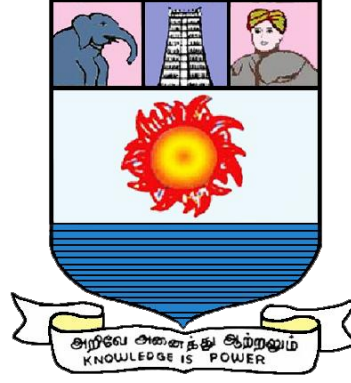# MANONMANIAM SUNDARANAR UNIVERSITY
ABISHEKAPATTI, TIRUNELVELI-627 012

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

DEPARTMENT OF COMMUNICATION

REGULATIONS & SYLLABUS (TANSCHE)

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2023-2024 AND ONWARDS)

Vision of the University

"To provide quality education to reach the un-reached "

Mission of the University
- To conduct research, teaching and outreach programmes to improve conditions of human living
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of off-campus educational and training programs, including the use of information technology, to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development

Vision of the Department

To emerge as a global institution of media education and training by providing unique learning experience by facilitating preeminent resources ensuring sensible communication dissemination through the media by effectively employing context specific technologies.

Mission of the Department
- To provide quality and holistic training in the field of Communication and Media
- To facilitate professional formation by orientating possible innovative practices
- To assist collective and corporate organizations in effective utilisation of media applications

Preamble:

The Department of Communication, Manonmaniam Sundaranar University, Tirunelveli was initiated in the year 1993. In the last 24 years, the Department has trained scores of students committed to pursue their interest in communication and media industry. The department has expertise and experience in facilitating multi-faceted resources in electronic media, multimedia documentation and field study. The department has adequate infrastructure to train student in audio, visual and multimedia production. Moreover, the department is actively involved in research activities in the emerging domains involving New Media, Communication and Mediation, optimising media process involving New Media capabilities and so on.

M.A., JOURNALISM AND MASS COMMUNICATION

Program Overview

The MA Journalism Communication postgraduate degree program is a comprehensive course designed to provide students with a deep understanding of the fields of journalism, mass communication, and communication management. This program focuses on helping students develop their skills in human communication, strategic communication, public relations, advertising strategies, transmedia narratives, storytelling, in-depth news reporting, critical thinking and fact-checking, development and specialist journalism, media futures, media entrepreneurship, multimedia content packaging, international communication, digital marketing communication, audience engagement, and media analytics.

Students enrolled in this program will have access to experienced and knowledgeable faculty members who will provide them with the guidance they need to succeed in their studies. The program will also involve a combination of lectures, seminars, workshops, and practical assignments that will allow students to apply the concepts they have learned in real-world scenarios.

Upon completion of this program, graduates will have developed the ability to present complex ideas in a clear and concise manner, formulate abstract ideas using the language specific to the fields of journalism, mass communication, and communication management, and understand and analyze various perspectives on a given topic. Furthermore, graduates will have the opportunity to join the teaching profession, enhance their employability in government jobs, and work in various public and private enterprises.

The curriculum of the program is designed to provide students with a broad understanding of the different aspects of journalism, mass communication, and communication management. The course content includes modules on media laws and ethics, media management, media research, media and society, digital journalism, media production, and media policy. These modules are taught by industry experts who have significant experience in these fields.

The program also focuses on providing students with practical training in journalism, mass communication, and communication management. This includes opportunities to work on real-world projects, internships at media organizations, and other practical assignments. These opportunities help students develop their skills in a real-world setting and prepare them for the challenges of the industry.

The MA Journalism Communication postgraduate degree program is an excellent choice for individuals who are passionate about journalism, mass communication, and communication management, and want to make a positive impact through their work. Graduates of this program will be well-prepared to succeed in the competitive fields of journalism, mass communication, and communication management, and will have the skills and knowledge necessary to become leaders in these industries.

TANSCHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR POSTGRADUATE EDUCATION	
Programme	M.A. JOURNALISM AND MASS COMMUNICATION
Programme Code	
Duration	PG - Two Years

Programme Outcomes (Pos)	**PO1: Problem Solving Skill**
	Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.
	PO2: Decision Making Skill
	Foster analytical and critical thinking abilities for data-based decision-making.
	
	PO3: Ethical Value
	Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.
	
	PO4: Communication Skill
	Ability to develop communication, managerial and interpersonal skills.
	
	PO5: Individual and Team Leadership Skill
	Capability to lead themselves and the team to achieve organizational goals.
	PO6: Employability Skill
	Inculcate contemporary business practices to enhance employability skills in the competitive environment.
	
	PO7: Entrepreneurial Skill
	Equip with skills and competencies to become an entrepreneur.
	PO8: Contribution to Society
	  Succeed in career endeavors and contribute significantly to society.
	
	PO 9 Multicultural competence
	  Possess knowledge of the values and beliefs of multiple cultures and
	a global perspective.
	
	PO 10: Moral and ethical awareness/reasoning
	Ability to embrace moral/ethical values in conducting one's life.

Programme Specific Outcomes (PSOs)	**PSO1 – Placement** To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions. **PSO 2 - Entrepreneur** To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations. **PSO3 – Research and Development** Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development. **PSO4 – Contribution to Business World** To produce employable, ethical and innovative professionals to sustain in the dynamic business world. **PSO 5 – Contribution to the Society** To contribute to the development of the society by collaborating with stakeholders for mutual benefit.

Template for P.G., Programmes

Semester–I	Credit	Hours	Semester-II	Credit	Hours	Semester–III	Credit	Hours	Semester-IV	Credit	Hours
1.1. Core-I	5	7	2.1. Core-IV	5	6	3.1. Core-(CC)-VII	5	6	4.1 Core (CC)-XI	5	6
1.2 Core-II	5	7	2.2 Core-V	5	6	3.2 Core-(CC)-VIII	5	6	4.2 Core (CC) – XII	12	16
1.3 Core – III	4	6	2.3 Core – VI	4	6	3.3 Core-(CC)-IX	5	6			
1.4 Discipline Centric Elective -I	3	5	2.4 Discipline Centric Elective – III	3	4	3.4 Core-(CC)-X	4	6	4.3.1 Elective DGE- VI-(Option 1)	3	4
1.5 Generic Elective-II:	3	5	2.5 Generic Elective -IV:	3	4	3.5.1 Elective DSE – V	3	3	4.3.2 Elective DGE- VI-(Option 2)	2	4
			2.6 SEC-1, NPTL-SWAYAM	2	4	3.5.2 Elective DSE– V			4.5 SEC-4	1	-
						3.6 SEC 3 NME	2	3	4.6 Lab Journal	1	-
						3.7 Internship/ Industrial Activity	2	-			
	20	30		22	30		26	30		23	30

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credits and Hours Distribution System
for all Post – Graduate Courses including Lab Hours

First Year – Semester – I

Part	List of Courses	Credits	No. of Hours
	Core – I	5	7
	Core – II	5	7
	Core – III	4	6
	Elective – I	3	5
	Elective – II	3	5
		20	**30**

Semester-II

Part	List of Courses	Credits	No. of Hours
	Core – IV	5	6
	Core – V	5	6
	Core – VI	4	6
	Elective – III	3	4
	Elective – IV	3	4
	Skill Enhancement Course [SEC] – I (NPTL-SWAYAM)	2	4
		23	**30**

Second Year – Semester – III

Part	List of Courses	Credits	No. of Hours
	Core-(CC)-VII	5	6
	Core-(CC)-VIII	5	6
	Core-(CC)-IX	5	6
	Core-(CC)-X	4	6
	Elective (Discipline Specific) DSE – V (Option 1)	3	3
	Elective (Discipline Specific)-DSE– V (Option 2)		
	Skill Enhancement Course – SEC 3 NME	2	3
	Internship/ Industrial Activity	2	-
		26	**30**

Semester-IV

Part	List of Courses	Credits	No. of Hours
	Core (CC)- XI	5	6
	Core (CC) – XII	12	16
	Elective (Generic) DGE- VI-(Option 1)	3	4
	Elective (Generic) DGE- VI-(Option 2)		
	Skill Enhancement Course-SEC-4 (Professional Competency Skill)	2	4
	4.6	1	-
		23	**30**
	Total Credits	**91**	

METHODS OF EVALUATION		
Internal Evaluation	Continuous Internal Assessment Test	**25 Marks**
	Assignments / Snap Test / Quiz	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	**75 Marks**
Total		**100 Marks**
METHODS OF ASSESSMENT		
Remembering (K1)	• The lowest level of questions require students to recall information from the course content • Knowledge questions usually require students to identify information in the text book.	
Understanding (K2)	• Understanding of facts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond simple recall and require students to combine data together	
Application (K3)	• Students have to solve problems by using / applying a concept learned in the classroom. • Students must use their knowledge to determine a exact response.	
Analyze (K4)	• Analyzing the question is one that asks the students to break down something into its component parts. • Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations.	
Evaluate (K5)	• Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. • Students are engaged in decision-making and problem – solving. • Evaluation questions do not have single right answers.	
Create (K6)	• The questions of this category challenge students to get engaged in creative and original thinking. • Developing original ideas and problem solving skills	

PROGRAMME OUTCOMES (PO) - PROGRAMME SPECIFIC OUTCOMES (PSO) MAPPING

PROGRAMME SPECIFIC OUTCOMES (PSO)					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**
PSO1	3	3	3	3	3
PSO2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO4	3	3	3	3	3
PSO5	3	3	3	3	3

Level of Correlation between PO's and PSO's
(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)

