
- Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
- Shrivastava, K. M. (2005). *Broadcast journalism in the 21st century*. New Dawn Press.
- Sidlow, F., & Stephens, K. (2022). *Broadcast news in the digital age: A guide to reporting, producing and anchoring online and on TV*. Routledge.
- Stewart, P., & Alexander, R. (2021). *Broadcast journalism: Techniques of radio and television news* (8th ed.). Routledge.

Course Title: MSS253: Introduction to Blogging (SEC)**Credit: 2 (L-T-P (1+0+1))**

Program/Class: Diploma		Year: Second	Semester: IV
Subject: BA Media & Communication Studies			
Course Code: MSS253		Course Title: Introduction to Blogging	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.			
Course Outcomes: • Build a successful blog from scratch, or take your existing blog to the next level • Develop the mindset of a successful blogger			
Credits: 2		Skill Enhancement Course (SEC)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P (1+0+1)			
Units	Topic		No. of L/T/P
I	Blogging: A Brief Information 1. Blog: Meaning and Concept 2. Brief History of Blogging 3. Discussion on Actualities 4. A brief history (1993 -till date) 5. Modern Blogging 6. Use of AI tools		7L+1P

II	Beginning with Blogging: 1. Writing Skills (Practice) 2. Introduction to various blogging sites 3. Working on the blogging sites (Practice)	3L+5P
III	Setting up the Website: 1. Building a blogging site 2. Exploring the dashboard 3. Customizing your page	4L+5P
IV	Blog SEO: 1. Brief Introduction to SEO 2. Understanding search engines 3. Optimizing your page titles and meta descriptions 4. Theme and template setting	1L+4P
Suggested Readings: • Bair, A. L. (2019). <i>Blogging for dummies</i> (7th ed.). Wiley. • Capala, M. (2014). <i>SEO like I'm 5: The ultimate beginner's guide to search engine optimization</i>. Kindle Self Publishing. • Handley, A. (2022). <i>Everybody writes: Your new and improved go-to guide to creating ridiculously good content</i> (2nd ed.). Wiley. • Rosenberg, S. (2009). <i>Say everything: How blogging began, what it's becoming, and why it matters</i>. Crown Publishers. • Snyder, S. T. (2024). <i>Blogging for beginners: A recipe for success</i>. Independently published. • Soukup, R. (2013). <i>How to blog for profit: Without selling your soul</i>. Lightning Source Inc.		

VAC-4
2 Credit
As offered by the University

Course Title: MSG251: Foundations of Audio-Visual Production (GE)

(for other Schools/ Departments)

Credit: 4 (L-T-P: 2+0+2)

Syllabus (As Per DSC Course MSC252)

Semester -V

Course Title: MSC301: Communication for Development (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/Class: B.A.	Year: Third	Semester: V
Subject: Media and Communication Studies		
Course Code: MSC301	Course Title: Communication for Development	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Upon completion of the course: Students will develop a critical understanding of development in relation to communication processes including use of different media for development.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T//P
I	Understanding Development - Development- Concept &Definitions - Indicators of Development – a critique - Current debates in relation to Development	10L+2T
II	Understanding Development Communication - Concepts and Definition of Development Communication - Significance of Development Communication - Different approaches to development communication	11L+2T
III	Media & Development - Mass Media as tool for development - Problems with the use of media for development - Creativity in media presentation of development issues - Role & performance record of each medium in development communication -Print, Radio & TV	12L+6T
IV	Communication & Development: The Indian Experience - Rural Development and Agricultural Extension - Health & Family Welfare - Literacy & Education, Safe drinking water, Slum Development etc. - Issues and concerns and future of development communication	12 L+5T
Suggested Readings Chowdhury, A., & Gow, G. A. (Eds.). (2024). <i>Digital communication for agricultural and rural development: Participatory practices in a post-COVID age</i>. Routledge		

India.

- Kusuma, K. S., Paul, P., & Ramappa, S. (Eds.). (2022). *Emerging trends in development communication and journalism: Many voices, many platforms*. Kanishka Publishers Distributors.
- Kumar, R. (2024). *Media and communication for development*. Anamika Publishers and Distributors.
- McPhail, T. L. (Ed.). (2009). *Development communication: Reframing the role of the media*. John Wiley Blackwell.
- Melkote, S. R., & Steeves, H. L. (2025). *Communication for development: Theory and practice for empowerment and social justice* (4th ed.). Atlantic Publishers and Distributors.
- Mody, B. (Ed.). (2003). *International and development communication: A 21st-century perspective*. Sage Publications.
- Pathak-Shelat, M., Tewari, R., & Oza, S. (2026). *Strategic communication for impactful partnership*. Routledge India.
- Prasad, K. (2009). *Communication for development: Reinventing theory and action (In 2 volumes)*. BR Publishing Corporation.
- Rani, P., & Agrawal, B. C. (2021). *India communication policy and strategy for development*. Concept Publishing Company.
- Servaes, J. (Ed.). (2008). *Communication for development and social change*. Sage Publications.
- Sharma, R. (2022). *Development communication*. Anvi Books and Publishers.
- Sinha, D. (2013). *Development communication: Contexts for the twenty-first century*. Orient BlackSwan.
- Vilanilam, J. V. (2009). *Development communication in practice: India and the millennium development goals*. Sage Publications.

Course Title: MSC302: Science Communication (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/Class: B.A.	Year: Third	Semester: V
Subject: Media and Communication Studies		
Course Code: MSC302	Course Title: Science Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes • Overview of science communication; Science writing: structuring articles and reports, writing effectively for both specialist and non-specialist audiences. • Ability to produce reports and written communications suitable for government and policymakers, newspaper articles and online publication • Analyze several points of view on a potentially controversial scientific issue and integrate them into a commentary that considers a number of aspects of the topic		

without bias.		
Credits: 4		Discipline specific Core (DSC)
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: Written		
Total No. of Lectures- Tutorials-Practical in a week: L-T-P: 3+1+0		
Units	Topic	No. of L/T/P
I	Introduction to Science Communication: Science Journalism; Science & Technology and India; Science Museums and Science Centres	5L+1T
II	Environmental Communication: The study of Environmental Communication; Concepts of “Nature” and “Environment”; Deep Ecology and Critical Theory; Anthropocentrism vs. Eco centrism	8L+1T
III	Communication and Disaster Management: Disaster and Disaster Preparedness; Response: Rescue, relief and rehabilitation; Technology and Disaster communication: Emergency Response community radio, internet, email, mobile, social media, blogging; Risk Communication	10L+3T
IV	Natural Disaster and role of Media: The Nepal Earthquake of April 2015 □ The Kashmir Floods Oct 201 □ The Orissa Cyclone 2014 □ Uttarakhand Disaster 2013 and role of media in disaster mitigation with reference to Uttarakhand	8L+3T
V	Science Writing: Science News Content, report and articles writing; Science Fiction; Experiments and Experiences of great Scientists; Health Communication	7L+3T
VI	Public Understanding of Science: Science & Society Communicating Science via Fictional Media; Language and Vocabulary of Science; Agricultural Extension	7L+4T
Suggested Readings: - Alexievich, Svetlana, Keith, Gessen (translator). Voices from Chernobyl: The Oral History of a Nuclear Disaster, Picador, 1997. - Carter, W. Nick. Disaster Management A Disaster Manager’s Handbook Asian Development Bank - Chouhan, L.B, Alvares, Claude. Bhopal - The Inside Story, Apex Press, 2004. □ Dominique, Lapierre, Moro, Javier It was Five Past Midnight in Bhopal, HPB/FC; 1st Indian pbk. ed, 2001. □ Gupta, Harsh K. (Editor) Disaster Management, Universities Press 2003. - Sarangi, Aruna. ICTs in Disaster, Neha Publishers and Distributors, 2010. - Successful Science Communication: Bennett (Cambridge) - Science Communication: NP. Choubey - Science Reporter - Vigyan Pragati - Kurukshetra - Yojana - Carson, R. (1962). Silent spring. New York: Fawcett - Muir, J. (1911). A wind-storm in the forests. In J. Muir, The mountains of California. New York: Century.		

Course Title: MSC303: International Communication (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/Class: B.A.	Year: Third	Semester: V
Subject: Media and Communication Studies		
Course Code: MSC303	Course Title: International Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Upon completion of the course, the students are expected to develop a critical understanding of the following:		
• Understanding International Communication perspectives and the need in a rapidly changing globalized world; • Evolution of International Communication in the context of historical global dynamics; • The evolution of international communication in the context of global media policy patterns; • Issues and challenges in International Communication, particularly with regard to dynamics of flows of information around the world; • Concepts and definitions of culture and inter-cultural communication in a globalized world.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	International Communication - Historical Perspective 1. International Communication: Definition, history, evolution and role of propaganda 2. Evolution of international news agencies: Structure and functions 3. MacBride Commission’s Report, UNESCO Response, World Culture Report, Role of NAM and IPDC	8L+3T
II	Debate over International Information Flow and Global Power Dynamics 1. Media flow imbalance: Global media flows, contra flows, types of flows and statistics 2. Digital divide and digital opportunities: Digital natives, digital immigrants and digital subalterns. 3. ICTs and NICTs and their impact on global communication (Current	10L+4T

	statistics and reports)	
III	Globalisation and International Communication 1. Information flow and media and cultural imperialism 2. Globalisation, media ownership and monopolies 3. Soft power, nation state and globalization 4. Information Society, WSIS etc.	12L+4T
IV	Understanding Intercultural Communication 1. Intercultural Communication: Theory, concepts, patterns 2. Cultural values and identities 3. Understanding Intercultural Communication differences, challenges and opportunities 4. Ethnocentrism, bias, stereotyping, culture shock, assimilation, cultural relativism 5. Cultural context in verbal and nonverbal communication	15L+4T
Suggested Readings- • Delfanti, A., & Arvidsson, A. (2019). <i>Introduction to digital media</i>. Wiley-Blackwell. • Durham, M. G., & Kellner, D. M. (Eds.). (2012). <i>Media and cultural studies: Keywords</i> (Revised ed.). Wiley-Blackwell. • Flew, T. (2014). <i>New media: An introduction</i> (4th ed.). Oxford University Press. • Goggin, G., & McLelland, M. (Eds.). (2009). <i>Internationalizing internet studies: Beyond Anglophone paradigms</i>. Routledge. • Martin, J. N., & Nakayama, T. K. (2010). <i>Intercultural communication in contexts</i> (5th ed.). McGraw-Hill. • Mody, B. (Ed.). (2003). <i>International and development communication: A 21st-century perspective</i>. Sage Publications. • Patel, F., Li, M., & Sooknanan, P. (2011). <i>Intercultural communication: Building a global community</i>. Sage Publications India. • Samovar, L. A., Porter, R. E., & McDaniel, E. R. (2015). <i>Intercultural communication: A reader</i> (14th ed.). Cengage Learning. • Siaper, E. (2011). <i>Understanding new media</i>. Sage Publications. • Singh, C. L., Sharma, R. K., & Bhatia, C. (Eds.). (2021). <i>Media and communication in the new world order</i>. DPS Publishing House. • Sparks, C. (2007). <i>Globalization, development and the mass media</i>. Sage Publications. • Thombre, A., & Rao, R. N. (2015). <i>Intercultural communication: The Indian context</i>. Sage Publications India. • Thussu, D. K. (Ed.). (2009). <i>International communication: A reader</i>. Routledge. • Thussu, D. K. (2013). <i>Communicating India's soft power: From Buddha to Bollywood</i>. Palgrave Macmillan.		

