



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)
MTE: Mid Term Examination
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.

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 22 Credits
			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.

DSE courses will also be available for students of other Schools/ Departments.

* **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.

DSE courses will also be available for students of other Schools/ Departments.

* **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.

Semester VII					
S. No.	Type	Code	Title		Credits
1	DSC	MSC401	Advanced Research Methodology		4 (L-3+ T-1 + P-0)
2, 3 & 4	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)
5.	Academic Project/ Dissertation	MSP401	For B.A. (Honours)	Minor Academic Project (Communication Production- Radio/TV/Print)	4
		MSQ401		Quality Enhancement Seminar	2
		MSD401	For B.A. (Honours with Research)	Dissertation	6
					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/TV/Print has to be done by those opting for B.A. (Hons.). Those opting for B.A. (Honors with Research) shall be doing Dissertation.

DSE courses will also be available for students of other Schools/ Departments.

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

Semester VIII					
S. No.	Type	Code	Title		Credits
1.	DSC	MSC451	Principles and Theories of Mass Communication		4 (L-3+ T-1 + P-0)
2, 3 & 4	DSE/GE	MSE451/MSG451 [*]	Mass Media and Society	Three of the courses shall be offered	4 (L-3+ T-1 + P-0)
		MSE452/MSG452 [*]	Social and Political Thoughts		4 (L-3+ T-1 + P-0)
		MSE453/MSG453 [*]	Cinema and Society		4 (L-3+ T-1 + P-0)
		MSE454/MSG454 [*]	Data Journalism		4 (L-3+ T-1 + P-0)
5.	Academic Project/ Dissertation	MSP451	For B.A. (Honours)	Minor Academic Project (Communication Production-Radio/TV/Print)	4
		MSQ451		Quality Enhancement Seminar	2
		MSD451	For B.A. (Honours with Research)	Dissertation	6
			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 Minor Academic Project, one Communication Production for one of the communication media - Radio/TV/Print has to be done by those opting for B.A. (Hons.). Those opting for B.A. (Honours with Research) shall be doing Dissertation

DSE courses will also be available for students of other Schools/ Departments.

* **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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Mass Communication: Meaning & definitions, Characteristics & features	

	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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- <ol style="list-style-type: none"> 1. Mass Communication-Living in the Media World- Ralph. E. Hanson 2. Mass Communication in India –KevalJ. Kumar, Jaico Publication 3. Handbook of Mass Communication and Journalism- VirBala Aggarwal & V.S. Gupta 4. Communication and Mass Communication In India-J.V.Vil’nilam 5. The Media of Mass Communication- John Vivian 6. Mass Communication Theories-Denis Mc Quail 7. Mass Communication Theory and Practice in the 21st century- Diwakar sharma 8. Introduction to Communication Studies- John Fiske 9. Mass communication Theory: Foundations, Ferment, and Future -Stanley J. Baran and Dennis K. Davis 		

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 [MTE-30; ESE-50 & CCE-20]		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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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. NFDC 	8L+3T
IV	Electronic Media- Radio & Television in India <u>Radio</u> <ul style="list-style-type: none"> Historical development of media- Radio in India- its beginnings and development. Popular radio formats and programs. 	14L+3T

	<ul style="list-style-type: none"> • Community Radio. • The picture today. <p><u>Television</u></p> <ul style="list-style-type: none"> • 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 	
V	<p>Digital Media in India</p> <ul style="list-style-type: none"> • The digital media in India. Internet – the new media- Beginning and development • The boom of Information technology in India. • Digital Media Ethics Code • Information superhighway & ICT • Convergence. • The digital divide. 	7L+3T
<p><u>Suggested Reading:</u></p> <ul style="list-style-type: none"> • Mass Communication in India, Keval J. Kumar, Jaico Publication • Modern Journalism-Principles and Practice, N.C.Pant, Kanishka Publishers, distributors • Handbook of Journalism- VirBala Agarwal and V.S.Gupta • History of Journalism- P. Rangaswami, Sterling Publications. • History of Indian Press- J. Natarajan 		

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: <ul style="list-style-type: none"> • 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 [MTE-30; ESE-50 & CCE-20]		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 <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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- <ol style="list-style-type: none"> 1. Chakrabarty, B., Pandey R K (2008), <i>Indian Government and Politics</i>, Sage. 2. Dube, S.C. (1990), <i>Indian Society</i>, New Delhi, National Book Trust. 3. Srinivas, M N, (1980) <i>India: Social Structure</i>, Transaction Publishers. 4. <i>Indian Constitution at Work</i>, (Textbook in Political Science), NCERT 5. Laxmikanth, M, (2016) <i>Indian Polity</i>, McGraw Hill. 		

6. Hasnain, N.(2004) *Indian Society and Culture: Continuity and Change*. New Delhi, Jawahar Publishers and Distributors.

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: <ul style="list-style-type: none">To learn professional writing for mediaTo develop proficiency in editing a draftTo learn the difference between writing for Print, Radio, TV, Digital and Film		
Credits: 2	Skill Enhancement Course (SEC)	
Max Marks: 100 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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	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	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	3L+4P
Suggested Readings 1. The Basics of Writing for Media-Scott Kuhein& Andrew Lingwall 2. Writing and Editing for Digital Media- Brian Carrol 3. Fundamentals of Creative Writing- Cecilia ManguerraBrainard 4. Spoken English for my world- Sabina Pillai 5. Suggestive digital platform web links: a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies		

VAC-1 2 Credit COMM-VAC 11 As offered by the University
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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: <ul style="list-style-type: none">To develop the skills and professional knowledge about the art of writingTo differentiate between the types of creative writing		
Credits: 4	Generic Elective (GE)	
Max Marks: 100 [MTE-30; ESE-50 & CCE-20]	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 1. High School English Grammar and Composition- Wren and Martin 2. New light in General English – Jawahar Prakashan 3. Be Grammarly Ready- John Eastwood 4. Spoken English for my world- Sabina Pillai 5. Suggestive digital platform web links: a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies		

