

Revised and updated w.e.f. 2026-27



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

***Two-Year Master of Arts (Four Semesters) Programme
in
Media and Communication Studies***

(Course Curriculum Design as per NEP 2020)

Implemented from Academic Session 2025-26



School of Media & Communication Studies (SoMCS)
Doon University, Dehradun
Two-Year Master of Arts (M.A.) Programme in Media and Communication Studies
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Abbreviations

DSC: Discipline Specific Core
DSE: Discipline Specific Elective
L: Lecture (One Hour)
P: Practical (Two Hours)
T: Tutorial (One Hour)

Semester	DSC	DSE	Project	Total Credits
I	MSC501: Principles of Communication- 4 Credits (L-3, T-1, P-0) MSC502: Journalism: Skills and Concepts- 4 Credits (L-3, T-1, P-0) MSC503: Visual Communication- 4 Credits (L-2, T-0, P-2)	MSE501: Photography- 4 Credits (L-2, T-0, P-2) MSE502: Cinema and Society- 4 Credits (L-3, T-1, P-0) MSE503: Introduction to Strategic Communication- 4 Credits (L-3, T-1, P-0) <i>Note: Students will opt for any <u>Two</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.</i>	MSP501: Project- 2 Credits (L-1, T-1, P-0) Students shall opt to do a Project over any <u>One</u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.	22

II	MSC551: Communication Research- 4 Credits (L-3, T-1, P-0) MSC552: Radio Production- 4 Credits (L-2, T-0, P-2) MSC553: Media Policies, Laws, Regulations and Ethics- 4 Credits (L-3, T-1, P-0)	MSE551: Mass Media and Society- 4 Credits (L-3, T-1, P-0) MSE552: Science Communication- 4 Credits (L-3, T-1, P-0) MSE553: Computer Applications for Media- 4 Credits (L-2, T-0, P-2) MSE554: Print Design and Production- 4 Credits (L-2, T-0, P-2) Note: Students will opt for any <u>Two</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.	MSP551: Project- 2 Credits (L-1, T-1, P-0) Students shall opt to do a Project over any <u>One</u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.	22
Exit option after One Year (Two Semesters with 44 Credits) with a PG Diploma in Media & Communication Studies.				
III	MSC601: Public Relations and Advertising: Theory and Practice- 4 Credits (L-3, T-1, P-0) MSC602: Audio-Visual Production- 4 Credits (L-2, T-0, P-2)	MSE601: Communication and Development: Theory and Practice- 4 Credits (L-3, T-1, P-0) MSE602: Media studies; Key Debates- 4 Credits (L-3, T-1, P-0) MSE603: Reporting and Writing for Print Media- 4 Credits (L-2, T-0, P-2) MSE604: Reporting and Writing for Television and Digital Media- 4 Credits (L-2, T-0, P-2) MSE605: Theoretical Perspectives in Media Studies- 4 Credits (L-3, T-1, P-0) Note: Students will opt for any <u>Three</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.	MSP601: Project- 2 Credits (L-1, T-1, P-0) Students shall opt to do a Project over any <u>One</u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.	22

IV	1. Dissertation/ Academic Project- 2X10= 20 Credits Students will opt for a Dissertation/ an Academic Project from among any <u>Two</u> of the following courses so as to specialize in that domain (10 Credits each): 2X10= 20 Credits. However, the course(s) shall be offered as per teachers' availability. For each of the Courses/Specializations, the teacher concerned shall be engaging <u>Two Hours of Classes/Tutorials/Practical every week</u> depending upon the nature of the course opted for. Rest of the time shall be used by the students for Library search/Field Work/Field production/Media Lab work etc. MSE651: Advertising MSE652: Public Relations MSE653: Development Communication MSE654: Media Studies MSE655: Print Journalism MSE656: Broadcast and Digital Journalism MSE657: Audio-Visual Production MSE658: Radio Production MSE659: Photography MSE660: Science Communication 2. MSP651: Project- 2 Credits (L-1, T-1, P-0) Students shall opt for a Project over any <u>One</u> of the subjects/areas of specialization chosen for Dissertation/Academic Project as indicated above under the courses MSE651-660; and, the student shall complete that project under the teacher who will be teaching that course during the current semester.	22
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Course Description

Course contents have been given in Units. The faculty concerned may add/improvise some of the topics under a course if they find it appropriate and, as per teaching and training needs; and, also in consonance with current demands of the media and communication industry & profession.

Programme Outcome: Knowledge and Skills in relation to Media and Communication Studies.

Programme Specific Outcome: 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 & senior-level positions in media & communication sector. They may also start their own ventures; and, may engage themselves in entrepreneurship.

Course Outcome: Course outcomes have been indicated under details of each course.

Semester I

1. MSC501: Principles of Communication- 4 Credits (L-3, T-1, P-0)

Course Outcome: This course will deal with fundamental as well as detailed understanding of communication concepts and processes while also interpreting them via basic theoretical as well as practical approaches. Focusing on the study of communication in its multitudinous forms as an interdisciplinary and multi-disciplinary social science, the emphasis would be on intersections between communication and relational contexts. Upon completion of this course, the students are expected to learn the following:

- Build a broader perspective on communication and processes;
- Comprehend the ever-expanding meaning of mass communication and its broadening scope;
- Get insights into communication topics in the context of their practical experiences;
- Understand theories and models of mass communication, their critique and application;
- Comprehend communication as a discipline, in theory and practice, directly affecting their day-to-day lives and understand the debates in social, cultural, political and economic contexts.

Unit – I: Introduction to Basics of Communication

- i) Definition, Concept, and Process of Communication
- ii) Communication as Action
- iii) Communication: Symbols and Meaning
- iv) Communication: Everyday Experiences and Relationships Context

Unit – II: Scope of Communication

- i) Modes and Types of Communication
- ii) Stages of Communication

- iii) Barriers to Communication
- iv) Mass Media, Folk and Traditional Media, New Media
- v) Functions of Mass Media

Unit – III: An Overview of Mass Communication

- i) A brief History of Mass Communication
- ii) The Rise of Mass Media
- iii) Global Mass Communication
- iv) Mass Communication in India
- v) Mass Communication and Information and Communication Technology

Unit – IV: Understanding Theories and Models of Communication

- i) Defining Theory and Relationship with the Context
- ii) Basic Theories of Communication: Hypodermic, Individual Differences, Cognitive Dissonance, Personal Influence Theory etc.
- iii) Sociological Theories of Communication: Cultivation, Social Learning, Agenda Setting, Play, Uses and Gratification, Dependency Theory etc.
- iv) Normative Theories: Authoritarian, Libertarian, Social Responsibility, Soviet Media, Development Communication, Democratic Participant Theory etc.
- v) Basic Models of Communication: Lasswell, Shannon and Weaver, Osgood and Schramm Models, Gerbner Model, Westley and Maclean Model, Dance model etc.

Method of Evaluation:

- Written Exam: End Term — 70 Marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

Suggested Readings:

- Baran, S. J., & Davis, D. K. (2020). *Mass communication theory: Foundations, ferment, and future* (8th ed.). Oxford University Press.
- Bhatnagar, P. (2008). *Written communication*. Rajat Publications.
- Fiske, J. (2010). *Introduction to communication studies*. Routledge.
- Hanson, R. E. (2023). *Mass communication: Living in a media world*. Sage.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- McQuail, D., & Deuze, M. (2020). *McQuail's media and mass communication theory* (7th ed.). Sage Publications.
- Prabhakar, N., & Basu, N. (2007). *Introduction to communication*. Commonwealth Publishers.
- Raghavan, G. N. S. (2024). *The press in India: A new history*. Gyan Publishing House.
- Sharma, D. (2004). *Mass communication theory and practice in the 21st century*. Deep and Deep Publications.

- Vilanilam, J. V. (2005). *Mass communication in India*. Sage Publications.
- Vivian, J. (2022). *The media of mass communication* (12th ed.). Pearson.

2. MSC502: Journalism: Skills and Concepts- 4 Credits (L-3, T-1, P-0)

Course Outcome: This course will train students in a whole range of skills, all of which are required for a successful career as a Journalist. Upon completion of this course, the students are expected to learn the following:

- Understand the basics of Journalism focusing on its various elements and features,
- Understand as to how a reporter covers a news event and writes a news story/feature on the event,
- Understand to plan for and execute photo coverage of news event.

Unit I: Ethical and Legal Issues in Journalism

This unit explores the social role of journalism and the journalist from legal, ethical and economic perspectives. The course examines the current and historic conflicts between journalists, government and the legal establishment. Other issues include fairness in journalism and balanced reporting, and ethical considerations in the setting of the news agenda.