Course Title: MSE/MSG301: Film Appreciation (DSE/GE)**Credit:4 (L-T-P: 3+1+0)**

Program/Class: B.A.		Year: Third	Semester: V
Subject: Media and Communication Studies			
Course Code: MSE/MSG301		Course Title: Film Appreciation	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.			
Course Outcomes: Students will be acquainted with: • The aspects of cinematic narration with representative examples from classic and contemporary films. • Understand the development of national and international cinema • Critically analyzing the difference between reading and watching a movie			
Credits: 4		Core Compulsory	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: Written			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P:3+1+0			
Units	Topic		No. of L/T/P
I	Origin and Development • The Birth of cinema • Pioneers of moving images - The Lumière Brothers, Georges Méliès, D W Griffith, Charles Chaplin and Cecil B. Demille, Buster Keaton • Transition to sound - The Jazz Singer (1927) and its impact • The Classical Era and Narrative Conventions		6L + 2T
II	International Film Movements and National Cinemas • European Cinema • African and Latin American Cinema • Asian Cinema		8L + 4T
III	Indian Cinema • Origin and Evolution of Indian Cinema • Cinema and the Nation • The Indian New-Wave • Globalisation and Indian Cinema		9L + 2T

IV	Film Appreciation and Film Aesthetics • Film Appreciation and its importance • Film Appreciation vs Film Criticism • Language of Cinema: shot, scene, mise-en-scène, editing, sound • Film genres and their conventions	7L + 3T
V	Film Culture • Film Censorship - Central Board of Film Certification and its role • Film festivals and awards - Indian and Global • Spectatorship and Cinephilia • Contemporary Trends - Rise of OTT, emerging voices in regional cinema, Global reach of non-English cinema	8L + 2T
VI	How to read a film: Understanding Camera movements, shots and angles, lighting techniques etc. Different aspects of film making: Literary, Dramatic and Cinematic; Basic Camera shots and Movements Film editing Principles: Mise-en-scene and montage	7L + 2T
Suggested Readings: • Anger, J. (2024). <i>Towards a film theory from below: Archival film and the aesthetics of the crack-up</i>. Bloomsbury Academic. • Benyahia, S. C., White, J., & Gaffney, F. (2025). <i>A level film studies: The essential introduction</i> (4th ed.). Routledge. • Bordwell, D., & Thompson, K. (2012). <i>Film art: An introduction</i> (10th ed.). McGraw-Hill Education. • Bose, M. (2007). <i>Bollywood: A history</i>. Tempus. • Kabir, N. M. (2005). <i>Guru Dutt: A life in cinema</i>. Oxford University Press. • Lal, V., & Nandy, A. (Eds.). (2007). <i>Fingerprinting popular culture: The mythic and the iconic in Indian cinema</i>. Oxford University Press. • Monahan, D., & Barsam, R. (2021). <i>Looking at movies: An introduction to film</i> (7th ed.). W. W. Norton & Company. • Monaco, J. (2013). <i>How to read a film: Movies, media, and beyond</i> (4th ed.). Harbor Electronic Publishing. • Nichols, B. (Ed.). (1976). <i>Movies and methods: An anthology</i> (Vol. 1). University of California Press. • Nowell-Smith, G. (Ed.). (1996). <i>The Oxford history of world cinema</i>. Oxford University Press. • Rajadhyaksha, A. (2016). <i>Indian cinema: A very short introduction</i>. Oxford University Press. • Tarantino, Q. (2022). <i>Cinema speculation</i>. Harper Collins. • Thoraval, Y. (2000). <i>The cinemas of India (1896-2000)</i>. Macmillan India. • Wall, D. C. (2025). <i>Exploring film through bad cinema</i>. Routledge.		

Course Title: MSE/MSG302: Environmental Communication
(DSE/GE)

Credit: 4 (L-T-P: 3 +1+0)

Program/Class: B.A.		Year: Third	Semester: V
Subject: Media and Communication Studies			
Course Code: MSE/MSG302		Course Title: Environmental Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.			
Course Outcomes:			
- Students will be sensitized about the nature, scope and significance if Environmental communication. - Students will develop skills for planning and executing environmental communication programs.			
Credits: 4		Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: Written			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3 +1+0			
Units	Topic		No. of L/T/P
I	Environmental Communication: Rhetorically Shaping the Environment; Communication and Crisis		10L+3T
II	Environmental Journalism: Concepts of “Nature” and “Environment”; Deep Ecology and Critical Theory; Public Participation in Environmental Decisions		12L+3T
III	Environmental Conflict as Moral Conflict: Anthropocentrism Vs. Eco centrism; Media Representations		5L+1T
IV	Communication, Risk, and Society: Environmental movements; Campaigns; Environmental Advocacy: Advocacy and Engagement inaction		18L+8T
Suggested Readings:			
- Arnold, A. (2018). <i>Climate change and storytelling: Narratives and cultural meaning in environmental communication</i>. Springer. - Bullard, R. D. (1994). <i>Dumping on Dixie: Race, class, and environmental quality</i>. Westview Press. - Carson, R. (1962). <i>Silent spring</i>. Fawcett. - Friedman, S. M. (2004). And the beat goes on: The third decade of environmental journalism. In S. Senecah (Ed.), <i>Environmental communication yearbook</i> (Vol. 1, pp. 175–187). Lawrence Erlbaum Associates. - Gelbspan, R. (1998, March). The coming permanent state of emergency. <i>The Atlantic Monthly</i>, 281(3).			

- Hannigan, J. A. (1995). Constructing environmental risks. In *Environmental sociology: A social constructionist perspective* (pp. 92–108). Routledge.
- Hansen, A., & Cox, R. (Eds.). (2022). *The Routledge handbook of environment and communication* (2nd ed.). Routledge.
- Hardin, G. (1968). The tragedy of the commons. *Science*, 162(3859), 1243–1248.
- Killingsworth, M. J. and Palmer, J. (1996) ‘Millennial Ecology: The Apocalyptic Narrative from Silent Spring to Global Warming’ in Herndl, C. and Brown, S. (eds.) *Green Culture: Environmental Rhetoric in Contemporary America*. University of Wisconsin Press. 21-45.
- Lange, J. I. (1993). The logic of competing information campaigns: Conflict over old growth and the spotted owl. *Communication Monographs*, 60(3), 239–257.
- Naess, A. (2005). The basics of deep ecology. *The Trumpeter*, 21(1), 61–71.
- Pearce, W. B., & Littlejohn, S. W. (1997). *Moral conflict: When social worlds collide*. Sage Publications.
- Pezzullo, P.C. & Cox, R. (2025). *Environmental communication and the public sphere* (7th ed.). Sage Publications.
- Senecah, S. L. (2004). The trinity of voice: The role of practical theory in planning and evaluating the effectiveness of environmental participatory processes. In S. P. Depoe, J. W. Delicath, & M.-F. A. Elsenbeer (Eds.), *Communication and public participation in environmental decision making* (pp. 13–33). SUNY Press.
- Short, B. R. (1991). Earth First! and the rhetoric of moral confrontation. *Communication Studies*, 42(2), 172–188.
- White, L., Jr. (1967). The historical roots of our environmental crisis. *Science*, 155(3767), 1203–1207.

Course Title: MSE/MSG303: Reporting and Writing for Digital Media

(DSE/GE)

Credit:4 (L-T-P: 2+0+2)

Program/Class: BA	Year: Third	Semester: V
Subject: Media and Communication Studies		
Course Code: MSE/MSG303	Course Title: Reporting and Writing for Digital Media	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Student will acquire following understanding and skills:- • Differences between print, web and electronic media in terms of writing, layout and presentation techniques. • Knowledge of Online journalism, Alternative journalism, Citizen journalism • Writing articles, features, News, stories, poems, Photographs and videos for a blog and other different platforms of social media. • Writing for mobile media.		

Credits: 4		Discipline Specific Elective (DSE)/Generic Elective (GE)
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No. of L/T/P
I	Understanding online communication: Meaning and definition Online Communication. Characteristic and importance of Internet. New media differences with print, radio and TV media. Satellite Radio, online (Web), Podcasting, Mobile Content, Advertising, Integrating Social Media& UGC Content; Online broadcast technologies: webcasting, Social TV, Video conferencing, Skype etc. Mobile as a new tool of communication, Mobile for news and advertising, Role of Smart phones in growth of Social Media. Exploring mobile for various applications. Mobile an effective tool for promotional media. Mobile as a business tool for media organizations. Mobile for social communication. Mobile safety and precautions.	10L+ 6P
II	New trends in Journalism: Citizen Journalism, Community Journalism; Convergence Journalism. Social Media; Types of Social Media; Need and Impact of Social Media, Remediation and New Media technologies; Online Communities; Web 2.0; Mobile Journalism; Hyperlocal Journalism; Click bait; Digital Activism, Use of AI tools	8 L+4P
III	Online Journalism: Introduction, Objectives, New Horizons, History, E-paper and Online paper, Online editions of newspapers. Process of newsgathering, news making and news dissemination for Online news portal. Headlines for web paper, Reporting, Editing,	6 L+10P
IV	Writing for New Media: Internet language, elements of writing for web. Structure and characteristics of Internet news stories, Writing articles, features, stories, poems for websites and portals. Uploading photographs and videos. Handling a developing story. Writing non-news content for the web. Effective blog writing. Writing for social networking. Writing and posting blogs. Mobile- SMS language, Writing news content, Writing non-news content, Developing contents for mobile. Hash Tag,Meta tags, Search engine optimization to popularize content. Digital Marketing and Analytics, AI uses.	6L+10P
Suggested Readings: - Bradshaw, P. (2023). <i>The online journalism handbook: Skills to survive and thrive in the digital age</i> (3rd ed.). Routledge. - Callahan, C. (2002). <i>A journalist's guide to the internet: The net as a reporting tool</i> (2nd ed.). Allyn & Bacon. - Carroll, B. (2025). <i>Writing and editing for digital media</i> (6th ed.). Routledge. - Chakraborty, J. (2003). <i>Cyber media journalism: Emerging technologies</i>. Authorspress - Craig, D. A. (2012). <i>Excellence in online journalism: Exploring current practices in an evolving environment</i>. Sage Publications.		

- Filak, V. F. (Ed.). (2024). *Convergent journalism: An introduction: Writing and producing across media* (4th ed.). Routledge.
- Foust, J. C. (2005). *Online journalism: Principles and practices of news for the web*. Holcomb Hathaway.
- Franklin, B., & Canter, L. (2019). *Digital journalism studies: The key concepts*. Routledge.
- Hall, J. (2001). *Online journalism: A critical primer*. Pluto Press.
- Kumar, D. (2019). *Understanding digital media and weblog journalism*. Random Publications.
- Quinn, S. (2006). *Convergent journalism: The fundamentals of multimedia reporting*. Peter Lang.
- Silvia, T. (2025). *Artificial intelligence in journalism: Changing the news*. McFarland & Company.
- Singh, J. K. (2002). *Mass media and information technology*. Mangal Deep Publications.
- Stovall, J. G. (2004). *Web journalism: Practice and promise of a new medium*. Allyn and Bacon.
- Thornburg, R. M. (2010). *Producing online news: Stronger skills, stronger stories*. CQ Press.

