

**Syllabus
for**

**Two-Year PG Programme
in
Journalism and Mass Communication
2025-26 Batch Onwards**

NATIONAL EDUCATION POLICY–2020



**Centre for Journalism and Mass Communication
School of Arts, Communication and Languages
Hemvati Nandan Bahuguna Garhwal University
(A Central University)
Srinagar (Garhwal), Uttarakhand-246174**

Introduction :

In the 21st century, global media has emerged as a pivotal force shaping the socio-economic, cultural, and political dimensions of human behavior. With the consolidation of the information society and the transformative impact of the digital age, media education has gained unprecedented significance as a domain of scholarly inquiry and professional training. The five-year Integrated Programme in Journalism and Mass Communication is designed to provide a comprehensive grounding in the theories, concepts, and practices of communication. By integrating theoretical knowledge with practical exposure, the programme seeks to foster critical understanding and professional competence, equipping learners with the intellectual and technical skills necessary to meet the evolving demands of the journalism and mass communication industry.

Programme Objectives:

The Two-Year Postgraduate Programme in Journalism and Mass Communication is designed to advance the intellectual, professional, and creative capacities of students through a balanced integration of theory, research, and practice. The programme objectives are as follows:

- To provide an advanced theoretical foundation in communication and media studies, fostering a deeper understanding of concepts, perspectives, and critical debates in the field.
- To cultivate strong research skills through training in communication research methods and dissertation work, encouraging students to undertake original inquiries into media, culture, and society.
- To enhance practical competencies in multimedia content creation, including writing for media, broadcast journalism (radio and television), new media, advertising, public relations, and corporate communication.
- To nurture critical awareness of the socio-political, cultural, ethical, and legal dimensions of media practices in the 21st century.
- To strengthen analytical and critical thinking by examining contemporary media landscapes, media democracy, human rights, intercultural communication, and communication for development.
- To equip students with specialised skills in emerging areas such as digital media production, documentary filmmaking, health communication, science communication, and brand management, preparing them for diverse professional roles.
- To foster media literacy and information literacy, enabling students to engage with media responsibly and to act as informed professionals in democratic societies.
- To promote creativity, innovation, and multi-tasking abilities required for success in the dynamic and convergent media environment.
- To provide industry exposure through internships, project work, and hands-on training, bridging the gap between academic learning and professional practice.
- To motivate students to become communication leaders, socially responsible media professionals, and lifelong learners who can adapt to evolving global media trends.

Program Learning Outcome: On the completion of the Programme students will be able to.

PLO1. Demonstrate Advanced Conceptual and Procedural Knowledge: Students will gain comprehensive knowledge of communication theories, media systems, and professional practices, applying them effectively in journalism, advertising, broadcast, digital, and community media contexts.

PLO2. Apply Critical Thinking and Analytical Skills: Students will evaluate contemporary media landscapes, interrogate socio-political and cultural frameworks, and critically engage with issues of media ethics, democracy, and human rights to generate informed perspectives.

PLO3. Uphold Ethical Standards, Constitutional Values, and Professional Integrity: Students will integrate principles of fairness, accountability, and inclusivity in media practices while promoting democratic values, intercultural understanding, and human rights.

PLO4. Exhibit Research and Scholarly Competence: Students will design, conduct, and present independent or collaborative research projects using qualitative and quantitative methodologies, critically interpreting findings to advance scholarly and professional discourse.

PLO5. Demonstrate Professional and Practical Skills: Students will acquire hands-on expertise in reporting, writing, editing, advertising, broadcast production (radio and television), new media, and documentary filmmaking, reflecting industry-relevant competencies.

PLO6. Harness Digital and Multimodal Communication: Students will effectively utilise digital tools, platforms, and emerging technologies to produce, disseminate, and evaluate media content for diverse audiences across local and global contexts.

PLO7. Translate Knowledge into Social and Developmental Practice: Students will engage with communities, design media interventions, and contribute to development communication, policy advocacy, and social change initiatives, fostering meaningful societal impact.

PLO8. Exhibit Employability, Entrepreneurial, and Leadership Competencies: Students will demonstrate creativity, adaptability, and leadership in professional domains such as media management, public relations, corporate communication, and cultural industries, while also developing entrepreneurial ventures.

PLO9. Engage with Global and Local Media Ecosystems: Students will critically analyse global and local media dynamics, respond to challenges of information disorder, and contribute to cross-cultural dialogue with sensitivity and contextual awareness.

PLO10. Promote Environmental and Social Sustainability: Students will reflect upon ecological concerns and social responsibilities, advocating for sustainable communication practices and ethical citizenship through media education, research, and action.

Need for Curriculum Development

The NEP 2020 Programme aims to develop a curriculum that will bring uniformity to students studying at various universities and institutes. The necessity for media education curriculum improvement arises for the following reasons: -

The Changing Media Environment: Multimedia, Photojournalism, Short Film Making, creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising, and Corporate Communications are just a few of the areas covered in the curriculum. The media industry's rapid growth necessitates the use of highly skilled human resources.

Transfer of Credit: The UGC and the government have allowed credit transfer, which permits students to transfer courses from their current university to a new UGC-accredited university.

Skill Enhancement: The new curriculum emphasises hands-on training and internships, allowing students to improve their abilities. Its goal is to produce not only responsible communication professionals but also people who are compassionate in their daily lives. Papers such as Writing for the Media, Photojournalism, and Computer Applications for the Media, among others, aid in the development of students' skills.

Career Options: In recent times, the scope of Journalism and Mass Communication as a field has increased tremendously, and there is no dearth of job opportunities. After the completion of the Programme, students can opt for the following career options: -

- Journalist
- News Anchor
- Digital Marketing Experts
- Radio Jockey

- Content Creator/Developer
- Graphics/web Designer
- Social Media Executive
- Public Relation Professionals
- Publicity/Advertising Expert
- Event Manager
- Professional Photographer
- Film/Television production Professional
- Researcher
- Academician/Media Educator

Pedagogy

Journalism pedagogy is developed with the goal of imparting knowledge and skills and preparing professional, skilled media and communication experts. It gives a wide variety of finely framed syllabi exposure.

Importance of Theories and Practices and their Application: The Journalism curriculum emphasises cutting-edge theories and practices, preparing students to be full-fledged media professionals. To ensure a successful teaching process, students should be organized into batches of not more than ten students each under the supervision of a teacher.

Utilisation of ICT: The global media sector is looking for ICT-trained communication specialists. ICT tools are blended into teaching approaches such as research-led teaching, presentations through smart classrooms, and practical productions to increase critical and creative thinking among students.

Research-based and Research-led Teaching: Research Projects are included in the curriculum to help young researchers gain a better understanding of research principles. According to the relevance of the profession, students are introduced to various aspects of communication research, such as print, electronic, digital media, global, health, political communication, folk media, intercultural communication, and other development issues. Under the supervision of a research guide, students will do a research project/Dissertation on a topic of their own choice.

Critical Thinking: Group and individual conversations will be held with the students. This will assist students in developing and enhancing their critical and analytical thinking. It also aids their decision-making and crisis management capability, boosting their self-confidence as well.

Methods of Instruction: Typical methods of instruction may include: -

- Lecture
- Activity
- Discussion
- Interaction with experts
- Community Participation
- Industry Visit
- Internship

Methods of Evaluation:

- Exams/Tests
- Class Participation
- Class Performance
- Lab Work
- Assignment
- Group Project

- Research Projects

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Exit Options and Credit Requirements

A PG Diploma/ Degree is awarded upon the completion of every progressive year.

Exit Option with	PG Diploma/Degree
Successful completion of the first year (two semesters) of the Two-year P G Programme	PG Diploma in Journalism and Mass Communication
Successful completion of the second year (four semesters) of the Two-Year P G Programme	MA in Journalism and Mass Communication

COURSE STRUCTURE

PG Diploma in Journalism & Mass Communication

Entry requirement	3-year Bachelor’s degree (minimum 120 credits) or 4-year Bachelor’s degree (In case of B.Tech. and B.E. - Minimum-160 credits) and candidates who have met the entrance requirements, including specified levels of attainment, in the admission regulations					
Semester	Course Category	Course Code	Course Title	Theory/Practical Marks		Credits
I	Discipline Specific Core [DSC]	MAJMCDS01	Theories of Communication	Theory and Tutorial	100 (40+60)	5(4+1)
		MAJMCDS02	Visual Communication and Design	Theory	100 (40+60)	5 (3+2)
				Practical	100 (40+60)	
		MAJMCDS03	Advertising	Theory	100 (40+60)	5 (3+2)
				Practical	100 (40+60)	
	MAJMCDS04	Communication Research Methods	Theory and Tutorial	100 (40+60)	5(4+1)	
	Discipline Specific Elective [DSE] (Any 1 out 3 electives)	MAJMCDE1	Contemporary Media Landscape	Theory and Tutorial	100 (40+60)	4(3+1)
		MAJMCDE2	Folk and Community Media	Theory and Tutorial	100 (40+60)	4(3+1)
		MAJMCDE3	Media Culture and Society	Theory and Tutorial	100 (40+60)	4(3+1)
Total Credits						24

Semester	Course Category	Course Code	Course Title	Theory/Practical Marks		Credits
II	Discipline Specific Core [DSC]	MAJMCDS05	Journalism: Critical Perspective and Practices	Theory	100 (40+60)	5(3+2)
				Practical	100 (40+60)	
		MAJMCDS06	Public Relations and Corporate Communication	Theory and Tutorial	100 (40+60)	5 (3+2)
		MAJMCDS07	Broadcast media: Radio	Theory	100 (40+60)	5 (3+2)
				Practical	100 (40+60)	
	MAJMCDS08	Dissertation	Practical	100 (40+60)	5	
	Discipline Specific Elective [DSE] (Any 1 out of 3 electives)	MAJMCDSE4	Media and Information Literacy	Theory and Tutorial	100 (40+60)	4(3+1)
		MAJMCDSE5	Political and International Communication	Theory and Tutorial	100 (40+60)	4(3+1)
		MAJMCDSE6	Science Communication	Theory and Tutorial	100 (40+60)	4(3+1)
Total Credits						24
NHEQF Level-6	Student on exit after successfully completing the first year of a 2-year PG programme (i.e., securing a minimum of 48 credits will be awarded a “Postgraduate Diploma” of one year, in the related field/discipline/subject.					

MA in Journalism & Mass Communication

Semester	Course Category	Course Code	Course Title	Theory/Practical Marks		Credits
III	Discipline Specific Core [DSC]	DSC09	Writing for Media	Theory	100 (40+60)	5(3+2)
				Practical	100 (40+60)	
		DSC10	Broadcast media: Television	Theory	100 (40+60)	5 (3+2)
				Practical	100 (40+60)	
		DSC11	New media: Evolution, principles & theory	Theory and Tutorial	100 (40+60)	5 (4+1)
		DSC12	Media Laws and Ethics	Theory and Tutorial	100 (40+60)	5 (4+1)
	Discipline Specific Elective [DSE] (Any 1 out of 3 electives)	MAJMCDS07	Media Democracy and Human Rights	Theory and Tutorial	100 (40+60)	4 (3+1)
		MAJMCDS08	Media Management	Theory and Tutorial	100 (40+60)	4 (3+1)

		MAJMCDS9	Health Communication	Theory and Tutorial	100 (40+60)	4 (3+1)
Total Credits						24

Semester	Course Category	Course Code	Course Title	Theory/Practical Marks		Credits
IV	Discipline Specific Core [DSC]	MAJMCDS13	Film appreciation and criticism	Theory and Tutorial	100 (40+60)	5(4+1)
		MAJMCDS14	Communication for Development and Social Change	Theory	100 (40+60)	5 (3+2)
				Practical	100 (40+60)	
		MAJMCDS15	Intercultural Communication	Theory and Tutorial	100 (40+60)	5 (4+1)
		MAJMCDS16	Media Exposure and Internship	Practical	100 (40+60)	5
	Discipline Specific Elective [DSE] (Any 1 out of 3 electives)	MAJMCDS10	Documentary Production	Theory	100 (40+60)	4(2+2)
				Practical	100 (40+60)	
		MAJMCDS11	Mobile Journalism & Multimedia Production	Theory	100 (40+60)	4(2+2)
				Practical	100 (40+60)	
		MAJMCDS12	Business Journalism	Theory and Tutorial	100 (40+60)	4(3+1)
Total Credits						24
NHEQF Level-6.5	Student, after successfully completing the second year of a 2-year PG (i.e., securing a minimum of 96 credits will be awarded a “Postgraduate Degree” of Two years, in Journalism and Mass Communication					

First Year NHEQF Level-6

PG Diploma in Journalism & Mass Communication

Semester - 1

Theories of Communication				
Year: I		Semester: I		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS01		
Objectives of the Course:				
- To understand the evolution, nature, and scope of communication theories from classical to contemporary perspectives. - To analyse major models and paradigms explaining human and mass communication processes. - To examine press and media effects theories in social, cultural, and political contexts. - To explore psychological and cognitive approaches to audience behavior and media influence. - To develop critical thinking for evaluating contemporary communication theories in the digital era.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Communication Theories: Definition, Nature, and Scope of Communication, Historical Evolution of Communication Studies: From Classical Rhetoric to Modern Media Studies, Paradigms of Communication Theories, Levels of Communication: Intrapersonal, Interpersonal, Group, Organizational, Mass Communication, Role of Media in Society: Social, Cultural, Political, and Economic Dimensions	10	02	
II	Models of Communication: Classical and Modern Models: Aristotle, Harold Lasswell, David Berlo Linear and Interactional Models: Shannon & Weaver Model, SMCR Model, Osgood-Schramm’s Model Transactional and Systems Models: Newcomb’s Model, Westley & Maclean’s Model, Dance’s Helical Spiral Model, Gerbner’s Model Contemporary Models: Barnlund’s Transactional Model, Katz & Lazarsfeld’s Two-Step Flow, Network Theory, Media Ecology Perspective	10	02	
III	Theories of the Press and Media Effects: Press Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Development, Democratic-Participant Theory Media Effects Theories: Hypodermic Needle, Limited Effects, Two-Step Flow, Multi-Step Flow, Gatekeeping Theory	10	02	

	Personal Influence & Opinion Leadership: Two-Step Theory, Multi-Step Flow, Spiral of Silence (Noelle-Neumann) Framing Theory, Priming, Agenda Setting			
IV	Theories of Mass Communication: Uses & Gratifications Theory, Cultivation Theory, Diffusion of Innovations, Agenda Setting, Knowledge Gap, Media Dependency Theory New Media & Digital Age Theories: Network Society Theory (Castells), Participatory Communication, Convergence Theory	10	02	
V	Psychological and Cognitive Theories: Individual Differences and Selectivity Theories: Selective Exposure, Selective Perception, Selective Retention, Cognitive Dissonance Theory (Festinger) Social Learning Theory (Bandura), Expectancy-Value Theory, Reinforcement Theory Media Literacy and Critical Thinking Approaches	10	02	

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

CLO1. Demonstrate comprehensive understanding of classical and contemporary communication theories and models.

CLO2. Critically analyze media functions and effects through diverse theoretical perspectives.

CLO3. Apply communication theories to interpret audience behavior and media influence in real contexts.

CLO3. Evaluate ethical, social, and democratic dimensions of communication practices.