Assign the value
1 – Low
2 – Medium
3 – High
0 – No Correlation

Curriculum Structure for MA Journalism and Mass Communication						
Semester–I	**Paper Title**	**Credit**	**Inst. Hrs**	**Maximum Marks**		
				Ext.	Int.	Total
1.1. Core-(CC)-I	Understanding Human Communication (Theory)	**5**	7	75	25	100
1.2 Core-(CC)-II	Introduction to Journalism (Theory)	**5**	7	75	25	100
1.3 Core-(CC)- III	News Gathering and Reporting (Practical)	4	6	50	50	100
1.4 Elective (Discipline Specific) DSE- I	Communication Design (Theory)	3	5	75	25	100
1.5.1 Elective (Generic) DGE-II (Option 1)	Communication Laws (Theory)	3	5	75	25	100
1.5.2 Elective (Generic) DGE -II (Option 2)	Persuasive Communication (Theory)			75	25	100
Total		20	30 Hrs			
Semester-II	**Paper Title**	**Credit**	**Inst. Hrs**	**Maximum Marks**		
				Ext.	Int.	Total
2.1. Core-(CC)-IV	Mediated Communication (Theory)	5	6	75	25	100
2.2 Core-(CC)-V	In-Depth News Reporting (Theory)	5	6	75	25	100
2.3 Core-(CC)-VI	Media Production Technique (Theory)	4	6	75	25	100
2.4 Elective (Discipline Specific) DSE-III	Basic Photography (Practical)	3	4	50	50	100
2.5.1 Elective (Generic)-DGE-IV (Option 1)	Film Studies (Theory)	3	4	75	25	100
2.5.2 Elective (Generic)-DGE-IV (Option 2)	Development Journalism (Theory)			75	25	100
2.6 Skill Enhancement Course- SEC- 1 (NPTL-SWAYAM)	Online Communication in the Digital Age	2	4	75	25	100
Total		**22**	30 Hrs			

Semester III	Paper Title	Credits	Inst. Hours	Maximum Marks		
				Ext.	Int.	Total
3.1. Core-(CC)-VII	Advertising and Public Relations	5	6	75	25	100
3.2 Core-(CC)-VIII	Critical Media Literacy	5	6	75	25	100
3.3 Core-(CC)-IX	Media Production Technique II (Practical)	5	6	50	50	100
3.4 Core-(CC)-X	New media studies	4	6	75	25	100
3.5.1 Elective (Discipline Specific) DSE – V (Option 1)	Audio Production (Practical)	3	3	50	50	100
3.5.2 Elective (Discipline Specific)-DSE– V (Option 2)	Digital Media Production (Theory)			75	25	100
3.6 Skill Enhancement Course – SEC 3 NME	Online Course MOOC/SWAYAM- Text, Textuality and Digital Media	2	3	-	-	100
3.7 Internship/ Industrial Activity	Internship	2	-	-	-	100
Total		**26**	**30**			
Semester IV	Paper Title	Credits	Inst. Hours	Maximum Marks		
				Ext.	Int.	Total
4.1 Core (CC)- XI	Communication Research	5	6	75	25	100
4.2 Core (CC) – XII	Capstone Project (Practical)	12	16	50	50	100
	Project with Viva-Voce					
4.3.1 Elective (Generic) DGE-VI-(Option 1)	Science Communication (Theory)	3	4	75	25	100
4.3.2 Elective (Generic) DGE-VI-(Option 2)	International Communication (Theory)					
4.5 Skill Enhancement Course-SEC-4 (Professional Competency Skill)	Digital Media Management	2	4	75	25	100
4.6	Lab Journal	1	-	50	50	100
Total		**23**	**30**			
		91				

STRUCTURE&SYLLABUSOFTHECOURSES

Papers	No. of Papers X Credits	Total Credits
Core Papers	*11*4*	*44*
	*1*7 Core Paper (Project)*	*07*
Core Paper	Total	**51**
Discipline Specific Electives	4*3	12
Generic Elective	3*2	06
Ability Enhancement Course	4*2	08
Skill Enhancement Core (Soft Skills)	4* 2	08
Core Industry Module	1*3	03
Internship	1*2	02
Extension Activity	1*1	01
Total Credits		91

Semester-I

1.Understanding Human Communication

Course Specific Objective

The course facilitates the students will have a strong understanding of the key concepts and theories in human communication, and will have developed important skills in effective communication and persuasion.

Hours Per Week					Credits
Lecture	7	Tutorial	-	Practical	-	5

Unit-I:*Human Communication Theories and Concepts*

Foundations of Communication Theory-Dimensions and Evaluation of Theory-Communication Tiers-Seven Traditions of Communication Theories

Defining Communication- Basic Models and Levels of Communication

Key Concepts in Message Processing, Cognitive and Information Processing (Attribution and Judgement, Information-Integration and Consistency Theories)

Socio-Psychological Approach to Communication-Trait- Factor Model. Communication Competency-Argumentativeness Communication Anxiety-Reticence (Interaction Adaptation, Expectancy Violation theory)

Unit-II:*Evolutionary Communication*

Biophysiological Theories, Trait Theories and Embodiment, Communicology, Communibiology Biological and Neurological Basis of Communication

Evolutionary Communication- Pointing as Communication. And Signalling Theory

Information Seeking Behavior and Information Foraging-Information Integration, Expectancy Value-Cognitive Dissonance- Rokeach' Comprehensive theory of change

Communication in Cultural Evolution-Cognitive Gadgets

Unit-III:*Modes and Messages of Communication*

Evolution of Language-Steven Pinker's Language Instinct Thesis, Structural Linguistics Approach

Speech and Verbal Communication, Speech Community and Speech Act

Augmentative and Alternative Communication Models for Speech Interactions

Nonverbal Communication (NVC). Nonverbal Codes Systems Digital NVC - NVC in Human Interactions, Touch and Haptic Communication.

Theories of Visual Communication- Semiotics, , Social Semiotics

Written Forms of Communication and Reading, Orality and Literacy

Psychological and Neurological Basis of Writing

Unit-IV:*Conversations in Interpersonal and Group Context*

Intrapersonal Communication-Self, Mindful Communication Phenomenological and Hermeneutics Tradition, Interpersonal Communication and -Uncertainty Reduction, Privacy Management Giles Accommodation Theory. Interaction adaptation theory.

Burgoon's Expectancy violation theory, and Interpersonal deception theories. symbolic interactionism, symbolic convergence theory- Fantasy themes Rhetoric, Argumentation, Coordinated Management of Meaning (CMM).

Message-Design Logic, Compliance Gaining, Goals-Plans-Action Model, Politeness theory.

Group Dynamics: Interaction Process Analysis, Group Development, Input-Output Model, Concertive Control and Self-Managed Teams, Adaptive Structuration.

Simplified Social Influence Process, Socio-Egocentric and Group-Centric Model, Transactive Memory, Vigilant Interaction theory

Unit-V:*Relationships*

Palo Alto Group on Relationships. Relational Schemas, Social Penetration Theory

Bakhtin's Theory of Dialogics. Dialectical Theory of Relationships, Affection Exchange, Dyatic Power Theory, Family Communication Patterns, Relationship Maintenance,

Petronio's Communication Privacy Management (CPM) Carl Roger's Self-Theory

Constructing and Transcending Differences-Moral Conflict theory, Performing Foreignness, Coalition and Alliance Building, Dilalogue as Building Culture of Peace,
Principles of Good Communication and Non-Violent Communication

Course Specific Skills

Define theConceptofCommunication	Identify andexplicate differentforms ofCommunication Anditsmessages	Analyze theprocess ofcommunication	Explain the theory andmodels ofcommunication and itsrelevance	Analyze anddetail thecommunicationprocessand its implication

Reference Books

Key Text Books

1. Beatty, M. J., McCroskey, J. C., & Valencic, K. M. (2001). The Biology of Communication: A Communibiological Perspective. Hampton Press.

2. Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2015). The Communication Age: Connecting and Engaging. SAGE Publications.

3. Hargie, O. (2018). The Handbook of Communication Skills. Taylor & Francis.

4. Braithwaite, D. O., & Schrodt, P. (2014). Engaging Theories in Interpersonal Communication: Multiple Perspectives. SAGE Publications.

5. Duck, S., & McMahan, D. T. (2011). The Basics of Communication: A Relational Perspective. SAGE Publications.

6. Hickok, G. (2014). The Myth of Mirror Neurons: The Real Neuroscience of Communication and Cognition. W. W. Norton & Company.

7. Mildner, V. (2010). The Cognitive Neuroscience of Human Communication. Psychology Press.

8. Johannesen, R. L. (2002). Ethics in Human Communication. Waveland Press.

References

9. Littlejohn, S. W., & Foss, K. A. (2010). Theories of Human Communication: Tenth Edition.

10. Waveland Press. Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). Communication in Society. Pearson.

11. DeVito, J. A. (2017). Human Communication: The Basic Course. Pearson.

12. Lull, J. (2019). Evolutionary Communication: An Introduction. Routledge.

13. Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2007). Human Communication: Motivation, Knowledge, and Skills. Wadsworth.