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	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’: <ul style="list-style-type: none">1. Meaning and ambit of ‘culture’2. Culture, social practices and everyday life, value system3. Indian culture in historical and civilizational perspective4. Understanding culture in modern India5. Mass media and cultural change	12L+2T
II	Racial Diversity in India: <ul style="list-style-type: none">1. Ethnic diversity and ethnic identities in India2. Symbolic ethnicity3. Ethnicity as culture4. Ethnic conflicts and resolutions	10L+4T
	Social Perspective:	

III	<ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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 	13L+5T

Suggested Reading-

1. Jandt, Fred E. (2012), *An Introduction to Intercultural Communication*, Sage Publications, retrieved from <http://www.sagepub.com/jandt7e/study/chapter.htm>
2. Panikkar, K.N. (2013), *History as a Site of Struggle: Essays on History, Culture and Politics*,
3. Das, G. (2000), *India Unbound: From Independence to the Global Information Age*, Penguin Books
4. Basham, A.L. (1963), *The Wonder That Was India*, Sidgwick and Jackson, London
5. Dubey, S.C. (1990) *Indian Society*, National Book Trust, retrieved from <http://www.scribd.com/doc/188302540/NBT-Indian-Society-SC-Dubey#scribd>
6. Berreman, G. Race, Caste and Other Invidious Distinctions in Social Stratification, *Race* Vol. 23 (4), 1972 retrieved from <http://rac.sagepub.com/content/13/4/385.full.pdf>
7. Chattopadhyay, B.D. (2009), *The Oxford India Kosambi*, Oxford University Press
8. Manor, J. Ethnicity & Politics in India, *International Affairs* Vol. 72 (3), 1996 retrieved from <http://www.jstor.org/stable/2625551>
9. Patil, S. Dialectics of Caste and Class Conflict, *Economic and Political Weekly*, Vol. 14 (7/8), 1997, retrieved from <http://www.jstor.org/stable/4367349>
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11. Muni, S.D. (25 February, 2004), Ethnic Conflict, Federalism and Democracy in India, retrieved from <http://archive.unu.edu/unupress/unupbooks/uu12ee/uu12ee0i.htm>
12. Shah, A. The Dark Side of Indigeneity?: Indigenous People, Rights and Development in India, *History Compass* 5/6 (2007) retrieved from <http://onlinelibrary.wiley.com/doi10.1111/j.14780542.2007.00471.x/pdf>
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14. Padel, F. Mining and Movements: Causes of Tribal Militancy, *Social Action*, Vol. 60, 2010 retrived from <http://www.isidelhi.org.in/saissues/articles/art1jul10.pdf>
15. Ahmed, I. Political Economy of Communalism in Contemporary India, *Economic*

and Political Weekly Vol. 19 (22/23), Jun 2-9, 1989 retrieved from <http://www.jstor.org/stable/4373302>

16. Puniyani, R. (2004), *Communalism: Illustrated Primer*, Safdar Hashmi Memorial Trust and J&P Publications, retrieved from www.pluralindia.com/book/Illustrated_prmier/Chapter_5.pdf
17. Simeon, D. (1986), *Communalism in Modern India: A Theoretical Examination*, Dilip Simeon's blog retrieved from <http://dilipsimeon.blogspot.in/2012/08/communalism-in-modern-india-theoretical.html>
18. Nandy, A. and Sultunat, A. *Communalism and Politics in India*, 15 April, 2004, Institute of Peace and Conflict Studies retrieved from www.ipcs.org/article/india/communalism-and-politics-in-india-1380.html
19. King, R.D. The Poisonous Potency of Script: Hindi and Urdu, *International Journal of Sociology of Language*, 150, 2001 retrieved from language.log.ldc.upenn.edu/myl/llog/King2001.pdf
20. Aneesh, A. Bloody Language: Clashes and Constructions of Linguistic Nationalists in India, *Sociological Forum* Vol. 25 (1), 2010 retrieved from <http://onlinelibrary.wiley.com/doi/10.1111/j.1573-7861.2009.01158.x/pdf>
21. Agnihotri, R. Part III: Language Policy and Language Politics: The Role of English, Chapter 10: Identity and Multilinguality: The Case of India retrieved from <https://du-in.academia.edu/RamaKantAgnihotri>
22. Chatterjee, P. (1993), *The Nation and Its Fragments*, Princeton University Press

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- <ul style="list-style-type: none">historical evolution of photographyPrinciples, elements and accessories of CameraTypes of camerasVisual composition and types of lightVarious beats of photography		
Credits: 4	Discipline Specific Core (DSC)	

Max Marks: 100 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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	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: <ol style="list-style-type: none"> 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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, 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: <ol style="list-style-type: none"> 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: <ul style="list-style-type: none">• Student will acquire knowledge and skills pertaining to -• Basic enhancement techniques to develop a photograph		

<ul style="list-style-type: none"> • 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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.	3L+4P
Suggested Readings: <ol style="list-style-type: none"> 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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: 1. Theatre & Interculturalism- Rie Knowles 2. Indian Theatre- Traditions of Performance- Farley P. Richmond, Darius L Swann 3. History of Indian Theatre- M.L. Vardapandey 4. The Theatre according to Natyasastra of Bharata- R.P Kulkarni		

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- <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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; 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 [MTE-30; ESE-50 & CCE-20]	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 <ul style="list-style-type: none">Principles of ManagementTypes of Organization and their functionsOwnership patternsAdvantages and Disadvantages of Various forms of Ownership	10L+2T
II	Newspapers finance and control <ul style="list-style-type: none">Budgeting and Financial managementNewspaper registration – RNI –Recruitment policy – training –Wage policy - Wage boards – Readerships surveysABC-Advertising policy	11L+2T
III	Organizational Structure of Media houses <ul style="list-style-type: none">Organizational Structure of Print Media OrganizationsOrganizational structure of Radio stationOrganizational Structure of Television News ChannelsOrganizational Structure of News Agencies	12L+6T