CLO4. Integrate interdisciplinary and global perspectives to understand evolving media and digital communication theories.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks

Total		100 Marks
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Suggested Readings:

1. Baran, S. & Davis, D. – *Mass Communication Theory: Foundations, Ferment, and Future*
2. Katz, E., Blumler, J., & Gurevitch, M. – *Uses and Gratifications Research*
3. Castells, M. – *The Rise of the Network Society*
4. Noelle-Neumann, E. – *The Spiral of Silence: Public Opinion*
5. Rogers, E. – *Diffusion of Innovations*
6. Postman, N. – *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*
7. McQuail's, Denis, (2010). *Mass Communication Theory*. New Delhi, India: Sage Publication.
8. Werner Severin J and James W Tankard Jr., (2000). *Communication Theories, Origins, Methods, Uses*. NY, USA: Longman Publications
9. McQuail, Denis, and Windall, S.V., (1993). *Communication Models for the Study of Mass Communication*. NY, USA: Routledge
10. Kumar Keval J., *Mass Communication in India*, Jaico Publishers
11. Vir Bala Aggarwal, V. S. Gupta, *Handbook of Journalism and Mass Communication*, Concept Publishing Company
12. Wilbur Schramm (1954), *the Process and Effects of Mass Communication*, University of Illinois Press
13. Armand Mattelart & Michele Mattelart (1998), *Theories of communication Short Introduction*, SAGE Publications Ltd
14. Denis McQuail (1983), *Communication: An introduction*, SAGE Publication Ltd
15. Richard and Turner (2000), *Introducing Communication Theory*, McGraw Hill
16. Vilanilam JV (2004), *Mass Communication in India—A Sociological Perspective*, SAGE Publications Pvt. Ltd
17. Ashish Sharma (2018), *Introduction to Mass Communication*, Evince pub Publishing
18. Sheila Steinberg (1994), *an Introduction to Communication Studies*, Juta & Co.

Visual Communication and Design				
Year: I		Semester: I		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS02		
Course Objectives:				
• To Understand fundamentals of visual communication and design principles. • To Learn elements and principles of design for effective visual expression. • To Apply design processes and graphic design techniques creatively. • To Explore sensory perception, color psychology, and visual aesthetics. • To Develop practical skills in photography, graphic tools, and presentation.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Visual Communication:_Defining visual communication design, Need for and the Importance of Human and Visual Communication, Communication and visual expression, Basics of Photography- Camera, Lenses, Shots, Angles and Movement	10		02
II	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers	10		04
III	Principles of Visuals and Sensory Perceptions:_Colour psychology and theory (some aspects) , Definition, Optical / Visual Illusions Etc. Various stages of design process- problem	10		04

	identification, search for solution refinement, analysis, decision making, and implementation.			
IV	Basics of Graphic Design: Definition and Elements of Graphic Design, Design process-research a source of concept, Process of developing ideas-verbal, visual, combination & thematic, Visual thinking, Associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.	10		04

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

CLO1. Apply visual communication and design concepts in media contexts.

CLO2. Critically evaluate design problems and create innovative solutions.

CLO3. Communicate ideas effectively through visual and graphic media.

CLO4. Conduct research and analysis to inform design decisions.

CLO5. Practice ethical and socially responsible visual communication.

CLO6. Develop professional design skills for media careers and lifelong learning.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- **Lester, P. M. (2013).** *Visual Communication: Images with Messages*. Wadsworth/Cengage Learning.
- **Barry, A. M. (2005).** *Visual Intelligence: Perception, Image, and Manipulation in Visual Communication*. State University of New York Press.
- **Barnard, M. (2001).** *Approaches to Understanding Visual Culture*. Palgrave Macmillan.
- **Bleed, R., & Lester, P. (2015).** *Visual Communication: A Global Perspective*. Wadsworth.
- **Dondis, D. A. (1973).** *A Primer of Visual Literacy*. MIT Press.
- **Arnheim, R. (1974).** *Art and Visual Perception: A Psychology of the Creative Eye*. University of California Press.
- **Lidwell, W., Holden, K., & Butler, J. (2010).** *Universal Principles of Design*. Rockport Publishers.
- **Lupton, E., & Phillips, J. C. (2015).** *Graphic Design: The New Basics*. Princeton Architectural Press.
- **Meggs, P. B., & Purvis, A. W. (2016).** *Meggs' History of Graphic Design*. John Wiley & Sons.
- **Wong, W. (1993).** *Principles of Form and Design*. Van Nostrand Reinhold.
- **Ambrose, G., & Harris, P. (2011).** *The Fundamentals of Graphic Design*. AVA Publishing.

Practical

Visual Communication and Design	
Year: I	Semester: I
Type of Paper: DSC (5 Credits)	Paper Code: MAJMCDS02
Objectives of the Course: - To Apply principles of visual communication and design in real-world projects. - To Develop practical skills in photography, graphic tools, and layout design. - To Explore visual perception, color theory, and aesthetic composition in practice. - To Enhance creativity through design problem-solving and project-based learning. - To Prepare professional-quality visual outputs and presentations.	
Description	
This practical component focuses on hands-on training in visual communication, design, and graphic expression. Students will learn to implement design principles, visual storytelling techniques, and photography skills to create compelling visual content. Emphasis will be on creative exploration, critical thinking, and professional presentation using both traditional and digital tools. Practical Activities I Photography Basics Hands-on exercises with camera, lenses, framing, angles, and composition. Students to submit a photo series of 10-12 images demonstrating shots, angles, and movement. II Elements and Principles of Design Create 2D/3D visual compositions using line, shape, space, color, texture, contrast, balance, and rhythm. Assignment: 3 mini-design projects showcasing different principles. III Color Psychology and Visual Perception Exercises in color theory: create palettes, mood boards, optical illusions, and visual experiments. Assignment: 1 mood board + 1 design incorporating color psychology. IV Graphic Design and Thinking Hands-on creation of posters, infographics, layouts, or digital artworks using graphic design tools (Canva, Photoshop, Illustrator). Assignment: 2 thematic projects (visual storytelling & communication campaigns). V Final Practical Project Design a complete visual communication project combining photography, design, and graphic elements. Submit: storyboard, sketches, digital execution, and final presentation. Viva to assess conceptual clarity, design choices, and execution.	

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

CLO1. Demonstrate ability to create visually effective and meaningful designs using design elements and principles.

CLO2. Apply critical thinking in visual problem-solving and concept development.

CLO3. Communicate ideas clearly and persuasively through visuals and multimedia outputs.

CLO4. Conduct research and analysis to inform design choices and creative processes.

CLO5. Exhibit ethical and socially responsible design practices while considering cultural contexts.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Advertising				
Year: I		Semester: I		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS03		
Course Objectives: • To introduce students to the fundamental concepts, roles, and evolution of advertising. • To familiarise students with the structure, functioning, and client relations of advertising agencies. • To develop an understanding of advertising theories, consumer behaviour, and persuasive communication. • To nurture creativity through idea generation, copywriting, and layout design. • To sensitise students to ethical, legal, and social issues in advertising practice.				
Units	Topics	Lectures	Tutorials	Practical
I	Advertising: Concept, Definitions, Role and Functions of Advertising, Growth & Development of Advertising in India & World, Classification of Advertising, Types and Classifications of Advertising, Types of Appeals and Advertising Messages, Surrogate Advertising, Subliminal Advertising.	08		02
II	Advertising Agency- Structure & Function: Advertising Agency: Functions, Pitch process and roles within agency; types of agencies, Digital era Advertising, use of AI, Agency – Client Relationship, Finance and Budgeting.	08		02
III	Advertising Theories and Effects: Advertising Theories and Models- AIDA, DAGMAR, and Maslow’s Hierarchy Model. Advertising and development, Functions of advertising, positive and negative aspects of advertising.	08		02
IV	Advertising and Marketing) Advertising and Marketing Mix, Advertising and Marketing Research, Consumer Behaviour, Analysing Human Behaviour, Consumer in Economic Theory, Market Segmentation, The	08	02	02

	Mechanics of the Market, Brand Positioning, Brand Image.			
V	Creating Advertisements:(Ideation and Copywriting) Understanding the Creative Process, Idea Generation, Creative Approaches, Copywriting, Elements of an advertising copy, Copywriting Principle Illustration and Layout- Illustration, Types of Illustrations, Guidelines for using Illustrations, Advertising Layout, Considerations for developing a print layout, Types of layouts	08		04
VI	(Advertising and Society) Advertising and Gender Issues, Ethical Issues in Advertising, and Social Criticism of Advertising. Laws in Advertising: Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act,1986. Advertising Statutory Bodies in India, Role of AAA and ASCI.	08	02	

Learning Outcomes: On the completion of the course, students will be able: -

CLO1. Demonstrate foundational understanding of advertising principles and functions.

CLO2. Analyze advertising strategies and theories within social and ethical contexts.

CLO3. Create and communicate effective advertising ideas and messages.

CLO4. Apply analytical skills to evaluate digital advertising trends and audience engagement.

CLO5. Exhibit awareness of advertising laws, ethics, and regulatory frameworks.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Hart Norman.1950: Strategic Public Relation, Macmillan Press, London.
- Mehta, D.S. 1980: Handbook of Public Relations in India, Allied Publishers.
- Schudson, Michael. 1993: Routledge Advertising: The Uneasy Persuasion, London.

- Jethwaney, N Jaishree Verma, AK & Sarkar, NN.1994: Public Relation: Concepts Strategies and Tools, Sterling Publications, New Delhi.
- Jefkins, Frank.1995: Public Relation for Your Business, Excell Books, New Delhi.
- Gregory, Ann, Kogan page. 1996: Planning and Managing a Public Relation Campaign, London.
- Batra, Rajeev. 1996: Advertising Management; Al Prentice Hall, New Jersey.
- Valladares, June A. 2000: The Craft of Copywriting, Sage Publications.
- Ogilvy, David. 2001: Ogilvy on Advertising (Prion).
- Chunawalla, S A. 2001: Advertising Theory and Practice, Himalaya.
- Wright and Warnee. Advertising A McGraw Hill, New York.
- Wells, William. 2002: Advertising Principles and Practice, Prentice Hall, India.

Practical

Advertising	
Year: I	Semester: I
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS03
Course Objectives: • To develop practical understanding of the advertising process from client briefing to campaign execution. • To enhance creative and strategic thinking in developing effective advertising messages and visuals. • To train students in copywriting, layout designing, and using digital media tools for ad creation. • To expose students to the principles of audience targeting, brand positioning, and campaign evaluation. • To encourage ethical and socially responsible advertising practices through creative assignments and discussions.	
Description	
The practical component of <i>Advertising in the Digital Era</i> aims to equip students with the essential skills of ideation, copywriting, layout design, campaign planning, and digital advertising tools. Through project-based exercises, students will conceptualise, plan, and produce advertising campaigns for different media platforms—print, radio, television, and digital. The course bridges theoretical understanding with professional application, enabling students to experience the workflow of advertising agencies and develop creativity aligned with ethical and social responsibility. List of Practical Assignments Analyse 5 Print Advertisements. Critically evaluate print ads of competing brands, two each from FMCG, Consumer Durables and Service Sector. Design display advertisement, classified & display classified (one each). Print advertising preparation – copy writing, designing, making posters, handbills. Writing radio spots and jingles. Writing TV commercials, developing scripts and storyboards. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme. Lab Activities: 1. Software Tools Training: Basic orientation on Canva, Adobe Photoshop, InDesign, Premiere Pro, or similar tools. 2. Photography & Videography Lab: Basic product photography, lighting setup, and short ad video production. 3. Voice and Audio Lab: Recording and editing radio jingles or ad voiceovers using Audacity or similar tools. 4. Digital Ad Lab: Creating and testing sample ads on social media mock platforms (Facebook, Instagram, YouTube).	

5. **Campaign Presentation Workshop:** Simulating agency-client interactions and creative presentations.

Course Outcomes: On the completion of the course, students will be able to: -

CLO1. Apply advertising concepts and theories in creating print, audio-visual, and digital advertisements.

CLO2. Demonstrate creativity in developing advertising copies, taglines, visuals, and layouts suited for diverse media.

CLO3. Work collaboratively in planning, designing, and executing advertising campaigns for brands or social causes.

CLO4. Use digital tools and platforms to design advertisements and analyse audience engagement.

CLO5. Evaluate advertising content for ethical standards, gender sensitivity, and social responsibility.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Communication Research Methods	
Year: I	Semester: I
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS04
Objectives of the Course: To understand the need and scope of communication research.	

To define research elements To know different research approaches and designs. To learn techniques of data collection and interpretation To learn writing and presenting research report.				
Units	Topics	Lecture	Tutorial	Practical
I	Introduction to Communication Research: Research: Meaning and concepts—Definition, Sources of knowledge, Characteristics of scientific research, Communication Research in India, Elements of research—Variables, Hypothesis, Induction, deduction, Theoretical framework.	12	02	
II	Research Types and Process- Pure and Applied, Exploratory, Experimental, Descriptive, Historical, Action, Case Study, Qualitative and Quantitative Research. Research Problem- Conceptualization and definition, Formulation of the research problem, Research question, Problem statement, Hypothesis formulation, Research process- Measurement of research variables, Research proposal, Research Design, Review of Literature-- The importance of literature review, Sources of literatures, How to write a review of literature	15	02	
III	Research Methods and Data Collection: Quantitative Approach- Survey, Content analysis, Census Study. Qualitative Approach- Text and Visual analysis, In-Depth Interviews, Ethnography, discourse analysis Observation Methods, Narrative Analysis. Sampling—Sample, Universe/population, Sampling frame, Sampling size, Probability sampling method, Non-probability sampling method. Data Collection methods-- Primary and Secondary data, Observation, Focus Group Discussion, Questionnaire, Interview Schedule	15	02	
IV	Data analysis and report writing: Data analysis and statistics-- Descriptive and Inferential statistics, Tabulation, Codification, Measures of central tendency, Co-efficient of Correlation, SPSS, Non-Statistical Methods (Descriptive and Historical), Writing Research Report— Chapterisation, Style guide, Referencing and citations, MLA and APA	12	02	

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

CLO1. Acquire in-depth knowledge of communication research concepts, theories, and methodologies.

CLO2. Formulate research problems, hypotheses, and questions using critical and ethical reasoning.

CLO3. Conduct qualitative and quantitative research using appropriate data collection and analysis techniques.

CLO4. Communicate research findings effectively through structured reports and presentations.

CLO5. Apply interdisciplinary and global perspectives to address real-world communication issues.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006,
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004,
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave
- Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*.

Contemporary Media Landscape				
Year: I		Semester: I		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDSE01		
Course Objectives: • To Understand the concept of globalization • To analyse the impact of economic reforms on the Indian media landscape. • To learn the westernisation of Indian culture after globalization. • To know the contemporary Indian media scenario. • To examine the diversity in Indian media. • To explore the impact of digital media on traditional newsroom structure				
Units	Topics	Lectures	Tutorials	Practical
I	Indian Media and Globalization: Understanding LPG Reforms and its impact on media business, Beginning of Private TV Channels, Rise of 24*7 Television News Channels, Change in Newsrooms Structure and Functioning, Race for TRP. Foreign Direct Investment in Indian Media, Westernisation of Content and its impact on Culture, Rise of Popular Culture, Cultural Imperialism, Linguistic Colonialism	12	02	
II	Contemporary Indian News Media: Introduction to Indian News Media; Structure, Functioning and Current Trends.	10	02	

	Social Responsibility vs Agenda Setting and Framing, Pluralism in Indian Media, Opinionated and Subjective Media, Indian Media and Electoral Politics.			
III	Diversity in Indian Media: Region, Religion, Language and Caste in Indian Media. Media Pluralism, Indian Media and Political Ideology; Representation of Right, Left and Center. Space for Voices. Media and Post-truth Culture.	10	02	
IV	Changing Dynamics of News Media: Changing media business in India. Evolution and Impact of Digital Media, Alternative media, Participatory media, Convergence Culture, Trolling, Users generated content, OTTs Platforms. Localisation of Content, Social Media and Politics. Media Post 2014.	10	02	

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

CLO1. Analyze the impact of globalization and economic reforms on the structure and functioning of Indian media.