Course Title: MSE/MSG304: Photo Journalism (DSE/GE)

Credit:4 (L-T-P: 2+0+2)

Program/Class: BA	Year: Third	Semester: V
Subject: Media and Communication Studies		
Course Code: MSE/MSG304	Course Title: Photo Journalism	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields.		
Course outcome: • Students will understand different aspects of Photojournalism. • Students will acquire skills to work as a Photo Journalist.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No. of L/T/P
I	Photo journalism • Photo Journalism: Meaning & Definition, Growth & Development • Importance of photograph in newspaper • Ethics of Photo Journalism • Photojournalism in India	6L+ 3 P

II	Roles and Challenges of Photo journalism • Difference between photography and Photo-journalism • Photojournalist at field- Roles, responsibility and Challenges • News Value in Photo-Journalism, Sources in News Photography • Elements- Caption, photo story, Stand alone, Photo feature, Visual story	8 L+8 P
III	Types of Photojournalism • Event Photojournalism- City coverage, Spot news coverage • Specialized field of Photojournalism- Sports, Fashion & Glamour, War, Wildlife and Travel photo-journalism • Photo journalism for- Newspaper, Magazine, Website and Blog	8L+9L
IV	Basics of Camera • Photography: Elements & principles • Camera and types • Focal length, aperture, shutter speed, depth of field, Focusing exposure • Composition: Basic elements of composition, rule of thirds Photo Editing • Basic principles of Photo- Editing • Role of a photo editor • Photo Composition- Color, contrast, Visual apprehension • Techniques of Photo Editing • Photo Editing Software • Use of AI tools	8L+10 P
Suggested Readings- • Chauhan, S., & Chandra, N. (2018). <i>Print media and photojournalism</i>. Kanishka Publishers Distributors. • Feinberg, M. (1970). <i>Techniques of photojournalism</i>. Wiley. • Good, J., & Lowe, P. (2017). <i>Understanding photojournalism</i>. Routledge. • Horton, B. (2000). <i>Associated Press guide to photojournalism</i>. McGraw-Hill. • John, A. (1988). <i>Newspaper photography: A professional view of photojournalism today</i>. The Crowood Press. • Kobre, K. (2008). <i>Photojournalism: The professionals' approach</i> (6th ed.). Focal Press. • Lester, P. M. (1991). <i>Photo-journalism: An ethical approach</i>. Routledge. • Nandi, C. (2006). <i>Print media and photo-journalism</i>. Reference Press. • Pixley, T., & Walgren, J. (2025). <i>Critical photojournalism: Contemporary ethics and practices</i>. Routledge. • Sarath, B., Jose, D., & Abarna, A. S. (2024). <i>Photojournalism: The art and impact</i>. Kolkata Press Books.		

Course: MSI/MSP301: Internship/Project

Credit: 2 (L-T-P: 0+2+0)

Under this course, the students will either be doing the Internship in a media organization **or** will complete a Project under a faculty supervisor/advisor as detailed below:

Internship: This will be a supervised work at organizations engaged in professional journalism, advertising, public relations, marketing communications, media production and public communication activities. The exposure to the industry is expected to help students make informed career choices. Duration: Minimum 30 Hours spread over the Semester.

Mode of evaluation: Evaluation will be based on Internship Report and Viva Voce. The faculty Advisor/Supervisor concerned will do evaluation. Evaluation shall be done at the end of the Internship, carrying 100 marks.

Project: This will aim at bringing together the knowledge and skills acquired by students in the form of a Project Report over a chosen topic or a Production over a chosen topic (a production may be for audio-visual media or audio media or print media or multi media). The Project shall be done under a Faculty Supervisor/Advisor who will be approving the topic chosen by the students for project work. The project will require the students to engage in-depth with a topic and to carry out primary investigation thereof. Typically, it will require field work/library search, analysis, thinking, and the presentation of these findings in a manner appropriate to the topic.

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do evaluation. Evaluation shall be done at the end of the Project, carrying 100 marks.

Semester-VI

Course Title: MSC351: Communication Research (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: BA	Year: Third	Semester: VI
Subject: Media & Communication Studies		
Course Code: MSC351	Course Title: Communication Research	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes: Upon completion of the course: The students will learn the basics of research, particularly in relation to problems/ subjects relevant to Media and Communication Research.		

Credits: 4		Discipline Specific Core (DSC)
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Introduction to Communication Research: 1. Concept & definition of research in general & Communication Research in particular 2. Difference between Media Research & Communication Research 3. Development of Media Research 4. Four Phases of Mass Media Research 5. Objectives of Research	8L
II	Research Concepts: 1. Types of Research- Descriptive, exploratory, Applied, Fundamental, Qualitative, Quantitative etc. 2. Variables- Types of Variables and their concepts 3. Sampling -Meaning, Concept & Need 4. Probability & Non-Probability 5. Types of Probability Sampling & Non-Probability Sampling 6. Hypothesis: Meaning, definitions.	12L + 4 T
III	Research Methods: 1. Survey Method 2. Observation Method 3. Content Analysis 4. Case Study 5. Experimental Research 6. Moving Image Analysis 7. Policy Research	12L+4T
IV	Introduction to Statistical Methods: 1. Measures of Central Tendency 2. Measures of Dispersion	3L+2T
V	Research Writing 1. Report writing & Interpretation 2. Layout of Research Report 3. Significance of Report Writing 4. Writing Abstracts & Synopsis 5. Research Paper Writing 6. Bibliography (Introduction to APA) 7. Ethics in Research and Publication 8. Use of AI tools in Research	10L+5T
Suggested Readings: - Allen, M., Titworth, S., & Hunt, S. K. (2008). <i>Quantitative research in communication</i>. Sage Publications. - Berger, A. A. (2019). <i>Media and communication research methods: An introduction to qualitative and quantitative approaches</i> (5th ed.). Sage Publications. - Boyle, M. P., & Rainear, A. L. (Eds.). (2025). <i>Evolving journalism research methods: Applications, trends, analyses</i>. Routledge. - Brennen, B. S. (2025). <i>Qualitative research methods for media studies</i> (4th ed.).		

Routledge.

- Deacon, D., Pickering, M., Golding, P., & Murdock, G. (2021). *Researching communications: A practical guide to methods in media and cultural analysis* (3rd ed.). Bloomsbury Academic.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2017). *The Sage handbook of qualitative research* (5th ed.). Sage Publications.
- Flick, U. (Ed.). (2025). *The Sage handbook of qualitative research quality*. Sage Publications.
- Gunter, B. (2000). *Media research methods: Measuring audiences, reactions and impact*. Sage Publications.
- Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. New York University Press.
- Murthy, D. V. R. (2008). *Media research: Themes and applications*. Kanishka Publishers.
- Mytton, G., Diem, P., & van Dam, P. H. (2016). *Media audience research: A guide for professionals* (3rd ed.). Sage Publications India.
- Narang, A. (2024). *Media research methods*. Rajat Publications.
- Priest, S. H. (2010). *Doing media research: An introduction* (2nd ed.). Sage Publications.
- Rubin, R. B., Palmgreen, P., & Sypher, H. E. (Eds.). (2004). *Communication research measures: A sourcebook*. Routledge.
- Treadwell, D., & Davis, A. (2024). *Introducing communication research: Paths of inquiry* (5th ed.). Sage Publications.
- Vilanilam, J. V. (2019). *Mass communication research: Major theories, minor concepts*. Dominant Publishers & Distributors.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning India.

Course Title: MSC352: Radio Production (DSC)

Credit: 4 (L-T-P: 2+0+2)

Program/ Class: B.A.	Year: Third	Semester: VI
Subject: Media and Communication Studies		
Course Code: MSC352	Course Title: Radio Production	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome:		
• To familiarize the students with the different formats of Radio program. • Students will acquire skills for Studio production & O.B. production • Students will also learn tools and techniques of Radio Program editing i.e., different aspects and techniques of Post-production.		
Credits: 4	Discipline specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	

Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks

Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2

Unit	Topics	No. of L/T/P
I	Introduction to Radio Programs: Quality of Radio as a medium. General Principles of Writing for Radio. , Radio programs formats: overview of and introduction to all program formats in fiction, non-fiction/ news based/entertainment RJing, talks, talk shows, phone-in programmes. Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary etc.	5L+2P
II	Radio Production Tools and Technology: Analog Vs digital sound, Digitalization of sound and Different Sound formats. Nature of sound – Sound wave, Stereo Vs Mono sound, Pitch, Volume, Baas, Treble, Echo, Reverb, Noises and ambience, etc. Microphones – Different types –Dynamic, Ribbon, Condenser, Different types according to pick up pattern –Unidirectional, bidirectional, Omni directional, cardioids etc. , Special types- wireless, lapel, reflected type, shotgun etc.	5L+3P
III	Process of Radio Program Production: Pre-production – Idea and concept, target audience, Research, developing Script, marking the script, rehearsal etc. Production-Indoor Vs outdoor recording, Different cables and Connectors, different types of recorders, Audio Console, Precautions during recording. Studio console: recording and mixing; Personnel in Production process – Role and Responsibilities. Post production- Editing terminologies- fade in, fade out, Cross fade, bed, SFX etc., Exposure of sound editing software. Single track editing, multi-track editing, Use of AI tools in Radio Production.	10 L+10P
IV	Production of different Genres of Radio programs: Production of at least four among different genres of radio programs - Announcements and compeering, Radio News, Radio talks, Radio Interviews, News Paper reviews, Film Reviews, Radio Discussions, Radio Features, Vox pop, Phone-ins, Radio Commercials, Radio Jingles, Music Programming, Radio Magazines, Radio Commentary, Radio Drama, Radio Documentary etc.	7L+11P
V	Radio Program- Presentation aesthetics: Voice Quality: Pitch, Modulation, Pace, Energy, Timbre,Tone etc. Announcing and Presentation for different program formats, Mic consciousness Pronunciation and delivery of words Voice personality etc.	3L+4P

Suggested Readings:

1. Radio Production: Robert Mc Leish
2. Broadcast Production Work text: Alan R Stephenson, David E Reese, Mary E Beadle
3. Television and Radio Announcing: Stuart W Hyde
4. Radio Station: Michael C Keith

5. Audio Production Work text: David E Reese, Lynne S Gross, Brian Gross
6. Essential Radio Skills: How to Present and Produce a Radio Show (Professional Media Practice) : Peter Stewart
7. Creating Powerful Radio: Valerie Geller
8. Introduction To Radio: Production and Programming: Michael H Adams, Kimberley K Massey

Course Title: MSC353: Media Laws and Ethics (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: B.A.	Year: Third	Semester: VI
Subject: Media & Communication Studies		
Course Code: MSC353	Course Title: Media Laws and Ethics	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes: Students shall develop understanding and acquire knowledge in relation to different laws which are relevant for journalists and media practitioners. Students shall also be acquainted with ethics and ethical concerns in media profession so as to make them a responsible media and communication practitioners.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Media Laws - Freedom of speech and expression (Article 19(1)(a) and , 19(2), Art 19 1(a) in the age of Algorithmic curation - Freedom of expression and Defamation- Libel and slander - Civil and Criminal - Right to Information, Official Secrets Act 1923 - Contempt of Court Act 1971 - Intellectual Property Rights (Copyright, Patent, Trademark), Copyright and AI generated content, Fair use of AI - Working Journalists and Other Newspaper Employees Act 1955 - Press and Registration of Periodicals Act 2023	9L+2T