Web Resources

14. Communication Research - https://journals.sagepub.com/home/crq

15. Journal of Communication - https://onlinelibrary.wiley.com/journal/14602466

16. Human Communication Research - https://onlinelibrary.wiley.com/journal/14682857

17. National Communication Association - https://www.natcom.org/

18. International Communication Association - https://www.icahdq.org/

19. Association for Education in Journalism and Mass Communication - https://www.aejmc.org/

Course Outcomes

1. Analyze different elements of communication and articulate principles of good communication.

2. Analyze and interpret various features of human communication such as signals, language, and signs.

3. Illustrate different modes of communication using principles of message design.

4. Differentiate multi-level flows of communication and identify criteria for appropriate message design.

5. Make presentations to a small audience on any topic and manage stage-fright and communication anxiety.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	2	3	3
PSO 2	2	3	3	3	2
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	2	3	1	3

Semester-I						
1.2.Introduction to Journalism						
CourseSpecificObjective						
1. *Thecourseprovidestheunderstanding and skillsforthelearnersto best ethical practices and code of conduct and encourage them to strive to become ethical journalists.*						
HoursPer Week						**Credits**
Lecture	7	**Tutorial**	-	**Practical**	-	5

Unit-I:*Introduction to Journalism*

What is Journalism? Journalism as a Profession. Career in Journalism.
Field of Journalism Studies Academic Journalism. Law defining journalists: who's who in the age of digital media? Digital Journalists' Professional Identity.
Contemporary Status of Journalism- The New Rules of Engagement. News in a New Media Ecology.
Genre of Journalism- Multimedia, Mobile. Collaborative, Innovation, Solution, Data, Social, and Computational Journalism and Others. Collaborative Journalism and Cooperative Media.

Unit-II:*Elements of Journalism*

Informing the News (Thomas Patterson).
Basic Canons of Journalism- Kovach and Rosenstiel Elements of Journalism.
Journalism of Verification- Journalism Practice as Social Science. Epistemology of Journalism-Towards a Scientific Attitude in Journalism.
Journalist as Interactional Experts (Harry Collins).
Policy Issues that Impact News and Journalism-Media Freedom. Media Sustainability. Pluralism and Diversity.
Defining and Measuring Quality Journalism. McQuail Media Performance Theory and its Update.

Unit-III:*Ethical Journalism*

Codes of Conduct for Professional Journalism- Institutional Self-Regulation.
Digital Ethics-Code of Conduct for Digital Journalists.
Virtue Ethics and Journalism. Virtue Epistemology.
Making of an Ethical Journalist-Mindful Journalism.
Working Journalist, Labour Issues, Professional Associations and Unions.

Unit-IV:*Engaged Journalism*

Journalistic Metamorphosis and The Networked Ecology-Participatory, Networked and Convergent Journalism
Audience-Centric Journalism- Active Audience. News as Conversation: Not Just Informing but Involving the Audience. Why Engagement Matters-Face-to-Face Engagement.

Collaborative Journalism and User-Generated Content- Citizens Journalism. Local and Hyperlocal Journalism- Digital Neighbourhood. Raise of Citizens Journalists, Lay Experts and Bloggers.
Alternative Journalism: Claims and Challenges. News Media Activism- Controversies in Use of Journalism for Activism

Unit-V:*Theories of News*

Normative Approach to Journalism. Classical and Modern Approach-Roles and Function of News Media-Its Revisions.
News and Public Sphere (Habermas). Market Vs public Sphere Models. News as Public Good-Fourth Estate-News Public Interest and Democracy. Propaganda Model-Computational Propaganda. Infotainment.
Theorizing Journalism- Gatekeeping theory. Public Opinion Agenda Setting and Media

Framing Theory, Spiral of Silence. Impact of Social Media on Public Opinion. Third-Person Effects, Hostile Media Influence.

Mediating the News- Hierarchical Model (Pamela Shoemaker)

Future of Journalism-Artificial Intelligence-Robot Journalism. Big Data, AI, Surveillance and Privacy and Deep Fakes.

CourseSpecificSkills

To introduce learners to the practice of professional journalism and current challenges.	To introduce the learners to foundational principles and basic canons of professional journalism.	To provide critical insights into the historical context of the development of journalism.	To provide learners theoretically oriented empirical evidence for the functions of journalism in society.	To orient learners to best ethical practices and code of conduct and encourage them to strive to become ethical journalists.

ReferenceBooks

Key Text Books

1. Calcutt, A., & Hammond, P. (2011). Journalism Studies: A Critical Introduction. Routledge.
2. Patterson, T. E. (2013). Informing the News. Knopf Doubleday Publishing Group.
3. Natarajan, J. (n.d.). History of Indian Journalism -History of Indian Journalism
4. Rao, S. (2019). Indian Journalism in a New Era: Changes, Challenges, and Perspectives. Oxford University Press.
5. Bonea, A. (2016, August 1). The News of Empire: Telegraphy, Journalism and the Politics of Reporting in Colonial India, c. 1830–1900. Oxford University Press.

References

6. Schudson, M. (2018). Why Journalism Still Matters. John Wiley & Sons.
7. Kovach, B., & Rosenstiel, T. (2014). The Elements of Journalism, Revised and Updated 3rd Edition: What Newspeople Should Know and the Public Should Expect. Crown.
8. Wahl-Jorgensen, K., &Hanitzsch, T. (2019). The Handbook of Journalism Studies. Taylor & Francis.
9. Borden, S. (2013). Journalism as Practice: MacIntyre, Virtue Ethics and the Press. Routledge.
10. Beever, J., McDaniel, R., &Stanlick, N. A. (2019). Understanding Digital Ethics: Cases and Contexts. Routledge.

Web Resources

11. American Press Institute :https://www.americanpressinstitute.org/
12. International News Services (INS) :http://www.newsservice.org/
13. Poynter Institute :https://www.poynter.org/
14. The International Center for Journalists (ICFJ) :https://www.icfj.org/
15. The European Journalism Centre :https://www.ejc.net/
16. Global Investigative Journalism Network :https://gijn.org/.

Course Outcomes

1. Set personal and professional goals for acquiring skill sets for a career in journalism and allied industries.

2. Demonstrate respect for evidence and a scientific attitude towards journalism practice.

3. Ability to identify key historical and news events and create interactive timeline charts using spreadsheets and apps.

4. Explain the pros and cons of a normative perspective on the role of journalism in society.

5. Make evidence-based ethical decision making and engage in mindful journalism practices.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	3	3	3
PSO 2	3	2	3	2	3
PSO 3	3	3	3	3	3
PSO 4	2	3	2	3	3
PSO 5	3	3	3	3	1

Semester-I

1.3.News Gathering and Reporting (Practical)

CourseSpecificObjective

Students will learn how to find news and news sources, including brainstorming, story pitch, pool reporting, enterprise reporting, and explanatory journalism. They will explore different types of beats and news hotspots, including routine news assignments and breaking news.

HoursPer Week					Credits
Lecture	2	Tutorial	-	Practical	4	4

Unit-I:*Principles of News Reporting*

News Values and Newsworthiness-5W-1H Model. Digital News. News in the Context of Instant Messaging, and Social Media, Mobile Phones. News Sharing "Share worthiness".
Role and Responsibility of Reporters. Taking a Mobile First Approach-Merits and Demerits.
Principles of Reporting. What Makes a Good Journalist? Personal Characteristics of Reporters-Curiosity, Motivation, Truthfulness.
Changing Attitudes to Fit the Mobile and Social Media Landscape- Mobile and social media – Two Sides of the Same Coin.
Role of Metrics in Journalistic Practices. Performance Indicators for Reporters and Workload.

Unit-II:*Finding News and News Sources*

Finding Story Ideas-Brainstorming. Story Pitch. Pool Reporting - Pack journalism. Enterprise Reporting. Explanatory journalism.
News Sources- People, Experts, Stakeholders, News Releases- News Agencies- Follow Up Stories. Personal Social Networks. Professional Networks.
Reporter-Source and Owners Relationship- Trust -Non-Disclosure Principal vs Public Interest.
- Reporter-Source Relationship-Using Social Media for Reporting- Issues and Challenges- Best Practices. Tools for Tracking Social Media Handles and #Hashtags.

Unit-III:*Skill Sets*

Traditional Techniques for News Gathering. Preparation for Covering News. Gathering and Recording Evidence. Note Taking, Voice Recording, Mobile Images, Screenshots.
Interviewing Skills for Journalists. Types of Interview-Questions-Guidelines. Interviewing Experts. Developing Conversation Skills.
Observation Skills for Journalist. Reporter as Participant Observer. Observational Techniques-Unobtrusive Measures-Listening Skills.
Online Scoping Research and Document Sources- Government and Statistical Documents and Reports. (Questioned Document Forensic). Quick Checking Credibility.

Unit-IV: *Reporting Fieldwork*

Reporting for Convergent Media-Using Apps for Mobile-First and Social First Approach - Risk and Opportunities.
Basic News Structure for Reporting for Multiple platforms.
Qualities of Good News Story-Reporters Perspective. Getting the First Draft Quickly.
Blip Culture: The Power of Brief News (Instant Messages, Posts, Notifications).

Unit-V:*Routine Assignments and Culture, Lifestyle, and Sports Reporting*

Beat System and News Routines. Different Types of Beats-Crime, Courts, Energy. Water, Corporation. Education, Health. News Hotspots.
Pitfalls and Problems in Reporting. Cultivating Source-Rapport Building-Common Traps In News Reporting, Censorship and Self-Censorship. Pitfalls and Problems in Reporting. Reporting Sensitive Story Leaks. Breaking News and Scoop.
Types of Routine News Assignments. Covering Speeches, Press Conferences, Meetings, Covering Special Events and Pseudo-events (Information Subsidy). Doing Profiles and Obituaries. Civic Issues. Weather and Tragedies---Reporting Human Interest Stories.
Arts, and Culture Reporting. Covering Film, Art and Aesthetics, Music, Leisure, Fashion,

Tourism, Architecture, Literature, Food.
Covering Popular Culture- Cultural Journalism. Covering Creative and Entertainment Industries. Celebrity Interviews, Writing Profiles. Lifestyle and Leisure Reporting. Life Hacks. Alternative Health. Sports Journalism-Reporting on Gaming industry.