IV	Press Commissions and Organizations in India <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Newspaper Organisation and Management- Herbert Lee • Broadcasting in India- P.C.Chatterji • History of Journalism- P. Rangaswami, Sterling Publications. • History of Indian Press- J. Natarajan • Mass Media Laws and Regulations in India- V. Iyer • Media Ethics- Pronjoy Guha Thakurta • Philosophies of Communication and Media Ethics: Theory- R.N. Kiran • Handbook of Journalism and Mass Communication in India- Virbala Aggarwal and V.S. Gupta 		

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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.	6L + 3P
Suggested Readings: <ul style="list-style-type: none"> • News Reporting & writing: Melvin Mencher; • News Writing: George; • Headlines from the heart: Ninan; • Essentials of practical journalism: VirBala; • The Changing faces of Journalism: John Eldridge; • News Reporting – B. N. Ahuja and S. S. Chhabra; • News Writing and Reporting – Mames M Neal and Suzanne S Brown; • Investigative Reporting and Editing – P. N. Williams; • Reporting for the Print Media – F. Fedler; • Writing for Media, Vision Books: New Delhi: Sunny Thomas; • Basic Media Writing, William C Brown Publication: Melvin Mencher; • Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press: A.S. Hornby; • High School English Grammar & Composition, S.Chand: Wren & Martin; • Writing and Reporting News: A Coaching Method," 3rd edition: Carole Rich; • Beyond the Headlines: MV Desai &SevantiNinan; • Mass Communication & Journalism in India: DS Mehta; • Indian Journalism: BG Varghese. 		

- Mass Communication: A Critical analysis, Keval J. Kumar

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: <ul style="list-style-type: none">· 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 [MTE-30; ESE-50 & CCE-20]		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	Fundamentals of Public Relations <ol style="list-style-type: none"> 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 	6L
II	Public Relations: History & Theories <ol style="list-style-type: none"> 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 	8L
III	Planning and Implementation <ol style="list-style-type: none"> 1. PR Tools: Internal, External and Media 2. PR Process: RPCE model 3. PR Agency: Types and functions 4. Comparative advantages and disadvantages of various mass media used for PR(Newspaper, Television, Magazine, Radio, social media etc) 5. PR writing - Press Releases, Blogs, Features & Content writing for Websites, Newsletters, Brochures, Social Media etc. 	10L+5T
IV	Public Relations and Ethics <ol style="list-style-type: none"> 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. 	6L+2T
V	Corporate Communication and Strategic Planning for PR <ol style="list-style-type: none"> 1. Corporate Communication: Definition and concept 2. Roots of Corporate Communication in India 3. Corporate Identity/Image and role of PR in it. 	5L+5T

VI	Scope of Corporate Communication <ol style="list-style-type: none"> 1. Corporate Social Responsibility (CSR) with case studies 2. Crisis Communication with case studies 3. Employee Communication with case studies 4. Government Affairs; Lobbying with case studies 	10L+3T
Suggested Readings: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies b. https://scoreindia.org/blog/ 		

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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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.		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: <ul style="list-style-type: none">• Sarkar, N.N-.Art and Production• Daryl & Moen- Newspaper Layout & Design: A Team Approach• John Cruise and Kelly Kordes Anton- QuarkXPress 8 : Essential Skills for Page Layout and Web Design• David Karlins & Bruce K. Hopkins-Techmedia -BPB Publications - How Tos 100 essential techniques			

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-			
<ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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: <ul style="list-style-type: none">• Thinking• Template• Title• Theme• Cover Photo• Preview and Publishing etc.		4L+4P
II	Editing and updating the website: <ul style="list-style-type: none">• Inserting Content, Image, Video, Hyperlink, Tables, Charts etc.• Formatting and Layout• Adding pages etc,		4L+4P
III	Creation of websites: <ul style="list-style-type: none">• Developing website for educational Institutions• Developing website for Sports• Developing website for Media• Developing website for Cultural and Tourism purposes etc.		7L+7P

Suggested Resources:

- <https://www.youtube.com/watch?v=Ehy0UO7AwCo>
- <https://www.youtube.com/watch?v=TtE92CW3jBU>
- https://www.iwla.org/docs/default-source/chapter-docs/google-sites/how-to-create-a-google-sites-website.pdf?sfvrsn=d140d50d_0

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	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 <ul style="list-style-type: none">1. Explaining and understanding communication2. Verbal and Non-verbal3. Listening4. Speaking Exercise5. Writing a speech/statement on a given topic and rehearsing it using proper verbal and non-verbal approaches6. Presentation	5L+3T
II	Basic Language Skills <ul style="list-style-type: none">1. Articles, tenses	

	2. Subject-verb disagreement 3. Double-past mistakes and confusing words	5L+2T
III	Written Communication and Presentation Skills <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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- <ol style="list-style-type: none"> 1. Wood, Julia T., (2016) <i>Communication Mosaics: An Introduction to the Field of Communication</i>, Cengage Learning. 2. Hargle, Owen, (2018) <i>The Handbook of Communication Skills</i>, Routledge. 3. Duck, Steve, (2012) <i>The Basics of Communication</i>, Sage. 4. Sullivan, Jay, (2016) <i>Simply Said: Communicating Better at Work and Beyond</i>, Wiley. 		