II	Media Technology and Ethical Parameters • Live reporting and ethics • Legality and Ethicality of Sting Operations, Phone Tapping etc • Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The Supreme Court) • The Information Technology (Intermediary Guidelines and Digital Media Ethics code) Rules 2021 issued by GOI under IT Act 2000 • Discussion of Important cases-eg- Operation Westend • Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines • Idea of Fair Trial /Trial by Media • Privacy, Data Protection: DPAP Act 2023	10L + 4 T
III	Representation and ethics • Advertisement and Women: Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, • Protection of Women against Sexual Harassment (POSH) Act 2013 • 292 IPC, BNS Section 294- Sales, Distribution and Possession of obscene objects. • MEITY advisories on Deepfake 2023, • Equity, Bias and Responsibility in Media AI Systems, UNESCO AI Ethics	8L+4T
IV	Media and Regulation • Regulatory bodies, Codes and Ethical Guidelines • Self-Regulation • Media Content- Debates on morality and Accountability: • Taste, Culture and Taboo, Censorship and media debates • Regulatory structures for AI	8L+4T
V	Media and Social Responsibility • Economic Pressures • Media reportage of marginalized sections- children, dalits, tribals, Gender • Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition, incitement to violence, hate speech. • Relevant Case Studies – Muzaffarnagar Riots, Attack on civil liberties of individuals and on social activists • Issues of privacy and Surveillance in Society	10L+1T

Suggested Readings:

1. Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel Petheran Media Ethics, Mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
4. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
7. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

Course Title: MSE/MSG351: Mobile Journalism (DSE/GE)**Credit: 4 (L-T-P: 2+0+2)**

Program/Class: B.A.	Year: Third	Semester: VI
Subject: Media and Communication Studies		
Course Code: MSE/MSG351	Course Title: Mobile Journalism	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields.		
Course outcome: Students will acquire skills on – • Mobile Journalism- its tools, techniques and relevance. • Working with smartphones and mobile edit softwares.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No of L/T/P
I	Introduction to Mobile Journalism • Journalism- Concept, Principles and Demands • Newsgathering- Sources, News Values and Elements • Roles and Responsibility of journalist • Beat Reporting & News Writing • Citizen Journalism • Mobile Journalism (MoJo)- Concept and Process • Importance of Mobile Journalism • Introduction to Smartphone • Story telling through Mobile or Smartphone • Limitations of Mobile phone	8L+4P
II	Mobile Photography and videography • Mobile Photography Using smart phones for taking effective pictures	8L+12P

	• Shooting video with Smart phones • Conducting Interviews • Event coverage using Mobile Phones • Streaming Live Videos with Mobile Phones	
III	Editing on Mobile • Editing photos and videos taken on smart phones • Use of Mobile video editing apps • Editing software for Mobile • Editing and uploading mobile photo and video on Web Media	6L+10P
IV	MoJo and Social Media • Understanding Social media • Impact of MoJo on Social media • Impact of MoJo on Mainstream Media • Concept of Fake News, Paid news and Post-Truth • Ethics and Best practices in Mobile Journalism • AI uses	8L+4P
Suggested Reading- • Adornato, A. (2025). <i>Mobile and social media journalism: A practical guide for students and professionals</i> (3rd ed.). Routledge. • Burum, I. (2016). <i>Democratizing journalism through mobile media: The mojo revolution</i>. Routledge. • Burum, I. (2020). <i>The mojo handbook: Theory to praxis</i>. Routledge. • Chawla, A. (2021). <i>New media and online journalism: Handbook for media studies</i>. Pearson. • Hill, S., & Bradshaw, P. (2018). <i>Mobile-first journalism: Producing news for social and interactive media</i>. Routledge. • Jingala, N., & Bhardwaj, D. (2024). <i>The handbook of digital media & journalism: Practices and perspectives</i>. Galgotia Publishing Company. • Montgomery, R. (2018). <i>Smartphone video storytelling</i>. Routledge. • Tejee, I., & Samuel, S. M. (2023). <i>Mobile journalism</i>. Redshine Publishing. • Yadav, A. (Ed.). (2023). <i>New media journalism: Emerging media and new practices in journalism</i>. Sterling Publishers.		

Course Title: MSE/MSG352: Event Management (DSE/GE)

Credit:4 (L-T-P: 3 +1+0)

Program/ Class: B.A.	Year: Third	Semester: VI
Subject: Media & Communication Studies		
Course Code: MSE/MSG352	Course Title: Event Management	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions		

in media & communication sector. They may also start their own ventures.		
Course Outcomes: Upon completion of the course, the students shall acquire skills for Event management.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P:3 +1+0		
Unit	Topics	No of L/T/P
I	Introduction to Event Management: 1. Introduction to Event Management 2. Historical Perspective 3. Size & type of event 4. Event Team 5. Code of ethic	10L
II	Principles of Event Management: 1. Principles of Event Management, 2. Concept & designing. 3. Analysis of concept 4. Logistics of concept.	8L+6T
III	Event Planning & Team Management: 1. Aim of event 2. Develop a mission 3. Establish Objectives 4. Preparing event proposal 5. Use of planning tool	10L
IV	Event Marketing, Advertising & PR: 1. Nature and Process of Marketing 2. Marketing mix, Sponsorship 3. Image, Branding 4. Advertising 5. Publicity and Public Relations	7L+4T
V	Event Safety and Security: 1. Security, 2.Occupational safety, 3. Crowed management 4. Major risks and emergency planning 5. Incident reporting, emergency procedures 6. Event Laws and Licenses	10L+5T
Suggested Readings: 1. Content Writing Step by Step- Joseph Robinson 2. Be Grammarly Ready- John Eastwood 3. Spoken English for my world- Sabina Pillai 4. Suggestive digital platform web links: a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies		

Course Title: MSE/MSG353: Visual Communication (DSE/GE)**Credit: 4 (L-T-P: 2+0+2)**

Program/Class: B.A.	Year: Third	Semester: VI
Subject: Media and Communication Studies		
Course Code: MSE/MSG353	Course Title: Visual Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Upon completion of the course, the students will acquire understanding of: • visual messages: visual perception, design syntax, design elements and how they fit in the visual communication of mass media; • theoretical concepts of vision and perception, visual literacy, visual language, visual persuasion/manipulations, and the cultural implications of visual images.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No of L/T/P
I	Meaning and importance of Visual communication: Meaning of Visuals, Visual Literacy, Visual thinking, Visual learning, Uses of Visuals, Functions of Visuals Factors affect Perceptions of persons to watch visuals- Past experience and learning, attitude and interests, needs and feelings, current situations etc. History of Visuals- Paintings (from caves to present era). Architectures (Historical buildings), Photography (From Plate to digital), Movies (from silent to digital, Advertisements etc.	10L+ 3 P
II	Visual Communication- Elements and its significance: Homogeneous and heterogeneous field, Figure –Ground Boundary, Notan, Visual search. Illusion, Morphics Gestalt Grouping- Law of Proximity, Law of Similarity, Law of Continuity and law of Closure, Space/Depth Cues- Relative size, Linear Perspective, Texture Gradient, Color, Shadow, Interposition Elements of Visual- Dot, Line, Shape, Pattern, Texture etc.	10 L+ 7 P
III	Visual designing: Composition, Rule of third, Balance, Movement, Rhythm, Visual search etc. Designing for Visual communication- Poster, cartoons, Book jacket, Interior designing, greeting cards, Pottery designing, t-shirt etc. Use of AI tools	6L+10 P
IV	Applied form of Visual Communication:	

	Gestures and sign languages, signs and symbols, calligraphy, poster, electronic moving display messages, exhibitions, dramas, dance and cultural programmes, leaflets, newspapers, magazines and journals, comics books, window display - point of sale, films, television graphics, web displays etc.	4L+ 10P
Suggested Readings: - Adams, S. (2017). <i>The designer's dictionary of color</i>. Abrams. - Aiello, G., & Parry, K. (2020). <i>Visual communication: Understanding images in media culture</i>. Sage Publications. - Hearn, D., & Baker, M. P. (2001). <i>Computer graphics</i> (2nd ed.). Prentice Hall India. - Josephson, S., Kelly, J. D., & Smith, K. (Eds.). (2020). <i>Handbook of visual communication: Theory, methods, and media</i> (2nd ed.). Routledge. - Lupton, E. (2004). <i>Thinking with type: A critical guide for designers, writers, editors, and students</i>. Princeton Architectural Press. - White, A. W. (2022). <i>The elements of graphic design</i> (3rd ed.). Allworth Press. - Zakia, R. D., & Suler, J. (2017). <i>Perception and imaging: Photography as a way of seeing</i> (5th ed.). Routledge.		

Course Title: MSE/MSG354: New Media (DSE/GE)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: B.A.	Year: Third	Semester: VI
Subject: Media & Communication Studies		
Course Code: MSE/MSG354	Course Title: New Media	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course Outcomes: Students will acquire knowledge and skills in relation to: • The nuances of New/Digital Media. • New/Digital Media and its relationship with society.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	New Media: Introduction & History 1. New Media: Concept & definition 2. Cyberspace: Meaning & Concept 3. ARPA 4. Reasons behind the birth of international network 5. CERN	6L

II	Key Concepts in Digital Communication I: 1. Browser 2. Search Engines 3. Websites 4. URL 5. Cookies	5L+2T
III	Key Concepts in Digital Communication II: 1. Virtual reality and Virtual Community 2. Chat rooms, MUDs and Bots 3. Interactivity 4. Hypertext(uality) 5. Multimedia(lity)	10L
IV	Network Society & Related Concepts: 1. Network Society: Definition & Concept 2. The Information Age: Manuel Castells 3. Informational Economy 4. Global Economy 5. The Network Enterprise	8L+2T
V	Online Journalism and E-Commerce: 1. Web Journalism-Skills & Challenges 2. Weblog 3. E Commerce- Trends & Challenges	8 L+3T
VI	Other Issues: 1. Democratization of the Internet 2. Net Neutrality 3. Instant Gratification 4. Metaverse 5. Emerging use of AI tools & ethical concerns 6. Future	8 L + 8 T
Suggested Readings: • Bell, D. (2006). <i>Cyberculture theorists: Manuel Castells and Donna Haraway</i>. Routledge. • Briggs, M. (2007). <i>Journalism 2.0: How to survive and thrive</i>. J-Lab: The Institute for Interactive Journalism. • Chun, W. H. K., & Keenan, T. (Eds.). (2006). <i>New media, old media: A history and theory reader</i>. Routledge. • Dewdney, A., & Ride, P. (2006). <i>The new media handbook</i>. Routledge. • Jenkins, H., Ford, S., & Green, J. (2013). <i>Spreadable media: Creating value and meaning in a networked culture</i>. New York University Press. • Li, X. (Ed.). (2015). <i>Emerging media: Uses and dynamics</i>. Routledge. • Lindgren, S. (2025). <i>Digital media and society</i> (3rd ed.). Sage Publications. • Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). <i>New media: A critical introduction</i> (2nd ed.). Routledge. • Manovich, L. (2002). <i>The language of new media</i>. MIT Press. • Menon, M., & Chandra, N. (2018). <i>Sourcebook of new media: Elements and dimensions</i>. Kanishka Publishers Distributors. • Newman, M. Z. (2026). <i>The media studies toolkit</i> (2nd ed.). Routledge. • Orellano, J. (Ed.). (2017). <i>Digital media and communication</i>. Delve Publishing. • Pandey, R. N. (2015). <i>The social media handbook</i>. Anmol Publications. • Rohlinger, D. A. (2019). <i>New media and society</i>. New York University Press. • Siapera, E. (2011). <i>Understanding new media</i>. Sage Publications.		

- Singh, A. (2019). *Tools and techniques of new media*. Oxford Book Company.
- Wardrip-Fruin, N., & Montfort, N. (Eds.). (2003). *The new media reader*. MIT Press.