CourseSpecificSkills

To build the capacity of learners to acquire a sense of news and newsworthiness	To display the ability to identify potential news stories and various sources of preparing the news story	train learners in various techniques of news reporting	employ various fieldwork-based techniques of news reporting and writing across multiple platforms	sensitize learners to the routine news assignments and beat systems and to engage in local, communiy-level issues for pitching for a story

ReferenceBooks

Key Text Books

1. M.V, K. (2009). The Journalist's Handbook. Vikas Publishing House Pvt Limited.
2. Rich, C. (2015a). Bundle: Writing and Reporting News: A Coaching Method, Loose-leaf Version, 8th + MindTap Communication, 1 term (8 edition). Cengage Learning.
3. Keeble, R., & Reeves, I. (2014). The Newspapers Handbook. Routledge.
4. Trujillo, T. (2017). Writing and Reporting - News You Can Use. Focal Press.
5. Usher, B. (2020). Journalism and Celebrity. Routledge.
6. Morrison, J., & James (Reader in Journalism Morrison, Reader in Journalism Robert Gordon University Aberdeen). (2019). Essential Public Affairs for Journalists. Oxford University Press.

References

7. Filak, V. F. (2021). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. SAGE Publications.
8. Harcup, T. (2009). Journalism: Principles and Practice. SAGE.
9. Batsell, J. (2015). Engaged Journalism: Connecting with Digitally Empowered News Audiences. Columbia University Press.
10. Bender, J., Davenport, L., Drager, M., & Fedler, F. (2011). Reporting for the Media (10 edition). Oxford University Press.
11. Mencher, M. (2010). Melvin Mencher's News Reporting and Writing (12th edition). McGraw- Hill Education.

Web Resources

12. Society of Professional Journalists (SPJ) (https://www.spj.org/)
13. Investigative Reporters and Editors (IRE) (https://www.ire.org/)
14. Reporters Without Borders (RSF) (https://rsf.org/)
15. International Center for Journalists (ICFJ)(https://www.icfj.org/)
16. Tow Center for Digital Journalism(https://towcenter.columbia.edu/)

Course Outcomes

1. Identify newsworthiness of a set of information using the established criteria of news value and shareability

2. Develops a story idea or research question and appropriate sources of information

3. Conduct interviews for reporting, make careful observations, and use appropriate apps for newsgathering

4. Create short news stories based on first-hand field experience and adapt the content to various media platforms

5. Gather and report news from routine news sources using established procedures

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO 3	2	3	1	3	2
PSO 4	3	2	3	2	3
PSO 5	3	3	3	3	3

Semester-I						
1.4.Communication Design (Theory)						
CourseSpecificObjective						
TheCourse equips students to excel as multimedia journalists in today's dynamic media landscape.						

HoursPer Week						Credits
Lecture	3	**Tutorial**	-	**Practical**	2	3

Unit-I:*Conceptualizing Communication Messages and Products*

Content creation - Writing skill - Mind map, Brainstorming tools

Unit-II:*Usage of Computer in Creating Communication Messages*

Fundamentals of Computer - Word Processing Software - Editing and Formatting Applications

Unit-III:*Presentation of Messages to the context*

Infographic Presentation - Presentation skills - Presentation Software

Unit-IV: *Layout and Framing of Messages*

Layout Formulation - Page Layout Software - Desktop Publishing Software

Unit-V:*Graphics and Images*

Visual Content Creation - Image Processing Software - Image Manipulation and Image Editing Software

<mark>CourseSpecificSkills</mark>

Identifytheneedfor featurewriting	Explain the needandsignificanceoffeaturewriting	Understandingabout society,contextandrelatedchallenges	Develop ability tocollect informationthrough systematicresearch	Developsensiblefeaturedinformation to Bepublishedin media

Reference Books

CourseObjective	CourseSpecificSkills	PSO	CognitiveLevel
The Course informsabout the concepts offeature writing andalso,inculcatesthe necessary skills forwriting	Identify the need forfeaturewriting	PSO-1	R
	Explaintheneedand Significanceoffeature writing	PSO-1	U
	Understanding aboutsociety, context andrelated challenges	SO-2	An
	Develop ability tocollectinformation through systematicresearch	PSO-4	Ap
	Develop sensiblefeaturedinform ationto Bepublished inmedia	PSO-5	C

MappingCourseObjectivewithProgrammeLearningOutcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Courseinfor msaboutth econcepts offeaturewr iting andalso,inc ulcatesthen ecessaryski llsfor writing	H	H	H	L	H	L	M	M	M

Semester-I						
1.5.1Communication Laws - Elective						
CourseSpecificObjective						
Thiscourse Communication Laws, provides an in-depth understanding of the Indian Constitution and its impact on communication laws.						
HoursPer Week						**Credits**
Lecture	5	**Tutorial**	-	**Practical**	-	3

Unite-I:*Indian Constitution*

Foundations of the Indian Constitution.
Indian Constitution from Communication Perspective
Salient Features of The Indian Constitution. Importance of Articles 21 and 32.
The Parliament-Directive Principles. Constitutional Amendments.
Fundamental Rights and Duties- Article 19 1 (A)– Various Freedoms and Reasonable Restrictions
Centre-State Relationship. State, Central and Concurrent List

Unit-II:*Freedom of Speech and Expression*

Concept of Positive and Negative Liberty. Free Speech and Private Properties.
Press Freedom. Philosophy of Free Speech. Free Speech and Its Limits. Freedom of Press and Regulations.
Hate Speech and Censorship in India. International Instruments on Free Speech and Expression.
Social Media as an Alternate-Censorship in Social Media- Privatization of News Regulation- are Social Media Companies Platforms or Publishers. Shadow Banning. Algorithmic Downgrading in Recommender Systems.

Unit-III:*Media-Related Acts and Regulations*

Books and Registration Act. Registration of Newspapers Working Journalist Act. Press Council of India; Cinematograph Act.
Press Council of India; Official Secrets Act-Journalistic Defence Obscenity and Pornography- Censorship. Privileges of Parliament.
Defamation, Libel, Slander-Contempt of Court.
Landmark Cases related to Media. Cases relating to freedom of expression and press
Content Regulation in Broadcast News. Government Agencies, Trade Associations, Institutions related to Media Monitoring and Regulations-Ministry of I and B. Prasar Bharati, TRAI, INS, BARC.

Unit-IV:*Intellectual Property Rights and Internet Governance*

Intellectual Property Rights (IPR)- Concept of Innovation, Invention and Discovery.
Intellectual Property Rights- Trademark, Patents, Geographical Indicators, and Secret and Confidentiality in IPR,
Internet Governance International Conventions and Applications. WIPO. Copyright and Fair Use. Net Neutrality. (Facebook Basics Case)
Various Government Notifications on social media and Internet Regulations. Internet Access and Broadband as Basic Rights. Role of Electronic Frontier Foundation (EFF) in Internet Governance.
Social Media and other Digital Media/Platform Notifications of Government of India

Unit-V:*Laws Related to Information*

Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and social media, Cyber Laws of other countries

IT Act 2000 and its amendments. Limitations of IT Act 2000.
Right to Information Act. Using RTI as a Reporting Tool.
Media and Privacy- Privacy Bill in India and in Other Countries. Right to Data Privacy-
Relevant Sections of The IT ACT-Section 43A and Section 72 A.
Sensitive Personal Data or Information) Rules, 2011 (″SPDI Rules"). Protection of Personal
Information (PI) and Sensitive Personal Data and Information (SPDI)-Draft PDP Bill, 2019.
Right to be Forgotten-Key Challenges and Debates.(EU's Digital Services Act, 2023)

CourseSpecificSkills

provide a general orientation to learners on the Indian constitution, its history, and development	understand and apply the principles and laws of freedom of speech and viewpoint diversity.	provide orientation and examine legal issues and case laws related to media and journalism practices.	introduce and analyze intellectual property rights relevant to journalism practice in the Indian and global context.	recognize the ethical, legal, and socio-economic issues surrounding information and technology.

ReferenceBooks

Key Textbooks
1. Powe, L. A., Jr. (2020). Media Law: A Very Short Introduction. Oxford University Press, Incorporated.
2. Mishra, A. K. (2020a). Cyber Laws in India - Fathoming Your Lawful Perplex. Notion Press.
3. Stewart, D., & Stewart, D. R. (2017). Social Media and the Law: A Guidebook for Communication Learners and Professionals. Taylor & Francis.
4. Thomas, P. N. (2011a). Negotiating Communication Rights: Case Studies from India. SAGE Publications India.
5. Basu, D. D. (1986). Law of the Press. Prentice-Hall of India.

References
6. Belmas, G., & Overbeck, W. (2014). Major Principles of Media Law, 2015. Cengage Learning.
7. Bobbitt, R. (2015). Exploring Communication Law: A Socratic Approach. Routledge.
8. Lee, W. E., Stewart, D. R., & Peters, J. (2017). The Law of Public Communication. Routledge.
9. Caristi, D., & Davie, W. R. (2018). Communication Law: Practical Applications in the Digital Age. Routledge.
10. Caristi, D. G., Davie, W. R., & Cavanaugh, M. (2015). Communication Law. Routledge.