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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none"> • News Writing • Formats of TV News Script • Importance of Slug, Anchor, Voice- Over, Byte • Reporter's Copy & Producers Copy • News Editing, Character Generation 	4L + 4P
V	Basics of Radio Broadcasting: <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 	4L+5P
Suggested readings: <ul style="list-style-type: none"> • Writing and Reporting News- Carol Rich • Broadcast Journalism- A critical introduction- Jane Chapman and Marie Kinsey • News Reporting and Writing - Melvin Mencher • Broadcast Journalism: Technique of Radio and Television News- Andrew Boyd et al • Reporting and Communication Skills- V.S. Gupta 		

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:		
<ul style="list-style-type: none"> 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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 <ol style="list-style-type: none"> 1. Production Process: Concepts and Practices 2. Production Personnel: Roles & Responsibilities 3. Multi-cam and Single-cam Production 4. TV Production Formats 	8L + 2P
II	Sound- Basics for Production <ol style="list-style-type: none"> 1. Sound in production- History 2. Characteristics and Nature of Sound 3. Elements of Sound, Sound Envelope 4. Microphones and their uses 5. Manifestations of Sound in production 	5 L+5P
III	Lighting - Basics for Production <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 1. Visual Language 2. Shot Sizes, Camera Angles, Camera Movements 3. The Frame, 5Cs of Cinematography 4. Mise-en-scene 	4L+7P

	5. Working with a Camera	
V	Editing Basics <ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> • 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 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 <ul style="list-style-type: none"> · 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 [MTE-30; ESE 50 & CCE-20]		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 Advertising <ol style="list-style-type: none"> 1. Advertising - Definition and Concept. 2. Functions & Importance of Advertising. 3. Similarities and Differences between Advertising and PR 	5L
II	Advertising : History & Evolution <ol style="list-style-type: none"> 1. Evolution of Advertising <ol style="list-style-type: none"> a. Advertising in pre-print era b. The Industrial Revolution c. World Wars d. Great Depression 2. History of Indian Advertising 	8L
III	Advertising: Theories and Models <ol style="list-style-type: none"> 1. AIDA with case studies 2. DAGMAR with case studies. 3. Relevance of Hierarchy of Needs, Hierarchy of Effects, Marketing Mix 	6L+4T

	in Advertising	
IV	Advertising Management <ol style="list-style-type: none"> 1. Classification of Advertising on the basis of: <ol style="list-style-type: none"> a. Purpose b. Media c. Geography. d. Audience 2. Types of Advertising 3. Advertising Appeals- Meaning & Concept 4. Discussion on various advertising appeals 5. Advertising as a Marketing Tool - IMC 6. Unique selling Proposition. 7. Brand- definition, evolution, life-cycle, positioning 8. Brand Equity, Brand Image and Brand Loyalty 	10L+4T
V	Creative Strategies and Media Planning in Advertising <ol style="list-style-type: none"> 1. Ad. agencies - Types and Functions 2. Advertising Campaign Planning with case studies 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 	12L+5T
VI	Ethics in Advertising <ol style="list-style-type: none"> 1. Professional Codes of Ethics of ASCI and AAAI 2. Ethical and Social issues related to Advertising with case studies. 	4L+2T

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>

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 - <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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	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: <ol style="list-style-type: none"> 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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: <ul style="list-style-type: none">Television News: A Handbook For Reporting, Writing, Shooting, Editing And Producing by Teresa KellerThe Complete Reporter: Fundamentals of News Gathering, Writing, and Editing by Kelly Leiter, Julian Harriss, Stanley JohnsonWriting and Reporting News: A Coaching Method by Carole RichBroadcast News Writing, Reporting, and Producing by Frank BarnasBroadcast Journalism, Boyd Andrew, Focal Press LondonNews Writing for Radio and TV, KM Shrivastava, Sterling Publication, New Delhi		

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:			
<ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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		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: 1. The habits of highly successful bloggers- Ryan Robinson 2. Storytelling- Daniel Anderson 3. SEO like I'm 5: Mathew Capala			

<p>VAC-4 2 Credit As offered by the University</p>

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 [MTE-30; ESE-50 & CCE-20]	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 <ul style="list-style-type: none">Development- Concept &DefinitionsIndicators of Development – a critiqueCurrent debates in relation to Development	10L+2T
II	Understanding Development Communication <ul style="list-style-type: none">Concepts and Definition of Development CommunicationSignificance of Development CommunicationDifferent approaches to development communication	11L+2T
III	Media & Development <ul style="list-style-type: none">Mass Media as tool for developmentProblems with the use of media for developmentCreativity in media presentation of development issuesRole & performance record of each medium in development communication -Print, Radio & TV	12L+6T
IV	Communication & Development: The Indian Experience <ul style="list-style-type: none">Rural Development and Agricultural ExtensionHealth & Family WelfareLiteracy & Education, Safe drinking water, Slum Development etc.Issues and concerns and future of development communication	12 L+5T
Suggested Readings <ul style="list-style-type: none">Handbook of Journalism and Mass Communication in India- Virbala Aggarwal and V.S. Gupta		

- Communication for Development: Reinventing Theory and Action – Kiran Prasad
- Development Communication in Practice: India and the Millennium Development Goals – J.V. Vilanilam
- Communication for Development in the Third World: Theory and Practice for Empowerment – Srinivas R Melkote and H Leslie Steeves
- Communication for Development and Social Change – Jan Servaes
- International and Development Communication: A 21st-Century Perspective – Bella M Mody

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 <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		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.
- Hardin, G. (1968). The tragedy of the commons. Science, 162(3859), 1243-1248.
- Devall, B., & Sessions, G. (1985). Deep ecology: Living as if nature mattered. Salt Lake City: Peregrine Smith Books

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 [MTE-30; ESE-50 & CCE-20]		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 <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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 statistics and reports) 	10L+4T
III	Globalisation and International Communication <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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- <ol style="list-style-type: none"> 1. Thussu, D.K. eds. (2009). <i>International Communication: A Reader</i>. Routledge 2. Mody, B. eds. (2003). <i>International and Development Communication: A 21st Century Perspective</i>. Sage Publications 3. Siapera, E. (2011). <i>Understanding New Media</i>. Sage Publications 4. Durham, M.G. & Kellner, D.M. (2012) <i>Media and Cultural Studies Keywords</i>. Wiley-Blackwell 5. Goggin, G. & McLelland, M. eds (2009) <i>Internationalizing Internet Studies: Beyond Anglophone Paradigms</i>. Routledge 6. Delfanti, A. & Arvidsson, A. (2019) <i>Introduction to Digital Media</i>. Wiley-Blackwell 7. Thussu, D.K. (2013). <i>Communicating India's Soft Power: From Buddha to Bollywood</i>. Palgrave-Macmillan 8. Flew, T. (2014). <i>New Media: An Introduction</i>. OUP, Australia 9. Thombre, A, Ramesh N. Rao (2015) <i>Specifications of Intercultural Communication: The Indian Context</i>, Sage Publications India Pvt Ltd. 10. Martin, J.N. & Nakayama, T. K. (2009) <i>Intercultural Communication in Context</i>, 5th Edition, McGraw-Hill 11. Edwin, R et al. (2014) <i>Specifications of Intercultural Communication: A Reader</i>, Cengage Learning. 		