Unit II: Reporting and Writing

The unit has principal components as beat reporting and deadline writing. Students learn the rudiments of covering crime and courts, government and politics, social issues, health care, education and other subjects. Basic news story structure (the inverted pyramid and the 5 Ws), How to "set up" a news story, the basic elements of typographical layout and design. Hands on experience to know the nitty-gritty of journalism world; tackling with deadline pressure, news packaging, Use of AI tools.

Unit III: Writing & Editing

This unit is designed to develop good writing and editing skills. Facets of Subbing: Writing leads, straight news stories, and feature stories, editorial, write headlines, photo captions, able to proofread and edit copy. By examining the critical issues of accuracy, balance, clarity and readability in a variety of contexts and styles, students will learn the essentials of editing and organization skills, Use of AI tools.

Unit IV: Photo Journalism

This unit will deal with reporting with a camera. The class will learn photo-reporting for a newspaper as well as the photo essay that explores subjects at length, News pictures and Stand-alone pictures.

Unit V: Broadcast Journalism

Introduction, Researching a news story, role of script and news story, shoot an interview, Reporter and news cameraperson, Facing Camera, News Anchor.

Unit VI: Online Journalism

Introduction to web articles, writing blog, telling stories with digital tools, such as Google Maps and timelines, build audiences and research by using social media, mobile platforms and the web.

Method of Evaluation:

- Written Exam: End Term — 70 Marks
- Continuous Assessment- 30 marks.

Note: Class Participation/Assignment/Class room grades/marks could be based on any one of the followings or a combination of any two or all: the class assignments – articles, writings and exercises, attendance and class participation, quizzes.

Required Readings and Texts:

- 1) Daily Newspaper. Students must read at least one national newspaper thoroughly for about an hour each day and complete this reading before class focusing on the front page and rest section in order to discuss and analyze news stories, discussion on the content and structure of stories regularly in class.
- 2) A pocket dictionary. Bring this to each class session
- 3) A detailed map of your State (Uttarakhand) would be helpful for practical exercises.
- 4) Books for reference:
 - Aggarwal, V. B. (2006). *Essentials of practical journalism*. Concept Publishing Company.
 - Barnas, F., & Barnas, M. (2021). *Broadcast news writing, reporting, and producing* (8th ed.). Routledge.
 - Bradshaw, P. (2023). *The online journalism handbook: Skills to survive and thrive in the digital age* (3rd ed.). Routledge.
 - Callahan, C. (2002). *A journalist's guide to the internet: The net as a reporting tool* (2nd ed.). Allyn & Bacon.
 - Carroll, B. (2025). *Writing and editing for digital media* (6th ed.). Routledge.
 - Chauhan, S., & Chandra, N. (2018). *Print media and photojournalism*. Kanishka Publishers Distributors.
 - Desai, M. V. & Ninan, S. (1996). *Beyond the headlines*. Allied Publishers.
 - Desai, M.V. & Ninan, S. (1996). *Beyond those headlines: Insiders on the Indian Press*. Allied Publishers.
 - Filak, V. F. (2022). *Dynamics of news reporting and writing: Foundational skills for a digital age* (3rd ed.). Sage Publications.
 - Good, J., & Lowe, P. (2017). *Understanding photojournalism*. Routledge.
 - Hargreaves, I. (2014). *Journalism: A Very Short Introduction* (2nd ed). Oxford University Press.
 - Hough, G. A. (2006). *News writing* (Reprint). Kanishka Publishers.
 - Kumar, B. (2023). *Introduction to journalism and mass communication*. Academic Publication.
 - Kumar, R. & Gupta, V. S. (2022). *Handbook of reporting and communication skills*. Concept Publishing Company.
 - Mehta, D. S. (1979). *Mass communication and journalism in India*. Allied Publishers.
 - Mencher, M. (2007). *News reporting and writing* (11th ed.). McGraw-Hill.
 - Ninan, S. (2007). *Headlines from the heart: reinventing the Hindi public sphere*. Sage Publications.

- Pixley, T., & Walgren, J. (2025). *Critical photojournalism: Contemporary ethics and practices*. Routledge.
- Rich, C. (2000). *Writing and reporting news: A coaching method* (3rd ed.). Wadsworth Publishers.
- Salzman, J. (2003). *Making the news: A guide for activists and nonprofits*. Westview Press.
- Scanlan, C. (2000). *Reporting and writing: Basics for the 21st century*. Harcourt College Publishers.
- Verghese, B. G. (Ed.). (2003). *Breaking the big story: Great moments in Indian journalism*. Penguin Books.
- Zelizer, B. (Ed.) (2009). *The Changing Faces of Journalism: Tabloidization, Technology and Truthiness*. Routledge.

3. MSC503: Visual Communication- 4 Credits (L-2, T-0, P-2)

Course Outcome: This course provides an understanding of visual messages: visual perception, design syntax, design elements and how they fit in the visual communication of mass media; the course also examines theoretical concepts of vision and perception, visual literacy, visual language, visual persuasion/manipulations, and the cultural implications of visual images. Upon completion of the course, students are expected to learn nuances of visual communication and execute and all its related aspects.

Unit I: Understanding Visual Communication

1. What is Visual Communication?
2. From cave paintings to present-day elaborate images
3. Visual Literacy, Visual Grammar, Visual Texts

Unit II: Visual Communication-Foundational Concepts

1. Ganzfeld Experiment and Visual Field
2. Figure-Ground relationships
3. Design Elements and Principles
4. Theorizations on Visual Communication

Unit III: Reading Images

1. Visual Perception
2. Visual Cues
3. Visual Persuasion
4. Visual Analysis

Unit IV: Visual Communication in practice

Developing visual communication solutions - Need, Research, Generation, development and refinement, Production and evaluation, Use of AI tools.

Suggested Readings:

- Adams, S. (2017). *The designer's dictionary of color*. Abrams.
- Aiello, G., & Parry, K. (2020). *Visual communication: Understanding images in media culture*. Sage Publications.
- Baldwin, J. & Roberts, L. (2006). *Visual communication: From theory to practice*. Ava Publishing.
- Eriksson, Y., & Göthlund, A. (2023). *Foundations of Visual Communication: How Visuals Appear in Daily Life* (1st ed.). Routledge.
- Lester, P.M. (2014). *Visual communication: Images with messages* (6th ed.). Cengage Learning.
- Mathur, P.K. (2006). *Visual communication: Beyond words*. Gnosis.
- Zakia, R. D., & Suler, J. (2017). *Perception and imaging: Photography as a way of seeing* (5th ed.). Routledge.

Method of Evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

4. MSE501: Photography- 4 Credits (L-2, T-0, P-2)

Course Outcome: Student will acquire knowledge and skills of:

- History and evolution of photography
- Camera and camera accessories, types of cameras
- Visual composition principles and rules
- Various beats of photography

Unit I: Introduction to Photography

1. Evolution of Photography – Historical Overview
2. Camera Obscura to Digital Camera
3. How Photography works
4. Image Formation: Chemical and Digital
5. The Megapixel Debate

Unit II: The Camera and Accessories

1. Lens Unit and Camera Body
2. Image Sensors and Crop Factor
3. Camera Types
4. Handling the Camera

Unit III: Camera Controls for Image Manipulation

1. Exposure and Light Metering
2. Exposure Triangle
3. Focal length, Aperture, and Exposure
4. Focal length, Aperture and Depth of Field
5. Shutter and Motion

Unit IV: Lighting for Photography

1. Principles of light
2. Lighting- Need and importance
3. Natural v/s Artificial Light
4. Colour Temperature and White Balance
5. Lighting set-ups

Unit V: Composition - Aesthetics and Techniques

1. Working with the subject - camera angles, framing
2. Rules of Composition
3. Photography Genres and related
4. Useful Tips
5. Photo Editing Tools, Use of AI tools.

Suggested Readings:

- Langford's Basic Photography by *Michael Langford, Anna Fox & Richard Sawdon Smith*
- Perception and Imaging, Photography - A way of seeing by *Richard D. Zakia*
- Canon DSLR: Christopher Grey Photographic Lighting by *John Child, Mark Galer*
- The Advanced Digital Photographer's Work Book by *Wonne J Butler*
- Photographic Composition, A Visual Guide by *Richard D Zakia and David A Page*

Method of Evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

5. MSE502: Cinema and Society- 04 Credits (L-3, T-1, P-0)

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.