Web Resources
11. Harvard Journal of Law & Technology - https://jolt.law.harvard.edu/
12. Yale Journal of Law and Technology - https://digitalcommons.law.yale.edu/yjolt/
13. Journal of Media Law - https://www.tandfonline.com/toc/rdml20/current
14. Federal Communications Commission - https://www.fcc.gov/
15. World Intellectual Property Organization - https://www.wipo.int/
16. Civil Liberties Union - https://www.aclu.org/
17. Center for Democracy & Technology - https://cdt.org/
18. Media Law Resource Center - https://www.medialaw.org/

Course Outcomes

1. Outline the major features of the Indian constitution relevant to the practice of professional journalism.

2. Identify the scope and limits to free speech through a close reading of legal cases.

3. Highlight and summarize legal issues in a developing news story that facilitates or constrains the free and independent practice of journalism.

4. Analyze and summarize terms of agreement of different platforms on the use of digital media services and content.

5. Participate in critical discussions in person or online regarding the scope and limits of current IT laws.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	2	3	3	3	2
PSO 2	3	3	1	3	3
PSO 3	3	2	3	2	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

Semester-I

1.5.2 Persuasive Communication (Theory)-Elective

CourseSpecificObjective

The students will have a comprehensive understanding of the emerging trends, challenges, and opportunities in persuasive communication. They will be equipped to apply their knowledge to create innovative and impactful persuasive messages while being mindful of ethical issues and responsible use of persuasive technology.

HoursPer Week					Credits
Lecture	5	Tutorial	-	Practical	-	3

Unit-I:*Nature and Scope of Persuasion*

Nature and Scope - Definitions - Persuasion, Propaganda, History - Rhetoric and Public communication, Propaganda, Why Study Persuasion?, Aims and Goals, Persuasion is not a Dirty Word, Persuasion is Our Friend, The Pervasiveness of Persuasion: You Can Run But You Can′t Hide.
Basic Concepts - Basic Concepts - Values, Beliefs, Attitudes. Persuasive Rhetoric and the Brain: Multimodality,What Constitutes Persuasion?, Pure Versus Borderline Cases of Persuasion, Limiting Criteria for Defining Persuasion, Intentionality, Effects, Free Will and Conscious Awareness, Symbolic Action, Interpersonal versus Intrapersonal
Traditional Principles of Persuasion - Rhetoric (Appeals) - Language - Argumentation - Reasoning - AIDA - PAN and its updated Variant. Advertising as Persuasion. Implicit Versus Explicit Memory.
Persuasion in the Sciences, Persuasion in the Arts, Other Not-So-Obvious Contexts for Persuasion, Weird Persuasion, Persuasion in Interpersonal Settings.
Four Benefits of Studying Persuasion, The Instrumental Function: Be All That You Can Be, The Knowledge and Awareness Function: Inquiring Minds Want to Know, The Defensive Function: Duck and Cover, The Debunking Function: Puh-Shaw
about Persuasion Foster Manipulation?, Are Persuasion Findings Too Inconsistent or Confusing?, Ethical Concerns About the Use of Persuasion.

Unit-II:*Psychological Approaches to Persuasion*

Co-active Approach - Framing and Reframing. Brown and Levinson′s Politeness Strategies Attribution Theory, Social Judgment Theory, Cognitive Dissonance/Balance Theory, Polarization of AlternativesRokeach′ Comprehensive theory of change. Social Learning, Problematic integration theory (PI).
Dual Process Model. Elaboration likelihood Model MAIN Model (Modality, Agency, Interactivity, Navigability).
Narrative and Argument Advertising - Transportation-Imagery Model. Processing Narrative versus Argument. Factors Influencing Cognitive Attention, Mental Imagery, Emotional Involvement. Individual Factors Influencing Transportation and Message Factors Influencing Transportation.
Persuasive Rhetoric and the Brain, Multimodality and Neurobiology, The Neuro-Cognitive Model of Multimodal Rhetoric, Framing Perception With Media.
Narrative and Persuasion, Dress and Natural [Neural] Codes: Smell,, Setting, and Audience, Persuasion of Change, Persuasion, Perception, and the Law, Applications in Production of Materials, A Neurorhetorical Analysis of a Multimodal, Multimedia Persuasive Message.
Language and Persuasion, Symbols, Meaning, and Persuasion: The Power of Babble, Connotative and Denotative Meaning:, Aphorisms, Familiar Phrases, and Persuasion, Language Intensity, Powerless Language and Persuasion Conformity and Influence in Groups ,Conformity as Persuasion: In With the Crowd.

Unit-III:*Effective Message Design*
Theory of Planned Action, Berger's Planning Theory. Greene's Action Assembly Theory, Delia's Constructivism. McGuire's Classic Input-Output Framework for Constructing Persuasive Messages. Osgood's Semantic Meaning Theory Role of Images in Messages. Messaris' Visual Persuasion Theory. Analyzing Persuasive Messages Using Semiotics. Message Processing Frameworks. Capacity Theory of Attention and Message Response Involvement (CRA) Theory. Media Channel: Issues Fixed versus Mobile Advertising. Receiver Issues: Captive versus Mobile Audiences. Cognitive Resource Allocation Framework. Quadrant Uncommon Bond. Quadrants (Traveling. Salesperson, Moving Target. Chance Encounter). Using CRA to Maximize Advertising Effectiveness. Resource Matching Hypothesis. Achieving Cognitive Congruency Through Message Design. Credibility Is a Receiver-Based Construct, Credibility Is a Multidimensional Construct, Credibility Is a Situational/Contextual Phenomenon, Credibility Is Dynamic' Credibility and Image Management, Interpersonal Credibility, Impression Management, Facework, and Accounts, Strategies for Enhancing One's Credibility

Unit-IV:*Emerging Models*
Theories of Emotion Appeal Engagement and Empowerment in Marketing Communications. The Role of Emotion in Persuasion. Measuring Emotions. Nonverbal Measures of Emotional Response. Emotional Response Modeling. The Neurology of Emotion. Fear Appeals Reflexive Persuasion Game. The Persuasion Knowledge Model (PKM) PKM Antecedents Processing and Outcomes. Emerging Neuromarketing Approach-Brain-Based Persuasion Model. Ramachandran's Nine Principles. Neuro-Cognitive Model of Multimodal Rhetoric. Framing Perception With Media. Persuasion and Decision Making-Behavioral Economics Approach-Cognitive Biases and Heuristics. Nudge-Choice Architecture-Default Settings.

Unit-V:*Persuasion Strategies*
Common Persuasion Strategies and Tactics. Cialdini Robert B. Influence Model- Pre-suation" Model. Strategy Choice Models. Creative Strategies in Designing Messages for Advertising, Promotions. Word of Mouth: What's the Buzz?, Social Media: Rise of the Machines, Tipping Points, Über Influencers, Orchestrating the Next Big Thing, Infectious or Inexplicable?, Gamification Brands and Branding: Brand Personality, Authenticity: Keeping It Real, Cause-Related Marketing: The Feel-Good Factor, Sloganeering, Sponsorship. Visual Persuasion, The Power of Images, How Images Persuade, Iconicity: Bearing a Resemblance, Indexicality: Seeing Is Believing, Syntactic Indeterminacy, Art As Persuasion. Cinematic Persuasion: Sex, Drugs, and Popcorn, How Movies Persuade, Exporting Values Abroad, Promoting Popular Culture, ModelingBehavior: Social Proof, Cultivation Theory: It's a Mean, Scary World, Viewer Identification, Perpetuating Stereotypes. Images in Advertising, Visual Extravaganzas, Anti-Ads: You Can't Fool Me, Image-Oriented Advertising: Materialism as Happiness, Shock Ads: Edgy Images as Persuasion, Photojournalism as Persuasion: The Camera Does Lie, Photographic Deception. Communication by Design-Fogg's Persuasive Technology Design Model

CourseSpecificSkills				
understand the basic concepts in persuasive communication.	identify evidence-informed message design strategies.	analyze message and audience using established scientific theories.	create messages and persuasive tactics to match the suite different audience segments.	create conceptual models for persuasive technology design.

ReferenceBooks

Key Textbooks

1. Jones, J. G., McClanahan, A., & Sery, J. (2022). Persuasion in Society. Routledge.
2. Cialdini, R. (2016). Pre-Suasion: A Revolutionary Way to Influence and Persuade. Random House.
3. Cialdini, R. B. (2021). Influence, New and Expanded: The Psychology of Persuasion. HarperCollins.
4. Dillard, J. P., & Shen, L. (2013). The SAGE Handbook of Persuasion. SAGE.

References

5. Cialdini, R. B. (2021). Influence, New and Expanded: The Psychology of Persuasion. HarperCollins.
6. Dillard, J. P., & Shen, L. (2013). The SAGE Handbook of Persuasion. SAGE.
7. Gass, R. H., & Seiter, J. S. (2015). Persuasion: Social Influence and Compliance Gaining. Routledge.
8. Jones, J. G., McClanahan, A., & Sery, J. (2022). Persuasion in Society. Routledge.
9. Kim, J. (2018). Persuasion: The Hidden Forces That Influence Negotiations. Routledge.
10. Kolenda, N. (2013). Methods of Persuasion: How to Use Psychology to Influence Human Behavior. Kolenda Entertainment, LLC.
11. Marcus, A. (2015). Mobile Persuasion Design: Changing Behaviour by Combining Persuasion Design with Information Design. Springer.
12. Morin, C., &Renvoise, P. (2018). The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime. John Wiley & Sons.