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: <ul style="list-style-type: none">• 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 [MTE-30;	Min. Passing Marks: 30	

ESE-50 & CCE-20]		
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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • European Cinema • African and Latin American Cinema • Asian Cinema 	8L + 4T
III	Indian Cinema <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • The Cinemas of India by Yves Thoraval • Indian Cinema: A Very Short Introduction by Ashish Rajadhyaksha • Film Art: An Introduction by David Bordwell and Kristin Thompson • Guru Dutt life in Cinema by Nasreen Munni Kabir • The Oxford History of World Cinema by Geoffrey Nowell-Smith 		

**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:			
<ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		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:

1. Cox, R. (2009) Environmental Communication and the Public Sphere
2. Killingworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalyptic narrative from Silent Spring to Global Warming
3. Carson, R. (1962). Silent spring. New York: Fawcett
4. Carson, R. (1962). Silent spring. New York: Fawcett
5. Naess, A. (2005). The basics of deep ecology. The Trumpeter, 21(1),61-71
6. White, L. (1967). The historical roots of our environmental crisis. Science, 155(3767), 1203-1207
7. Hardin, G. (1968). The tragedy of the commons. Science, 162(3859),1243-1248
8. Gelbspan, R. (1998). The coming permanent state of emergency
9. Senecah, S. L. (2004). The trinity of voice: The role of practical theory in planning and evaluating the effectiveness of environmental participatory processes
10. Bullard, R. D. (1994). Dumping on Dixie: Race, class, and environmental quality. Boulder, CO: Westview Press
11. Pearce, W.B., & Littlejohn, S. (1997). Moral conflict: When social worlds collide. Thousand Oaks, CA:Sage
12. Short, B. (1991): Earth First! and the rhetoric of moral confrontation. Communication Studies, 42, 172-188
13. Lange, J. I. (1993). The logic of competing information campaigns: Conflict over old growth and the spotted owl. Communication Monographs, 60, 239-257
14. Hannigan, J. A. (1995). Constructing environmental risks. In J. A. Hannigan, Environmental sociology: A social constructionist perspective (pp. 92-108). New York: Routledge
15. Friedman, S. M. (2004). And the beat goes on: The third decade of environmental journalism. In S. Senecah (Ed.), Environmental Communication Yearbook, vol. 1 (pp. 175-187). Mahwah, NJ: Erlbaum

**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:- <ul style="list-style-type: none">Differences between print, web and electronic media in terms of writing, layout and presentation techniques.Knowledge of Online journalism, Alternative journalism, Citizen journalismWriting 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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.	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	6L+10P

	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.	
Suggested Readings: <ol style="list-style-type: none"> 1. James Foust(2005), Online Journalism – Principals and Practices of News for the web. Scottsdale, AZ : Holcomb Hathway Publisher. 2. James Glen Storall (2004), Web Journalism – Practice and Promise of a New Medium Boston: Pearson Education. 3. Stephen Quinn (2005), Convergent Journalism: The Fundamentals of Multimedia Reporting. New York: Peter Lang Publishing. 4. ShyamNath ,(2008) Assessing the State on Web Journalism. New Delhi: Authors Press. 5. Prabhakar, Dr.Manohar and Bhanawat, Dr. Sanjeev,(1999) Media Scene in India: Emerging Facets. Jaipur: University Book House. 6. Bhardwaj, Amita, (1997) New Media and Educational Planning, Sarup and Sons, New Delhi. 7. Singh, J.K., Mass Media and Information Technology, Jaipur: Mangal Deep Publication. 8. Jagdish Chakraborty, (2003) Cyber Media Journalism: Emerging Technologies. 9. Jim Hall (2001), Online Journalism: A Critical Primer. London: Pluto Press. 10. Ryan M. Thornburg, (2010) Producing Online News: Stronger Skills, Stronger Stories, CQ Press College 11. Christopher Callhan, (2002) A Journalist Guide to the Internet: The Net as a Reporting Tool, Pearson/Allyn and Bacon.. 		

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Basic principles of Photo- Editing • Role of a photo editor • Photo Composition- Color, contrast, Visual apprehension • Techniques of Photo Editing • Photo Editing Software 	8L+10 P
Suggested Readings- <ul style="list-style-type: none"> • Understanding Photo-Journalism- Jennifer Good & Paul Lowe • Photo-Journalism: An Ethical Approach- Paul Martin Lester • Print Media and Photo-Journalism- Charles Nandi • Techniques of Photo Journalism- Milten Feinberg • Newspaper Photography – A Professional view of Photo Journalism Today- Alun John. 		