CLO2. Evaluate the relationship between media, politics, and society in contemporary India.

CLO3. Interpret emerging trends and digital transformations shaping the modern media landscape.

CLO4. Assess the ethical, cultural, and social implications of westernization and cultural imperialism in Indian media.

CLO5. Integrate interdisciplinary perspectives to understand diversity, representation, and ideology in Indian media.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Political Communication and Mobilisation: The Hindi Media in India, Author Taberez Ahmed Neyazi, Cambridge University Press, 2018, ISBN 1108416136, 9781108416139
- The Hoot reader: media practice in twenty-first century India. Author SevantiNinan. Text Publisher: New Delhi: Oxford University Press, 2013Description: xx, 361p.; 22cm.ISBN: 019808918x.
- Politics after television: religious nationalism and the reshaping of the India. By Arvind Rajagopal. Text Publisher: Cambridge: Cambridge University press, 2001Description: 393p; 24cm.ISBN: 0 521 64839.DDC classification: 306.20954 RAJ

- No limits: media studies from India. By Sundaram, Ravi. TextSeries: [oxford India Studies in Contemporary Society](#). Publisher: New Delhi : [Oxford University Press](#), 2013 Description: xv, 422p.; 23cm. ISBN: 9780198083986.
- Media planning and buying: principles and practice in the Indian context. By Arpita Menon TextPublisher: Chennai : [McGraw-Hill](#), 2019 Description: xvi, 345 p. : ill. ; 23 cm. ISBN: 9780070147607; 0070147604.
- The political Communication reader. By Negrine, Ralph. TextPublisher: London: [Routledge](#), 2007 Description: 318p; 24cm. ISBN: 0415369368.
- Sandeep Bhushan, The Indian Newsroom: Studios, Stars, and the Unmaking of Reporters. (India, Context Publication, 2019).
- Adrian Athique, Indian Media. (Cambridge, Polity press, 2012).
- Nilanjana Gupta, Switching Channels: Ideologies of Television in India. (New Delhi, Oxford Press, 1998).
- Nalin Mehta, India on Television: How satellite news channels have changed the way we think and act. (New Delhi, HarperCollins, 2008).
- Saima Saeed, Screening the Public sphere: Media and Democracy in India. (New Delhi, Routledge, 2012).
- Daya Krishan Thussu, International Communication: Continuity and Change, second edition. (New York, Bloomsbury Academic, 2006).

Folk and Community Media				
Year: I		Semester: I		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDEC02		
Course Objectives: • To become acquainted with the concept of Community media and traditional folk culture. • To study the impact created by traditional folk media among the masses. • To identify the convergence of folk and community media with modern mass media.				
Units	Topics	Lecture	Tutorial	Practical
I	Defining Community Media-- Characteristics of Community media, Objectives of Community media, Theoretical Approaches to Community Media, Different forms of Community Media History of Community Media – International and Indian Perspectives--	10	02	
II	Initiatives in Community Media Participatory Video-- Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video, Setting up a Participatory Video Process, Some Participatory Video Experiments. Community Newspapers and Magazines-- Characteristics of Community newspapers/ magazines. Community Radio-- Meaning, Concept and Scope. Puppetry-- What is Puppetry, History of Puppetry, Different Types of Puppetries, Puppetry for Social Change in India.	12	02	
III	Traditional Folk Media: Traditional Folk Media – Meaning, Characteristics, its difference from Mass Media, Different Forms of Traditional Folk Media, Communication through traditional folk media, Traditional media as part of socio-cultural and ritual communication Media puppetry, Théâtre, Street Plays, Folk Songs, Folk Dance, Jatha, Music, Road Shows etc.	15	05	

	Case Studies of Community Approaches – Plan, implement, and evaluate various community mobilization efforts using proven tools of community-led approaches to development – Interpersonal and small group approaches: Large group approaches, Buzz Techniques, Advocacy approaches, Capacity building approaches, Traditional and modern media as vehicles of inter-cultural communication, Convergence of Traditional Media with Modern Mass Media.			
IV	Folk Culture of Uttarakhand -A brief History of Uttarakhand, Languages: Status of Garhwali and Kumauni Dialect, Folk Culture: Folk Songs, Folk Dances, Folk Theatre, Fairs and Festivals, Folk Tales and Jatra. Folk Music: Dhol, Dhamama, Nagara, Dhapli, Rangshinga, Masak Been, Hurkhi, Dhaur, Thali etc. Folk Artists and their contributions. Architecture and Archaeology: Sculpture, Woodcraft, Drawing, Mural, Rangoli and Dhuli-Chitra.	12	05	

Note: From the list of the following activities, students have to choose and perform under the supervision of the course coordinator which will be essential for their internal evaluation.

Sr. No.	Name of the Activity	Description
1.	Street Play (Nukkad Natak)	- Students will plan and perform a street play on a relevant social or cultural issue. - The performance should engage the community and highlight the use of folk media. - Teams will be evaluated based on creativity, message clarity, and audience engagement.
2.	Puppetry Show	- Design and perform a puppetry show, incorporating traditional puppetry styles. - Students will script, design puppets, and perform a theme related to community welfare or awareness. - Evaluation will include puppet design, teamwork, and communication of the message.
3.	Mime Performance	- Students will prepare and execute a mime act, focusing on a contemporary issue. - Mime should effectively communicate the message non-verbally. - Evaluation will be based on expression, body language, and effectiveness in conveying the message.
4.	Rangoli Making	- Create Rangoli designs with themes reflecting folk culture, festivals, or social issues. - Students will work in groups to prepare a large Rangoli display. - Assessment will focus on creativity, cultural relevance, and teamwork.
5.	Folk Song or Dance Performance	- Students will perform a traditional folk song or dance representing a regional community. - The performances should showcase cultural heritage and community engagement.

		Evaluation will be based on cultural accuracy, performance quality, and group coordination.
6.	Community Media Project	- Prepare a small media project (radio, podcast, or video) involving the community. - The project should promote local folklore, traditions, or address a social issue. - Evaluation will include research, execution, and impact on the target community.

Course Outcomes: On the completion of the course students will be able: -

CLO1. Demonstrate knowledge of community media and traditional folk culture, their characteristics, and historical evolution.

CLO2. Apply critical thinking to evaluate the impact of folk and community media and their convergence with modern media.

CLO3. Create effective community-centered media content through oral, visual, and written communication.

CLO4. Conduct research and analysis on traditional folk practices and community media initiatives.

CLO5. Exhibit ethical and cultural awareness by promoting social justice and preserving indigenous knowledge.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Colin Sparks. 2007: Globalization, Development and the Mass Media, Sage Publications, London.
- Graeme Burton. 2010: Media & Society Critical Perspectives, Tata McGraw-Hill, New Delhi,
- John D.H. Downing (Ed.). 2011: Encyclopaedia of Social Movement Media, Sage Publications, London.
- Ghanshyam Shaw. 2004: Social Movements in India: A Review of Literature, Sage Publications, New Delhi.
- Approvoo, J. Theophilus.1986: Folklore for Change, Theological Seminary, Madurai,
- Atton, Chris .2002: Alternative Media; Sage, London
- Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
- Gargi, Balwant.1991: Folk Theatre in India, Rupa and Co., Bombay,

- Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
- Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.

Media Culture and Society				
Year: I		Semester: I		
Type of Paper: DSE (4 Credits)		Paper code: MAJLCDSE03		
Course Objectives: • To interrogate common-sense assumptions of media influence against sociological explanations of the way the media works. • To introduce students to the critical analysis of media through the study of organizations and power, texts and meaning, as well as audiences and social change. • To introduce students to key concepts in media sociology, such as ‘representation’, ‘ideology’, ‘discourse’, ‘genre’, ‘narrative’, and ‘postmodernism’. • To explain types of media as differentiated in terms of their organizing bodies, products and modes of consumption/interaction. • To develop an appreciation of the significance of media in contemporary culture and social life.				
Units	Topics	Lectures	Tutorials	Practical
I	Media and Society: Definition, nature and scope. Function of mass media. Characteristics. Effects of mass media on individual, society and culture-basic issues. Media and realism (gender, minorities, children), Mass media and mass culture.	10	02	
II	Audience Analysis: Audience – Its nature & types, Theories of audiences, Audience is a mass & market Audience parameter System, Audience and M & E Industry: Audience and media economics	10	02	
III	Media and Culture: Key concepts and theories: Media, Culture, High/Low Culture, Popular Culture and Mass Culture. Discourse and popular culture; The ‘dialogical’ approach to popular culture; Cultural populism	10	02	
IV	Interpreting Mass Media: Media text and sub-text. Media Literacy. Marxist Approach to media analysis. Semiotics, Psychoanalysis, Rhetoric of image. Media Myth	10	02	

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

CLO1. Critically analyze the interrelationship between media, culture, and society through major sociological and theoretical perspectives.

CLO2. Evaluate media texts and audience behavior using key theories and analytical tools.

CLO3. Examine media’s role in shaping cultural identities, ideologies, and social representations.

CLO4. Apply media literacy to interpret and communicate media meanings effectively and ethically.

CLO5. Integrate interdisciplinary insights to understand media’s influence on social change and cultural development.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Berger, Asa Author (1998). Media Analysis Technique. Sage Publications
- Binod Mishra, Gaendra S Chandan. Communication in a Global World: Let's Speak up. Authors Press. 2009.
- Dorothy G. Singer, Jerome L. Singer Handbook of Children and the Media.. Sage 2001
- Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
- Jennings Bryant. Mary Beth Oliver (Ed). Media Effects: Advances in Theory and Research. II Edition. Routledge. 2009
- John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
- Kathryn Woodward(Ed.). Identity and Differences. Sage. 1997
- Potter, James W (1998) Media Literacy. Sage Publications 9. Shuang Liu, Zola Volcie, Cindy. Introducing Intercultural Communication: Global Cultures and Contexts. Gallois. Sage. 2011
- VirBala Aggarwal. Media and Society: Challenges and Opportunities. Concept. 2002
- Audience Research Methodologies: Between Innovation and Consolidation By Geoffroy Patriarche, Helena Bilandzic, Jakob Linnaa Jensen, Jelena Jurišić, Rutledge, 2012
- Radio Audiences and Participation in the Age of Network Society, edited by Tiziano Bonini, Belén Monclú, Rutledge, 2012
- Audience Analysis, By Denis McQuail, Sage Publication, 1997, Understanding Audiences: Theory and Method, By Andy Ruddock, 2001
- The Cultural Analysis of Texts, By Mikko Lehtonen, Sage Publication, 2000

Semester - 2

Journalism: Critical Perspective and Practices				
Year: I		Semester: II		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS05		
Objectives of the Course: • To Understand journalism’s principles, evolution, and role in democracy. • To Learn news production, reporting, and editorial practices ethically. • To Develop critical awareness of contemporary and specialized journalism. • To Analyze the relationship between media, society, and public discourse. • To Cultivate professional skills, ethics, and critical thinking for media practice.				
Units	Topics	Lectures	Tutorials	Practical
I	Introducing Journalism: Definition, scope, and significance of journalism, Elements and Principles of Journalism. Role of journalism in a democracy, A brief history of journalism in India and the world, Evolution from print to broadcast and digital media, Journalism, Rights & responsibilities of a journalist.	10	02	02
II	Understanding News; News: Meaning, Definition & Nature, The news process: from the event to the reader, News Components & Values, Attribution, verification, balance and fairness, brevity, dateline, credit & byline	10		04
III	News Flow and Editorial Functions: Structure of a Newspaper organisation. Newsroom functions. Convergence and Integrated Newsrooms, Qualities of a good journalist, Editorial Values: objectivity, facts, impartiality, and balance, Challenges and problems in news writing: attribution, off-the-record & embargo	10		04
IV	Reporting in Contemporary Times: On ground reporting: Expose & Investigations (Case Studies), Contemporary Reporting: Gender reporting, SDG Reporting, Specialised Beat Reporting: Crime, Page 3 reporting, political, Business, Investigative journalism and its social impact	10		05
V	Journalism & Society: Role of media in a democracy, Contemporary debates & issues related to media, Journalism as the fourth estate, Neutrality & Bias in media, Opportunities & Challenges in Journalism, Future of Journalism	10	02	

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

CLO1. Explain journalism's evolution, scope, and principles in national and global contexts.

CLO2. Critically evaluate news content and journalistic practices for bias and ethics.

CLO3. Produce clear, accurate, and engaging stories across media platforms.

CLO4. Conduct investigative reporting using evidence-based methods and ethical standards.

CLO5. Apply ethical frameworks and social responsibility in journalism.

CLO6. Integrate interdisciplinary knowledge to produce contextually informed journalism.

CLO7. Demonstrate professional skills, teamwork, and adaptability for media careers.

CLO8. Report with awareness of cultural diversity and global perspectives.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

1. Kumar, Keval J (2013), Mass Communication in India, Mumbai, Jaico Publishing House.
2. Shrivastava, K M (revised edn), Reporting and Editing Sterling Publishers, New Delhi.
3. Rangaswami Unithasarthi (1989), Journalism in India: From the Earliest Times to the Present Day, Sterling Publishers, New Delhi. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
4. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
5. George, A. H. (1990). News Writing. Kanishka Publications.
6. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.
7. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
8. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
9. George, A. H. (1990). News Writing. Kanishka Publications.
10. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.

Practical

Journalism: Critical Perspective and Practices	
Year: I	Semester: II
Type of Paper: DSC (5 Credits)	Paper Code: MAJMCDS05
Objectives of the Course: • To apply journalistic principles in news reporting, writing, and editorial practices. • To develop skills in investigative, specialized, and ethical journalism. • To cultivate critical thinking in analyzing media, society, and public discourse. • To enhance professional competencies in newsroom practices and media production tools. • To foster teamwork, creativity, and ethical responsibility in media practice.	
Description	

This practical course aims to provide hands-on experience in contemporary journalism practices, including reporting, news writing, investigative journalism, and editorial work. Students will develop professional skills in newsroom management, newspaper layout, and multimedia journalism, while applying ethical principles and critical thinking to real-world media scenarios. Lab exercises and assignments will familiarize students with industry-standard tools and software.