Course Title: MSE/MSG355: Digital Media Production (DSE/GE)

Credit: 4 (L-T-P: 2+0+2)

Program/Class: B.A.	Year: Third	Semester: VI
Subject: Media and Communication Studies		
Course Code: MSE/MSG355	Course Title: Digital Media Production	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.		
Course outcome: Students will be acquainted and skilled in the following areas: ▪ Online Communication ▪ Tools and techniques for digital media production. ▪ Self-ventures in digital media like YouTube channels etc.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2		
Unit	Topics	No of L/T/P
I	Digital Media Communication: Characteristic and importance of Internet. New media differences with print, radio and TV media. Satellite Radio, online (Web), Podcasting, Mobile Content, Advertising, Integrating social media& UGC Content; Online broadcast technologies: webcasting, Social TV, Video conferencing, Skype etc. Mobile as a new tool of communication, Mobile for news and advertising, Role of Smart phones in growth of social media. Exploring mobile for various applications. Mobile an effective tool for promotional media. Mobile as a business tool for media organizations. Mobile for social communication. Mobile safety and precautions.	10 L+2P
II	Different Program Formats: Short Videos, Web series, Short News Bulletins, Live streaming, Vox -pop, Educational Lectures, Educational/Instructional films, Video Album/songs, Advertisements etc.	5L + 5P
III	Digital Media Production: Different stages of a New Media program production - Preproduction, Production and post production Proposal, idea, Communication objectives, target audience, Script, Reece, Budget, Crew members etc. Video Camera: Types & Characteristics, Basic parts and its functions-	

	Shutter speed, Aperture, ISO, Focusing, Depth of field, White Balance etc. Different type of Lenses-Normal, Wide angle and Tele lenses, Prime and Zoom Lenses etc. Basic Camera Shots, angles & movements Picture/ Frame Composition- Headroom, looking room, Rule of Third, Eye line etc. DSLR Vs Mobile Camera Shooting Lighting- Need and importance, Hard light, soft light, Colour temperature, Outdoor lighting, Reflectors etc., Make-up Sound: Basic Characteristics, Microphones, Sound Recording Editing Use of different AI tools	10L+ 15 P
IV	Application and Uses: Opening and managing a YouTube Channel, Producing low cost Video contents as short film, Cover song, news bulletin etc. and live streaming of any event.	5L+8P
Suggested Readings: 1. Belavadi, Vasuki, "Video Production", Oxford University Press(2013) 2. Lighting for Digital Video & Television: John Jackman 3. James Glen Storall (2004), Web Journalism – Practice and Promise of a New Medium. Boston: Pearson Education. 4. Stephen Quinn (2005), Convergent Journalism: The Fundamentals of Multimedia Reporting. New York: Peter Lang Publishing. 5. Bhardwaj, Amita, (1997) New Media and Educational Planning, Sarup and Sons, New Delhi. 6. The Make-up Artist Handbook: Gretchen Davis, Mindy Hall 7. Grammar of The Edit: Roy Thompson, Christopher J Brown 8. Grammar of the Shot: Roy Thomson		

Course Title: MSE356/MSG356: Introduction to Film Studies
(A MOOC/SWAYAM Course)
Credit:4 (*As offered on SWAYAM Platform*)

Course Title: MSI/MSP351: Internship /Project
Credit: 2 (L-T-P: 0+2+0)

Under this course, the students will either be doing the Internship in a media organization **or** will complete a Project under a faculty supervisor/advisor as detailed below:

Internship: This will be a supervised work at organizations engaged in professional journalism, advertising, public relations, marketing communications, media production and public communication activities. The exposure to the industry is expected to help students make informed career choices. Duration: Minimum 30 hours spread over the semester.

Mode of evaluation: Evaluation will be based on Internship Report and Viva Voce. The faculty Advisor/Supervisor concerned will do evaluation. Evaluation shall be done at the end of the Internship, carrying 100 marks.

Project: This will aim at bringing together the knowledge and skills acquired by students in the form of a Project Report over a chosen topic or a Production over a chosen topic (a production may be for audio-visual media or audio media or print media or multi media). The Project shall be done under a faculty Supervisor/Advisor who will be approving the topic chosen by the students for project work. The project will require the students to engage in-depth with a topic and to carry out primary investigation thereof. Typically, it will require field work/library search, analysis, thinking, and the presentation of these findings in a manner appropriate to the topic.

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do evaluation. Evaluation shall be done at the end of the Project, carrying 100 marks.

Semester - VII

Course Title: MSC401: Advanced Research Methodology (DSC)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: B.A. (Hons. /Hons. with Research)	Year: Four	Semester: VII
Subject: Media & Communication Studies		
Course Code: MSC401	Course Title: Advanced Research Methodology	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course Outcomes: Students will acquire knowledge about different aspects of research methodology so as to make them competent to independently plan and execute a research project.		
Credits: 4	Discipline Specific Core (DSC)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P

I	Introduction to Research: 1. Concept & definition of Research 2. Objectives of Research 3. Descriptive Vs Exploratory Research 4. Significance of Research	2L+1T
II	Types of Research: 1. Grounded Theory in brief 2. Triangulations / Mixed Methods in brief 3. Experimental Researches- Experimental and Control Groups 4. Cross –sectional researches 5. Longitudinal Research 6. Naturalistic Enquiry (Ethnographical Research) etc.	8L+3T
III	Research Concepts I: 1. Variables- Types of Variables and their concepts 2. Reliability & Validity in Research 3. Concepts & Constructs 4. Inductive and Deductive Approaches to Research 5. Measurement and research NOIR. 6. Measurement Scales	8L+3T
IV	Research Concepts II: 1. Generating Research Questions & Hypotheses 2. Sampling -Meaning, Concept & Need 3. Probability & Non-Probability Sampling 4. Types of Probability Sampling & Non-Probability Sampling 5. Hypothesis: Meaning, definitions.	6L+2T
V	Research Methods: 1. Survey Method 2. Observation Method 3. Interview Method 4. Content Analysis 5. Case Study 6. Experimental Research 7. Data Preparation	8L+2T
VI	Research Writing: 1. Report writing & Interpretation 2. Types of Report 3. Layout of Research Report 4. Significance of Report Writing 5. Writing Abstracts & Synopsis 6. Research Paper Writing 7. APA style of in-text citation and referencing 8. Use of AI tools in Research	8L+3T
VII:	Research& Publication Ethics: 1. Ethics in Publication 2. Ethics in Research 3. Impact factor, H-index, i10 index etc.	5L+1T

Suggested Readings:

- Allen, M., Titsworth, S., & Hunt, S. K. (2008). *Quantitative research in communication*. Sage Publications.
- Babbie, E. R. (2021). *The practice of social research* (15th ed.). Cengage Learning.
- Berger, A. A. (2019). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (5th ed.). Sage Publications.
- Brennen, B. S. (2025). *Qualitative research methods for media studies* (4th ed.). Routledge.
- Deacon, D., Pickering, M., Golding, P., & Murdock, G. (2021). *Researching communications: A practical guide to methods in media and cultural analysis* (3rd ed.). Bloomsbury Academic.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2017). *The Sage handbook of qualitative research* (5th ed.). Sage Publications.
- Flick, U. (Ed.). (2025). *The Sage handbook of qualitative research quality*. Sage Publications.
- Gray, J., & Gershon, D. (Eds.). (2026). *Reading media: How to do textual analysis*. New York University Press.
- Miller, D. C., & Salkind, N. J. (2002). *Handbook of research design and social measurement* (6th ed.). Sage Publications.
- Mytton, G., Diem, P., & van Dam, P. H. (2016). *Media audience research: A guide for professionals* (3rd ed.). Sage Publications India.
- Priest, S. H. (2010). *Doing media research: An introduction* (2nd ed.). SAGE Publications.
- Quan-Haase, A., & Sloan, L. (Eds.). (2022). *The SAGE handbook of social media research methods* (2nd ed.). Sage Publications.
- Rubin, R. B., Palmgreen, P., & Sypher, H. E. (Eds.). (2004). *Communication research measures: A sourcebook*. Routledge.
- Treadwell, D., & Davis, A. (2024). *Introducing communication research: Paths of inquiry* (5th ed.). Sage Publications.
- Vilanilam, J. V. (2019). *Mass communication research: Major theories, minor concepts*. Dominant Publishers & Distributors.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning India.

**Course Title: MSC402: Principles and Theories of Mass
Communication (DSC)**

Credit: 4 (L-T-P: 3+1+0)

Program/Class: B.A. (Hons. /Hons. with Research)	Year: Four	Semester: VIII
Subject: Media and Communication Studies		
Course Code: MSC402	Course Title: Principles and Theories of Mass Communication	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication.		

2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course outcome: Students will have critical understandings of different principles and theories of Mass Communication.		
Credits: 4		Discipline Specific Core (DSC)
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Nature and Scope of Communication • Definition, Concept, and Process of Communication • Communication as Action- Verbal and Non-Verbal • Types and Modes of Communication • Stages of Communication • Effective Communication and Barriers to Communication • Global Communication and Information and Communication Technology	10L+2T
II	Mass Communication: An Overview • A brief History of Mass Communication • Folk and Traditional Media • The Rise of Mass Media- Print, Radio, Television and New/ Digital Media • Functions of Mass Media • Global Mass Communication • Mass Communication in India	10L+3T
III	Theories and Models of Communication: Critical understanding • Defining Theory and Evolution of Mass Media Theory • Theories of Communication: Hypodermic, Individual Differences, Cognitive Dissonance, Personal Influence Theory etc. • Sociological Theories of Communication: Cultivation, Social Learning, Agenda Setting • Play, Uses and Gratification, Dependency Theory etc. • Normative Theories: Authoritarian, Libertarian, Social Responsibility, Soviet- Communist Media • Development Communication, Democratization Theory etc. • Basic Models of Communication: Linear, Transmission, Transactional and Interactional models • Lasswell, Shannon and Weaver, Osgood and Schramm Models, Newcomb's model • George Gerbener's Model and Westley and Mc Lean Model of Mass Communication • New Media Theories	15L+6T

IV	Ideas & Ideologies in Media Theories • Basic structure of Dominant paradigm • Functionalism, Structuralism • Critical theories, Hermeneutics/Cultural theories • Marxist theory, Neo Marxism & Frankfurt School • Basic Idea of Marshall McLuhan, Michel Foucault, Sigmund Freud etc.	10L+4T
Suggested Reading- • Baran, S. J., & Davis, D. K. (2020). <i>Mass communication theory: Foundations, ferment, and future</i> (8th ed.). Oxford University Press. • Bhatnagar, P. (2012). <i>Principles of communication</i> (1st ed.). Rajat Publications. • Dominick, J. R. (2012). <i>The dynamics of mass communication: Media in transition</i> (12th ed.). McGraw Hill. • Fiske, J. (2010). <i>Introduction to communication studies</i> (3rd ed.). Routledge. • Kumar, K. J. (2020). <i>Mass communication in India</i> (5th ed.). Jaico Publishing House. • McQuail, D., & Deuze, M. (2020). <i>McQuail's media and mass communication theory</i> (7th ed.). Sage Publications. • Narula, U. (2022). <i>Communication models</i>. Atlantic Publishers & Distributors. • Prabhakar, N., & Basu, N. (2007). <i>Introduction to communication</i>. Commonwealth Publishers. • Raney, A. A., & Bryant, J. (Eds.). (2019). <i>Media effects: Advances in theory and research</i> (4th ed.). Routledge. • Ritzer, G., & Stepnisky, J. (2021). <i>Sociological theory</i> (11th ed.). Sage Publications. • Saxena, A., & Bala, S. (Eds.). (2019). <i>Mass media course book 1</i>. Kanishka Publishers. • Saxena, A., & Bala, S. (Eds.). (2019). <i>Mass media course book 2</i>. Kanishka Publishers. • Severin, W. J., & Tankard, J. W., Jr. (2014). <i>Communication theories: Origins, methods and uses in the mass media</i> (5th ed.). Pearson. • Sharma, A. (2018). <i>Introduction to mass communication: Model and theories</i>. Evincepub Publishing. • Sharma, D. (2004). <i>Mass communication: Theory and practice in the 21st century</i>. Deep & Deep Publications.		