Web Resources

13. Journal of Consumer Research: https://academic.oup.com/jcr
14. Journal of Advertising: https://www.tandfonline.com/toc/ujoa20/current
15. Journal of Persuasion, Social Influence, and Compliance Gaining: https://www.tandfonline.com/toc/hpsi20/current
16. Sales & Marketing Executives International: https://www.smei.org/
17. Direct Marketing Association: https://thedma.org/
18. Advertising Research Foundation: https://thearf.org/

Course Outcomes

1. To enumerate and differentiate different elements of effective persuasive messages.

2. To analyze, interpret and report on messages in written and visual forms to identify deep structures and meaning.

3. Apply best practices in message design to make a presentation and make a story pitch on any given topic.

4. To interpret scientific research on persuasive message and incorporate insights into a formal usable statement for action.

5. To analyze and report any mobile app from a persuasive design perspective.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO 3	2	3	1	3	2
PSO 4	3	2	3	2	3
PSO 5	3	3	3	3	3

Semester-II					
2.1 Mediated Communication (Theory)					
CourseSpecificObjective					
The course offers an overview ofMediated Communication (Theory)the historical and theoretical background of mass and mediated communication, as well as thepsychological effects of social and mobile media.					
HoursPer Week					**Credits**
Lecture	6	**Tutorial**	-	**Practical**	-	5

Unit-I:*Traditional Media and CMS Effects*

Origins of Mass Communication-Mass Society, Power Effects Thesis, Propaganda Model, Passive andActive Audiences.

Rise and Fall of Mass Communication, Audience Fragmentation and Media Balkanization

Functions of Mass and Mediated Communication- Brief History of Computer Mediated Communication(CMC).

Characteristics of New Media-Uses and Gratification of Social Media- Transportation Mode-Expectancy-Value Theory-Media Richness. Competence Model. Media and Channel Use Theories.

Media and CMC Effects Theories-Personal Influence, Selective Perception, and Limited Effects-Cultivation theory.

Media Effects Research Tradition. An Overview of Psychological Effects of Social and Mobile Media.

Unit-II:*Communication Ecology Perspectives*

Media and Communication Ecology Perspective.

Harold Inns Legacy and Marshall McLuhan′s Medium Theory.

Media Ecology and Mediatization, Remediation.

Media and Socialization.

Ball-Rokeach′s Communication Infrastructure Theory.

Media Multiplicity Theory (Caroline Haythornthwaite).

Media and Cultural Production, Presentation of Self Online (Ervin Goffman).

Critical Cultural Perspectives: Interpretations of Media Influences on and Society

Unit-III:*Cognitive, Memory, and Emotional Effects of Media*

Communication and Cognition- Relevance, Limited Capacity Model.

Social Information Processing Theory (Walther). .

Cognitive Approach to Mass Communication- Social Cognitive Theory.

Memory and Emotional Effects of Mediated Communication.

Emergence of Media Neuroscience. Information Processing Models.

Unit-IV: *Emerging Theoretical Perspective*

Digital Play and Media Transference. Media Transformations (Mark Poster).

Theory of Interactive Media Effects. Social Expectations Theory.

Media Equations. Media Dependency. Media Transformations.

Social Informatics Approach to Mediated Communication.

Communicating with Objects-Actor Network Theory.

Jean Baudrillard′s The Revenge of the Crystal.

Approaches to Human-Computer Interaction(HCI)-Affordances, Usability, UX

Human-Brain Interaction (BCI), AI and Communication.

Persuasive Technology Design-Attention, Dependencies, and Distraction.

Unit-V:*Communication Systems and Networks*

Social Systems Approach to Communication-Cybernetics and Self-organization. Latané′s Dynamic.

Social Impact Theory. Castells′ and van Dijk′s Network Society.

Media-Influence Diffusion of Innovation, Differential Adaptation Theory and Contagion

theories (Social, behavioural etc.). Information Flow Models. Mimetics- Memes and Discursive Power of Memes. How ideas Spread-Jenkins' Spreadable Media Theory, Virality, and Self-Organization, Emergence. Autopoiesis, Critical Mass, Tipping Point- Infodemiology.				
CourseSpecificSkills				
orient learners to classical and emerging theories of mediated communication.	comprehend the role and function of media in public opinion formation.	distinguish between various effects of mediated communication	help learners track and appraise emerging trends in communication theories and research.	help learners understand theories of communication systems and how ideas spread in a media-rich world.
ReferenceBooks				

Key Text Books

1. Shyam Sundar, S. (2015). The Handbook of the Psychology of Communication Technology. John Wiley
2. & Sons.
3. Konijn, E. A., Utz, S., Tanis, M., & Barnes, S. B. (2008). Mediated Interpersonal Communication.
4. Routledge.
5. Carr, C. T. (2021). Computer-Mediated Communication: A Theoretical and Practical Introduction to
6. Online Human Communication. Rowman & Littlefield.
7. de Mooij, M. (2013). Human and Mediated Communication around the World: A Comprehensive Review
8. and Analysis. Springer Science & Business Media.
9. Gunter, B. (2015). The Cognitive Impact of Television News: Production Attributes and Information
10. Reception eBook: Gunter, B.: Amazon.in: Kindle Store

References

11. Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). An Integrated Approach to Communication
12. Theory and Research. Routledge.
13. Sparks, G. G. (2015). Media Effects Research: A Basic Overview. Cengage Learning.
14. Siapera, E. (2017). Understanding New Media. SAGE.
15. Blumberg, F. C., & Brooks, P. J. (2017). Cognitive Development in Digital Contexts. Academic Press.
16. Donsbach, W. (2015). The Concise Encyclopedia of Communication. John Wiley & Sons.

Web Resources

17. Journal of Computer-Mediated Communication - https://onlinelibrary.wiley.com/journal/10836199
18. New Media & Society - https://journals.sagepub.com/home/nms
19. Media, Culture & Society - https://journals.sagepub.com/home/mcs
20. Communication Research - https://journals.sagepub.com/home/crx
21. Mobile Media & Communication - https://journals.sagepub.com/home/mmc

Course Outcomes

Analyse and interpret systems of mediated communication.

Critically evaluate public opinion surveys and polls.

Outline and write a reflexive essay on the effects of media on self and the other.

Analyze and interpret developments in mediated communication using multiple theoretical lenses.

Identify key factors driving the spread of information and virality.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	2	3
PSO 2	3	3	3	3	3
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	2
PSO 5	2	3	2	3	3

Semester-II					
2.2 In-depth News Reporting					
CourseSpecificObjective					
This course on In-depth News Reporting provides students with the necessary skills and techniques for reporting on a variety of social, political, and economic issues					
HoursPer Week					**Credits**
Lecture	6	**Tutorial**	-	**Practical**	-	5

Unit-I:*In-Depth Reporting*

In-depth and Specialist News Reporting. Developing Expertise. Learning Techniques.
Reporting Social Issues and Making Social Work News-Covering Social Welfare Schemes-Child Protection Guidelines for Media. Understanding and Reporting on Central and State Government Development Schemes. Media and Non-governmental Organization (NGOs).
Reporting on Civic Issues-News and Conflict and Trauma. News and Conflict. Dealing with Sensitive Issues Cases– Trauma Reporting-Interviewing.
News and Gender. News Media Coverage of Gender Issues. Women, Children, and Victims of Crime.

Unit-II:*Covering Crime and Punishment*

Portrayal of Crime and Police in Media. Role of Media in Crime Prevention Impact of Mass Media on Crime and Delinquency. Types of Crime Reporting.
Moral Panic Vs Political Correctness-The Debate. Fear of Crime De-Sensitisation of People. Media and Spread of Rumours.
Contemporary Forms of Crimes. Role of Criminal Justice-Law Enforcement.

Unit-III:*Covering Courts*

Covering Courts-Contempt of Court- Basics of Legal Research for Journalists.
Understanding Indian Judicial System-Criminal Court. Provisions of The Indian Penal Code and Criminal Code. The Criminal Procedure Code. Law of Evidence.
Law of Evidence – Significance of Evidence – Types of Evidences – Fact in Issue-Admissibility and Relevancy.
Fair Trial- Media Trials. Judicial Presumptions. Presumption of Fact – Burden of Proof. Types of Court Judgements.

Unit-IV:*Political Reporting*

Indian Political Systems. Election Systems. Election Campaigns. Guidelines on Covering Indian Parties.
News and Election- Paid News and Regulations' Covering Elections and Election Campaigns. Opinion Polls Reporting Exist Pools. Pollster Disclosures Standards. Role of Social Media in Elections.
Covering Legislation- Parliamentary Privileges.
Understanding Policy Making- Conducting Policy Research- Evidence-based Policy Making. Reporting on Social Media and Politics.

Unit-V:*Covering Business and Economy*

Business and Financial Systems in India. Covering Business Ecosystem.
Reporting on MSME and Non-formal Sector. Business Reporting-Consumer Rights.
Finance Reporting-Types of Business, Finance and Economic Reportage. Business, Economic and Financial Data Sources.
Finance Reporting-Stock Markets, Investors, Banking Systems, RBI.

Economic Issues in India. Economic Indicators. Covering Labour and Workers Unions. Covering Consumers (Consumer's Price index and Cost of Living Indices).

CourseSpecificSkills				
instill a sense of curiosity and social commitment to dig deeper into news stories using basic investigative techniques.	evaluate news stories on crime and criminal procedures and follow best practices on reporting crime.	comprehend Indian judicial systems and parliament/legislation and construction of relevant news stories.	evaluate news stories on politics and follow best practices on political reporting.	write news stories on business and economic issues and follow guidelines for best practices on business reporting.