Practical Activities

1. **News Writing Exercises:**
 - Writing short news stories, press releases, and features based on given scenarios.
 - Focus: Attribution, verification, balance, objectivity.
2. **Editorial Analysis:**
 - Critical review of editorials in national or regional newspapers.
 - Write a report highlighting bias, tone, and argument structure.
3. **Newspaper Layout Design Practice:**
 - Using tools like Canva, Adobe InDesign, or Microsoft Publisher.
 - Designing a 2-4 page newspaper with headlines, images, captions, and columns.
4. **Multimedia Practice:**
 - Producing a short audio or video news report (1-2 minutes).
 - Use basic editing software (Audacity, OpenShot, Canva Video, etc.).
5. **Group Discussions & Case Studies:**
 - Debate contemporary journalism issues (fake news, ethics, social media impact).
6. **Newspaper Production:**
 - Produce a complete newspaper (minimum 4-6 pages) covering news, features, editorials, and specialized reporting.
 - Include news stories, investigative pieces, interviews, photographs, and layouts.
7. **Investigative/Feature Reporting Project:**
 - Conduct on-ground reporting or data-driven journalism.
 - Submit a detailed report with news stories, analysis, and visuals.
8. **Multimedia Journalism Project:**
 - Produce a short documentary, news video, or multimedia feature (5-7 minutes).
 - Include scripting, narration, visuals, and editing.

Lab Activities / Tools Practice:

- **Newspaper Layout:** Adobe InDesign, Canva, Microsoft Publisher, Quark Express.
- **Photo/Video Editing:** Photoshop, Canva, Open Shot, Premiere Pro.
- **Audio Editing:** Audacity, Anchor.
- **Data Visualization Tools:** Canva, MS Excel, Google Charts.

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

CLO1. Demonstrate the ability to produce accurate, balanced, and ethically sound news reports.

CLO2. Apply critical analysis to contemporary and specialized journalism topics.

CLO3. Create professional newspaper layouts and digital content using appropriate tools and software.

CLO4. Conduct investigative and on-ground reporting with attention to social impact and public interest.

CLO5. Exhibit teamwork, leadership, and communication skills through group projects and media production.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Public Relations and Corporate Communication				
Year: I		Semester: II		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS06		
Objectives of the Course: • To understand the key concepts, evolution, and role of Public Relations and Corporate Communication. • To examine the structure, functions, and strategies of PR agencies and corporate communication units. • To develop skills in planning and implementing PR campaigns and corporate communication strategies. • To explore ethical practices, CSR, and sustainable development in organisational communication. • To apply crisis communication and reputation management strategies effectively.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Public Relations: Defining Public Relations: Role, Scope, Types. PR Publics. Understanding PR Concepts: Publicity, Propaganda, Lobbying, PR Agency, Public Opinion, and Influencer Marketing. PR vs Advertising vs Marketing. Role of Social Media in PR	10	02	
II	PR Agency: Structure, Role & Functions: PR Agencies: Role, Structure, Types, and Functions. Traditional vs. Digital PR Agencies. Tools & Techniques for PR: House Journal, Bulletin Board, Open House, Annual Reports	10	02	
III	Introduction to Corporate Communication: Definitions, Concept, and Emergence of Corporate Communication. Differences and Similarities Between PR and Corporate Communication. Stakeholder Management. Corporate Identity, Corporate Advertising, and Corporate Brand Building. Corporate Social Responsibility (CSR) & Sustainable Development	10	02	
IV	Crisis Communication and Reputation Management: Introduction to Crisis Communication: Definition, Scope, and Importance. Types of Crises, Crisis Communication Strategies and Planning. Reputation Management: Tools and Techniques, Strategic Communication- Developing a Corporate Communication Strategy for the Digital Landscape	10	02	
V	Media Relations: Definition, Role, and Relevance. Tools and Techniques of Media Relations: Press Conferences, Press	10	02	

	Releases, Press Briefings, Press Kits. Social Media for Media Relations. Media Tracking & Coverage			
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Learning Outcomes: After the completion of the course, students will be able:

CLO1. Understand the key concepts, evolution, and role of Public Relations and Corporate Communication.

CLO2. Examine the structure, functions, and strategies of PR agencies and corporate communication units.

CLO3. Develop practical skills in planning and executing PR campaigns and corporate communication strategies.

CLO4. Explore ethical practices, CSR, and sustainable development in organisational communication.

CLO5. Apply crisis communication and reputation management strategies effectively in professional contexts.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings :

1. Jethwaney, J. (2024). Corporate Communication: Concepts and Practice. India: Taylor & Francis.
2. Public Relations Management, Jaishri Jethwaney and N.N Sarkar.
3. Cutlip, S. M. (1962). Effective public relations. Pearson Education India.
4. McDonough, W., & Braungart, M. (2010). Cradle to cradle: Remaking the way we make things. North Point Press.
5. Anderson, R. C. (1998). Mid-course correction: toward a sustainable enterprise: the interface model. Uit Cambridge.
6. Public Relations & Corporate Communication, Dr. Neemo Dhar.
7. Cornelissen, J. P. (2023). Corporate communication: A guide to theory and practice.

Broadcast Media: Radio	
Year: I	Semester: II
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS07
Course Objectives: • To introduce students to the evolution, characteristics, and significance of radio as a medium of mass communication. • To familiarise learners with various types and formats of radio programs and contemporary trends such as podcasting. • To develop students' understanding of radio production processes, sound aesthetics, and technical components, including acoustics and recording.	

• To enable learners to write effectively for the ear, adapting content to diverse audiences and program formats. • To encourage critical understanding of broadcasting policies, codes, and the regulatory framework governing radio in India. • To equip students with the ability to conceptualise, script, and produce creative and ethical audio content using modern technologies.				
Units	Topics	Lectures	Tutorials	Practical
I	Radio as a medium: Radio: as a medium of mass communication, Characteristics, and Limitations. Types of radio stations: State, Private FMs, Community Radio. Modes of transmission: AM, SW and FM. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast. Autonomy of All India Radio: Chanda Committee to Verghese Committee---- Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.	10	02	
II	Radio Formats and podcasting: Simple announcements, Radio News, Radio talks, Radio features and documentaries, Radio plays, Radio ads, Phone programs and Music Shows, Introduction to Podcasting, Radio vs Podcasting	10		04
III	Writing for the Ear: Stages of Audio Production, Knowing your audience, Developing your style, Writing for different formats.	10		05
IV	Audio Content Production: Radio production: Introduction, Elements, Acoustics, Sound effects and Music. Podcasts Production and Promotion, Different types of microphones, Recording, Editing	10		10

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

PLO1: Analyze the nature, functions, and societal role of radio as a mass communication medium.

PLO2: Differentiate between various radio formats and apply creative approaches in program planning and scripting.

PLO3: Demonstrate skills in writing, recording, and editing audio content adhering to ethical and professional standards.

PLO4: Critically evaluate broadcasting codes, policies, and autonomy in the Indian radio context.

PLO5: Produce and promote innovative audio content and podcasts using digital tools for diverse audiences.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert Mc Liesh Radio Production, Focal Press
- James R. Alburger The Art of Voice Acting, Focal Press
- Gilmurray, Bob Media Students Guide To Radio Production
- Robert Mcleish Radio Production
- Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
- Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
- Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
- Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010.
- Strunk & White, The Elements of Style, 4th edition, 2015, Mass Market Paperback.
- Jonathan Kern, Sound Reporting, The University of Chicago Press, 2008.
- J.Bjarnholdt Hansen, Writing for The Ear, Speechwriting in Our Time, journal, Texas A&M University Press.
- Jesse Noyes, Companies, and podcasts, Havard Business Review, Dec. 9th 2014
- Thomson, Voice, and Personality, March 2014 New Scientist Plus Podcasts, TED-Talks, Hand-outs as indicated for each class.

Practical

Radio Journalism and Production	
Year: I	Semester: II
Type of Paper: DSC (5 Credits)	Paper Code: MAJMCDS07
Objectives of the Course: • To train students in the techniques and workflow of radio and podcast production from concept to broadcast. • To develop proficiency in using microphones, mixers, and digital audio editing software for quality audio output. • To foster creative and effective scriptwriting, voice modulation, and sound design skills. • To encourage teamwork, planning, and execution of professional radio programs or podcasts. • To instil ethical and aesthetic sensibilities in producing content suitable for diverse audiences and platforms.	
Description This practical component of the course focuses on developing hands-on skills in radio and audio content production. Students will gain experiential learning in conceptualising, scripting, recording, editing, and presenting different radio formats. The course encourages creativity and technical proficiency using studio equipment and digital audio workstations. Learners will also explore the emerging domain of podcasting, focusing on storytelling, sound aesthetics, and audience engagement. By the end of the course, students will be able to produce complete radio programs or podcasts independently or in teams, reflecting professional broadcast standards. List of Practical Assignments • Record and edit content for radio • Writing and reporting for radio news bulletins • Writing and producing radio talks. • Writing and producing radio features. • Writing and creating radio jingles • Writing and creating ads for radio. • Writing and producing radio documentaries. • Writing and producing radio dramas. • Writing and creating podcasts. • Creating digital radio.	

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

PLO1: Plan and execute different types of radio and podcast programs independently or collaboratively.

PLO2: Demonstrate proficiency in recording, editing, and mixing audio content using professional tools and techniques.

PLO3: Apply creative writing and vocal presentation skills suitable for broadcast and digital audio platforms.

PLO4: Produce ethically responsible and technically sound audio content reflecting professional standards.

PLO5: Critically evaluate and improve audio content based on feedback and audience research.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Dissertation	
Year: I	Semester: II
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS08
Course Objectives: • To Develop and execute an independent research project on a topic relevant to Journalism and Mass Communication. • Apply theoretical, conceptual, and methodological frameworks to critically examine media, communication, and societal issues. • Demonstrate proficiency in qualitative and/or quantitative research methods for data collection, analysis, and interpretation. • Present research findings effectively through written dissertation, oral communication, and visual presentations. • Exhibit ethical responsibility, social awareness, and scholarly rigor in conducting and reporting research.	
Description	
The Dissertation course is designed to provide students with hands-on research experience in the field of Journalism and Mass Communication. The course emphasizes independent, original research under the guidance of a faculty supervisor. Students are expected to identify a research problem, review relevant literature, formulate research questions, select appropriate research methodologies, collect and analyze data, and present findings systematically. The process begins with the submission and presentation of a Research Proposal, which forms part of the internal assessment. The final dissertation is prepared as a formal document and submitted in three hardbound copies at least two weeks prior to the commencement of the End-Term Examination. Students will also deliver a PowerPoint-based viva presentation, showcasing the methodology, findings, and implications of their research. This course integrates theoretical knowledge with practical research skills, enabling students to develop critical thinking, analytical abilities, and professional communication competencies. Guidelines and Assessment Structure: 1. Selection of Research Topic: • Students must select a research topic relevant to any field of media or communication studies. • The topic should be approved by the supervisor by the beginning of the semester.	

2. Research Proposal (Internal Assessment)

- Components:
 1. Introduction and rationale
 2. Literature review
 3. Research objectives/questions
 4. Methodology (qualitative/quantitative/mixed methods)
 5. Expected outcomes and significance
- Students will **present their proposal** to the faculty and peers.
- Feedback from the presentation will guide further refinement of the dissertation.

3. Dissertation Preparation:

- Supervised by an **internal faculty member**.
- Students are expected to conduct independent research while consulting the supervisor regularly.
- Structure of Dissertation:
 1. Title Page
 2. Declaration & Certificate
 3. Acknowledgments
 4. Abstract (200–300 words)
 5. Table of Contents
 6. Introduction and Rationale
 7. Literature Review
 8. Research Questions/Objectives
 9. Research Methodology
 10. Data Analysis and Findings
 11. Discussion and Interpretation
 12. Conclusion and Recommendations
 13. References / Bibliography
 14. Appendices (if any)

4. Submission Guidelines:

- **Three hardbound copies** to be submitted **two weeks before End-Term Examination**.
- Submission should comply with academic writing standards and plagiarism norms ($\leq 10\%$).

5. Viva and Presentation (End-Term)

- Students will present their dissertation using **PowerPoint slides** summarizing:
 1. Research objectives
 2. Methodology
 3. Key findings and interpretations
 4. Recommendations and significance
- Viva examination will assess the **depth of understanding, analytical abilities, and communication skills**.

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

CLO1. Conduct a comprehensive literature review to identify research gaps and questions.

CLO2. Design and execute a research plan using appropriate qualitative and/or quantitative methods.

CLO3. Analyze and interpret data to derive meaningful insights and conclusions.

CLO4. Prepare a structured dissertation adhering to academic and ethical standards.

CLO5. Present research findings effectively through written, oral, and visual communication.

CLO6. Integrate interdisciplinary perspectives to address complex media and communication issues.

Scheme of Evaluation

Internal Assessment	Attendance	POR/Dissertation	Presentation/ Viva-Voce	Total Marks
	-----	30 Marks	10 Marks	40 Marks
Final Exam (Theory)	NA	50 Marks	10 Marks	60 Marks
Total				100 Marks

Media and Information Literacy				
Year: I		Semester: II		
Type of Paper: DSE (4 Credits)		Paper code: MAJLCDSE04		
Objectives of the Course: • To define media and information. • To make aware of different types of media. • Understand how media messages create meaning • To understand the role of media in democracy. • To define media and information literacy • To learn the need for media literacy in the digital age. • To know the ethical use of information.				
Units	Topics	Lectures	Tutorials	Practical
I	Media and Information: Defining Media and Information, Types of Media- Print, Electronic and Digital, Need for Media and Information, Understanding the Role and Functions of Media In Democracy. Freedom of Expression and Media and Information Literacy.	10	02	
II	Information Literacy: Defining and Articulating Information Literacy, Need for Information Literacy, Locating and Accessing Information, Assessing Information, Organizing Information, Ethical Use of Information, Communicating Information, ICT Skills for Information Processing.	10	02	
III	Media Literacy: Defining Media Literacy, Need for Media Literacy, understanding conditions under which media performs their functions, Media Content and Critical Evaluation, News Literacy, Advertisement Literacy, Television and Cinema Literacy	10	02	
IV	Media and Information Literacy in Digital Age: Computer and Internet Literacy, Users Generated Content, Ethical Issues with Digital Media-misinformation, Disinformation, Mal Information, Manipulation and Distortion. Reliability of Digital Content, Social Media Sharing and Forwarding.	10	02	

V	Politics of Fact-Checking and Media Verification: Understanding fact-checking: Concepts, processes, and tools, The role of fact-checkers in democracy and public discourse, Political and ideological influences on fact-checking. Gatekeeping, bias, and selective verification in media Case studies of misinformation, political propaganda, and contested facts Strategies for promoting transparency, accountability, and media trust ICT tools for Fact-Checking.	10	02	
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Learning Outcomes: After the completion of the course, students will be able to;

CLO1. Demonstrate comprehensive knowledge of media and information and their role in democracy and society.

CLO2. Critically evaluate and ethically use information from print, electronic, and digital sources.

CLO3. Analyze digital content and user-generated media for reliability, misinformation, and manipulation.

CLO4. Communicate information effectively through written, oral, and digital formats.