Course Title: MSE/MSG401: Media Scenario in India

(DSE/GE)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: B.A. (Hons. /Hons. with Research)	Year: Fourth	Semester: VII
Subject: Media & Communication Studies		
Course Code: MSE/MSG401	Course Title: Media Scenario in India	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication.		

2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.	
Course Outcomes: - Students will acquire knowledge about major issues and debates relevant to media and communication, and its relevance in Indian scenario. - Upon completion of the course, the students will have understanding of topical debates surrounding media in India, and they will be capable enough for expressing their views upon such issues and concerns.	
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30
Mode of evaluation: Written.	
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0	
This course serves as a capstone for the entire curriculum on communication and media. Through selected readings and discussions, students will examine the present and potential effects of increasingly sophisticated modes of mass communication on people, institutions and societies; the course will specifically examine in the Indian context the role of media in democratic functions and processes, its role in business and economics and conflicts between the media and social institutions. The teacher concerned shall pick topical issues, concerns and debates in relation to media scenario in India. Some of the topics which may be taken up for study, debates and discussions are indicated below. <i>Lecture, and Tutorial divisions are NOT indicated for the topics being mentioned.</i> The teacher concerned shall be deciding the mode of pedagogy. 1. The Current State of Indian Media - Overview of major media sectors: Print, television, radio, and digital - Key players and media conglomerates dominating the Indian landscape - Influence of corporate and political interests on media narratives 2. Digital Media and Technological Disruptions - The rise of OTT platforms and their impact on traditional broadcasting - Digital journalism and mobile-first content strategies - The role of artificial intelligence, algorithms, and personalized content 3. Social Media and Its Influence - Social media platforms in India: Trends and user demographics - Social media as a tool for activism, political discourse, and misinformation - The influence of influencers and content creators. 4. Media Ownership, Consolidation, and Control - Patterns of media consolidation and cross-ownership in contemporary India - Political affiliations and their influence on media coverage - The role of independent and alternative media in countering mainstream narratives 5. News Media and Journalism Trends - Sensationalism, clickbait, and the challenge of maintaining credibility	

- Investigative journalism in a digital age: Case studies from recent events
- Fact-checking, fake news, and combating misinformation

6. Media Ethics and Regulatory Challenges

- Current debates around press freedom and censorship
- Ethical dilemmas in digital media and content creation
- The regulatory framework for digital content (IT Rules, 2021) and OTT platforms

7. Data Privacy, Surveillance, and Digital Rights

- Issues of privacy and data collection by social media platforms
- Surveillance, government control, and digital freedoms
- Recent controversies involving Pegasus spyware, Aadhaar, and digital privacy

8. Political Communication and Media Campaigns

- Social media's role in election campaigns and political marketing
- Media and political bias: Case studies of recent elections
- The rise of propaganda, deepfakes, and computational propaganda

9. Media's Role in Public Health and Crisis Reporting

- Media's coverage of the COVID-19 pandemic: Successes and failures
- Health misinformation and media's responsibility in crisis communication
- The role of digital media in awareness campaigns

10. Regional Media and Linguistic Diversity

- The growing influence of regional media and its challenges
- Linguistic diversity and media consumption patterns
- The impact of vernacular media on local culture and regional identities

11. Future of Journalism and Content Creation

- Citizen journalism, participatory content, and crowdsourced news
- Augmented reality (AR), virtual reality (VR), and immersive storytelling
- Innovations in content distribution and media convergence

12. Globalization, Localization, and Indian Media

- Global influences on Indian content and vice versa
- Localized content strategies by international platforms like Netflix and Amazon Prime
- Challenges and opportunities for Indian media in global markets.

Suggested Readings-

- Basu, A. (2025). *Understanding propaganda: A study of media in contemporary India*. Palgrave Macmillan.
- Chattopadhyay, D. (2022). *Indian journalism and the impact of social media*. Palgrave Macmillan.
- Dahiya, S. (2022). *Indian media giants: Unveiling the business dynamics of print legacies*. Oxford University Press.
- Hussain, A., & Gautam, R. K. (Eds.). (2023). *Political communication in the digital age: Contemporary issues and perspectives from India*. Bharti Publications.
- Jeffrey, R., & Sen, R. (Eds.). (2015). *Media at work in China and India: Discovering and dissecting*. Sage Publications India.
- Jingala, N., & Bhardwaj, D. (2024). *The handbook of digital media & journalism: Practices and perspectives*. Galgotia Publishing Company.
- Kohli-Khandekar, V. (2021). *The Indian media business: Pandemic and after* (5th

ed.). Sage Publications India.

- Philipose, P. (2025). *Framing the media: Government policies, law, and freedom of the press in India*. Orient BlackSwan.
- Rabindranath, M. (Ed.). (2018). *Mediascape in 21st century: Emerging perspectives*. Kanishka Publishers Distributors.
- Sinha, A. (2023). *Community newspapers in India: Manifestations and metamorphosis*. Routledge.
- Upadhyay, R., & Singh, S. K. (2025). *Handbook on media laws and ethics: A contemporary approach*. Sumit Enterprises.
- Latest reports by FICCI EY Media and Entertainment,
- Latest reports by Reuters Institute Digital News,
- Latest reports by PwC India Entertainment and media outlook,
- Latest reports by Ormax media industry

Course Title: MSE/MSG402: Media Technologies and Public Policy (DSE/GE)

Credit: 4(L-T-P: 3+1+0)

Program/ Class: B.A. (Hons. /Hons. with Research)	Year: Fourth	Semester: VII
Subject: Media and Communication Studies		
Course Code: MSE/MSG402	Course Title: Media Technology and Public Policy	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course outcome: Upon completion of the course, the students are expected to develop a critical understanding of the following: • Developing intellectual tools to comprehend ever expanding nature of media technologies and their evolution; • Understanding the social history of media technologies and their impact on society; • The role of social forces in shaping development of media technologies; • In the above-mentioned backdrop, understanding the dynamics of negotiating and formulating media policies in broader social, economic and political context; • Contextualizing and understanding Indian Media Policy Regime.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		

Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Understanding Media Technology 1. History and Social Construction of Media Technology 2. Technological Determinism and Beyond 3. Media Technology as Global Industry 4. Media Technology and Social Change 5. Emergence of AI and its use in Media	10L+3T
II	New Media and the Idea of ‘Convergence’ 1. Understanding Evolution of New Media in Historical Context 2. Technological Convergence and Convergence Culture 3. Convergence of Users and Producers 4. The Internet and Future of Interactive Media	10L+4T
III	The Concept of Media Policy 1. Overview of the Field of Media Policy 2. Evolution of Media Policies and Related 3. Legal Framework in Political Context 3. The Concept of Interpretive Policy 4. Global Order and Global Media policy	12L+4T
IV	Media Policy in India 1. Historical Overview of Indian Media Policy Current Media Policy 2. Impact of Globalization on Indian Media Policy 3. Critical Evaluation of Important Indian Media Policy Regime such as 1995 Supreme Court Judgment on Airwaves, Information Technology Act, 2000 and Information Technology (Amendment) Act, 2008, Communication Convergence Bill, 2001, Broadcasting Bill, 1997 and Cable Television Network Regulation (Amendment) Act, 2011 and latest laws and policies especially with regards to Third-party apps and social media	13L+4T
	Suggested readings - Burton, G. (2010). <i>Media and society: Critical perspectives</i> (2nd ed.). Open University Press. - Croteau, D. R., Hoynes, W., & Milan, S. (2011). <i>Media/society: Industries, images, and audiences</i> (4th ed.). Sage Publications. - Curran, J., & Hesmondhalgh, D. (Eds.). (2019). <i>Media and society</i> (6th ed.). Bloomsbury Academic. - Downing, J. D. H., McQuail, D., Schlesinger, P., & Wartella, E. A. (Eds.). (2004). <i>The SAGE handbook of media studies</i>. Sage Publications. - Durham, M. G., & Kellner, D. M. (Eds.). (2012). <i>Media and cultural studies: Keywords</i> (Revised ed.). Wiley-Blackwell. - Hodkinson, P. (2024). <i>Media, culture and society: An introduction</i> (3rd ed.). Sage Publications. - Jenkins, H. (2006). <i>Convergence culture: Where old and</i>	

	<i>new media collide</i>. New York University Press. • McPhail, T. L., & Phipps, S. S. (2019). <i>Global communication: Theories, stakeholders, and trends</i> (5th ed.). Wiley-Blackwell. • Ouellette, L. (Ed.). (2012). <i>The media studies reader</i>. Routledge. • Straubhaar, J., LaRose, R., & Davenport, L. (2024). <i>Media now: Understanding media, culture, and technology</i> (11th ed.). Cengage Learning. • Turow, J. (2016). <i>Media today: Mass communication in a converging world</i> (6th ed.). Routledge.	
--	---	--

Course Title: MSE/MSG403: Applied Statistics and Tools for Communication Research (DSE/GE)

Credit: 4 (L-T-P: 2+0+2)

Program/Class: B.A. (Hons. /Hons. with Research)		Year: Four	Semester: VII
Subject: Media and Communication Studies			
Course Code: MSE/MSG403		Course Title: Applied Statistics and Tools for Communication Research	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.			
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.			
Course Outcomes: • To understand the concept of statistical analysis. • To understand test of significance and Chi Square, and correlation. • To develop critical thinking about statistics and various types of statistical analysis.			
Credits: 4		Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]		Min. Passing Marks: 30	
Mode of evaluation: End Semester Examination - 70 Marks Activity/Assignment based (of which a minimum of 20 Marks written assignments); Continuous evaluation – 30 Marks			
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 2+0+2			
Units	Topic		No. of L/T/P

I	Introduction: An Overview of Statistics: Meaning, Definition and Characteristics; Nature, Importance and Limitations of Statistics; types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR); Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	5L+1P
II	Descriptive Statistics: Importance and Limitations; Measures of Central Tendency: Arithmetic Mean, Median, Mode; Measures of Variability I: Range and Mean Deviation; Measures of Variability II: Quartile Deviation and Standard Deviation	5L+1P
III	Correlation Analysis: Meaning, Concept and Characteristics of Correlation; Types of Correlation: Basic type (Positive, Negative and Zero), Linearity Based- Linear, Non-linear and Curvilinear; Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation; Determination of Correlation by Graphical Methods and Coefficient of Correlation; Concept of Multi-co linearity and Multiple Correlation.	5L+5P
IV	Test of Significance: Concept and Application of Hypothesis testing and Test of Significance; Types of Errors, Level of Significance, Critical region, One-tailed and Two-tailed Tests, Size and Power of Test, Degree of Freedom; t-test: Independent Sample t-test, Paired t-test; Chi-square Test: Meaning and Application	4L+6P
V	Analysis of Variance (ANOVA) and Time Series: Chi-square test with SPSS; One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS; Cluster Analysis; Post-hoc Measurement; Structural Equation Modelling	4L+5P
VI	Factor Analysis Methods: Factor Analysis: Meaning, Interpretation, Application; Principle Component Method; Logistics Regression	3L+6P
VII	Regression: Meaning, Application and Interpretation of Regression and its terms- R, R ² , Alpha-coefficient, Beta-coefficient, tvalue in Regression Analysis; Meaning, Application and Interpretation of Regression and its terms-R,R ² ,Alpha-coefficient,Beta-coefficient, tvalue in Regression Analysis; Concept and Application of Multiple Correlation and Regression, Relationship between Correlation coefficient and Regression coefficient; Uses of Regression Analysis in Research Paper	4L+6P