ReferenceBooks

Key Text Books

1. Alexander, S. L. (2004). Covering the Courts: A Handbook for Journalists. Rowman& Littlefield Publishers.
2. Bayles, F. (2012). Field Guide to Covering Local News. CQ Press.
3. Bhardwaj, H. R. (2019). The Criminal Justice System in India. Konark Publishers Pvt.Limited.
4. Chakrabarty, B. (2008). Indian Politics and Society since Independence: Events, Processes and Ideology. Routledge.
5. Hayes, K. (2014). Business Journalism: How to Report on Business and Economics. Apress.

References

6. Maguire, M. (2014). Advanced Reporting: Essential Skills for 21st Century Journalism. Routledge.
7. Jewkes, Y. (2015). Media and Crime. SAGE.
8. Bose, D. (2016). Media trials and the dark side of broadcast media in India: Do we really need to believe what's on TV?
9. Hanusch, F., &Fürsich, E. (2014). Travel Journalism: Exploring Production, Impact and Culture. Springer.
10. Steen, R. (2014). Sports Journalism: A Multimedia Primer. Routledge.

Web Resources

11. National Association of Broadcasters - https://www.nab.org/
12. Society of Professional Journalists - https://www.spj.org/
13. Online News Association - https://journalists.org/
14. International Association of Journalists - https://www.ifj.org/
15. Investigative Reporters and Editors - https://www.ire.org/

Course Outcomes

1. Formulate questions and locate news sources for in-depth and specialized reporting.

2. Locate relevant sources for reporting on crime and criminal proceedings, fact-check, and prepare a news capsule.

3. Locate relevant sources for reporting on judicial systems and legislature, fact-check, and prepare a news capsule based on field reporting.

4. Locate and evaluate relevant sources for reporting on politics and prepare a news capsule on a developing story.

5. Evaluate scope and content of sources for reporting on business and economics and prepare a news capsule on a topical subject.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	2	3	3
PSO 2	3	1	3	2	3
PSO 3	2	3	3	3	2
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

Semester-II					
2.3 MediaProductionTechnique-I					
CourseSpecificObjective					
Itaimstoprepare studentsforafutureinadigitalandinterconnectedworldby providingthe skills,knowledgeandunderstandingstotelltheirownstoriesandinterpretotherstories					
HoursPer Week					**Credits**
Lecture	4	**Tutorial**	-	**Practical**	2	4

Unit-I:*MediaProductionGenres*
FeaturedMessages -ThemeBasedMessages -FictionalMessages -Non-FictionalMessages
Unit-II:*AudioProduction*
PreparationforAudioProduction–Understandingtheinfrastructureandtoolsforproduction -Understandingtheinfrastructureandtoolsforproduction- FinalizationofAudioproductionforDissemination
Unit-III:*AudioVisualProduction*
PreparationforAudioVisualProduction-Understandingtheinfrastructureandtoolsfor production-Understanding theinfrastructureandtoolsforproduction- PreparingforEditingandMastering
Unit-IV:*AnimationandGraphicalProduction*
PreparationforAnimationandGraphicalProduction- TypesofAnimationandGraphicalProduction-ImplementationofConceptsandIdeas- Understandingtheinfrastructureand Toolsfor production
Unit-V:*EditingandMasteringTechniques*
AnalyzingtheNeedforEditing-LinearandNon-LinearEditing-PreparingParaelements for Editing- FinalMix and Rendering

CourseSpecificSkills				
Explainthegenresofmediaproduction	Understand theimportance ofAudioProduction	Experiencea nd Developskill s for Audio-VisualProdu ction	Explain thepreparation process of Animation andGraphics	Understand thetechniques ofEditing andMastering

ReferenceBooks

1. MichaelLangford:BasicPhotography,FocalPress.
2. Salkin,Glyn. SoundRecordingandReproduction. Oxford:FoculPress, 1996.
3. VasukiBelavadi(2008). VideoProduction, OxfordUniversityPress.
4. EstaDeFossard,JohnRiber(2005).WritingandProductionforTELEVISION&FILM,Sage Publication.

Course Outcomes

CourseObjective	CourseSpecificSkills	PSO	CognitiveLevel
It aims to preparestudents for a futurein adigital andinterconnected worldby providing theskills,knowledgea ndunderstandings to telltheir own stories andinterpretotherstori es	Explainthegenresof mediaproduction	PSO-1	R
	Understand theimportance of AudioProduction	PSO-2	U
	ExperienceandDevelops killsforAudio-Visual Production	PSO-5	Ap
	Explainthepreparation processofAnimation AndGraphics	PSO-4	C
	Understand the techniques of EditingandMastering	PSO-4	Ap

Mapping Course Objective withProgrammeLearningOutcomes

CourseO bjective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It aims topreparestude nts for afutureinadigit al andinterconne ctedworldbypr oviding theskills,know ledgeandunder standingsto telltheirown stories Andinterpre totherstories	H	H	H	L	H	H	M	L	L

Semester-II					
2.4 Basic Photography (Practical)					
Course Specific Objective					
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photography in various fields.					
Hours Per Week					**Credits**
Lecture	1	**Tutorial**	-	**Practical**	3	3

Unit-I:*Fundamentals of photography and it's concepts*

Basic Camera Operations - Camera Handling Skills – Camera - Photographic accessories

Unit-II:*Composition techniques and Visual Elements*

Compositing and Framing - Technical Skills – Viewfinder

Unit-III:*Classifications of Lens and it's uses*

Camera Lenses and Focal Length - Focusing Skills - Various types of Lens - Lens in digital gadgets

Unit-IV:*Perception of Light and Shadow*

Brightness, Darkness, Mood, Tone and Atmosphere - Artistic Skills - Lighting Kits for Photography - Light Meter

Unit-V:*Editing and Publishing*

Post Production - Editing skills - Image processing Application - Photo retouch

CourseSpecificSkills

Camera Handling Skills	Technical skills	Focusing Skills	Creative Skills	Editing skills

CourseOutcomes

CourseObjective	CourseSpecificSkills	PSO	CognitiveLevel
This course enablesthe students to findout theusesofCameraand lightings.It alsoinforms the students about theapplicationof photography in Variousfields.	CameraHandlingSkills	PSO-1	R
	Technicalskills	PSO-5	U
	FocusingSkills	PSO-5	U
	CreativeSkills	PSO-5	Ap
	Editingskills	PSO-5	Ap

MappingCourseObjectivewithProgrammeLearningOutcomes

CourseObjective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This courseenables thestudents tofind out theuses ofCamera andlightings. Italso informsthe studentsabout theapplicationofphotography in variousfields.	H	L	H	L	H	L	M	L	L

Semester II

2.5.1. FILM STUDIES

Course Specific Objective

Topreparethestudents tocreateandanalyzemovingimages,toproduceresearch,andtomake art.

HoursPer Week					Credits
Lecture	4	**Tutorial**	-	**Practical**	-	3

Unit-II Introducingtheconceptoffilmstudies

Definefilmand itsGenres-Originsoffilmstudiesasanacademicdiscipline-Narrativefiction, Documentary-Anthologyfilm,avant-gardefilm-

Unit-II: originanddevelopment

HistoryofFilm-Evolution and Development-Beginnings ofCinema,Silent EratoStudioEra-ParallelCinema,Liberalizationand IndianCinema-RiseofMultiplexCinema-

Unit-III: Filmtheoryandforms

GermanExpressionism,Italianneo-realism-Frenchnewwave,ThirdCinema-AuteurTheory,Feminist FilmTheory- QueerTheory,PostmodernistCinemaandCharacteristics

Unit-IV: UnderstandingFilmLanguageandessentialcharacteristicsoffilm

Mise-en-scene,Cinematography -Editingandsound,Colourasastorytellingelement – formalismand Neoformalism-TheorizingIndiancinema/Tamilcinema

Unit-V: Analyzingandinterpretingfilm

Filmandsemiotics-Anapproachtofilmanalysis-understandingaudienceexpectations-Cultural/historicalanalysis-Narrativeanalysis-

CourseSpecificSkills

Define theconcepts of FilmStudies	Traceout theorigin anddevelopme nt ofFilmstudies	Analyse andunderstand thetheories andfroms offilm	Understanding FilmLanguageandesse ntialcharacteristicsoffil m	Identify theneedforan alysingand interpreting afilm

ReferenceBooks

1.   AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford UniversityPress.NewDelhi.
2.   Historythroughthelens;PerspectivesonSouthIndianCinema;STheodoreBaskaran;OrientBlackS wan:2009
3.   DavidBordwellandKristinThompson(2010),FilmArt:AnIntroduction,McGrawHill.
4.   Baskaran,Theodore(1981)TheMessageBearers:TheNationalistPoliticsandtheEntertainmentMedi ainSouthIndia.

CourseOutcomes

CourseObjective	CourseSpecificSkills	PSO	CognitiveLevel
Topreparethestudents to create andanalyze moving images,to produce research,andtomake art.	DefinetheconceptsofFilmStudies	PSO-1	R
	Traceout theoriginand DevelopmentofFilm studies	PSO-1	U
	Analyse and understandthe theories and formsoffilm	PSO-1	An
	Understanding FilmLanguageandessential Characteristicsoffilm	PSO-5	Ap
	Identify the need foranalysing and Interpretingafilm	PSO-3	C

MappingCourseObjectivewithProgrammeLearningOutcomes

CourseObjective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
To preparethestudentstocreate andanalyze movingimages, toproducersearch,and tomake art.	H	M	H	L	H	L	M	M	L

Semester-II						

2.5.2 Development Journalism(Theory)

Course Specific Objective

ThecourseinformsthestudentsabouttheimportanceandtraitsofCitizenJournalism.Also, ThecourseintroducesthelearnerstotheimplementationofCitizenJournalismbyMediainstitutions.