CLO5. Apply media and information literacy skills across professional and social contexts for lifelong learning and interdisciplinary problem-solving.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
- Hodkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)
- John, V. The Media of Mass Communication (PHI, 2012)
- Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
- Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
- Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
- W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)

Political and International Communication				
Year: I		Semester: II		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDEC05		
Objectives of the Course: • To provide an advanced understanding of the theories, paradigms, and models of political and international communication. • To examine the role of media in shaping political processes, governance, and international relations. • To critically analyse the interrelationship between media systems, ideology, power, and policy-making in democratic and authoritarian contexts. • To explore the impact of digital media, globalization, and technological transformation on political communication and diplomacy. • To study propaganda, public diplomacy, and soft power as tools of international communication and influence. • To cultivate analytical, ethical, and research skills relevant to political and international media environments.				
Units	Topics	Lectures	Tutorials	Practical
I	Theoretical Foundations of Political Communication: Nature, scope, and evolution of political communication, Theories and models: Agenda Setting, Framing, Priming, Spiral of Silence, Public Sphere (Habermas), Two-step Flow, Political discourse, ideology, and language of persuasion, Power, hegemony, and the role of media in democratic and authoritarian systems, Political culture and media effects theories	10	02	
II	Media, Politics, and Public Opinion in the Digital Era: Media systems and political structures: comparative perspectives, Political journalism, election coverage, and political advertising, Opinion polls, debates, and voter perception, Social media, big data, and algorithmic politics, Information disorder: misinformation, disinformation, and malinformation, Case Studies: 2014–2024 Indian elections, Brexit campaign, U.S. presidential elections, Arab Spring	10	02	
III	International Communication: History, Theories, and Debates: Evolution of international communication: from imperialism to globalisation, Paradigms: Modernisation, Dependency, Cultural Imperialism, Globalisation, and Post-globalisation, UNESCO’s NWICO debate and the MacBride Commission Report, Global media ownership and information flow imbalances, Role of transnational news agencies and global broadcasters (BBC, CNN, Al Jazeera, CGTN), International communication policies and global governance	10	02	
IV	Strategic, Diplomatic, and Crisis Communication: Public diplomacy and nation branding, Propaganda, strategic narratives, and influence operations, Media and conflict communication: war reporting and peace journalism, Crisis communication and media diplomacy in international conflicts, Role of international organizations (UNESCO, WHO, UNDP, EU) in global communication, Ethical and moral challenges in political and crisis communication	10	02	
V	Emerging Trends, Challenges, and Case Studies in Political and International Communication: Digital diplomacy, cyber politics, and the geopolitics of information, AI, datafication, and surveillance in political communication, Global movements and transnational activism: #MeToo, Black Lives Matter, Climate Communication, Political economy of media and post-truth politics, Sustainability, ethics, and social responsibility in political	10	02	

	and international communication, Contemporary Indian perspectives and South-South cooperation in global communication			
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Learning Outcomes: After the completion of the course, students will be able:

CLO1: Demonstrate advanced conceptual and theoretical understanding of political and international communication within local, national, and transnational contexts.

CLO2: Critically evaluate media's role in constructing political realities, influencing public opinion, and shaping foreign policy discourses.

CLO3: Assess ethical, cultural, and ideological dimensions of political communication and its implications for democracy and global citizenship.

CLO4: Design and execute analytical projects or case studies applying qualitative or quantitative approaches to political or international communication issues.

CLO5: Integrate knowledge of communication practices to promote inclusive, sustainable, and participatory democratic engagement across societies.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- McNair, Brian. *An Introduction to Political Communication*. Routledge.
- Voltmer, Katrin. *The Media in Transitional Democracies*. Polity Press.
- Hallin, Daniel C., & Mancini, Paolo. *Comparing Media Systems: Three Models of Media and Politics*. Cambridge University Press.
- Graber, Doris A., & Smith, Johanna Dunaway. *Mass Media and American Politics*. CQ Press.
- Entman, Robert M. *Projections of Power: Framing News, Public Opinion, and U.S. Foreign Policy*. University of Chicago Press.
- Thussu, Daya Kishan. *International Communication: Continuity and Change*. Bloomsbury.
- Castells, Manuel. *Communication Power*. Oxford University Press.
- Herman, Edward S., & Chomsky, Noam. *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon Books.
- Snow, Nancy, & Taylor, Philip M. *The Routledge Handbook of Public Diplomacy*. Routledge.
- McPhail, Thomas L. *Global Communication: Theories, Stakeholders, and Trends*. Wiley-Blackwell.
- Norris, Pippa. *A Virtuous Circle: Political Communications in Postindustrial Democracies*. Cambridge University Press.
- Chadwick, Andrew. *The Hybrid Media System: Politics and Power*. Oxford University Press.
- Gilboa, Eytan. *Public Diplomacy: Cultural and Political Engagement in a Globalized World*. Routledge.
- McQuail, Denis. *McQuail's Mass Communication Theory*. Sage Publications.

- Boyd-Barrett, Oliver. *Global News: National Policies and International Media*. Routledge.

Science Communication				
Year: I		Semester: II		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDS06		
Course Objectives: • To introduce the evolution, scope, and role of science communication in fostering scientific temper. • To develop reporting and writing skills for communicating complex scientific concepts effectively. • To explore agricultural, environmental, and technological dimensions of science journalism. • To inculcate ethical values and responsibility in science reporting and dissemination. • To promote an interdisciplinary understanding of science, society, and media.				
Units	Topics	Lecture	Tutorial	Practical
I	Introduction to Science Communication: Definition: History of science journalism in India. Scientific temperament & Skill of Science writing. Role of media in public awareness of science. Growth of science journalism, Obstacles in the field of science journalism and public attitude about science and Ethics in Science Reporting.	10	02	
II	Communicating Science and Technology: Scope and reach of science journalism: Visible scientists and their inventions/discoveries. Reporting of Seminars and Conferences. Reporting Science Fairs and Science Exhibitions. Reporting Science Lecture and Scientific Workshops, Reporting Scientific Tour	10	02	
III	Agriculture Extension: Analytical stories in advanced agricultural techniques- Horticulture, Apiculture, Sericulture and Fisheries. Government initiatives, Green revolution. Biotechnology - Genetic engineered crops: BT Cotton, BT Mustard, BT Brinjal. Organic farming and innovative farming techniques. Scope and importance of Agro-journalism	10	02	
IV	Exploring Science: Geoscience- Role of plate tectonics, Anatomy of a mountain belt. Astronomy: Discovery of Solar System objects and their properties, Development of Telescope technology. Science Mystery: Bermuda Triangle, Eye of the Sahara, Life on Antarctica.	10	02	
V	Reporting Environment: Environmental reporting: e-waste management, 3-R policy & Green chemistry. Extreme weather patterns and phenomena, Climate change and the influence of climate change on the extinction of species.	10	02	

Learning Outcomes: On the completion of the course, students will be able:

CLO1. Demonstrate understanding of key concepts, history, and scope of science communication.

CLO2. Apply analytical skills to interpret and evaluate scientific and environmental issues.

CLO3. Produce clear, ethical, and engaging science content for diverse media platforms.

CLO4. Integrate interdisciplinary perspectives to contextualise science in social relevance.

CLO5. Exhibit professional ethics and responsibility in communicating science and sustainability.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

1. Stuart, A. (2002). Media, Risk and Science. UK: Open University Press.
2. Stuart, A. "Science Journalism in a Digital Age," October 2011
2. Vilanilam, J.V. (1993). Science Communication and Development. New Delhi: Sage
3. Elise, H. (2003) Ideas into Words: Mastering the Craft of Science Writing, USA: Johns Hopkins University Press.
4. Soundari, M.H. (2011). Indian Agriculture and Information and Communication Technology
5. Sharon M. Friedman, Scientists and Journalists (Reporting Science as News)
6. Shiva, V. (1993) The Violence of the Green revolution. Zed Books. London.

Second Year NHEQF Level-6.5

MA in Journalism and Mass Communication

Semester - 3

Writing for Media				
Year: II		Semester: III		
Type of Paper: DSC (5 Credits)		Paper code: MAJLCDSC09		
Objectives of the Course:				
• To understand the conceptual and theoretical frameworks underlying writing in different media contexts. • To develop professional writing skills suitable for journalism, broadcast, advertising, and new media. • To critically analyse how language, ideology, and narrative influence media discourse. • To practice ethical writing, maintaining accuracy, fairness, and accountability in media content. • To adapt content for diverse audiences and media formats, integrating digital and multimodal techniques. • To demonstrate advanced editing, rewriting, and content management skills across convergent media platforms.				
Units	Topics	Lectures	Tutorials	Practical
I	Theoretical and Conceptual Frameworks of Media Writing: Nature, function, and purpose of writing in mass communication., Theories relevant to media writing: Semiotics, Rhetoric, Discourse Analysis, Narrative Theory, and Framing., Writing as a cultural, political, and ideological process. The relationship between language, media, and power. Audience research and segmentation: Writing for varied readerships and communities. Grammar, syntax, and stylistic coherence for professional writing. Norms of clarity, brevity, precision, and tone in journalistic language.	10	02	
II	Writing for Print and Editorial Media: Principles of news writing: news values, structure, and formats. Crafting leads, headlines, and story flow. Feature, profile, and interpretative writing. Editorials, commentaries, and op-ed writing—logic, argument, and persuasion. Review and critique writing (books, films, culture, and policy). Investigative and data-based journalism. Copy editing and rewriting: Fact-checking, source verification, and ethical issues.	10		04
III	Writing for Broadcast Media (Radio and Television): Writing for the ear and eye: sound, visuals, and spoken language. Radio scripting: news, interviews, features, and documentaries. Television writing: news bulletin, visual narration, cues, and dialogue. Writing for talk shows, debates, and infotainment programs. Scriptwriting for documentary and short films—structure, pacing, and character. Writing for multilingual and multicultural broadcast contexts. Ethical considerations and accuracy in broadcast writing.	10		04
IV	Writing for Digital, Social, and Convergent Media: Characteristics of digital writing: interactivity, hypertextuality, and brevity. Web writing: blogs, e-	10		04

	magazines, multimedia storytelling, and online features. Writing for social media: tone, engagement, and credibility. Search Engine Optimization (SEO) and writing for algorithms. Writing for data visualization, infographics, and AI-generated media. Copywriting for digital marketing, branded content, and influencer campaigns. Online ethics: misinformation, hate speech, and digital literacy.			
V	Advanced Media Writing, Editing, and Creative Expression: Advanced editing: style consistency, fact verification, and layout adaptation. Writing for specialized beats—politics, environment, business, science, and development. Cross-cultural writing and global media narratives. Writing for advocacy and development communication: NGOs, government campaigns, and social initiatives. Creative and literary journalism: narrative non-fiction, immersive storytelling, and long-form reporting. Translation and transcreation in media writing. Building a professional writing portfolio and pitching to publications.	10	02	02

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

CLO1: Demonstrate advanced conceptual understanding of media writing theories, structures, and professional conventions.

CLO2: Critically evaluate and ethically apply writing practices in various media contexts, addressing social, political, and cultural implications.

CLO3: Create professional-grade written content for print, electronic, and digital platforms using creative and analytical approaches.

CLO4: Integrate inclusive, socially responsible, and developmental perspectives into media writing practices.

CLO5: Exhibit leadership, creativity, and adaptability in professional writing and editing across global and local media ecosystems.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Kumar, Keval J (2013), Mass Communication in India, Mumbai, Jaico Publishing House.
- Shrivastava, K M (revised edn), Reporting and Editing Sterling Publishers, New Delhi.
- Rangaswami Unithasarthi (1989), Journalism in India: From the Earliest Times to the Present Day, Sterling Publishers, New Delhi. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
- Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
- George, A. H. (1990). News Writing. Kanishka Publications.
- Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.
- Chris Frost, Routledge, (2001), Reporting for Journalists, London.
- Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
- George, A. H. (1990). News Writing. Kanishka Publications.
- Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.

Practical

Writing for Media	
Year: II	Semester: III
Type of Paper: DSC (5 Credits)	Paper Code: MAJMCDS09
Objectives of the Course: • To apply theoretical principles of media writing to produce professional-quality content for print, broadcast, and digital media. • To develop advanced writing and editing skills through structured exercises and newsroom simulations. • To experiment with varied forms and genres of writing including news, features, editorials, scripts, and digital content. • To integrate ethical standards, accuracy, and fairness into all forms of writing and editing practices. • To utilize digital tools, CMS platforms, and editing software for content creation and publishing in multimedia environments.	
Description	
The practical component of “Writing for Media” focuses on developing hands-on writing, editing, and content production skills across print, broadcast, and digital platforms. It aims to cultivate professional competencies in crafting news, features, editorials, scripts, and digital copy through real-world writing exercises. The lab sessions simulate newsroom environments, enabling students to produce accurate, engaging, and ethically responsible media content suited for contemporary convergent media ecosystems. Students will not only learn how to write but also how to think critically, edit precisely, and adapt content creatively for diverse audiences and platforms—ranging from traditional newspapers to online multimedia spaces. Practical and Lab Activities Section A: Print Media Writing 1. News Writing Exercises – Writing straight, inverted pyramid, and human-interest stories. 2. Feature Writing – Composing interpretative and narrative features with original field inputs. 3. Editorial Writing – Crafting opinion pieces, editorials, and analytical commentaries on current issues. 4. Headline and Lead Writing Lab – Writing catchy headlines and effective leads. 5. Copy Editing Practice – Proofreading, fact-checking, rewriting, and layout editing (print simulation).	

Section B: Broadcast Writing

6. **Radio News and Feature Scriptwriting** – Writing radio bulletins, radio talks, and radio features.
7. **Television News Scriptwriting** – Writing for visual storytelling: cues, voiceovers, and anchor intros.
8. **Documentary and Short Film Scriptwriting** – Creating short conceptual scripts on social or cultural themes.
9. **Voice Modulation and Readability Practice** – Writing for the ear; timing and tone exercises in broadcast style.

Section C: Digital and Convergent Media Writing

10. **Blog Writing and Online Feature Production** – Writing, formatting, and publishing blogs on WordPress or Medium.
11. **Social Media Content Creation** – Writing short-form posts, threads, and campaign copy for platforms like X (Twitter), Instagram, and LinkedIn.
12. **SEO Writing Exercise** – Creating web copy and headlines optimized for search visibility.
13. **Multimedia Storytelling Project** – Integrating text, images, and short videos to tell a cohesive digital story.

Section D: Advanced and Integrative Writing Projects

14. **Data-Driven Storytelling Exercise** – Writing a story based on datasets (health, education, gender, etc.).
15. **Development Communication Writing** – Writing for NGOs, public awareness campaigns, or government schemes.
16. **Creative Nonfiction / Narrative Journalism Project** – Producing a long-form story or profile with immersive field reporting.
17. **Portfolio Development and Peer Review** – Compiling and presenting a professional portfolio of written works.

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

CLO1: Demonstrate professional writing and editing competencies across multiple media platforms.

CLO2: Apply critical and ethical judgment in creating and refining journalistic and creative media content.

CLO3: Design and produce multimedia stories integrating text, visuals, audio, and interactivity.

CLO4: Engage with developmental and social issues through impactful and inclusive writing practices.