Suggested Readings:

- Allen, M., Titsworth, S., & Hunt, S. K. (2008). *Quantitative research in communication*. Sage Publications.
- Anderson, T. W., & Clove, S. L. (1978). *An introduction to statistical analysis of data*. Houghton Mifflin.
- Anderson, T. W., & Finn, J. D. (1996). *The new statistical analysis of data*. Springer.
- Bhat B.R, Srivenkataramana T & Rao Madhava K.S. (1997): Statistics: A Beginner's Text, Vol. II, New Age International Pvt. Ltd.
- Dayal, M. (2017). *Media metrics: An introduction to quantitative research in mass communication*. Sage Publications.
- Gupta, S. C., & Kapoor, V. K. (2000). *Fundamentals of mathematical statistics* (10th ed.). Sultan Chand & Sons.
- Hosmer, D. W., & Lemeshow, S. (2000). *Applied logistic regression* (2nd ed.). Wiley.
- Khatri, N. (2024). *Communication and media research*. Guided Self-Publishing India.
- Rohatgi, V. K., & Saleh, A. K. M. E. (2001). *An introduction to probability and statistics*

(2nd ed.). Wiley.

- Saxena, H. C. (2011). *Elementary statistics* (10th ed.). S. Chand & Co.
- Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative research methods in communication: The power of numbers for social justice*. Routledge.

Course Title: MSE/MSG404: Media and Gender (DSE/GE)

Credit:4 (L-T-P: 3+1+0)

Program/ Class: B.A. (Hons. /Hons. with Research)	Year: Four	Semester: VII
Subject: Media & Communication Studies		
Course Code: MSE/MSG404	Course Title: Media & Gender	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course Outcomes - To understand media construction of Gender - To understand the role of New Media/ technologies in reaffirming/ challenging the traditional construction of gender - To become responsible consumers and future producers		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Units	Topic	No. of L/T/P
I	Introduction to Gender & Media: 1. Gender-concept and definition. 2. Media- concept and definition. 3. Approaches to Gender & Media: Industry, Audience, Text	5L+2T
II	Key Concepts and Approaches: 1. Gender as a social construct 2. Stereotypes, (In) visibility and Gaze 3. Feminism and Ideology 4. Post Feminism	8L+2T

III	Media Texts and Representations: 1. Intersectionality 2. Bodies & Objectification 3. Masculinity 4. Sexuality 5. Sports and Games	8L+3T
IV	Media Production: 1. Gender and Political economy 2. Gender Inequalities in Cultural Industries 3. Feminized Labour 4. Consumer Culture and selling feminism - Children's Media and Merchandising constructing Gender 5. Commodity Feminism	10L+3T
V	Media Audiences: 1. Reception 2. Fandom 3. Resistance	6L+3T
VI	Digital Culture and Gender: 1. Gender and self-presentation 2. Cyber misogyny and Trolling 3. Gender and online activism 4. The branded self	8L+2T

Suggested Readings:

- Bhagwat, V. (2004). *Feminist social thought: An introduction to six key thinkers*. Rawat Publishers.
- Bhavnani, K.-K., Foran, J., Kurian, P. A., & Munshi, D. (2003). *Feminist futures: Reimagining women, culture and development*. Zed Books.
- Butler, J. (1990). *Gender trouble: Feminism and the subversion of identity*. Routledge.
- Chakravarti, U. (2018). *Gendering caste through a feminist lens*. Sage Publications India.
- Chattopadhyay, S. K. (2018). *Gender socialization and the making of gender in the Indian context*. Sage Publications India.
- Colebrooke, C. (2003). *Gender*. Palgrave Macmillan.
- Ross, K & Byerly, Caroline M. (Eds.). (2016). *Women and media: International perspectives*. Wiley-Blackwell.
- de Beauvoir, S. (2011). *The second sex* (C. Borde & S. Malovany-Chevallier, Trans.). Vintage. (Original work published 1949).
- Gill, R. (2007). *Gender and the media*. Polity Press.
- Hole, K. L., Jelača, D., Kaplan, E. A., & Petro, P. (Eds.). (2016). *The Routledge companion to cinema and gender*. Routledge.
- Jackson, S., & Jones, J. (Eds.). (1998). *Contemporary feminist theories*. New York University Press.
- John, M. E. (Ed.). (2008). *Women's studies in India: A reader*. Penguin India.
- Keller, J., Littler, J., & Winch, A. (Eds.). (2019). *An intergenerational feminist media studies: Conflicts and connectivities*. Routledge.
- Lindsey, L. L. (2020). *Gender roles: A sociological perspective* (7th ed.). Pearson.
- Ross, K. (Ed.). (2009). *Gendered media: Women, men and identity politics*. Rowman & Littlefield.
- Ross, K. (Ed.). (2011). *The handbook of gender, sex and media*. Wiley-Blackwell.
- Thapar, R., Roy, K., & Gulati, P. (2025). *Women writing history: Three generations*.

Zubaan Books.

- Tierney, H. (Ed.). (1999). *Women's studies encyclopedia*. Greenwood Press.
- Wollstonecraft, M. (2004). *A vindication of the rights of woman*. Penguin. (Original work published 1792).

**Course Title: MSP401:
Minor Academic Project (Communication Production-Radio/Audio-
Visual/Print)**

Credit: 2*

* The teacher concerned shall be engaging One Hour of Class/Tutorial/Practical every week. Rest of the time shall be used by the students for Library search/Field Work/Field production/Media Lab work etc.

Acceptable formats for a Minor Academic Project shall be a creative work involving a Production.

Mode of Evaluation: Evaluation will be based on final output of Minor Academic Project carrying 100 marks. Evaluation will be done by the Course Teacher at the end of the semester.

**Course Title: MSD401
Dissertation
Credit: 22***

*The teacher concerned shall be engaging Four Hours of Classes/Interactions every week. Rest of the time shall be used by the students for Library search/Field Work etc.

The Dissertation will require the students to engage in-depth with a topic and to carry out investigation thereof. Typically, it will require field work and/or library search, fresh research, analysis and thinking, and the presentation of these findings in a form of Dissertation as per guidance of the faculty concerned.

Mode of Evaluation: Evaluation will be based on final Dissertation carrying 100 marks. Evaluation will be done by the Course Supervisor and by One External Subject Expert (50 Marks each) at the end of the semester.

Semester - VIII

Course Title: MSE/MSG451: Mass Media and Society (DSE/GE)

Credit: 4 (L-T-P: 3+1+0)

Program/Class: B.A. (Hons. /Hons. with Research)	Year: Four	Semester: VIII
Subject: Media and Communication Studies		
Course Code: MSC/MSG451	Course Title: Mass Media and Society	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course outcome: Upon completion of the course, the students are expected to develop a critical understanding of the following: • Developing a sociological understanding of media landscapes, social and political processes and institutions and complex relationship between mass media and these processes; • Understanding the relationship between complex dynamics of media, society, polity and culture; • Developing perspectives on the role of media in shaping/ influencing contemporary affairs; • Comprehending the relationship between various components of media economy, media products, media technology, ownership patterns, audiences etc. in the context of broader social world.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Understanding Society and Social Processes and Mass Media 1. Understanding society and Indian social system 2. Social structure and social processes 3. Concept, forms and functions of Mass Media	10L+3T
II	Media and Social World 1. Sociology of media 2. Mass media and socialization 3. Media, industry and social world 4. Mass media and social relations 5. Gender and communication 6. Mass media and public opinion	15L+4T

III	Understanding Media as Industry 1. Mass media and globalization, Understanding global regulations on AI 2. Media ownership patterns and corporatization of media 3. Mass media and profit 4. Advertising and its impact	10L+4T
IV	Media and Politics 1. Media influence and political world 2. Media and ideology 3. Mass media and international relations	10L+4T
Suggested Reading- • Baran, S. J., & Davis, D. K. (2020). <i>Mass communication theory: Foundations, ferment, and future</i> (8th ed.). Oxford University Press. • Benson, R., Hessérus, M., Neff, T., & Sedel, J. (2025). <i>How media ownership matters</i>. Oxford University Press. • Burton, G. (2010). <i>Media and society: Critical perspectives</i> (2nd ed.). Open University Press • Butler, J. (1990). <i>Gender trouble: Feminism and the subversion of identity</i>. Routledge. • Chakravarti, U. (2018). <i>Gendering caste: Through a feminist lens</i>. Sage Publications. • Couldry, N. (2013). <i>Media, society, world: Social theory and digital media practice</i>. Polity Press. • Croteau, D. R., & Hoynes, W. (2018). <i>Media/society: Industries, images, and audiences</i> (6th ed.). Sage Publications. • Curran, J., & Gurevitch, M. (Eds.). (1991). <i>Mass media and society</i>. Edward Arnold. • Davis, A., Fenton, N., Freedman, D., & Khiabany, G. (2020). <i>Media, democracy and social change: Reimagining political communication</i>. Sage Publications. • De Beauvoir, S. (2011). <i>The second sex</i> (C. Borde & S. Malovany-Chevallier, Trans.). Vintage Books. (Original work published 1949). • Durham, M. G., & Kellner, D. M. (Eds.). (2012). <i>Media and cultural studies: Keywords</i> (2nd ed.). Wiley-Blackwell. • During, S. (Ed.). (2007). <i>The cultural studies reader</i> (3rd ed.). Routledge. • Gunther, R., & Mughan, A. (Eds.). (2000). <i>Democracy and the media: A comparative perspective</i>. Cambridge University Press. • Ha, L. (2019). Advertising effects and advertising effectiveness. In M. B. Oliver, A. A. Raney, & J. Bryant (Eds.), <i>Media effects: Advances in theory and research</i> (4th ed., pp. 273–288). Routledge • Hallin, D. C., & Mancini, P. (2004). <i>Comparing media systems: Three models of media and politics</i>. Cambridge University Press. • Hodgkinson, P. (2024). <i>Media, culture and society: An introduction</i> (3rd ed.). Sage Publications. • Jodhka, S. S., & Naudet, J. (Eds.). (2023). <i>The Oxford handbook of caste</i>. Oxford University Press. • Jones, P., & Holmes, D. (2011). <i>Key concepts in media and communications</i>. Sage Publications. • Laughey, D. (2007). <i>Key themes in media theory</i>. Open University Press. • Malicse, A. (2025). <i>How the profit motive influences media's role in politics and product innovation</i>. PhilArchive. https://philarchive.org/rec/MALHTP-2 • Papathanassopoulos, S. (Ed.). (2011). <i>Media perspectives for the 21st century</i>. Routledge. • Perloff, R. M. (2021). <i>The dynamics of political communication: Media and politics</i>		

in a digital age (3rd ed.). Routledge.