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. There will not be mid-semester exam. 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. There will not be a mid-semester exam. 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 [MTE-30; ESE-50 & CCE-20]	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	10L+5T
Suggested Readings: 1. Mass Communication Research Methods by Hansen et.al. 2. Doing Media Research by S.H. Priest 3. Donald Treadwell, Introducing Communication Research: Paths of enquiry 4. Arthur Asa Berger, Mass Media and Communication Research methods 5. Suggestive digital platform web links: a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies		

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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		5L+2P

	formats in fiction, non-fiction/ news based/entertainment RJing, talks, talk shows, phone-in programmes. Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary etc.	
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.	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 [MTE-30; ESE-50 & CCE-20]		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 <ul style="list-style-type: none">Freedom of speech and expression (Article 19(1)(a) and Article 19(1)2), 19(2)Freedom of expression and Defamation- Libel and slander - Civil and CriminalRight to Information, Official Secrets Act 1923Contempt of Court Act 1971Intellectual Property Rights (Copyright, Patent, Trademark)Working Journalists and Other Newspaper Employees Act 1955Press and Registration of Periodicals Act 2023		9L+2T
II	Media Technology and Ethical Parameters <ul style="list-style-type: none">Live reporting and ethicsLegality and Ethicality of Sting Operations, Phone Tapping etcEthical 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 2000Discussion of Important cases-eg- Operation WestendSome Related laws- Relevant sections of Broadcast Bill, NBA		10L + 4 T

	<p>guidelines</p> <ul style="list-style-type: none"> • Idea of Fair Trial/Trial by Media (II unit) • Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The Supreme Court) 	
III	<p>Representation and ethics</p> <ul style="list-style-type: none"> • 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 Bill, 2007, Sec 67 of IT Act 2000, Digital Media ethics code 2021 and 292 IPC etc. • 292 IPC etc., BNS Section 294- Sales, Distribution and Possession of obscene objects. 	8L+4T
IV	<p>Media and Regulation</p> <ul style="list-style-type: none"> • Regulatory bodies, Codes and Ethical Guidelines • Self-Regulation • Media Content- Debates on morality and Accountability: Taste, Culture and Taboo, Censorship and media debates 	8L+4T
V	<p>Media and Social Responsibility</p> <ul style="list-style-type: none"> • 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
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Thakurta, ParanjyGuha, 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. VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007 5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000 6. RaminderKaur, 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 – <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Mobile Photography Using smart phones for taking effective pictures• Shooting video with Smart phones• Conducting Interviews• Event coverage using Mobile Phones• Streaming Live Videos with Mobile Phones	8L+12P
III	Editing on Mobile <ul style="list-style-type: none">• 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	

	<ul style="list-style-type: none"> • 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 	8L+4P
Suggested Reading- <ul style="list-style-type: none"> • Mobile and Social Media Journalism: Anthony Adornato • Smartphones video Story telling- Robb Montgomery • The MoJo Handbook: Theory to Praxis- Ivo Burum Democratizing Journalism Through Mobile Media: The MoJo Revolution- Ivo Burum 		

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 [MTE-30; ESE-50 & CCE-20]	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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 1. Security, 2. Occupational safety, 3. Crowded management 4. Major risks and emergency planning 5. Incident reporting, emergency procedures 6. Event Laws and Licenses 	10L+5T
Suggested Readings: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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.	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: <ol style="list-style-type: none"> 1. Perception and Imaging, Richard Zakia 2. Visual Communication, Pratish K Mathur 3. White Alex W , The Elements of Graphic Design (Second Edition). 4. Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001. 		

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	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. Future	8 L + 8 T

Suggested Readings:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin& Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

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: <ul style="list-style-type: none">▪ 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 [MTE-30; ESE-50 & CCE-20]		Min. Passing Marks: 30	
Mode of evaluation: / Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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	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. There will not be mid-semester exam. 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. There will not be mid-semester exam. 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 [MTE-30; ESE-50 & CCE-20]		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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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 	8L+3T
VII:	Research& Publication Ethics: <ol style="list-style-type: none"> 1. Ethics in Publication 2. Ethics in Research 3. Impact factor, H-index, i10 index etc. 	5L+1T
Suggested Readings: <ol style="list-style-type: none"> 1. C.R Kothari, Research Methodology 2. Wimmer and Dominick, Mass Media Research 3. Donald Treadwell, Introducing Communication Research: Paths of enquiry 4. Arthur Asa Berger, Mass Media and Communication Research methods 5. Suggestive digital platform web links: <ol style="list-style-type: none"> a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies 		

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: <ul style="list-style-type: none">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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Written.		
Total No. of Lectures-Tutorials-Practical in a week: L-T-P: 3+1+0		
<p>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.</p> <p>The teacher concerned shall pick topical issues, concerns and debates in relation to media scenario in India.</p> <p>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.</p> <p>1. The Current State of Indian Media</p> <ul style="list-style-type: none">Overview of major media sectors: Print, television, radio, and digitalKey players and media conglomerates dominating the Indian landscapeInfluence 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-

One English National Daily, One Hindi Daily, Magazines like India Today, Front Line, Economic & Political Weekly etc. and, finding major debates in relation to media and communication in journals, magazines and on television channels.

**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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		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	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

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	Min. Passing Marks: 30	
Mode of evaluation: Mid Semester Examination - 30 Marks (Written); Final Semester Examination - 50 Marks (Activity/assignment based); Continuous evaluation – 20 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: <ul style="list-style-type: none"> Gupta S.C. and Kapoor, V.K.(1984). Fundamentals of Mathematical Statistics. Sultan Chand & Co., 3rd Edn, New Delhi. Saxena, H.C. (1983). Elementary Statistics. S. Chand & Co., New Delhi Anderson, T.W. and Sclove, S. L. (1978). An introduction to statistical analysis of data. Houghton Mifflin/co,USA. Anderson, T.W. and Finn, J.D. (2012). The new statistical analysis of data. Springer Science & Business Media, New York. David W. Hosmer and Stanley Lemeshow (2000). Applied logistic Regression. 2nd edition. Wiley series in probability and statistics, New York. Rohatgi, V. K and Saleh, A.K.M.D. (2001). An Introduction to Probability and Statistics. 2nd edition. John Wiley & Sons, Inc., New York Bhat, B. R., Sri. Venkata Ramana T and Rao Madhava K. S. (1977). Statistics: A beginners Text Vol- 2, New Age International (P) Ltd., New Delhi. 		