Unit I: Introduction and Foundation

- i) Cinema and Society - overview
 - a. Cinema as a Cultural Product
 - b. Key Concepts - Representation, Ideology, and Cultural Hegemony
- ii) Theoretical Frameworks
 - a. Marxism, Feminism, Postcolonial Theory, and Cultural Studies
 - b. Key thinkers - Louis Althusser, Stuart Hall, Laura Mulvey, and bell hooks
- iii) Social Context and Film Form
 - a. Global Cinema - Historical perspectives
 - b. National cinemas and their socio-political contexts

Unit II: Cinema as Social Reflection

- i) Gender and Sexuality in Cinema
 - a. Stereotypes, Male Gaze, Heteronormativity
 - b. Feminist and Queer Cinema
- ii) Class and Labour in Cinema
 - a. Working-class portrayal and capitalist critique
 - b. Italian Neorealism, Parallel Cinema
- iii) Race, Ethnicity, and Postcolonial Cinema
 - a. Colonial legacies and decolonisation
 - b. African and Indian postcolonial films
- iv) Identity in Cinema
 - a. Cinematic negotiations of Identity
 - b. Contested portrayals – caste, disability, and vulnerable sections

Unit III: World Cinema and Cross-Cultural Influences

- i) Cinema and Globalisation
 - a. Globalisation – Impact on film production and consumption
 - b. Indian cinema across borders
- ii) Hollywood and its Global Dominance
 - c. Hollywood's portrayal of race, gender, and global politics
 - d. The cultural imperialism debate
- iii) Transnational Cinema
 - a. Diasporic Narratives in global cinema
 - b. Cultural narratives in transnational films

Unit IV: Cinema, Politics, and Social Action

- i) Cinema and Nationalism
 - e. Construction and critique of national identity

- f. Indian cinema and Nation-building
- ii) Political Cinema and Activism
 - g. Films as tools for resistance and revolution
 - h. Third Cinema and Indian political films
- iii) Censorship and Freedom of Expression
 - i. Film censorship as a political tool
 - j. Audience-driven censorship

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:

- 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.
- Chakravarty, S. S. (1994). *National identity in Indian popular cinema, 1947–1987*. University of Texas Press.
- Creed, B. (2022). *Return of the monstrous-feminine: Feminist new wave cinema*. Routledge.
- Elsaesser, T. & Hagener, M. (2015). *Film theory: An introduction through the senses* (2nd ed.). Routledge.
- Ezra, E. & Rowden, T. (Eds.). (2006). *Transnational cinema: The film reader*. Routledge.
- 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.
- Gopal, S., & Moorti, S. (Eds.). (2008). *Global Bollywood: Travels of Hindi Song and Dance* (New edition). University of Minnesota Press.
- Hall, S. (Ed). 1997. *Representations: Cultural representations and signifying practices*. Sage Publications.
- Hooks, B. (2008). *Reel to real: Race, class and sex at the movies*. Routledge.
- Karanjia, B. K. (1986). *A many-splendoured cinema*. New Thacker's Fine Art Press.
- Kaur, R., & Mazzarella, W. (Eds.). (2009). *Censorship in South Asia: Cultural regulation from sedition to seduction*. Indiana University Press.
- Kaur, R., & Sinha, A. J. (Eds.). (2005). *Bollyworld: Popular Indian cinema through a transnational lens*. Sage Publications.
- Khatun, N. (2024). *Postcolonial Bollywood and Muslim identity: Production, representation and reception*. Oxford University Press.
- Prasad, M. Madhav. (1998). *Ideology of the Hindi film: A historical construction*. Oxford University Press.
- Rajadhyaksha, A., & Willemen, P. (Eds.). (1999). *Encyclopaedia of Indian cinema* (2nd ed.). Routledge.
- Rajadhyaksha, A. (2016). *Indian cinema: A very short introduction*. Oxford University Press.
- Sharma, A.K. (2024). *The sociology of cinema and culture in India*. Shaolin Publications.
- Teshome, G. (1982). *Third cinema in the third world: The aesthetics of liberation*. UMI Research Press.

Method of Evaluation:

- Final Semester Examination – 70 Marks (Written)
- Continuous evaluation – 30 Marks

6. MSE503: Introduction to Strategic Communication- (L-3, T-1, P-0)

Course Outcome: The basic objective of this course is to give a brief introduction of Public Relations (PR), Advertising, and Development Communication (Dev Com) so as to enable the students to identify their inclination and subsequently help them choose their specialization. On completion of this course, the students are expected to understand different forms of strategic communication, viz., PR, Advertising, and Dev Com.

Unit – I: Introduction to Strategic Communication

- Introduction- What is Strategic Communication?
- Importance of Strategic Communication
- Artificial Intelligence (AI) as a strategic asset
 - Algorithmic Communication for message reach.
 - Predictive Analytics: Using data to forecast communication trends.

Example/Case study: IBM Watson

Unit – II: Introduction to PR

- PR- definition & concept
- Publics in Public Relations – Public Opinion and Opinion Leaders.
- Scope of Public Relations, Historical Development of PR
- PR- Process - RPCE model (AI for media monitoring - Google alerts, etc).
- PR Tools-Internal, External, and Media.
- PR writing - Press Conference/Meets, Press Releases/Communiqué /Briefs/ Rejoinders/White Papers, Blogs, newsletters, etc.PR writing- Position papers, White papers, etc. AI content writing using ChatGPT, Perplexity, etc.
- PR Agency - Type and Functions
- Govt. Organs of PR and Publicity - Central Bureau of Communication (CBC), etc.
- Ethical and Social issues related to PR; PRSI & PRCI (Analyzing Deepfakes, bias, privacy concern in AI, and Human Touch advantage in PR

Unit – III: Introduction to Advertising

- Advertising- definition, Concept, and Functions
- Historical development of Advertising.
- Similarities and differences between PR and Advertising.
- Basic theories in Advertising- DAGMAR, AIDA, etc.
- Types of advertisements, Various appeals
 - AI in the creative process (Canva Magic Studio, Microsoft Designer, Leonardo.ai, etc.).

- vi) A brief discussion on Ad agency- types of Ad agencies; various roles- Client servicing, Media planning, Creative Boutiques, etc.
 - The AI shift - AI-led account intelligence, Programmatic & predictive buying, and Prompt engineering, etc.)
- vii) Ethical and Social Issues Related to Advertising. A discussion on AAA, ASCI, etc.
 - Creative vs Automation
 - Data Privacy

Unit – IV: Introduction to Development Communication

- i) Development Communication- Definition and Concept.
- ii) Historical background of Development- Pre- and Post-World War.
- iii) Introduction to Dev Com Paradigms: Modernization, Dependency, and Alternative Development
- iv) Development Communication in India – Experiences and Experiments
- v) AI for Social Change: Using AI for local language translation and rural outreach; Modernization vs. Digital Inclusion. Examples: Digital Green, Bhashini, etc.

Suggested Reading:

- Aggarwal, V. B. (2006). *Essentials of practical journalism*. Concept Publishing Company.
- Bjola, C. (2021). AI for development: Implications for theory and practice. *Oxford Development Studies*. 10.1080/13600818.2021.1960960.
- Coeckelbergh, M., & Gunkel, D. J. (2025). *Communicative AI: A critical introduction to large language models*. Polity.
- Dagur, A., Agarwal, S., Kumar Shukla, D., Ali, S., & Sharma, S. (Eds.). (2026). *Artificial intelligence and sustainable innovation (Vols. 1-3)*. CRC Press.
- Ewen, S. (1996). *PR! A social history of spin*. Basic Books.
- Jethwaney, J. & Sarkar, N.N. (2015). *Public relations management* (3rd Revised ed.). Sterling Publishers.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- Luttrell, R., & Wallace, A. A. (Eds.). (2025). *Public relations and the rise of AI*. Taylor & Francis.
- Mohan, M. (1989). *Advertising Management: Concept and cases*. Tata McGraw Hill.
- Pandey, S. K., & Akhter, N. (2026). *AI and the future of print media: Disruption, adaptation, and strategic transformation*. LPU Publication House.
- Prasad, K. (2009). *Communication for development: Reinventing theory and action (In 2 volumes)*. BR Publishing Corporation.
- Pricken, M. (2002). *Creative advertising: Ideas and techniques from the world's best campaigns*. Thames and Hudson.
- Reddi, C.V. Narasimha. (2019). *Effective public relations and media strategy* (3rd ed.). PHI Publications.
- Tench, R., & Waddington, S. (2021). *Exploring public relations and management communication* (5th ed.). Pearson.