CLO5: Exhibit teamwork, creativity, and leadership in content ideation, production, and presentation.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Television Journalism and Production				
Year: II		Semester: III		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS10		
Course Objectives:- • To learn the salient features of TV as a mass medium • To understand the process of gathering news and reporting for TV format. • To have the basic understanding of handling video camera. • To identify the genre of Television Programmes. • To identify the steps involved in editing of a video.				
Units	Topics	Lectures	Tutorials	Practical
I	TV as a Mass Medium: Nature and Language of TV, Formats and types for TV Programmes, TV News script format, Scripting for Fiction/Non-Fiction. Fundamentals of TV Reporting – Reporting skills, Ethics for TV reporting, Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away) Interview – Types of news interviews, Art of conducting a good Interview	12		04
II	Basic Understanding of Video Camera- Different types of Shots, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, Camera movements and angles. Genre of Television Programmes-- Talk Shows, News Shows, Reality Shows, Soap Operas Lighting for Production- Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights	10		04
III	Stages of television Production-- Pre-production, Production, Post-production: Scripting for television-- Process of scriptwriting, Scripting formats, Writing for television programmes Single camera vs Multi camera production-- Importance of single or multi-camera production, Live coverage, Recorded Programmes s Television production crew-- Producers and Directors, Script writers, Floor Managers, Talents, Technical Directors	10		04
IV	Sound for Television-- Usefulness of sound in production, Techniques of sound recording, Location sound and Sound Dubbing, Ambience, Noise and Sound effects. Television studio-- The Studio Setup, The studio equipment, Planning for studio Production Unit, Outdoor Productions-- Electronic News Gathering, Electronic Field Production, Location Ambience	10		04

V	Editing Process Online vs Offline Production-- Usefulness of online and offline productions, Online production setup, Offline production setup Editing-- Basic concepts of editing, Online editing vs Offline editing, Linear vs Non-Linear editing. Editing software-- Importance of editing, non-linear editing software, Sound editing software	08		06
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Course Outcomes: On the completion of the course, students will be able: -

CLO1. Demonstrate comprehensive knowledge of television as a mass medium, its formats, genres, and scripting approaches for news and non-fiction content.

CLO2. Apply critical thinking to analyse reporting practices, interview techniques, and ethical considerations in television journalism.

CLO3. Explain the fundamentals of television production, including camera operations, lighting, sound, and multi-camera setups.

CLO4. Evaluate the stages of television production—pre-production, production, and post-production—and the roles of key production crew members.

CLO5. Develop understanding of editing concepts, techniques, and software applications for both linear and non-linear television production.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Zettl, H. (2006). Handbook of Television Production. Wadsworth.
- Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press.
- Ronald J Compesi et.al. Video Field Production and Editing (Allyn& Bacon, 1997).
- Stuart Hyde. Television and Radio Announcing (Houghton Mifflin, 2001).
- Masani, Mehra. Broadcasting and the People. National Book Trust, Mumbai.
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers, New Delhi.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall, New Delhi.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House, Mumbai.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

Practical

Television Journalism and Production	
Year: II	Semester: III
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS10
Course Objectives: - To have knowledge of different formats of Television. - To handle TV/Video production independently. - To have the basic understanding of handling video camera. - To identify the genre of television programs.	
Description	
The student will be assigned practical work related to the relevant contents of the core course. The Practical work carried out by the students must be maintained in a record file which will be required during the assessment. List of Practical Assignments 1. Preparation of a video brief 2. Idea generation–fiction and non-fiction 3. Developing an idea into a story 4. Script and storyboard 5. Production schedule 6. Budget 7. Floor plan 8. Lighting plan 9. Shooting script 10. Production of a Programme 11. Post production At the end, students will produce a Programme (fiction/non-fiction)	

Learning Outcomes: On completion of the course, students should be able

CLO1. Conceptualise, script, and storyboard television formats with creativity and technical proficiency.

CLO2. Handle camera, lighting, floor plans, and shooting processes with professional ethics.

CLO3. Collaborate in production teams to plan schedules, manage budgets, and execute programmes.

CLO4. Apply critical skills in post-production to edit and finalize engaging television content.

CLO5. Produce a complete television programme reflecting cultural awareness and social responsibility.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Media Laws and Ethics				
Year: II			Semester: III	
Type of Paper: DSC (5 Credits)			Paper code: MAJMCDS11	
Course Objectives: - To define the freedom of the press as enshrined in article 19(1) (a) of the constitution. - To Identify the reasonable restrictions on freedom of the press. - To describe the salient features of the Press Council of India, its powers and functions. - To Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and Programmes of a sensitive nature. - To learn about coverage of judicial proceedings, parliament and state legislature sessions without attracting penal action.				
Units	Topics	Lectures	Tutorials	Practical
I	Freedom of the press and the Constitution- Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)2 reasonable restrictions to freedom of the press, Directive principles of state policy, Provisions of declaring emergency and their effect on freedom of media,	10	02	
II	History of Press Laws in India (Before and after Independence), First Press Commission and Second Press Commission after Independence, The Press Council: Composition, role, powers, guidelines and functions Press laws: Contempt of Courts Act 1971- civil and criminal law of defamation- relevant provisions of Indian Penal Code with reference to sedition, Official Secrets Act 1923, Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955, Role and functions of the Registrar of Newspapers, Intellectual Property Rights, Copyright Act 1957 Right to Information Act 2005. Electronic and New Media Laws: The AIR Code Act, The Commercial Code of AIR & Doordarshan, Prasar Bharati Act, Cable Television Act and Rules, Cinematograph Act 1953, Information Technology Act 2000.	10	02	
III	Media laws and the State, Citizens, Judiciary, Legislature and Parliament: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353), Defamation (IPC (499) 500) civil and criminal defamation- libel, slander, Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation), Contempt of Court, Covering and reporting court proceedings (Article 361A). Cyber Laws and Ethics: Types of Cybercrimes and Regulatory Laws in India.	10	02	
IV	Media Ethics: Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human, rights-privacy, right to Reply, Ethical issues related with ownership of media and national, transnational monopoly. Code of Conduct for	10	02	

	Journalists, Editors Guild of India, Advertising Council of India, PRSI, ASCI, NBA.			
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Learning Outcome: On the completion of the course the student will be able: -

CLO1. Apply media laws and constitutional provisions in practical reporting scenarios.

CLO2. Analyze ethical and legal dilemmas in journalism and propose responsible solutions.

CLO3. Prepare case studies and presentations on contemporary media law issues.

CLO4. Evaluate media coverage of sensitive events for legal and ethical compliance.

CLO5. Demonstrate socially responsible decision-making in multimedia assignments.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Basu,D.D. 1996:Laws of the Press, D. Princeton Hall Publishers, New Delhi.
- Prabhakar, M. et. al.A Compendium of Codes of Conduct for Media Professional (University Book House, 1999) .
- William K. Ethics (Prentice Hall India, 2002). 2. Singh, P.P. et. al.Media, Ethics and Laws (Anmol, 1998).
- R.Lillie, William. Introduction to Ethics (Allied Publishers, 2003).
- Media Credibility by Aggarwal, S.K
- Mass Media: Laws and Regulations by Rayudu, C.S.
- History of Press, Press Laws and Communication by Ahuja, B.N.
- Press and Pressure by Mankakar, D.R.

New Media: Evolution, Principles and Theory				
Year: II		Semester: III		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS12		
Course Objectives: • To trace the historical evolution of new media and examine its theoretical and philosophical underpinnings. • To critically analyse the transformative impact of digital technologies on communication practices, journalism, and democracy. • To explore advanced theories of media convergence, participatory culture, algorithmic communication, and digital capitalism. • To examine ethical, political, and socio-cultural dimensions of the new media ecosystem, including surveillance, datafication, and platform governance. • To evaluate the interrelationship between new media, identity, globalisation, and participatory citizenship. • To integrate scholarly and professional approaches to conceptualise and critique the role of new media in shaping contemporary media practices and social realities.				
Units	Topics	Lectures	Tutorials	Practical
I	Evolution and Conceptual Frameworks of New Media: Historical trajectory: from traditional to digital media – Web 1.0 to Web 5.0, Conceptualising “New Media”: Definitions, characteristics, and boundaries, Theories of media evolution – McLuhan, Castells, Manovich, Jenkins, Information Society and Network Society: Emergence and critiques, Convergence and hybridization of media forms, Continuities and ruptures: from print to digital public spheres	10	02	
II	Theories and Philosophies of Digital Communication: Cyberculture theory and postmodern perspectives, Network theory and systems thinking in media, Political economy of new media and digital capitalism, Algorithmic culture and datafication (Tufekci, Beer, Couldry), Platformization, commodification, and the attention economy, Theories of remediation, interactivity, and participatory media	10	02	
III	New Media, Power, and Society: Digital democracy and the public sphere in crisis, Surveillance capitalism and digital authoritarianism, Algorithmic bias, echo chambers, and misinformation, Identity, gender, and digital spaces – intersectionality and representation, Digital activism, hashtag movements, and social change, Cultural citizenship and online communities	10	02	
IV	Journalism in the Age of New Media: Digital journalism: transformation of news production, distribution, and consumption, Citizen journalism, collaborative journalism, and participatory newsrooms, Data journalism and immersive storytelling, Artificial intelligence, automation, and algorithmic gatekeeping, Ethics, credibility, and verification in digital journalism, Case studies: Fact-checking networks, open-source journalism, and social media platforms	10	02	
V	Global and Future Perspectives in New Media Studies: Global media flows, digital divides, and techno-colonialism, Platform governance, regulation, and digital rights, Environmental footprint of digital technologies and sustainable communication, Future trajectories: XR (Extended Reality), metaverse, and human-machine interaction, Theorizing post-digital media ecologies, Research frontiers in new media theory and practice			

Learning Outcome: On the completion of the course the student will be able: -

CLO1: Demonstrate advanced conceptual understanding of the evolution, principles, and theoretical foundations of new media.

CLO2: Critically analyze the socio-political, cultural, and ethical implications of digital communication systems.

CLO3: Apply theoretical insights to assess digital transformations in journalism, communication research, and media industries.

CLO4: Evaluate the role of new media in global and local contexts, with attention to information disorder, participatory culture, and civic engagement.

CLO5: Propose sustainable, ethical, and innovative approaches to digital communication aligned with democratic and developmental values.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Castells, Manuel (2010). *The Rise of the Network Society*. Wiley-Blackwell.
- Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
- Manovich, Lev (2001). *The Language of New Media*. MIT Press.
- Lister, Martin et al. (2009). *New Media: A Critical Introduction*. Routledge.
- Couldry, Nick (2012). *Media, Society, World: Social Theory and Digital Media Practice*. Polity Press.
- McChesney, Robert (2013). *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy*. The New Press.
- Fuchs, Christian (2021). *Social Media: A Critical Introduction* (3rd ed.). Sage.
- Van Dijck, José (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press.
- Beer, David (2019). *The Data Gaze: Capitalism, Power and Perception*. Sage.
- Tufekci, Zeynep (2017). *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. Yale University Press.
- Papacharissi, Zizi (2015). *Affective Publics: Sentiment, Technology, and Politics*. Oxford University Press.
- Srnicek, Nick (2017). *Platform Capitalism*. Polity Press.
- Poster, Mark (2001). *What's the Matter with the Internet?* University of Minnesota Press.
- Hartley, John et al. (2013). *Digital Futures for Cultural and Media Studies*. Wiley-Blackwell.

Media, Democracy and Human Rights				
Year: II		Semester: III		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDS07		
Course Objectives:				
- To examine the philosophical, legal, and institutional foundations of democracy and human rights in relation to media practices. - To analyse the role of media as a watchdog, agenda-setter, and facilitator of public discourse in democratic societies. - To evaluate national and international frameworks governing freedom of expression, access to information, and communication rights. - To critically assess media’s role in promoting or violating human rights through representation, framing, and structural biases. - To explore the implications of emerging digital technologies, surveillance, and information disorder for democracy and human rights. - To develop informed, ethical, and research-driven perspectives on media accountability, advocacy, and global justice communication.				
Units	Topics	Lectures	Tutorials	Practical
I	Media, Democracy and Theoretical Foundations: Conceptual understanding of democracy: classical, liberal, participatory, deliberative, and digital democracy. Role of media in democratic theory: public sphere (Habermas), agenda-setting, framing, and gatekeeping. Communication rights as human rights – theoretical frameworks (UNESCO, AMARC, IAMCR perspectives). Press freedom, pluralism, and media independence in democratic governance. Case studies: Media’s role in Indian democracy; comparative analysis with Western and Global South democracies.	10	02	
II	Media, Law, and Human Rights Frameworks: Universal Declaration of Human Rights (1948), ICCPR (1966), and other international conventions related to freedom of expression and information. Indian Constitution and media: Article 19(1)(a), reasonable restrictions, and RTI Act (2005). Media regulations, censorship, and freedom of the press – global and national contexts. Role of judiciary, Press Council of India, and self-regulatory bodies. Case studies: Emergency censorship in India, Pegasus surveillance, Internet shutdowns, and global whistleblower cases (Snowden, Assange, etc.).	10	02	
III	Media Representation, Power, and Human Rights Discourses: Representation of marginalized communities, minorities, and gender in media. Media, propaganda, and conflict: framing of wars, protests, and humanitarian crises. Human rights journalism: concept, ethics, and challenges. Media, migration, refugees, and humanitarian storytelling. Case studies: Coverage of Rohingya crisis, Black Lives Matter, farmers’ protests, and human rights violations in conflict zones.	10	02	

IV	Digital Media, Surveillance, and Emerging Challenges: Digital democracy and civic engagement: social media activism, networked publics, and digital movements (#MeToo, #FridaysForFuture, etc.). Surveillance capitalism and data colonialism: implications for privacy and autonomy. Information disorder: fake news, disinformation, and algorithmic biases. AI and human rights: governance, ethics, and accountability in the age of automation. Future of human rights communication: advocacy, transparency, and digital inclusion.	10	02	
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Learning Outcome: On the completion of the course the student will be able: -

CLO1: Demonstrate advanced conceptual understanding of the interconnections between media systems, democracy, and human rights.

CLO2: Critically analyze media's influence on democratic participation, public opinion, and rights-based movements.

CLO3: Uphold ethical media practices that reinforce constitutional values, inclusivity, and freedom of expression.

CLO4: Conduct scholarly analyses and produce informed commentaries or research outputs on contemporary issues in media and human rights.

CLO5: Engage with global and digital media landscapes to advocate for human rights and sustainable democratic communication.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- McQuail, Denis (2010). *McQuail's Mass Communication Theory*. Sage Publications.
- Curran, James & Gurevitch, Michael (2005). *Mass Media and Society*. Hodder Arnold.
- Habermas, Jürgen (1989). *The Structural Transformation of the Public Sphere*. MIT Press.
- Sen, Amartya (1999). *Development as Freedom*. Oxford University Press.
- UNESCO (2019). *World Trends in Freedom of Expression and Media Development Report*.
- McBride, Sean (1980). *Many Voices, One World* (The MacBride Report). UNESCO.
- Keane, John (2013). *Democracy and Media Decadence*. Cambridge University Press.
- Cohen-Almagor, Raphael (2001). *The Boundaries of Liberty and Tolerance: The Struggle Against Kahanism in Israel*. University Press of Florida.

- Herman, Edward S. & Chomsky, Noam (2002). *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon.
- Couldry, Nick & Mejias, Ulises A. (2019). *The Costs of Connection: How Data is Colonizing Human Life and Appropriating It for Capitalism*. Stanford University Press.
- Banaji, Shakuntala (2018). *Children and Media in India: Narratives of Class, Agency and Social Change*. Routledge.
- Bajpai, Rochana (2011). *Debating Difference: Group Rights and Liberal Democracy in India*. Oxford University Press.
- Tufekci, Zeynep (2017). *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. Yale University Press.
- Reporters Without Borders (2024). *World Press Freedom Index Report*.