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 <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]	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: 1. Gender and the Media- Rosalind Gill 2. Handbook of Gender, Sex and Media - Edited by Karen Ross 3. Gendered Media- Edited by Karen Ross 4. Suggestive digital platform web links: a. https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies		

Course Title: MSP401:

Minor Academic Project (Communication Production-Radio/TV/Print)

Credit: 4*

* The teacher concerned shall be engaging Two 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 Minor 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 Minor Academic Project carrying 100 marks. Evaluation will be done by the Course Teacher at the end of the semester. There shall not be any Mid-Sem Exam for this course.

Course Title: MSQ401

Quality Enhancement Seminar

Credit: 2*

* The teacher concerned shall be organizing Quality Enhancement Seminar(s) of Two Hours every week over a subject of topical interest.

Mode of Evaluation: Evaluation will be based on a report submitted by the students on seminar(s) organized over the semester including his/her performance/presentations during the seminar(s); it will carry 100 marks. Evaluation will be done by the Course Teacher at the end of the semester. There shall not be any Mid-Sem Exam for this course.

Course Title: MSD401

Dissertation

Credit: 6*

*The teacher concerned shall be engaging Two 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 at the end of the semester. There shall not be any Mid-Sem Exam for this course.

Semester - VIII

Course Title: MSC451: 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: MSC451	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 [MTE-30; ESE-50 & CCE-20]	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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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- <ul style="list-style-type: none"> Mass Communication in India –Keval J Kumar (Jaico Publishing) Mass Communication Theory: Foundation, Ferment and Future – Baran, Davis (Wadsworth) Mass Communication Theory – Denis McQuail (Sage) The Dynamics of Mass Communication – Joseph R Dominick (Mc Graw Hill) Sociological Theories- George Ritzer (Mc Graw Hill)) Media effects: Advances in Theory and Research- Arthur A. Reney & Jenning Bryant (Taylor and Francis) Communication Models – Uma Narula (Atlantic) 		

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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		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 2. Media ownership patterns and corporatization of media 3. Mass media and profit		10L+4T

	4. Advertising and its impact	
IV	Media and Politics <ol style="list-style-type: none"> 1. Media influence and political world 2. Media and ideology 3. Mass media and international relations 	10L+4T
Suggested Reading- <ol style="list-style-type: none"> 1. David, R Croteau and William D. Hoyens, (2018), <i>Media Society: Industries, Images and Audiences</i>, Sage. 2. Burton G, (2010), <i>Media and Society: Critical Perspectives</i>, McGraw Hill. 3. Hodkinson, P., (2016) <i>Media, Culture and Society</i>, Sage Publications. 4. Perse, Elezabaith M. (2016), <i>Media Effect and Society</i>, Routledge 5. Schirato, Tony and Sushan Yell, (2000) <i>Communication and Culture: An Introduction</i>, Sage Publications. 6. Perloff, Richard M, (2021) <i>Dynamics of Political Communication: Media & Politics in Digital Age</i>, Routledge. 7. Gunthur, Richard, (2012) <i>Democracy and Media: A Comparative Perspective</i>, Cambridge University Press. 		

Course Title: MSE/MSG452: Social and Political Thoughts (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: MSE/MSG452	Course Title: Social and Political Thought	
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: <ul style="list-style-type: none">• Developing a comprehensive understanding of modern Indian social and political thinkers and social and political underpinnings in different historical backdrops;• Understand western social and political thought and the way these thinkers responded to the political situations of their times.• Gain a broader view about historical processes with regard to pursuit of democracy, justice and ever-changing relationship between citizenship and the state at various points of time in history;• Understand how a range of political philosophies and social movements shaped		

various forms of governance and how are these processes to the present.		
Credits: 4		Discipline Specific Elective (DSE)/Generic Elective (GE)
Max Marks: 100 [MTE-30; ESE-50 & CCE-20]		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 Social and Political Thought - I <ol style="list-style-type: none"> 1. Indian Renaissance: Raja Ram Mohan Roy, Vivekanand 2. Liberal and hardline thinkers: Political Liberalism of G K Gokhale, Militant Nationalism of B G Tilak 	10L+3T
II	Indian Social and Political Thought - II <ol style="list-style-type: none"> 1. Gandhi: Critique of western civilization, Nationalism, Satyagrah, Non-violence, Hind Swaraj, Ideal State 2. Nehruvian Thought 3. Socialist Thoughts: Radical Humanism of M N Roy, Socialism of R M Lohia, Total Revolution of J P Narayan 4. B R Ambedkar's thoughts on Social Justice and Social Democracy 	15L+4T
III	Western Social and Political Thought <ol style="list-style-type: none"> 1. Greek Political Thinkers: Plato and Aristotle 2. Theories of Government: Machiavelli 3. Social Contract Theories: Hobbes, Locke 4. Social and Political Thoughts of George Hegel, Karl Marx 	12L+4T
IV	Comparative Analysis Western and Indian Social Political Thought: A Comparative Analysis	8L+4T
Suggested Reading- <ol style="list-style-type: none"> 1. Appadorai, A.,(1987) <i>Indian Political Thinking in the 20th century</i>, New Delhi, South Asian Publishers. 2. Alhuwalia, B. and Alhuwalia, M., (1991) <i>Raja Ram Mohan Roy and the Indian Renaissance</i>, New Delhi, Mittal Publications. 3. Pantham T. & Deutch K, (1996) <i>Political Thoughts in Modern India</i>, Sage, New Delhi. 4. Chandra Bipin, (1979) <i>Nationalism and Colonialism in Modern India</i>, Orient Longman, New Delhi. 5. Ghose, Sankar,(1984) <i>Modern Indian Political Thought</i>, Allied Publishers, New Delhi. 6. Aristotle, (1960) <i>The Rhetoric of Aristotle</i>, Prentice Hall, New Jersey. 7. Avineri, Sholomo,(1971) <i>The Social and Political Thought of Karl Marx</i>, Cambridge University Press. 8. Berki, R. N,(1978) <i>The History of Political Thought</i>, London : Dent. 9. Curtis M, (1961) <i>The Great Political Theories</i>, 2 Volumes, New York: Avon. 10. Eisenstein, William, (1967) <i>Great Political Thinkers: Plato to the Present</i>, Calcutta: Cambridge University Press. 11. Jayaraman, P. (2002) <i>Swami Vivekananda. The Prophet of India</i>. U.S.A: Bharatiya 		

Vidya Bhavan.