- Tuten, T. L., & Solomon, M. R. (2024). *Social Media Marketing (with AI Integration)*. SAGE Publications.
- Verinder, B. & Waddington, S. (2026). *AI for public relations: A how-to guide for implementation and management*. Kogan Page.
- Yusha'u, M. J. (Ed). (2026). *Communicating Sustainable Development Goals in the age of artificial intelligence*. Springer Nature.
- *Indian Context: PRSI (Public Relations Society of India) Newsletters and Annual Reports.*
- Policy Document: *The ASCI (Advertising Standards Council of India) Guidelines on Influencer Advertising.*
- *Industry Report: FICCI-EY Media and Entertainment Report (Latest Year).*

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

7. MSP501: Project- 2 Credits (L-1, T-1, P-0)

Students shall do the Project over any **One** of the courses/subjects offered during the current semester; and, under the supervision of the faculty member who will be teaching the course opted by the student for the project. This will aim at bringing together the knowledge and/or 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). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

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

Semester II

1. MSC551: Communication Research- 4 Credits (L-3, T-1, P-0)

Course Outcome: This course aims to introduce students to a variety of communication research methodologies. The students would first be introduced to the prominent research paradigms, gradually learning the quantitative and qualitative techniques of research methodologies. The course attempts to blend

theory with practice. On completion of the course, the students would be exposed not only to different communication research methods but would also undertake small studies in order to familiarize themselves with some of the salient communication research methods.

Unit – I: Introduction to Research

- i) Defining Research
- ii) Introduction to Media and Communication Research and its development

Unit – II: Classification of Research Paradigms and Research Techniques

- i) Paradigms of Research; Positivism, Anti-positivism, Critical Theory and Post Positivism
- ii) Research Design, Sampling techniques and Mapping Coordination Schema
- iii) Kinds of Research- Qualitative, Quantitative, Descriptive, Analytical, Applied, Fundamental, Action Research, Clinical or Diagnostic, Operations Research etc.
- iv) Ethical considerations of data manipulation and responsibilities: Reliability and Validity and Ethics of Research (Attributing the source).
- v) An introduction to the paradigms and perspectives which dominate the Media and communication research and theory. Prominent debates between different schools of thought, together with the key terms employed. How to sketch the research process and mapping the research, sampling techniques. Kinds of research- Descriptive, Analytical, Applied, Fundamental, Action, Quantitative-Qualitative Research, Clinical/Diagnostic Research, Operations Research etc.

Unit – III: Research Tools and Methods

- i) The utility of variables; dummy variables, nominal variables, categorical variables etc.
- ii) Constructing research tools; developing questionnaires, Interview schedule, Observation methods, Focus group discussion, participant observation and content analysis
- iii) Survey Research: The process of collecting data, developing an eye to detail
- iv) Experimental Research: Conceptual framework of 'Experimental' and 'Control' groups, Laboratory and Social research (Theatre test techniques and exit polls), relationship between dependent and independent variables in a research investigation.

Unit – IV: Data Analytic techniques

- i) Introduction to Statistical tools of data analysis; Mean, Median, Mode, Correlation, and Regression, Chi-Square etc.
- ii) Introduction to Statistical packages for data analysis.
- iii) Introduction to mathematical interpretation of data analysis.

Activity 1- Students decide and select a topic unanimously for conducting a survey, undertake literature review, formulate hypothesis and identify objectives, develop a questionnaire, identify the research design and the sampling design, collect data.

Activities 2- In groups, students will analyze the data collected and present a report in the class (Power point presentation)

Unit – V: Research writing

- i) Introduction to APA citation manual.
- ii) Kinds of Research reports and Research journals
- iii) Career in research and academics
- iv) A brief introduction of how to write a research proposal and reports, Essential elements of writing, Citation techniques (APA)
- v) Emerging use of AI in Research

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

Suggested Readings:

- Allen, M., Titsworth, S., & Hunt, S. K. (2008). *Quantitative research in communication*. Sage Publications.
- Anderson, J. (2011). *Media research methods: Understanding metric and interpretive approaches*. 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.
- 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.
- Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. New York University Press.
- Kothari, C. (2004). *Research methodology methods & techniques* (2nd rev. ed.). New Age International (P).
- Merrigan, G. & Huston, C.L. (2019). *Communication Research Methods*. Oxford University Press.
- Minichiello, V., & Kottler, J. (Eds.). (2010). *Qualitative Journeys: Student and mentor experiences with research*. Sage Publications.
- Perry, D. (2002). *Theory and research in mass communication: Contexts and consequences* (2nd Ed ed.). Routledge.
- 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.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning India.

2. MSC552: Radio Production- 4 Credits (L-2, T-0, P-2)

Course Outcome: It will be about tools and techniques of planning and producing programmes for Radio. On completion of the course, the students will be trained enough to independently plan and produce Radio Programmes of different genres and for different target audience.

Unit – I: Understanding the Sound

- i) Nature and Characteristics of Sound Waves
- ii) Elements of Sound
- iii) Hearing Characteristics
- iv) Acoustics and Psychoacoustics

Unit – II: Radio Production: An Overview

- i) Radio as a medium
- ii) Radio through the ages
- iii) Radio Broadcasting process
- iv) Process of Radio Production- Pre-production, Production and Post-Production

Unit – III: Audio Equipment

- i) Types of Microphones
- ii) Audio Mixer: Elements and Uses
- iii) Audio Monitoring System
- iv) Audio Recording
- v) Audio Editing

Unit – IV: Writing for Radio and Presentation

- i) Radio Script: News Bulletin, Talk, Feature, Drama/Skit, Ad/Jingle etc
- ii) Presentation Aesthetics: Voice Quality, Mic consciousness, Pronunciation & delivery of words as per script requirement & characters shown in script, Voice personality etc.
- iii) Use of AI tools

Unit – V: Radio Programme Formats

- i) Introducing different formats
- ii) Interview, Vox Pops, Commentary
- iii) Radio Talk, Feature, Discussion, Phone-in progs etc.
- iv) Music Programmes, Radio Magazines
- v) Radio Drama

Suggested Readings:

- 1) Sound, Sight Sound Motion - Herbert Zettl
- 2) Audio Production Worktext - Reese, Gross&Gross
- 3) Radio Production - McLeish

Evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

3. MSC553: Media Policies, Laws, Regulations and Ethics- 4 Credits (L-3, T-1, P-0)

Course Outcome: In this course, the students will learn the provisions of Indian Constitution and the laws that restrict or regulate the flow of information in Indian society. The course also examines specific policies and regulations pertaining to media and communication sector. On completion of this course, the students will have detailed understanding of policies, laws and regulations which govern media and related practices including ethical aspects involved therein.

Unit – I: Constitutional structure of India

- (i) Media Law: Constitution of India: fundamental rights- 19 (1) (a) and 19 (2) freedom of speech and expression and their limits, Art 19 (1) (a) & (2) in the age of AI /right to know and algorithmic curation,
- (ii) Directive Principles of State Policy
- (iii) Provisions of declaring emergency and their effects on media- provisions for amending the constitution;
- (iv) Provision for legislature reporting;
- (v) Parliamentary privileges and media
- (vi) Theory of basic structure: union and states; and election commission and its machinery.

Unit – II: Press Laws in India

- (i) Specified press laws; history of press laws in India Official Secrets Act.1923, Contempt of court Act 1971, Civil and criminal law of Defamation, Laws of obscenity, Intellectual property right Legislations including Copyright Act. Trade Marks Act and Patent Act, Right to information- Press and Registration of Books Act.1867, Press and Registration of Periodicals Act 2023, Working Journalists and other Newspaper Employees (conditions of service and Miscellaneous Provisions) Act.1955, Cinematograph Act.1953: Prasar Bharati Act.
- (ii) Cyber laws and Cable Television Act
- (iii) Relevant provisions of Indian Penal Code/Bharatiya Nyay Samhita (BNS).
- (iv) Media and Public Interest Litigation
- (v) Information Technology Act, 2000 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 issued by the Govt. of India.
- (vi) Synthetically Generated Information (SGI) and risk of Defamation,
- (vii) AI-Generated content and copyright issues, Fair use of AI, DPAP Act 2023

Unit – III: Media Ethics and Society

- (i) Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Freebies, bias-colored reports.
- (ii) Ethical and press ombudsmen in the world
- (iii) Press council of India and its broad guidelines for the press
- (iv) Codes suggested for the press by the Press council and Press commissions and other national and international organizations
- (v) Codes for radio, television, advertising and public relations.
- (vi) Accountability and independence of media.
- (vii) UNESCO AI Ethics, OECD AI Principles
- (viii) AI Bias, Discrimination and Media Ethics