Media Management				
Year: II		Semester: III		
Type of Paper: DSE (4 Credits)		Paper code: MAJLCDSE08		
Course Objectives: - • To make students aware about the responsibilities, structure and functioning and Responsibilities of an organization. • To analyse individual media businesses and understand the economic drivers of the media economy. • To have developed hands-on experience as content marketers using Journalistic and digital techniques. • To gain a perspective on the evolution of media on key current trends.				
Units	Topics	Lectures	Tutorials	Practical
I	Media Management –Meaning and Scope; media as an Industry and Profession; Ownership Patterns of Mass media in India: sole proprietorship, partnership, Private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).	10	02	
II	Media Industry: Issues & Challenges Media industry as manufacturers- Manufacturing Consent, news and Content Management. Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market shifts Changing Ownership patterns	10	02	
III	Structure of News media organizations in India. Role responsibilities & Hierarchy, Workflow & Need of Management Shift Patterns, Circulation & Guidelines	10	02	
IV	Foreign Equity in Indian Media (including print media); Globalization: Economic, Social and Cultural effects on Mass Media; Global Competition.	10	04	

Course Outcomes: On the completion of the course students will be able:-

CLO1. Demonstrate knowledge of media organizations, ownership patterns, and operational structures in India and globally.

CLO2. Critically analyze media businesses, economic drivers, performance metrics, and market trends.

CLO3. Apply journalistic and digital techniques in content creation, distribution, and marketing.

CLO4. Practice ethical decision-making and social responsibility in media management.

CLO5. Integrate interdisciplinary and global perspectives to address media challenges innovatively.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Reading

- Gulab Kothari. 1995: Newspaper Management, Intercultural Open Uni. Netherland.
- Virbala Aggarwal.2002: Handbook of Journalism & Mass Comm. Concept Pub. Co., New Delhi.
- Herbert Lee Williams.1978: Newspaper Organization& Management, Surjeet Pub., New Delhi.
- Frank M. Corrado. 1984: Media for Managers Published by Prentice Hall.
- Henry H. Albers. 1969: Principles of Management: A Modern Approach. Publisher Wiley.
- DibakarPanigrahy. 1993: Media Management in India. Kanishka Pub. House, New Delhi.
- Gulab Kothari. 1995: Newspaper Management in India. Published by Rajasthan Patrika Pvt Ltd.
- Dennis F. Henrick.2015: Media Management in the Age of Giants.
- Herbert Lee Williams.1955: Newspaper Organization and Management (5 edition)

Health Communication					
Year: II			Semester: III		
Type of Paper: DSE (4 Credits)			Paper code: MAJMCDS09		
Course Objectives: - • To understand the theoretical and conceptual foundations of health communication within public health and media studies frameworks. • To examine the role of media, health institutions, and government in promoting public health and influencing behaviour change. • To critically analyse health campaigns, media discourses, and representations of health, illness, and the body. • To evaluate communication strategies for risk, crisis, and pandemic communication across various media platforms. • To explore ethical, cultural, and policy dimensions of health communication in global and Indian contexts. • To design health communication interventions, campaigns, and research projects that contribute to community health and social well-being.					
Units	Topics		Lectures	Tutorials	Practical

I	Theoretical and Conceptual Foundations of Health Communication: Definition, Nature, and Scope of Health Communication, Theories and Models: Health Belief Model, Theory of Planned Behavior, Diffusion of Innovations, Social Cognitive Theory, Extended Parallel Process Model, Communication and Behavior Change, Health Communication as a field of study: Interdisciplinary perspectives (Public Health, Sociology, Communication Studies), Determinants of Health Behavior: Psychological, Social, Cultural, and Environmental factors, Health Literacy and Audience Segmentation	10	02	
II	Media, Health, and Society: Representation of Health, Illness, and Disability in Media, Role of Mass Media, Folk Media, and Digital Platforms in Health Promotion, Health Journalism: Reporting Health, Science, and Medicine, Analysis of Health News, Fake Health Information, and Misinformation, Media Ethics and Regulatory Frameworks in Health Reporting, Case Studies: HIV/AIDS Awareness, Polio Eradication Campaign, COVID-19 Communication	10	02	
III	Strategic and Developmental Approaches in Health Communication: Designing Health Communication Campaigns: Stages and Strategies, Participatory and Community-Based Approaches in Health Communication, Risk and Crisis Communication: Epidemics, Natural Disasters, and Public Health Emergencies, IEC (Information, Education, and Communication) and BCC (Behavior Change Communication) Approaches, Government and NGO Interventions: National Health Mission, UNICEF, WHO, and UNESCO, Health Advocacy, Policy Communication, and Public Engagement	10	02	
IV	Emerging Trends and Ethical Challenges in Health Communication: Digital Health Communication: mHealth, Telemedicine, Social Media, and AI-driven Health Messaging, Health Influencers and the Role of Digital Storytelling, Ethical Dilemmas: Privacy, Consent, Stigmatization, and Cultural Sensitivity, Global Health Communication Initiatives and the SDGs (Sustainable Development Goals), Post-Pandemic Lessons and Future of Health Communication Research, Designing and Evaluating Health Communication Research Projects	10	04	

Course Outcomes: On the completion of the course, students will be able:-

CLO1: Apply advanced communication theories to analyse health messages and media interventions.

CLO2: Demonstrate research competence in studying health communication phenomena through qualitative and quantitative methods.

CLO3: Design and evaluate ethical, culturally sensitive, and effective health communication campaigns.

CLO4: Employ digital tools and multimedia storytelling to disseminate accurate and inclusive health information.

CLO5: Engage with global and local health communication initiatives promoting social sustainability and community well-being.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Reading

- Kreps, G. L., & Thornton, B. C. (1992). *Health Communication: Theory and Practice*. Longman.
- Schiavo, R. (2013). *Health Communication: From Theory to Practice*. Jossey-Bass.
- Servaes, J. (Ed.). (2008). *Communication for Development and Social Change*. SAGE Publications.
- Waisbord, S. (2014). *Reinventing Development Communication: Social Change Policies and Practice*. Rowman & Littlefield.
- Dutta, M. J. (2008). *Communicating Health: A Culture-Centered Approach*. Polity Press.
- Parvanta, C. F., Nelson, D. E., Parvanta, S. A., & Harner, R. N. (2018). *Public Health Communication: Critical Tools and Strategies*. Jones & Bartlett Learning.
- Airhihenbuwa, C. O. (1995). *Health and Culture: Beyond the Western Paradigm*. SAGE.
- Singhal, A., & Rogers, E. M. (2003). *Combating AIDS: Communication Strategies in Action*. SAGE.
- Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). "Use of Mass Media Campaigns to Change Health Behaviour." *The Lancet*, 376(9748), 1261–1271.
- WHO. (2021). *Communicating Risk in Public Health Emergencies: A WHO Guideline for Emergency Risk Communication (ERC) Policy and Practice*.
- Dutta-Bergman, M. J. (2004). "Primary Sources of Health Information: Comparisons in the Domain of Health Attitudes, Health Cognitions, and Health Behaviors." *Health Communication*, 16(3), 273–288.
- Government of India (Ministry of Health and Family Welfare). *National Health Policy (Latest Edition)*.

Semester - 4

Film Appreciation and Review	
Year: II	Semester: IV
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS13
Course Objectives: - To understand the functions of films as an institution for production and distribution of social knowledge and entertainment. - To expose students to a variety of film styles, genres and analyze the dominant forms of Popular cinema. - To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative. - To develop visual literacy and analysis skills to study any film.	

To learn about the diverse artistic and practical elements that are useful in making of films.				
Units	Topics	Lecture	Tutorial	Practical
I	Growth and Development of Cinema: Meaning of Cinema, Origin and Evolution of film, History of cinema- World& India.	10	02	
II	Film Structure- The Form and Content of Film, Structure: Camera, Camera movement, Lighting, Editing, Acting, Sound, CGIs, Special effects. Film Language- The Semiotic Theory of Cinema, Signs, Symbols, Codes, Iconography, Mise-en-scene, Montage, Connotative and Denotative Meaning Film Narrative- Cinematic Storytelling, Narrative – Fictional and Non-Fictional, Significance and Structural Elements of Narrative, Story and Plot, Sub-Plots, Deviant Plot Structure, Principles of Plot Construction.	12	02	
III	Film Genre- Meaning and Functions of Genre, Film Genres and their Characteristics, Classical Hollywood Genre, Indian Formula Films. Film Theories- Auteurist Film Theory, Psychoanalytic Model, Feminist Model, Cognitive Model, Ideological Model. Film Movements- Italian Neo-realism, French New Wave, German Expressionism, Soviet Formalism, Avant Garde, Indian New Wave.	12	02	
IV	Film and Technology- Digital Technology and Cinema, YouTube. Film Appreciation and Criticism- The Aesthetics of Film, Writing Film Review and Criticism, Film as Art, Film Analysis, Textual and Contextual Analysis of Film.	12	04	

Learning Outcomes: On the completion of the course students will be able:

CLO1. Analyse the historical development of cinema in India and the world as a cultural and social institution.

CLO2. Critically evaluate film structures, genres, movements, and theories using visual literacy skills.

CLO3. Develop and present analytical film reviews and critiques through effective communication.

CLO4. Assess the influence of digital technology and new media on film production, distribution, and reception.

CLO5. Apply interdisciplinary perspectives to interpret films and enhance global and cultural awareness.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Hill, John & Gibson, Pamela Church.2000: Film Studies , Oxford Univ. Press.
- Roberts, Graham & Wallis, Heather. 2003: Introducing Film , Arnold Publishers.
- Stam, Robert. 2000: Film Theory: An Introduction , Blackwell Publishers.
- Hood, John W. 2000: The Essential Mystery- the major film makers of Indian art cinema, Orient Longman.
- Turner, Graeme. 2002: The Film Cultures Reader, Routledge.
- Ray, Satyajit. 1993: Our Films Their Films, Orient Publishers.

Communication for Development and Social Change				
Year: II		Semester: IV		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS14		
Course Objectives: • To develop an understanding of development issues • To contribute positively towards the development process of the country as responsible mass communicators. • To understand the role of communication in rural, urban and tribal development. • To know development communication approaches and development support communication. • To help students understand the role of national and international development agencies.				
Units	Topics	Lectures	Tutorials	Practical
I	Understanding Development: Development and social change: Historical perspectives - Issues and post-colonial conceptions, Growth vs. Development, Development indicators, Gap between developed and developing Societies, International and National agencies, Role of UN agencies in the development, Development in the age of globalization.	12	02	
II	Development Communication: Meaning, concept, definition and origin. C4D, Development Support Communication, Behavioral Change Communication, Human Communication, Participatory communication and empowerment, Communication planning and rural development in India, Communication policy and national development in India.	12		04
III	Dominant Paradigms and Theories of Development Communication: Modernisation paradigm, Dependency paradigm, Alternative development, Diffusion of innovation, Magic Multiplier, Localized Approach, Social Learning Theory, ICT for development, Digital divide and development, Sustainability and development communication, Sustainable strategies in Development Communication.	12		04
IV	Media and Development: Role and Responsibility of Media in Development. Media and Advocacy. NGOs and development.	12		04

	Corporate social responsibility (CSR), Development Journalism, Solution Journalism, Analysing and writing for Development Schemes, Analysing Communication Plans, Success stories, Planning and Drafting development campaigns.			
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Learning Outcomes: After the completion of the course, students will be able to;

CLO1 Explain concepts of development, social change, and the roles of development agencies in global and local contexts.

CLO2. Critically assess paradigms and theories of development communication for analysing social issues.

CLO3. Apply development communication approaches to rural, urban, and tribal development contexts.

CLO4. Analyse media, NGOs, CSR, and advocacy roles in planning and executing development campaigns.

CLO5. Demonstrate ethical and sustainable perspectives in media practices for development and social change.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Arvind Singhal, Everett M Rogers. India's Communication Revolution: From Bullock Carts to Cyber Marts.
- J V Vilanilam. Development Communication in Practice. India and the Millennium Development Goals. Sage. 2009.
- J. Servaes (Ed.), Sustainable Development and Green Communication: African and Asian Perspectives. London/New York: Palgrave Macmillan, 2013
- Jan Servaes. Communication for Development and Social Change, Sage Publications. 2009.
- K. E. Eapen, Srinivas R. Melkote, Sandhya Rao. Critical issues in communication: looking inward for answers : essays in honor of K.E. Eapen. Sage, 2001.
- K.Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.
- Kiran Prasad New Media and Pathways for Social Change: Shifting Development Discourses. BRPC: New Delhi. 2012.
- Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.. 19 of 37
- Kiran Prasad. Information and Communication Technology: Recasting Development. BR Publishing Corporation, New Delhi. 2004.
- Linje Manyozo. Media, Communication and Development: Three Approaches. Sage. 2012.
- Melkote Srinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment.:. Sage. 2001
- Rajbir Singh. Development Communication. Pinnacle Technology. 2006.

- Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
- Uma Nerula. Development Communication: Theory and Practice. HarAnand. 2004

Practical

Communication for Development and Social Change	
Year:II	Semester: IV
Type of Paper: DSE (5 Credits)	Paper Code: MAJMCDS14
Course Objectives: • To motivate academic-community engagement. • To make students aware of various development issues and challenges • To practice the use of ICT for development • To analyse government schemes and their reach • To enhance media and digital literacy among the local community	
Description	
The Student will be assigned practical work related to the relevant contents of the above paper (CCJMC 11). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. List of Practical Assignments • Community Connect Program: Students will engage with local communities to understand their communication needs, challenges, and opportunities. They will document and present findings in class. • Media Literacy Workshops: Organizing workshops aimed at educating rural or urban populations about media literacy, misinformation, and responsible consumption of media. • Analysis of Government Schemes: Students will analyze the communication strategies used for government schemes like Swachh Bharat, Digital India, etc., evaluating their reach and effectiveness. • Awareness Campaigns: Plan and execute awareness programs for pressing social issues like health, sanitation, education, etc., utilizing various media platforms (radio, print, social media). • Survey and Data Collection: Conducting surveys to gauge public awareness about government initiatives or important social issues, followed by a detailed report and presentation. • Development Communication Project: Students will design and implement a small-scale development communication project focused on a specific community problem, such as literacy or hygiene. • Field Visits to NGOs: Organizing visits to NGOs working in development communication to understand practical approaches and gain insights into real-world applications. • Public Service Announcements (PSAs): Creating PSAs (audio, video, print) to promote social messages or government schemes and showcasing them to the target communities. • Documentation of Best Practices: Identifying and documenting successful communication strategies used by NGOs or government bodies in development. • Evaluation of Media Outreach: Analyzing the role of traditional vs. digital media in promoting development issues and reporting on their effectiveness.	

Learning Outcomes: Upon completing the course, students will be able to:.

CLO1. Apply development communication concepts in community engagement and NGO field visits.

CLO2. Design and implement innovative communication strategies for social change.

CLO3. Demonstrate effective teamwork and communication skills in community projects.

CLO4. Conduct surveys and analyse data to evaluate government schemes and development issues.