12. Sathe, Shanta, (1994) *Lokamanya Tilak: His Social and Political Thoughts*, Delhi, Ajanta Publications.

13. Selbourne, David (Ed.), (1985) *In Theory and Practice: Essays on the Politics of JP*, Delhi, Oxford University Press.

Course Title: MSE/MSG453: 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/MSG453	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 [MTE-30; ESE-50 & CCE-20]	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 <ul style="list-style-type: none">Cinema as a Cultural ProductKey Concepts - Representation, Ideology, and Cultural Hegemony ii) Theoretical Frameworks	11L+1T

	<ul style="list-style-type: none"> • Marxism, Feminism, Postcolonial Theory, and Cultural Studies • Key thinkers - Louis Althusser, Stuart Hall, Laura Mulvey, and bell hooks <p>iii) Social Context and Film Form</p> <ul style="list-style-type: none"> • Global Cinema - Historical perspectives • National cinemas and their socio-political contexts 	
II	<p>Cinema as Social Reflection</p> <p>i) Gender and Sexuality in Cinema</p> <ul style="list-style-type: none"> • Stereotypes, Male Gaze, Heteronormativity • Feminist and Queer Cinema <p>ii) Class and Labour in Cinema</p> <ul style="list-style-type: none"> • Working-class portrayal and capitalist critique • Italian Neorealism, Parallel Cinema <p>iii) Race, Ethnicity, and Postcolonial Cinema</p> <ul style="list-style-type: none"> • Colonial legacies and decolonisation • African and Indian postcolonial films <p>iv) Identity in Cinema</p> <ul style="list-style-type: none"> • Cinematic negotiations of Identity • Contested portrayals – caste, disability, and vulnerable sections 	12L+8T
III	<p>World Cinema and Cross-Cultural Influences</p> <p>i) Cinema and Globalisation</p> <ul style="list-style-type: none"> • Globalisation – Impact on film production and consumption • Indian cinema across borders <p>ii) Hollywood and its Global Dominance</p> <ul style="list-style-type: none"> • Hollywood's portrayal of race, gender, and global politics • The cultural imperialism debate <p>iii) Transnational Cinema</p> <ul style="list-style-type: none"> • Diasporic Narratives in global cinema • Cultural narratives in transnational films 	12L+1T
IV	<p>Cinema, Politics, and Social Action</p> <p>i) Cinema and Nationalism</p> <ul style="list-style-type: none"> • Construction and critique of national identity • Indian cinema and Nation-building <p>ii) Political Cinema and Activism</p> <ul style="list-style-type: none"> • Films as tools for resistance and revolution • Third Cinema and Indian political films 	10L+5T

	iii) Censorship and Freedom of Expression <ul style="list-style-type: none"> • Film censorship as a political tool • 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: <ul style="list-style-type: none"> • Encyclopaedia of Indian Cinema <i>by Ashish Rajadhyaksha and Paul Willemen</i> • Indian Popular Cinema <i>by K. Moti Gokulsing and Wimal Dissanayake</i> • A Many-Splendoured cinema <i>by B.K Karanjia</i> • Bollyworld: Popular Indian Cinema Through a Transnational Lens <i>by Raminder Kaur and Ajay J Sinha</i> • Traditions in World Cinema <i>by Linda Badley, R. Barton Palmer</i> • Bollywood: A Guidebook to Popular Hindi Cinema <i>by Tejaswi Ganti</i> • What Is Cinema <i>by André Bazin</i> • National Identity in Indian Popular Cinema, 1947–1987 <i>by Sumita S Chakravarty</i> 		

Course Title: MSE/MSG454: 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/MSG454	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: <ul style="list-style-type: none">• 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 [MTE-30; ESE-50 & CCE-20]		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.	7L+2T

Suggested Readings:

- Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: how journalists can use data to improve the news. " O'Reilly Media, Inc."
- Anderson, C. W. (2018). Apostles of certainty: Data journalism and the politics of doubt. Oxford University Press.
- Burns, L. S., & Matthews, B. J. (2018). First things first: Teaching data journalism as a core skill. Asia Pacific Media Educator, 28(1), 91–105. <https://doi.org/10.1177/1326365X18765530>
- Davies, K. (2018). Getting started with data journalism: A baby steps approach. Asia Pacific Media Educator, 28(1), 106–111. <https://doi.org/10.1177/1326365X18767460>
- Gray, J., & Bounegru, L. (2019). Data journalism handbook 2. European Journalism Centre
- Young, M. L., Hermida, A., & Fulda, J. (2017). What makes for great data journalism? Journalism Practice. <https://doi.org/10.1080/17512786.2016.1270171>

Course Title: MSP451**Minor Academic Project (Communication Production-Radio/TV/Print)****Credit: 4***

* The teacher concerned shall be engaging Two 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 Minor 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 Minor Academic Project carrying 100 marks. Evaluation will be done by the Course Teacher at the end of the semester. There shall not be any Mid-Sem Exam for this course.

Course Title: MSQ451**Quality Enhancement Seminar****Credit: 2***

* The teacher concerned shall be organizing Quality Enhancement Seminar(s) of Two Hours every week over a subject of topical interest.

Mode of Evaluation: Evaluation will be based on a report submitted by the students on seminar(s) organized over the semester including his/her performance/presentations during the seminar(s); it will carry 100 marks. Evaluation will be done by the Course Teacher at the end of the semester. There shall not be any Mid-Sem Exam for this course.

Course Title: MSD451

**Dissertation
Credit: 6***

*The teacher concerned shall be engaging Two 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 at the end of the semester. There shall not be any Mid-Sem Exam for this course.