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

Suggested Readings:

- Kaur, R., & Mazzarella, W. (Eds.). (2009). *Censorship in South Asia: Cultural regulation from sedition to seduction*. Indiana University Press.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- Malpani, P. (2024). *Media law Indian & abroad*. Lawmann's.
- McDonald, B., & Petheram, M. (1998). *Media ethics*. Mansell Publishing.
- Moore, R. L., Murray, M. D., & Youm, K. H. (2021). *Media law and ethics* (6th ed.). Routledge.
- Neelamalar, M. (2025). *Media law and ethics* (2nd ed.). PHI Learning.
- Rabindranath, M. (Ed.). (2018). *Mediascape in 21st century: Emerging perspectives* (Vol. 2). Kanishka Publishers Distributors.
- Ravindranath, P. K. (2004). *Press laws and ethics of journalism*. Author's Press.
- Sarat, A. (Ed.). (2011). *Imagining legality: Where law meets popular culture*. The University of Alabama Press.
- Steel, J., & Petley, J. (Eds.). (2024). *The Routledge companion to freedom of expression and censorship*. Routledge.
- Thakurta, P. G. (2009). *Media ethics: Truth, fairness and objectivity*. Oxford University Press.
- Williams, L. (1989). *Hard core: Power, pleasure, and the "frenzy of the visible"*. University of California Press.

4. MSE551: Mass Media and Society- 4 Credits (L-3, T-1, P-0)

Course Outcome: This course is designed to develop an understanding of social and political processes and institutions and the complex relationship between mass media and these processes. The course will deal with various forms and functions of mass media and its effects. Adopting sociological approach, this course will look at dynamic relationships among various components of the media industry, media products, ownership patterns, media technologies, and audiences in the context of broader social world. The course will also

attempt to develop an understanding of the current world order, and the globalization of mass media. On completion, the students are expected to learn as follows:

1. Understanding the relationship between media, society, polity and culture
2. Developing perspectives on the role of media in shaping/ influencing contemporary issues
3. To examine the relationship between media economy, media products, media technology, ownership patterns, audiences and larger society

Unit – I: Society, Social Processes and Media

- i) Understanding Society and Social Processes
- ii) Sociology of Media
- iii) Impact of Media on culture, politics and society
- iv) Debating Media and ‘Public Interest’
- v) Communication as culture- From Transmission Model to Ritual Model

Unit – II: Media and Social World

- i) Mass Media and Social Relations
- ii) Mass Media and Socialisation
- iii) Gender and Media Content
- iv) Mass Media and Public Opinion

Unit – III Understanding Media as Industry

- i) Media Industry and the Social World
- ii) The Economics of Media Industry: Changing Ownership Patterns
- iii) Mass Media, Profit and Corporatisation of Media
- iv) Advertising and its Impact

Unit – IV Mass Media and Globalisation

- i) Understanding Globalisation
- ii) Global Media Industry, Media Content and Media Consumption
- iii) Global Mass Media: Debate on ‘Cultural Imperialism’
- iv) Debate on ‘Global Village’

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

Suggested Readings:

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

5. MSE552: Science Communication- 4 Credits (L-3, T-1, P-0)

Course Outcome: By the end of the course, students will be able to: Examine the dynamic relationship between science and society, Analyze and evaluate real-world cases/campaigns/events in health, environment, and agricultural communication, Cultivate a scientific temperament to combat misconceptions and promote rational thinking.

Unit I: Introduction to Science Communication

- Definition, scope, and importance of science communication.
- Bridging the gap between science and society.
- Key challenges in explaining complex scientific concepts to non-specialist audiences.

Activities: Group discussion focusing on how science communication can address societal challenges.

Unit II: Public Understanding of Science

- The role of science in tackling global challenges such as health crises, climate change, and technological advancements.
- Intersections of science, policy, culture, and ethics.
- The significance of scientific temperament in eradicating misconceptions and overcoming barriers to scientific understanding.

Activities: Group projects to analyze science communication campaigns or surveys.

Unit III: Communicating Science via Science Fiction

- Storytelling and its role in simplifying and humanizing scientific concepts.
- Exploring popular media formats such as films, novels, and documentaries.
- The impact of science fiction on public perceptions of science and technology.

Activities: Writing a short fictional story that incorporates scientific concepts.

Unit IV: Science Journalism

- Science news reporting and writing.
- Reports, news articles, feature stories, and blogs.
- Crafting engaging narratives for different platforms.

Activities: Write a science news story based on a current research paper

OR creating a blog post or report for a general audience, emphasizing accessibility and clarity.

Unit V: Environmental Communication

- The importance of communication in raising awareness about environmental issues.
- Strategies and challenges in climate change communication.

- Case studies of successful conservation campaigns and their impact on community engagement.
Activities: Designing a campaign on an environmental issue

Unit VI: Scientists, Science Museums, and Science Centers in India

- Contributions of Indian scientists and research institutions to science and technology.
- Government initiatives promoting science, including NCSTC and NIScPR.
- The role of science museums and centres in public engagement, featuring case studies of successful examples in India and abroad.
Activities: Presentations on the contributions of prominent Indian scientists and Trip to a Science Museum(s).

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment will incorporate the class activities outlined for each unit.

Suggested readings:

- Gascoigne, T., Schiele, B., Leach, J., Riedlinger, M., Lewenstein, B. V., Massarani, L., & Broks, P. (Eds.). (2020). *Communicating Science: A Global Perspective* (1st ed.). ANU Press.
- Baron, N. (2010). *Escape from the ivory tower: A guide to making your science matter*. Princeton University Press.
- Olson, R. (2009). *Don't be such a scientist: Talking substance in an age of style*. Island Press.
- SciLance (Firm). (2013.). *The science writers' handbook: Everything you need to know to pitch, publish, and prosper in the digital age* (First Da Capo Press edition.). Da Capo Lifelong Books
- Bauer, M. & Falade, B. (2021). *The public understanding of Science* (3rd edition). Routledge.
- Skloot, R. (2010). *The immortal life of Henrietta Lacks*. Pan Macmillan.
- Successful Science Communication: Bennett (Cambridge)
- Science Communication: NP. Choubey
- Science Reporter
- Vigyan Pragati, Kurukshetra, Yojana

6. MSE553: Computer Applications for Media- 4 Credits (L-2, T-0, P-2)

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.

Unit-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.

Unit-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

Unit- 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.

Unit-IV: New Technologies and social media:

Role of Smart phones in growth of Social Media, The Internet, OTT, Citizen Journalism, social sites, blogs, Effect of social media on masses, Problems related to New Media: Plagiarism and Cyber bullying.

Unit-V: MS Office:

Word: Typing and Formatting of text, Inserting and formatting table, picture, shapes etc., page layout, hyperlink, word Art etc.

Spreadsheets (Excel): Functions and its parts. Introduction to charts: types of charts, creation of chart from adjacent data/nonadjacent data, printing a chart, printing worksheet etc.

Presentation Software (PPT): 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.

Publisher: by use of different templates creating Visiting cards, calendars, pamphlets, Brochures, Websites etc.

Unit-VI: Exposure to softwares being used in Media:

Demonstration of Photoshop, CorelDraw /In design, QuarkXPress, Adobe Premier Pro and Audacity, AI Tools etc.

Suggested Reading:

1. Slater, Don (2013). New media development & globalization.
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. Mahapatra and Sinha. Essentials of Information Technology. Dhanpat Rai Publishing.

Mode of evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)
Continuous evaluation – 30 Marks

7. MSE554: Print Design and Production- 4 Credits (L-2, T-0, P-2)

Course Outcome: The course will introduce students to the field of communication design and production for printed publications; principles of design and expression; letter forms, illustrative techniques, typographic layout and graphics; desktop publishing, digital fonts and other document enhancing software; application of design principles in newspapers, magazines, newsletters, brochures, mailers and other print documents.

Unit – I: Introduction to Print Design & Production

- i) What is Design: Process and product of imagination;
- ii) Befriending the world of Designing: To design is much more than simply to assemble, to order or even to edit, it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse;
- iii) Rules for making good design
- iv) Perception and a human psychology

Unit – II: Typography

- i) To interpret and communicate the text, its tone, its tempo, its logical structure, its physical size;
- ii) Typographic form;
- iii) Type Face, Type Family, Fonts, Font sizes, Serif, Sans serif

Unit – III: Principles of Design

- i) Importance of designing in our everyday lives,
- ii) To understand the principles of design in order to create effective designs and develop the ability to critically evaluate designs,
- iii) Identify the elements in a design and understand how they can be used to create a design that is visually pleasing as well as informative

Unit – IV: Color in Design

- i) Colors Theory: Colors present themselves in continuous constantly related to changing neighbors and changing conditions; Understand the ways in which colors are seen and perceived;
- ii) Impact of Colors on Human Mind: If one says “red” and there are fifty people listening, it can be expected that there will be fifty reds in their minds. And all these reds will be very different.
- iii) To discuss how human beings respond to colors and understand the commonly accepted symbolism of a few common colors;
- iv) Understand the techniques and process of color reproduction.