- Perse, E. M., & Lambe, J. L. (2017). *Media effects and society* (2nd ed.). Routledge.
- Rani, P. (2015). *Sociology of mass communication*. Random Publications.
- Rantanen, T. (2004). *The media and globalization*. Sage Publications.
- Santoniccolo, F., Trombetta, T., Paradiso, M. N., & Rollè, L. (2023). Gender and Media Representations: A Review of the Literature on Gender Stereotypes, Objectification and Sexualization. *International Journal of Environmental Research and Public Health*, 20(10), 5770. <https://doi.org/10.3390/ijerph20105770>
- Schirato, T., & Yell, S. (2000). *Communication and culture: An introduction*. Sage Publications.
- Snow, D. A., della Porta, D., Klandermans, B., & McAdam, D. (Eds.). (2022). *The Wiley Blackwell encyclopedia of social and political movements*. Wiley-Blackwell.
- Valle, D. M. (Ed.). (2025). *The mass media landscape*. University of Arkansas / Open Anthology. (Authors: D. Bostwick & A. Riley).
- Reports by Telecom Regulatory Authority of India, DataLeads, Reporters Sans Frontiers, EY

Course Title: MSE/MSG452: Cinema and Society (DSE/GE)

Credit: 4 (L-T-P: 3+1+0)

Program/Class: B.A. (Hons. /Hons. with Research)	Year: Four	Semester: VIII
Subject: Media & Communication Studies		
Course Code: MSE/MSG452	Course Title: Mainstream Media & Society	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course Outcome: This course will enable an exploration of the dynamic relationship between cinema and society, examining how films both shape and reflect cultural norms, ideologies, and social transformations. Students will engage with film theory, historical movements, and critical debates while analysing cinematic texts as cultural texts. The course will provide a global perspective on cinema while focusing on Indian cinema as a case study. Upon completion the students will have developed critical thinking and analytical skills for interpreting films within their socio-historical contexts.		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		

Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Introduction and Foundation i) Cinema and Society - overview • Cinema as a Cultural Product • Key Concepts - Representation, Ideology, and Cultural Hegemony ii) Theoretical Frameworks • Marxism, Feminism, Postcolonial Theory, and Cultural Studies • Key thinkers - Louis Althusser, Stuart Hall, Laura Mulvey, and bell hooks iii) Social Context and Film Form • Global Cinema - Historical perspectives • National cinemas and their socio-political contexts	11L+1T
II	Cinema as Social Reflection i) Gender and Sexuality in Cinema • Stereotypes, Male Gaze, Heteronormativity • Feminist and Queer Cinema ii) Class and Labour in Cinema • Working-class portrayal and capitalist critique • Italian Neorealism, Parallel Cinema iii) Race, Ethnicity, and Postcolonial Cinema • Colonial legacies and decolonisation • African and Indian postcolonial films iv) Identity in Cinema • Cinematic negotiations of Identity • Contested portrayals – caste, disability, and vulnerable sections	12L+8T
III	World Cinema and Cross-Cultural Influences i) Cinema and Globalisation • Globalisation – Impact on film production and consumption • Indian cinema across borders ii) Hollywood and its Global Dominance • Hollywood's portrayal of race, gender, and global politics • The cultural imperialism debate iii) Transnational Cinema • Diasporic Narratives in global cinema • Cultural narratives in transnational films	12L+1T

IV	Cinema, Politics, and Social Action i) Cinema and Nationalism • Construction and critique of national identity • Indian cinema and Nation-building ii) Political Cinema and Activism • Films as tools for resistance and revolution • Third Cinema and Indian political films iii) Censorship and Freedom of Expression • Film censorship as a political tool • Audience-driven censorship	10L+5T
----	---	--------

Note: As for specific films and directors to be watched and reviewed/commented by the students, the faculty concerned may announce it during teaching sessions.

Suggested Readings:

- Arnheim, R. (1957). *Film as art*. University of California Press.
- Badley, L., Palmer, R. B., & Schneider, S. J. (Eds.). (2006). *Traditions in world cinema*. Edinburgh University Press.
- Bazin, A. (2004). *What is cinema?* (H. Gray, Trans.; Vol. 1). University of California Press.
- Biltereyst, D., & Mathijs, E. (Eds.). (2024). *The screen censorship companion: Critical explorations in the control of film and screen media*. University of Exeter Press.
- Biltereyst, D., & Vande Winkel, R. (Eds.). (2013). *Silencing cinema: Film censorship around the world*. Palgrave Macmillan.
- Chakravarty, S. S. (1994). *National identity in Indian popular cinema, 1947–1987*. University of Texas Press.
- Eisenstein, S. (1986). *The film sense* (J. Leyda, Trans. & Ed.). Faber and Faber.
- Ezra, E. (2017). *The cinema of things: Globalization and the posthuman object*. Bloomsbury Academic.
- Ganti, T. (2004). *Bollywood: A guidebook to popular Hindi cinema*. Routledge.
- Gokulsing, K. M., & Dissanayake, W. (2004). *Indian popular cinema: A narrative of cultural change* (Revised ed.). Trentham Books.
- Hayward, S. (2013). *Cinema studies: The key concepts* (4th ed.). Routledge.
- Jain, J. (2020). *Interpreting cinema: Adaptations, intertextualities, art movements*. Rawat Publications.
- Karanjia, B. K. (1986). *A many-splendoured cinema*. New Thacker's Fine Art Press.
- Kaur, R., & Sinha, A. J. (Eds.). (2005). *Bollyworld: Popular Indian cinema through a transnational lens*. Sage Publications.
- Kupsc, J. (2003). *The history of cinema for beginners*. Orient BlackSwan.
- Majumdar, N., & Mazumdar, R. (Eds.). (2022). *A companion to Indian cinema*. Wiley-Blackwell.
- Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
- Rajadhyaksha, A., & Willemen, P. (Eds.). (1999). *Encyclopaedia of Indian cinema* (2nd ed.). Routledge.
- Ray, S. (2001). *Our films, their films*. Orient BlackSwan.
- Ryan, M., & Lenos, M. (2020). *An introduction to film analysis: Technique and meaning in narrative film*. Bloomsbury Academic.

Course Title: MSE/MSG453: Data Journalism (DSE/GE)

Credit: 4 (L-T-P: 3+1+0)

Program/ Class: B.A. (Hons. /Hons. with Research)	Year: Four	Semester: VIII
Subject: Media & Communication Studies		
Course Code: MSE/MSG453	Course Title: Data Journalism	
Programme outcome: Knowledge and skills in relation to Media and Communication Studies.		
Programme specific outcome: 1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication. 2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.		
Course Outcomes: • Students will get an understanding of data and its types • Students will be able to relate to and understanding certain basic datasets released by the government • Students will identify, relate and understand the different kinds of economic and financial data • Students will identify, relate and understand the different kinds of social datasets available • Students will learn how to analyse datasets and write data driven stories		
Credits: 4	Discipline Specific Elective (DSE)/Generic Elective (GE)	
Max Marks: 100 [ESE-70 & CCE-30]	Min. Passing Marks: 30	
Mode of evaluation: Written		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
Unit	Topics	No. of L/T/P
I	Understanding Data What is data, Types of data, Understanding the difference between data and big data, Different kinds of data that journalists deal with on an everyday basis, Understanding why is data necessary for journalists, Need for data driven journalism	6L+2T
II	Basic understanding about the datasets released by the Government What kind of datasets does the government collect and why is it necessary for the government to collect these datasets, What are the different kinds of data released by government – a basic overview, What are the different offices which release government data, Importance of Census, Importance of Development Data: Learning to use Open Government Data platform data.gov.in, Accessing data through Right to Information Act, 2005	10L+2T
III	Dealing with Economic and Financial Data Why is data pertaining to the economy important? Understanding different kinds of economic datasets released by the Government of India,	

	RBI, NITI Aayog and other bodies - GDP, CPI inflation, WPI inflation, Fiscal Data, Current Account Deficit, Foreign Direct Investment, Trade data including trade deficit and export-import data, Balance of Payments data, Manufacturing PMI, Services PMI, Index of Industrial Production, and foreign exchange data, data on revenue collection, expenditure data and labour and workforce data, Understanding the Union Budget as a dataset, Understanding how and why does data from the Indian Meteorological Department matter, Understanding corporate data stored and managed by Registrar of Companies, Learning how to analyse quarterly and annual results of listed companies, Learning how to use websites of BSE Sensex and NSE Nifty for data mining on companies, Data released by oil marketing companies, Data released by Society of Indian Automobile Manufacturers (SIAM), Data released by telecommunication companies/ TRAI	12L+5T
IV	Dealing with Social Indicators Understanding different social datasets released by the government and other agencies, Annual Health Survey, Rural Health Statistics, Sex Ratio, Child Sex Ratio, Decadal Growth Rate, Literacy Rate, Dropout Rate, Employment/Unemployment Data, Under 5 Mortality Rate, Infant Mortality Rate, Maternal Mortality Rate, Human Development Index, Data related to the Integrated Child Development Scheme (ICDS), Electricity data, Sanitation data, Housing data, Road and Highways data, Environment data	10L+4T
V	Data Analysis and Story writing Learning how to analyse data, Learning how to use data analysis to write a story, Learning techniques of data visualisations through various free-to-use softwares, use of AI tools.	7L+2T
Suggested Readings: - Anderson, C. W. (2018). <i>Apostles of certainty: Data journalism and the politics of doubt</i>. Oxford University Press. - Bounegru, L., & Gray, J. (Eds.). (2021). <i>The data journalism handbook: Towards a critical data practice</i> (2nd ed.). Amsterdam University Press. - Burns, L. S., & Matthews, B. J. (2018). First things first: Teaching data journalism as a core skill. <i>Asia Pacific Media Educator</i>, 28(1), 91–105. doi.org - Davies, K. (2018). Getting started with data journalism: A baby steps approach. <i>Asia Pacific Media Educator</i>, 28(1), 106–111. https://doi.org/10.1177/1326365X18767460 - Gray, J., Chambers, L., & Bounegru, L. (Eds.). (2012). <i>The data journalism handbook: How journalists can use data to improve the news</i>. O'Reilly Media. - Young, M. L., Hermida, A., & Fulda, J. (2018). What makes for great data journalism? A content analysis of data journalism awards finalists 2012-2015. <i>Journalism Practice</i>, 12(1), 115–135. https://doi.org/10.1080/17512786.2016.1270171		

Course Title: MSP451

Major Academic Project (Communication Production-Radio/Audio-Visual/Print)

Credit: 14*

* The teacher concerned shall be engaging Four Hours of Classes/Tutorials/Practical every week. Rest of the time shall be used by the students for Library search/Field Work/Field production/Media Lab work etc.

Acceptable formats for a Major Academic Project shall be a creative work involving a Production. A major component of this production shall be *research and analysis*.

Mode of Evaluation: Evaluation will be based on final output of Major Academic Project carrying 100 marks. Evaluation will be done by the Course Supervisor and by One External Subject Expert (50 Marks each) at the end of the semester.

Course Title: MSD451

Dissertation

Credit: 22*

*The teacher concerned shall be engaging Four Hours of Classes/Interactions every week. Rest of the time shall be used by the students for Library search/Field Work etc.

The Dissertation will require the students to engage in-depth with a topic and to carry out investigation thereof. Typically, it will require field work and/or library search, fresh research, analysis and thinking, and the presentation of these findings in a form of Dissertation as per guidance of the faculty concerned.

Mode of Evaluation: Evaluation will be based on final Dissertation carrying 100 marks. Evaluation will be done by the Course Supervisor and by One External Subject Expert (50 Marks each) at the end of the semester.