CLO5. Create and assess media content for promoting media literacy and social awareness.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Intercultural Communication				
Year: II		Semester: IV		
Type of Paper: DSC (5 Credits)		Paper code: MAJMCDS15		
Objectives of the Course: • To Understand the concepts, processes, and significance of intercultural communication. • To Examine the influence of cultural values, beliefs, and identities on communication. • To Identify and address barriers like stereotypes, biases, and ethnocentrism in communication. • To Analyze the role of mass media and globalization in shaping intercultural interactions. • To Promote ethical and culturally sensitive communication in professional and social contexts.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Inter-Cultural Communication: Basics of Communication: Definition & Concept & Process. Basics of Culture: Definition & Concept. Understanding the complexities of culture and cultural identities. Key cultural values and concepts.	10	02	
II	Culture Patterns & Communication: Cultural Patterns, Cross-Cultural Dialogues, Cultural symbols in Verbal vs Non-verbal Communication; Verbal language, codes and conventions; Non-verbal aspects of communication in different cultures, Influences of religions, faiths, beliefs and values on cultural practices, etiquette, customs, identities and ways of communication, Biases and stereotypes in communication processes, Cultural sensitivity and etiquette in communication in relation to the variation in faiths and religions.	10	02	
III	Culture, Communication & Barriers & Mass Media: Various types of communication barriers, Enculturation’, ‘Acculturation’, ‘Ethnocentrism’ Biases and stereotypes in communication processes, Ways to overcome or avoid communication barriers, Cultural diversity and mass media as the vehicle of intercultural communication, Mass media as a culture manufacturing industry, Impact, the effect of media and new technology on culture, Inter-cultural communication through folk media	10	02	
IV	Intercultural communication and international implication: Globalization: Effects on culture, identity,	10	02	

	and communication, Cross-communication for organization, business management & professions, UNESCO's efforts in the promotion of intercultural communication, Code of ethics for intercultural communication			
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Learning Outcomes: After the completion of the course, students will be able to;

CLO1. Explain key theories and concepts of intercultural communication.

CLO2. Critically evaluate cultural barriers and propose strategies for effective communication.

CLO3. Apply culturally sensitive verbal and non-verbal communication skills.

CLO4. Demonstrate ethical awareness and respect for cultural diversity.

CLO5. Assess the impact of media and globalization on intercultural exchanges.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

- Dua, M.R. and Manonmani, T. (1997). *Communications and culture*. Galgotia Publishing House, New Delhi
- Gupta, N. L. (1998). *Crosscultural Communication: Global Perspective*. Concept Publishing Company.
- Gudykunst, W. B. (2003). *Cross-cultural and intercultural communication*. Sage.
- Louw, E. (2001). *The media and cultural production*. Sage.
- Cooper, P. J., Calloway-Thomas, C., & Simonds, C. J. (2007). *Intercultural communication: A text with readings*. New York: Pearson Education.
- Inkson, K., & Thomas, D. (2011). *Cultural intelligence: Living and working globally*. ReadHowYouWant.com.

Media Exposure and Internship	
Year: II	Semester: IV
Type of Paper: DSC (5 Credits)	Paper code: MAJMCDS16
Course Objectives: - To develop accountability towards the organization. - To understand the newsroom structure and functioning of the media organization. - To fill the gaps between the academic and Media Industry Interface. - To provide real-time experience to students working in the industry.	

To understand team spirit and leadership skills.
Description
Soon after the third semester End Term Examination, each student will undergo a Functional Exposure Training for four to six weeks in a Media organization/government organization/NGO and will submit a Functional Exposure Report (FER) along with the PowerPoint Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the PowerPoint Presentation.

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

CLO1. Apply journalism and mass communication knowledge in real-world media settings.

CLO2. Critically assess media practices and propose ethical solutions.

CLO3. Demonstrate teamwork, leadership, and professional communication skills.

CLO4. Prepare analytical Functional Exposure Reports reflecting practical media experience.

CLO5. Exhibit social responsibility and cultural awareness in media work.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	FER Submission	Presentation and Viva-Voce	Total Marks
Final Exam (Practical)	NA	70 Marks	30 Marks	100 Marks
Total				100 Marks

Documentary and Film Production				
Year: II		Semester: IV		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDS10		
Course Objectives: • To distinguish documentary from other types of filmmaking. • Articulate the complex ethical issues around representing subjects and topics. • To write scripts and conduct research for documentaries and short films. • To explain the relationship between documentary and historical, cultural, economic and technological context. • To identify the storytelling techniques used in documentary films. • To critically analyse documentary film text.				
Units	Topics	Lectures	Tutorials	Practical
I	Understanding the Documentary: Defining Documentary Films, Documentary vs Feature Film, Fiction vs Non-Fiction Origin and Growth of Documentary films, Relevance and Importance of Documentary films, Introduction to the debate on realism, present scenario, Different genres and Modes, Major Indian and foreign Documentary filmmakers and their documentaries, Docudrama and Short films.	10	02	

II	Pre-Production Stage: Knowing the audience, Storytelling for documentary and film, Storyboarding, Importance of research for films and documentaries, writing scripts for films and documentaries, the narrative spine, theme, plot and character, structure and format, writing narration and voice-over, Making Proposal and the Budgeting. Funding and Pitching.	10		04
III	Production Stage: Documentary Sound, Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist Crowd Funding	10		10
IV	Post Production Stage: Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries.	10		10

Screen in class possible selects from:

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Nightmail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective
- City of Photos by Nishtha Jain
- Riding Solo to the Top of the World by Gaurav Jani
- Films by PSBT

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

CLO1. Differentiate documentary from other film forms and assess its historical, cultural, and social relevance.

CLO2. Apply critical and ethical perspectives to analyse documentary texts and audience engagement.

CLO3. Demonstrate conceptual knowledge of pre-production, production, and post-production processes.

CLO4. Critically assess narrative techniques and storytelling strategies used in documentaries.

CLO5. Evaluate global and local documentary practices in relation to ethics, diversity, and emerging trends.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks

Total		100 Marks
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Key Readings

- Erik Barnow and Krishnaswamy Documentary
- Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
- Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
- Trisha Das *How to Write a Documentary Double Take* by PSBT DOX magazine
- Nichols, Bill (2001) *Introduction to Documentary*, Indiana University Press: Bloomington.
- *Documentary Storytelling* (Second Edition): Sheila Curran Bernard, Focal Press.
- *Cinema Studies, The Key Concepts* (3rd ed.): Susan Haywood, London: Routledge
- *How to Read a Film*: James Monaco. New York: OUP, 2000
- *Genre and Contemporary Hollywood*: Steve Neal (ed.). London: BFI, 2002
- *An Introduction to Film Studies*: Jill Neldes (ed.). London: Routledge, 2007
- *An International History of The Medium*: Robert Sklar. Film: London: Thames & Hudson, 1993

Practical

Documentary and Film Production	
Year:II	Semester: IV
Type of Paper: DSE (4 Credits)	Paper Code: MAJMCDS10
Objectives of the Course: • To practice techniques of documentary and filmmaking. • To experience all the stages of the documentary filmmaking process. • To write and research for a documentary. • To plan and produce a documentary/short film. • To generate funds and find space in film festivals.	
Description	
The student will be assigned practical work related to the relevant contents of the above paper. The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. List of Practical Assignments Individual/group of students need to produce a documentary/short film/docudrama which should include activities such as: 1. Research 2. Scripting 3. Budgeting 4. Shooting 5. Editing Duration: 8 – 10 minutes.	

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

CLO1. Apply research, scripting, budgeting, shooting, and editing skills to produce a documentary/short film.

CLO2. Solve practical challenges in film production using critical and ethical approaches.

CLO3. Communicate stories effectively through visual, audio, and narrative elements.

CLO4. Develop research-based scripts reflecting socio-cultural and political contexts.

CLO5. Collaborate responsibly in production teams with adaptability and cultural sensitivity.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Mobile Journalism & Multimedia Production				
Year: II		Semester: IV		
Type of Paper: DSE (4 Credits)		Paper code: MAJLCDSE11		
Course Objectives: • To Understand the importance of the mobile phone as an important tool of new-age communication • To define the meaning, concepts and practices of MOJO • To make students aware of different MOJO Programme ming. • To familiarise students with techniques of reporting for MOJO • To make students learn about the importance and future of digital content • To know the technicalities of multimedia production				
Units	Topics	Lectures	Tutorials	Practical
I	Understanding MOJO: Mobile phone: a convergent technology, Smartphone culture and society, Concept and Evolution of Mobile Journalism, Advantages and Trends in MOJO, MOJO Equipment(Tripod, Gimbal, Clip microphones, Wireless recording), Handling theApps(for Photography, Video Recording, Editing	10		02
II	MOJO Programme ming: MoJo News Room, Types of News Programme and Packaging, handling Mobile Camera Shots and Angles, how to shoot press conference, mobile videography techniques, from stability and framing to sound and sequencing	12		05
III	Reporting for MOJO: PTC and its type, Qualities MOJO Journalist, Script Writing and Presentation skills multi-media content management, managing social media	12		10
IV	Multimedia Production: Photo Shooting and Editing, Video Recording, Video Editing, Audio Recording and Editing, Live streaming, Mobile documentary, Vlog, Reel.	10		10

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

CLO1. Demonstrate comprehensive knowledge of mobile journalism concepts, evolution, and smartphone culture.

CLO2. Analyse MOJO programming, camera techniques, and multimedia storytelling approaches.

CLO3. Apply reporting, scriptwriting, and presentation skills for ethical mobile journalism.

CLO4. Understand and evaluate the use of multimedia tools, apps, and equipment for content creation.

CLO5. Critically reflect on digital content trends, ethical challenges, and culturally responsible practices.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings:

Adornato, A. (2017). *Mobile and Social Media Journalism: A Practical Guide*. CQ Press

· Eldridge II, S., and Franklin, B. (2018). *The Routledge Handbook of Developments in Digital Journalism Studies*. Routledge

· Hjorth, L., Burgess, J., and Richardson, I. (2012). *Studying mobile media: Cultural technologies*,

- Mobile communication, and the iPhone. Routledge
- MOJO: The Mobile Journalism Handbook
- James G. Stovall Web Journalism: Practice and Promise of a New Medium
- Ronal Dewolk, Introduction to Online Journalism, Allyn& Bacon, 2001
- John Vernon Pavlik ,New Media Technology, Allyn& Bacon
- Cecilia Friend, Online Journalism Ethics: Traditions and Transitions, 2007
- Richardson, Allissa. "Mobile Journalism: A Model for the Future". *Diverse Issues in Higher Education*. Cox, Matthews and Associates, Inc. Retrieved January 9, 2013.
- <http://www.mojo-manual.org/>
- <http://www.mojo-manual.org/understanding-mobile-journalism/>
- <http://vimojo.co/>

Practical

Mobile Journalism & Multimedia Production	
Year: II	Semester: IV
Type of Paper: DSE (4 Credits)	Paper Code: MAJMCDE11
Objectives of the Course: • To make students understand and practice the techniques and tools of MOJO. • To make students create stories using mobile • To make students able to create vlogs and mobile documentaries. • To practice writing for the digital content.	

Description
The student will be assigned practical work related to the relevant contents of the above paper (CCJMC05). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. List of Practical activities • Mobile Photography Workshop: Framing, composition, lighting, and visual storytelling using smartphones. • MoJo News Package: Field-based reporting exercise — capturing, scripting, editing, and publishing a short news story. • Audio Storytelling / Podcast Production: Recording and editing interviews or sound-based stories using mobile apps. • Mobile Video Editing Lab: Hands-on session using editing apps such as Kinemaster, CapCut, VN Editor, or Adobe Premiere Rush. • Live Reporting Simulation: Practicing live updates, mobile live streaming, and social media reporting. • Social Media Storytelling Project: Creating vertical stories or reels optimized for platforms like Instagram, X, or YouTube Shorts. • Multimedia Feature Assignment: Producing an integrated story combining text, video, audio, and infographics for online publication. • Final Project: Development and presentation of a 3–5 minute mobile documentary or multimedia story with a reflective production log.

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

CLO1. Demonstrate technical proficiency in using mobile devices and multimedia tools for professional content creation.

CLO2. Apply storytelling techniques to produce engaging multimedia news across text, audio, images, and video.

CLO3. Exercise critical thinking to plan and produce ethical, relevant, and context-sensitive multimedia stories.

CLO4. Conduct multimedia research and reporting to ensure accuracy, credibility, and journalistic integrity.

CLO5. Collaborate and present projects professionally, demonstrating teamwork, leadership, and cultural awareness.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance/Class Activities and Participation	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/Viva-Voce	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Practical)	NA	40 Marks	20 Marks	60 Marks
Total				100 Marks

Business Journalism				
Year: II		Semester: IV		
Type of Paper: DSE (4 Credits)		Paper code: MAJMCDS12		
Course Objective: • To understand the fundamental principles, scope, and ethics of business journalism. • To analyse economic trends, government policies, and corporate communications to produce accurate business news. • To use digital and traditional tools for business reporting, including social media, annual reports, and trade journals. • To evaluate and report financial, market, and budget-related news with clarity and responsibility. • To develop critical perspectives on global and Indian business environments and their implications for journalism.				
Units	Topics	Lectures	Tutorials	Practical
I	Fundamentals of Business Journalism: Definition, Scope, and Principles of Business Journalism, Qualifications and Roles of a Business Reporter, Sources of Business Reporting, Ethical Issues in Business Journalism, Economic literacy for journalists: Understanding GDP, inflation, fiscal deficit, and monetary policy, Sources of business news: Government, corporations, regulatory agencies, stock exchanges, and think tanks, Business journalism and democracy: Media's role in economic governance and accountability, Overview of major Indian business newspapers, magazines, and digital platforms (e.g., Economic Times, Business Standard, Mint, Bloomberg, Reuters, etc.)	12	02	
II	Tools and Techniques for Business Reporting: Overview of Indian and Global Economic Systems, Reporting Tools: Annual Reports, Trade Journals, House Journals, Digital Tools: Social Media, Video Conferencing, Web Portals	12	02	
III	Corporate, Financial, and Policy Reporting: Corporate structures, governance, mergers, and acquisitions: Journalistic perspectives, Covering annual reports, balance sheets, and stock market trends, Sectoral reporting: Energy, technology, banking, agriculture, manufacturing, and services, Reporting on government budgets, economic surveys, and policy reforms, Understanding SEBI, RBI, NITI Aayog, and other regulatory bodies, Investigative business journalism: Exposés, scams, and ethics	15	02	
IV	Global Business, Trade, and Development: Globalisation and media: World Bank, IMF, WTO, and trade agreements, Comparative business journalism: Western and Asian models, Reporting global markets, currencies, and commodities, The political economy of development: Inequality, sustainability, and corporate responsibility, Emerging trends: Startups, digital economy, fintech, and green business, Business journalism and development communication: Case studies from India and South Asia	12	02	

Learning Outcomes: After the completion of the course, students will be able:

CLO1. Demonstrate knowledge of the principles and scope of business journalism and its ethical considerations.

CLO2. Apply analytical skills to interpret financial statements, market trends, and government policies for reporting.

CLO3. Communicate business news effectively using print, digital, and multimedia platforms.

CLO4. Integrate interdisciplinary perspectives, including economics and management, in business reporting.

CLO5. Critically evaluate global and Indian business environments to produce accurate, socially responsible journalism.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance/Class Activities and Participation	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	05 Marks	15 Marks	20 Marks	40 Marks
Final Exam (Theory)	NA	NA	60 Marks	60 Marks
Total				100 Marks

Key Readings

1. Anjanee Sethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.
2. Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
3. R C Bhatia (2008). Business Communication, Ane Books Pvt Ltd, New Delhi.
4. P.D Chaturvedi (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.
5. Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.