Unit – V: Layout

- i) Understand the need for layout planning in print design;
- ii) To discuss the key stages of layout planning; gain insight into the characteristics required in a layout person,
- iii) To develop an understanding of the use of new technology in developing layout
- iv) To understand that there is no recipe for a good layout. What must be maintained is a feeling of change and contrast.

Unit – VI: Newspaper Make-up

- i) To understand the purpose of a newspaper design;
- ii) To examine the constraints in designing newspaper pages;
- iii) To discuss the effect of television and new media on newspaper design;
- iv) To discuss the form and format of a newspaper design;
- v) To identify the elements of design and their impact on newspaper pages describe and analyze different parts of a newspaper in relation to design

Unit – VII: Desktop Publishing

- i) To understand the desktop publishing (DTP) environment;
- ii) To understand the hardware and software support required for DTP
- iii) To look at some specific features of print design software(s)

Unit – VIII: Printing Process

- i) Trace the history and development of printing process and technology;
- ii) To gain an overview of the various revolutions in the printing technology that has come about over the years

Unit – IX: Periodicals and Poster design

- i) Understand the types and characteristics of printed literature that are issued periodically;
- ii) To understand the editorial design, and production planning of a magazine;
- iii) To discuss the roles, formats and production aspects of newsletters
- iv) To look at the designing and reach of the posters in the Indian context;
- v) To understand some basic rules for poster designing;

vi) Uses of AI Tools

Evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

Note: All the Units will follow hands-on-exercises, to be conducted in the classroom or beyond the four walls, depending upon the requirement of the Unit and students.

Suggested Reading:

- Bann, D. (1985). *The print production handbook*. Macdonald Illustrated.
- Binder, T., De Michelis, G., Ehn, P., Jacucci, G., Linde, P., & Wagner, I. (2011). *Design things*. MIT Press.
- Conover, C. (2011). *Designing for print: An in-depth guide to planning, creating, and producing successful design projects*. (2nd Edition). Wiley.
- Downs, S. (2012). *The graphic design handbook*. Routledge.
- Evans. H. (1972). *Editing & design: Newspaper design*. Holt, Rinehart and Winston.
- Jackaman, S. (1995). *International typefounders*. International Typefounders Inc.
- Lupton, E., Albrecht, D., Yelavich, S., & Owens, M. (2003). *Inside design now: National design triennial*. Princeton Architectural Press.
- Sarkar, N. N. (2013). *Art and print production* (2nd ed.). Oxford University Press.
- Sutton, A.A. (1948). *Design & make-up of the Newspaper*. Prentice-Hall.

8. MSP551: Project- 2 Credits (L-1, T-1, P-0)

Students shall do the Project over any One of the courses/subjects offered during the current semester; and, under the supervision of the faculty member who will be teaching the course opted by the student for the project. This will aim at bringing together the knowledge and/or 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). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

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

Semester III

1 MSC601: Public Relations and Advertising: Theory and Practice- 4 Credits (L-3, T-1, P-0)

Course Outcome: The Course is aimed at familiarizing the students with the many-faceted world of public relations and advertising. Various aspects of the process and theory of the subject will be highlighted during

the course. On completion of the course, the students will be trained in various aspects of theories and practices of Public Relations.

Unit- I: Public Relations Management

Basic Concepts and Principles of Public Relations Management (PRM)

Planning & Implementation

Research, Integrated Marketing Communication (IMC), Graphics

Legal aspects of PRM; Events; PR Agency

The Digital PR Landscape - Transition from Traditional to Artificial Intelligence (AI) - Augmented PR. [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.] Generative AI for PR Writing - The mechanics of Large Language Models (LLM's) like ChatGPT, Gemini, Claude, Perplexity etc., in drafting Press Releases and other PR writing.

Unit-II: Advertising Management

Definition, scope and need for advertising; its relationship with PR

Role of Persuasion: Advertising in the Marketing Mix

Ad Agency; Advertising and Psychology; Campaign Planning

Generative AI and Programmatic Advertising

AI in the Creative Process: The shift from traditional storyboarding to AI-aided visualization. (Canva Magic Studio, Leonardo.ai, etc.)

Visual Gen-AI Mechanics and Mass Personalization: Understanding text-to-image models (Microsoft Designer etc) and copyright implications in advertising.

Programmatic Advertising: Real-Time Bidding (Predictive Analytics, Programmatic Buying, Creative Automation, and Performance monitoring).

AI-Driven Copywriting: Using AI to generate "Hook" lines, headlines, slogans, and calls-to-action (CTAs) for different social platforms.

Data Analytics, Monitoring, and sentiment mapping. (Google Analytics, HubSpot, Google Ads keyword planner, etc.)

Unit-III: Creative Strategies & Media Planning for PR & Advertising

Appeals and visualisation in Advertising; Slogans and Jingles

Media Selection; Audience Measurement, Creative Brief.

Unit-IV: Hyper-Personalization and Data-Driven Integrated Marketing Communication (IMC)

AI-Powered IMC: Syncing AI across PR, Ad, and Social Media for a unified, automated brand voice.

Hyper-Personalization: How AI creates "segments of one"—delivering unique content to individual users based on behavior. Case studies like 'Nutella Unica'.

AI in Crisis Communication: Using real-time sentiment analysis to pivot strategies during a brand crisis.

Tools: HubSpot AI (Customer Relationship Management CRM/IMC integration), Google Alerts, and MonkeyLearn (Advanced Analytics). Etc.

Suggested Reading:

- Batra, R., Myers, J. & Aaker, D. (1996). *Advertising Management*. Prentice Hall.
- Jethwaney, J. & Jain, S. (2012). *Advertising management* (2nd ed.). Oxford University Press.
- Jethwaney, J. & Sarkar, N.N. (2009). *Public Relations*. Sterling Publishers.
- Jethwaney, J. & Sarkar, N.N. (2015). *Public relations management* (3rd Revised ed.). Sterling Publishers.
- Jethwaney, J. (2024). *Corporate communication: Concepts and practice*. Routledge.
- Lesley, P. (2007). *A handbook of public relations and communications*. Jaico Books.
- Luttrell, R., & Wallace, A. A. (Eds.). (2025). *Public relations and the rise of AI*. Taylor & Francis.
- Mehta, D.S. (2011). *Handbook of public relations in India*. Allied Publishers.
- Pandey, S. K., & Akhter, N. (2026). *AI and the future of print media: Disruption, adaptation, and strategic transformation*. LPU Publication House.
- Sengupta, S. (2005). *Management of public relations and communication*. Vikas Publishing
- Tyagi, C.L. & Kumar, A. (2004). *Advertising management*. Atlantic Publishers.
- Verinder, B. & Waddington, S. (2026). *AI for public relations: A how-to guide for implementation and management*. Kogan Page.
- *Indian Context: PRSI (Public Relations Society of India) Newsletters and Annual Reports*.

Mode of Evaluation:

- Written Exam: End Term — 70 marks.
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

2. MSC602: Audio-Visual Production- 4 Credits (L-2, T-0, P-2)

Course Outcomes: 1. To develop professional skills based on theoretical understanding of Audio-Visual Production.
2. To offer hands-on practical experience on state-of- the-art sound, video, and lighting Equipment.

Unit I: Fundamentals of Production

1. Production Process: Concepts and Practices, Production Personnel-Roles & Responsibilities
2. Lighting Techniques: 3- and 4-Point Lighting, Side Lighting, Rim Lighting, Butterfly Lighting, Book Lighting, Natural and Ambient Light, Practical Lighting, Motivated Lighting, Rembrandt Lighting, Volumetric Lighting
3. Soundscape in Production: Sound Effects and their manifestations, Foley, Contrapuntal and Parallel sound, Exaggerated/Pleonastic sound, Unmotivated sound and Worldising

Unit II: Cinematography

1. Visual Universe and how to create it

2. Cinematic Tools - The Frame, Lens, Light, Colour, Texture, Movement, Establishing, POV
3. Creating Depth - 3D from 2D - Overlap, Relative Size, Vertical Location, Horizontal Location, Linear perspective, Foreshortening, Chiaroscuro, Atmospheric perspective
4. Creating Visual Order - The Line, The Sinuous Line, Compositional Triangles
5. The Video Camera – parts and functioning

Unit III: Scripting and Editing

1. Continuity Editing and Soviet Montage
2. Narrative Structure, Cinematic Time
3. Editing Software
4. Scriptwriting, Scripting Software
5. Shooting a Scene – Methods
6. Use of AI Tools

Unit IV: Television Production

1. Programme Formats and genres – Interview, Discussion/Talk, News Bulletin etc, Music video, short-films, Ad, etc, Documentary, Magazine etc.
2. Studio and Field Production
3. TV Studio – Setup and Functioning
4. Single and Multi-camera Production
5. Audio-Visual Project
 - i) Music video
 - ii) 3-minute multi-cam production
 - iii) 5-minute Short-film

Suggested Readings:

- Video Production by *Vasuki Belavadi*
- Television Production by *Gerald Millerson*
- Television Program Making by *Colin Hart*
- Grammar of the Shot by *Christopher J. Bowen, Roy Thomson*
- Grammar of the Edit by *Christopher J. Bowend*
- Writing Short Films: Structure and Content by *Linda J. Cowgill*
- Screenplay – The Foundations of Screenwriting by *Syd Field*
- On Film Editing: An Introduction to the Art of Film Construction by *Edward Dmytryk*

Evaluation Method:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

3. MSE601: Communication and Development: Theory and Practice- 4 Credits (L-3, T-1, P-0)

Course Outcome: This course will attempt at creating a critical understanding of development in relation to communication processes. Besides understanding different theories, experiences & experiments pertaining to “Communication & Development”, the students will also be trained about planning and implementing development communication programmes and campaigns.

UNIT – I: Communication and development: Understanding the contours

- i) Defining communication for development (C4D or Dev Com)
- ii) Understanding Development
- iii) Roles of ‘Communication for Development’
- iv) Philosophy of Dev Com

UNIT – II: Theories/Approaches of Dev Com

- i) Dominant paradigm
- ii) Dependency paradigm
- iii) Alternative development theory
- iv) Revival of Modernization paradigm
- v) Community Communications

UNIT – III: Putting Theory into practice: Dev Com Programmes & Campaigns

- i) Communication based assessment
- ii) Communication strategy design
- iii) Implementation
- iv) Monitoring & evaluation

UNIT – IV: Media for development and social change: Experiments & Experiences

- i) Experiments & experiences with TV.
- ii) Experiments & experiences with Radio.
- iii) Experiments & experiences with Print media.
- iv) ICTs for Development
- v) Social marketing.

UNIT – V: Niche Areas in Development Communication

- i) Health Communication
- ii) Environmental Communication
- iii) Agricultural Extension

Suggested reading:

- Chowdhury, A., & Gow, G. A. (Eds.). (2024). *Digital communication for agricultural and rural development: Participatory practices in a post-COVID age*. Routledge India.
- Kumar, R. (2024). *Media and communication for development*. Anamika Publishers and Distributors.
- Manyozo, L. (2012). *Media, communication & development: Three approaches*. Sage Publications India.

- 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.
- Prasad, K. (2009). *Communication for development: Reinventing theory and action (In 2 volumes)*. BR Publishing Corporation.
- Servaes, J. (Ed.). (2008). *Communication for development and social change*. Sage Publications.

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

4. MSE602: Media studies: Key Debates- 4 Credits (L-3, T-1, P-0)

Course outcome: This course aims at introduction and discussion on seminal works including contemporary debates and essays in relation to media & communication. On completion of the course, the students shall have critical understanding of the world of media and communication and, they will be capable enough for expressing their views on all issues and concerns which warrant discussions and debates.

The following broad areas will be taken up for discussion and debates with the students:

- i) Media & Communication Studies: Discipline or Field.
- ii) Political Economy of Media & Communication: Understanding the phenomenon, Marx & political economy theory, Chomsky & Innis views on political economy of media.
- iii) Media Economics: Understanding Media Economics, Media as a market, Media as industry and dual products in media, Audience as market.
- iv) Media & Society: Frankfurt School, Critical Theory, Habermas Public Sphere, Digital Public Shere, Hegemony & Dominance, Gramsci's view on Hegemony, Globalization, Glocalization and Interlocalization, India's Soft power, Digital Natives and Digital Immigrants, Modernism, Post Modernism & Meta-modernism, Discourse, Network Society, Social Media & Civil society actions & movements.
- v) Media & Politics: Media and Political processes, Agenda setting, Priming and Spin Doctoring, Aristotelian Rhetoric and politics, Mediatization of politics.
- vi) Contemporary issues, concerns and debates in relation to Media & Communication in India, such as Media and Information Literacy, Cultural biases in AI outputs and ethical concerns etc.

Suggested Readings:

- Chakravartty, P. & Zhao, Y. (2007). *Global communication: Towards a transcultural political economy*. Rowman and Littlefield.

- Croteau, D. R., Hoynes, W., & Milan, S. (2011). *Media/society: Industries, images, and audiences* (4th ed.). Sage Publications.
- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords* (Revised ed.). Wiley-Blackwell.
- Guru, B.P. Mahesh Chandra and Mariswamy, H. (2014). *Globalization and communication policy in India*. Concept Publishing Company.
- Mansell, R. & Raboy, M. (Eds.). (2011). *The handbook of global media and communication policy*. Blackwell Publishing.
- McLuhan, M. & Powers, Bruce, R. (1992). *The global village: Transformations in world life and media in the 21st Century*. Oxford University Press.
- McPhail, T. L., & Phipps, S. S. (2019). *Global communication: Theories, stakeholders, and trends* (5th ed.). Wiley-Blackwell.
- Mody, B. (Ed.). (2003). *International and development communication: A 21st-century perspective*. Sage Publications.
- Thussu, D. K. (Ed.). (2009). *International communication: A reader*. Routledge.
- Watson, J. (1998). *Media communication: An introduction to theory and process*. Springer Nature.

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment: 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

5. MSE603: Reporting and Writing for Print Media- 4 Credits (L-2, T-0, P-2)

Course Outcome: The course aims at teaching and training students pertaining to different facets of print journalism. On completion of the course, the students are expected to be well trained for reporting and writing for printed form of media.

Unit – I: Concept of Journalism

- i) Journalism- Newspaper journalism, Print vs. Electronic media
- ii) News: definitions, elements and related concepts, News values, intro/lead writing, 5W1H
- iii) Sources of news, Dateline, Byline, Print line, embargo, off the record, newspaper morgue
- iv) News gathering techniques, Essential Qualities for a reporter
- v) Styles of writing: Inverted pyramid

Unit – II: Reporting Techniques

- i) Deadline and Beat reporting
- ii) Specialized reporting: Crime and courts, Government and politics, Social issues, Health care, Travel and tourism, Environment, Education, Legislative, War reporting, Election Reporting, Development reporting etc.
- iii) Interpretative and Investigative reporting,
- iv) Interview in Print and its Type & Techniques

- v) Challenges of reporting
- vi) Changing trends in print journalism

Unit – III: Photojournalism

- i) Concept of Photojournalism
- ii) Difference between Event Coverage and Photo Journalism
- iii) Role of photo-journalist
- iv) Caption, photo story, Stand alone, Photo feature

Unit – IV: News writing and editing

- i) Writing Letter to editors, News, Articles, Features
- ii) Re- writing, writing editorials
- iii) Editing- News, Articles, Features
- iv) Editing tools
- v) News Analysis
- vi) Headlines: style, purpose, types
- vii) News Desk, Dummy page make-up, page layout, Graphic and Design, Principles of photo editing
- viii) Use of AI Tools

Suggested Reading:

- Aggarwal, V. B. (2006). *Essentials of practical journalism*. Concept Publishing Company.
- Hakemulder, J. R., de Jonge, F. A. C., & Singh, P. P. (1998). *News reporting and editing*. Anmol Publications.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publication.
- Mencher, M. (2007). *News reporting and writing* (11th ed.). McGraw-Hill.
- Neal, J. M., & Brown, S. S. (1976). *News writing and reporting*. Surjeet Publications.
- Parthasarthy, R. (1989). *Journalism in India: From the earliest times to the present day*. Sterling Publishers.
- Rich, C. (2000). *Writing and reporting news: A coaching method* (3rd ed.). Wadsworth Publishers.
- Scanlan, C. (2000). *Reporting and writing: Basics for the 21st century*. Harcourt College Publishers.
- Shrivastava, C. S., & Parekh, R. K. (2012). *Reporting and writing journalism*. Crescent Publishing Corporation.

Evaluation Method-

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

6. MSE604: Reporting and Writing for Television and Digital Media- 4 Credits (L-2, T-0, P-2)

Course Objective: The objective under this course will be to enable students to conceptualize a news story, plan it, shoot it and edit it and produce a fully developed news story on their own. This course is mainly about learning by doing. Students will be generally asked to do field assignments under the guidance of concerned

faculty. On completion of the course, the students are expected to be skilled enough for reporting and writing for electronic and digital media.

UNIT I: Television News- Concept and organizational structure

- Broadcast vs Newspaper and Web media
- Television News- Definition, Concept, and Elements of a News Story
- TV Reporter at Work, Characteristics and Demands of the Profession
- Defining the organizational structure of a TV News channel- Role of Production Control Room (PCR), Newsroom, Studio, and Master Control Room (MCR)
- Functions of Assignment desk, Program Producer, Anchor or Newscaster, Video editor, and other personnel

UNIT II: Creating a News Story- Speaking through Camera

- Storytelling through visuals
- Basic Formats of a TV News story- Anchor-Byte, Anchor-Visuals, Anchor- Graphics, Anchor-Visual-Bytes, News Packages, Special Package, Studio discussion, Panel discussion etc.
- The use of Piece-to-Camera (PTC), Phoner (Phono), and Vox-pop in television news.
- Bulletin, News Reel, Rundown, Live telecast
- Sources of News

UNIT III: Reporting for Television News

- Beat Reporting – Crime, Political, Science & Technology, Business & Finance, Lifestyle, Health, Education etc.
- Covering Disaster, Weather, Tragedy etc.
- Covering the speeches, News Conferences and Meetings
- Types of Television Interview and reporting techniques
- Knowing the concept of- Sting operation, Scoop, Exclusive
- Effective body language, Precautions with camera during field reporting

UNIT IV: Writing for Television

- TV Script and its format
- Relevance of Anchor, Voice-over, and Byte in a News story
- Use of sound in a news story- NATSOT, SILSOT, NAT-SILSOT
- Writing Kicker, scrolls, and headlines
- News Editing techniques
- New trends in News writing and editing

UNIT V: Reporting and Writing for Digital Media (Web)

- Digital Media- Definition, Concept and Evolution
- Changing News Trends in Digital Media, Media Convergence
- Working for Blogs, Web portals, Websites, Vlogs, Online YouTube Channel,
- Techniques of web journalism
- Editing, layout and use of pictures in web
- Use of AI Tools

UNIT VI: Emergence of Social Media and Artificial Intelligence

- Social Media or Web 2.0, Citizen Journalism vs Social Media
- Understanding Fake News, Paid News, Post-truth, Clickbait, Deep Fake e.t.c
- News Bot, MoJo, Guerilla journalism
- Emergence of Artificial Intelligence (AI) and its impact on news media
- Threats and Challenges of Digital media

Suggested Reading

- Barnas, F., & Barnas, M. (2021). *Broadcast news writing, reporting, and producing* (8th ed.). Routledge.
- Craig, D. A. (2012). *Excellence in online journalism: Exploring current practices in an evolving environment*. Sage Publications.
- Filak, V. F. (Ed.). (2024). *Convergent journalism: An introduction: Writing and producing across media* (4th ed.). Routledge.
- Fleming, C., Hemmingway, E., Moore, G., & Welford, D. (2005). *An introduction to journalism*. Sage.
- Hillard, R. (2010). *Writing for TV, Radio & New Media*. Wadsworth. Cengage Learning.
- Hudson, G., & Rowlands, S. (2012). *The Broadcast journalism handbook*. Taylor and Francis.
- Kumar, D. (2019). *Understanding digital media and weblog journalism*. Random Publications.
- Mencher, M. (2007). *News reporting and writing* (11th ed.). McGraw-Hill.
- Rich, C. (2000). *Writing and reporting news: A coaching method* (3rd ed.). Wadsworth Publishers.
- Shook, F., Larson, J. & Detarsio, J. (2015). *Television field production and reporting: A guide to visual storytelling* (6th ed.). Focal Press.
- Sidlow, F., & Stephens, K. (2022). *Broadcast news in the digital age: A guide to reporting, producing and anchoring online and on TV*. Routledge.

Mode of Examination and Evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

7. MSE605: Theoretical Perspectives in Media Studies (L-3, T-1, P-0)

Course Objective: Upon completion of the course, the students will have in-depth understanding of theories and concepts relevant to media and communication studies.

Unit I: Understanding Media Studies

- Defining Media Studies
- Concept, Scope, and Evolution
- Theoretical Underpinning in Social Sciences and Humanities
- Mass Communication Theories: Cultivation Theory, Agenda Setting Theory, Spiral of Silence Theory, Social Cognitive Theory; Audience as Media user- Uses and Gratification theory, Dependency theory, Schema Theory

Unit II: Media and Cultural Studies

- Media and Mediation
- Media and Cultural Hegemony

- Media as Cultural Industry
- Media and Cultural Production
- Media and Cultural Imperialism

Unit III: Media and Modernity

- Medium Theory
- Political Economy of Media
- Critical Theory
- Post-modernism
- Feminist, Psychoanalytical, Post Colonial and Queer Theory

Unit IV: Select Methodologies in Media Studies

- Positivism
- Hermeneutics
- Phenomenology
- Textual analysis
- Semiotics

Suggested Readings:

- Baran, S. J., & Davis, D. K. (2020). *Mass communication theory: Foundations, ferment, and future* (8th ed.). Oxford University Press.
- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords* (2nd ed.). Wiley-Blackwell.
- During, S. (Ed.). (2007). *The cultural studies reader* (3rd ed.). Routledge.
- Fiske, J. (2010). *Introduction to communication studies* (3rd ed.). Routledge.
- Held, D. (1980). *Introduction to critical theory: Horkheimer to Habermas*. University of California Press.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- McQuail, D., & Deuze, M. (2020). *McQuail's media and mass communication theory* (7th ed.). Sage Publications.
- Nayar, P. (2009). *Contemporary Literary and Cultural Theories: From Structuralism to Ecocriticism*. Pearson.
- Perry, D. (2002). *Theory and research in mass communication: Contexts and consequences* (2nd ed.). Routledge.
- Rosenberry, J. & Vicker, L. A. (2022). *Applied Mass Communication Theories: A Guide for Media Practitioners*. Routledge.
- Sanborn, F. & Harris, Richard Jackson. (2004). *A cognitive psychology of mass communication*. Taylor and Francis.
- Severin, W. J., & Tankard, J. W., Jr. (2014). *Communication theories: Origins, methods and uses in the mass media* (5th ed.). Pearson.

Method of Evaluation:

- Written Exam: End Term — 70 marks

- Continuous Assessment: 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

7. MSP601: Project- 2 Credits (L-1, T-1, P-0)

Students shall do the Project over any **One** of the courses/subjects offered during the current semester; and, under the supervision of the faculty member who will be teaching the course opted by the student for the project. This will aim at bringing together the knowledge and/or 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). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

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

Semester IV

1. Dissertation/Academic Project- 2X10= 20 Credits

Students shall opt for any **Two** of the following courses so as to specialize in that domain of Media & Communication Studies:

(10 Credits each) 2X10= 20 credits

MSE651: Advertising

MSE652: Public Relations

MSE653: Development Communication

MSE654: Media Studies

MSE655: Print Journalism

MSE656: Broadcast and Digital Journalism

MSE657: Audio-Visual Production

MSE658: Radio Production

MSE659: Photography

MSE660: Science Communication

The aim of the **Dissertation/Academic Project** in respective courses/specializations as mentioned above is to bring together the knowledge and skills acquired by students in a final work that is of professional quality relevant to the specialization. This will require the students to engage in-depth with a topic, and to carry out primary 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 manner appropriate to the problem/question chosen.

Acceptable formats for the project could include a Dissertation OR a major creative work involving a Production. In both, a major component of the dissertation/academic project is research and analysis.

Mode of Evaluation: Evaluation will be based on final output of **Dissertation/Academic Project** carrying 100 marks (50 marks evaluation by the Course Supervisor & 50 Marks by an External Examiner) at the end of the semester.

2. MSP651: Project- 2 Credits (L-1, T-1, P-0)

Students shall opt for a Project over any One of the courses/areas of specialization chosen for Dissertation/Academic Project as indicated under the courses MSE651-658; and, the student shall complete the project under the supervision of the faculty member who will be teaching that course during the current semester. This will aim at bringing together the knowledge and/or 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). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

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