Hours-Per Week						Credits
Lecture	4	**Tutorial**	-	**Practical**	-	3

Unit-I:R*eporting on Social Issues*

Emergence of Development Journalism- Its Nature, Need and Scope. From Development to Solution Journalism.
Social Science Reporting. Covering Socio Economic Development Issues. Human Development Indicators -UN Agencies-UNDP. Tip Sheets for Reporting
Covering Gender Issues, Human Development, Human Rights and Poverty.
Covering International Development Issues. Peace Journalism

Unit-II:*Rural Reporting*

Covering Rural Development-Issues and Challenges. Communication Planning and Rural Development. Reporting on Problems and Solutions and Trade-offs
Covering Panchayat Raj Institutions-Online Data Sources- (PARI Website).
Covering Agriculture. Agricultural Journalism. Backgrounder and Briefing on Agriculture Sector. -Online Data Sources for Agriculture-Markets, Commodities, Imports and Exports. Reporting on Problems and Solutions and Trade-offs

Unit-III:*Urban Reporting*

Covering Urban Affairs -Smart Cities-Urban Trends-Causes of Urbanisation Online Data Sources. Backgrounder and Briefing. Guidelines for Reporting-Online Data Sources.
 Covering Municipality. Reporting on Problems and Solutions and Trade-offs. Meaning and Importance of Local Government- Community Development Program
 Covering Population Issues. Urban Migration. Slum Development.
Covering Waste Management and e-waste Issues

Unit-IV:*Reporting on Risk and Health*

Covering Risk and Physical Safety Issues. Risk Society. Covering Risk and Physical Safety Issues. Risk Regulation.
Laws that Mandate Risk Communication. Fire Services, Food Adulteration. Pharmacological Risk. Labels. Occupational Risk. Insurance and Compensations.
 Risk Assessment Basics for Journalists. Exposure. Toxicity Assessment Basics. Concentration Analogies.
 Reporting on Health. Health Journalism and Health Risk. Overview of Medical Journalism Epidemiology Basics. Assessing a Study's Validity before Reporting.Covering Pandemics.

Unit-V:*Environmental Journalism*

Covering Environment-1: Basic Terminologies-Ecosystem Approach. Environment and Its Dimensions. Types of Ecosystem- Biodiversity and Conservation Issues in India Public Awareness for Environmental Management. Water Issues.
Types of Environmental Pollution.. Environmental Impact Assessment (EIA.) Energy Issues Lessons from Major Environmental Disasters. Nature Conservation.IndiaHuman Animal Conflict.
Covering Disasters-Living with Risk-Disaster Preparedness and Mitigation-Hyogo Framework
Covering Climate Change. Basics-IPCC Evidence. Competing NarrativesEnvironmental Movements and Eco- Modernism. Avoiding Science Denialism.
Covering Climate Change-2: In-depth Issues for news coverage-energy issues. Reporting on Problems, Solutions and Trade-offs.

CourseSpecificSkills				
understand the nature and scope of development journalism	explain the major problems in rural development	explain the major problems and trade-offs in urban development	demonstrate in-depth understanding of reporting on risk	explain various challenges to the quality of environment and outline mitigation strategies

ReferenceBooks

1. JagdishChakraborty,(2005)CyberMediaJournalism:EmergingTechnologies,Authors Press,NewDelhi
2. Callhan, Pearson/AllynandBacon,(2007).AJournalistGuidetotheInternet:TheNetasaReportingTool
3. RyanM.Thornburg,(2011). ProducingOnlineNews:StrongerSkills,StrongerStories,CQPress,Washington.
4. JohnStreet,PalegraveMcmillan,Hampshire, (2011).MassMedia,PoliticsAndDemocracy.

CourseOutcomes

1.Identify themes and issues for development reporting and prepare a pitch for a news story
2 Prepare a news story based on field visits on any one topic in rural development
3 Create a audio-visual presentation and follow-up story on any major urban development issues
4 Create a audio-visual presentation and news story on physical safety
5 Create a audio-visual presentation and news story based on local angle to climate change

MappingCourseObjectivewithProgrammeLearningOutcomes

CourseObjective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
Thecourseinforms thestudents aboutthe importanceand traits ofCitizenJournalism. Also,thecourseintroduces thelearners to theimplementationofCitizenJournalismby Mediainstitutions.	H	H	H	M	H	L	H	L	L

Semester II
2.6. Online Communication in the Digital Age
NPTL - SWAYAM

ABOUT THE COURSE:

Communication as the fundamental nature of human existence suggests a harmonious blend of personal expression, social interaction, and mass dissemination. The evolving landscape of technology and its impact on how we communicate necessitates an integrated approach that should acknowledge these interconnections and must provide a more comprehensive understanding of contemporary facets of communication in the digital age. To explore such interventions, the present course encompasses various aspects of technical communication, workplace communication, CMC, artificial intelligence, digital humanities, gender dynamics, digital rhetoric and literacy, networking, advertising, and marketing strategies, and online support in creating and sustaining a digital presence in the online communities through blogging and microblogging. This course will also help the participants to get familiar with the concepts like online deception, ethical dimensions of digital communication and behavior, learn more about transformative potential of future technologies such as augmented reality, virtual reality, avatars and beyond. The course, therefore, aims to foster critical thinking, instill awareness of ethical engagement, and empower students to combat future challenges. By the end of the course, students will have a comprehensive grasp of the principles and applications of digital communication, equipping the skills to navigate, contribute, and evaluate communication in the digital world by bringing people, society, and the world closer and share, grow collectively.

Hours Per Week						**Credits**
Lecture	4	**Tutorial**	0	**Practical**	0	2

Course layout

Week 1
1.1 Introduction, Aims, and Objectives
1.2 Computer-Mediated Communication
1.3 Impersonal Computer-Mediated Communication
1.4 Interpersonal Communication Theories of CMC
1.5 Interpersonal Computer-Mediated Communication
Week 2
2.1 Intrapersonal Computer-Mediated Communication
2.2 Digital Identity (Part I)
2.3 Digital Identity (Part II)
2.4 Embodiment and Digital Identity
2.5 Digital Identity in the Workplace
Week 3
3.1 Introduction to Technical Communication
3.2 Workplace Communication
3.3 Need for Specific Audiences
3.4 Persuading Audiences
3.5 Teamwork and Global Considerations
Week 4
4.1 Virtual Teams and Virtual Presentations
4.2 Digital Writing
4.3 Evolution of Digital Literary Practices
4.4 Evolving Landscape of Cybernetic Writing
4.5 The Digital Literary Domain
Week 5
5.1 Introduction to the Digital Humanities
5.2 Digital Humanities and Literary Analyses
5.3 Towards an Intersectional Approach to Digital Humanities

Books and references

Excerpts from various essays will be included throughout the course and provided on line

Semester III				
ADVERTISING AND PUBLIC RELATION				
Course Specific Objective				
This course aims to develop adverting skills and also the students can learn about the theoretical *framework of PR*				
Hours Per Week				**Credits**
Lecture	3	**Tutorial**	3	**Practical**	0	**5**

Unit I Concept and Understanding advertising and its Practices
Understanding Advertising and its classification - principles of advertising - functions of Advertising - benefits of advertising
Unit II Adverting models
AIDA model -Hierarchy of Effect Model or DAGMAR - The DRIP model - The MASLOW Model
Unit III Technology and Tools for advertising
Tools of advertising - Growth of digital marketing tools - Benefits of advertising in social media - Structure of an ad agency
Unit IV Concept and Understanding PR and its Practices
Definition, Role & Functions of PR- Public Relation in Public and Private Sector - code of ethics in PR - Benefits of PR Professional
Unit V Growth and development
Growth and development of PR in the digital era - standard PR practices in international and National Media

Course Specific Skills				
Define the Concept of Advertising	Explain the models of and its relevance	Analyze the Technology and Tools	Defining the concept of PR	Examine the growth and development o PR

Reference Books
1. Otto Kleppner, Prentice Hall, Fundamentals of Advertising, New Jersey. 2. David Ogilvy, 'Ogilvy on advertising'. 3. Stephenson, Howard. Mc Graw Hill Pub., Illinois, Handbook of Public Relations'. 4. Scott M. Cutlip, Allen H. Center, Glen M. Broom, Effective Public Relations. Pearson Education, 2005

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course aims to develop adverting	Define the Concept of Advertising	PSO-1	R

skills and also the students can learn about the theoretical framework of PR	Explain the models of and its relevance	PSO-1	U
	Analyze the Technology and Tools	PSO-4	An
	Explain the preparation process of Animation and Graphics	PSO-1	U
	Understand the techniques of Editing and Mastering	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	H	L	H	L	H	L	H	L	M

Semester III					
CRITICAL MEDIA LITERACY					

Course Specific Objective

This course provides the students with the ability to critically analyze the media messages and
draw their own inferences from various media platforms.

Hours Per Week					Credits
Lecture	4	**Tutorial**	2	**Practical**	0	5

Unit I Concept Of Media Literacy

Concept and definition of Media Literacy - The importance of Media Literacy - Nature and scope
of media literacy - Digital Literacy and Visual Literacy in new age.

Unit II Approaches to Media Literacy

Key concepts in Media Literacy - Analyzing and meaning deriving from hidden messages –
Digital Citizenship.

Unit III Media Analysis

Deconstructing Ads and bias in News - Analyzing websites and other modes of information - Conditions in Media learning - Power of media learning

Unit IV Media Message Reception.

Know and identify the source of message - Media vehicles their working pattern, structure and typesGate keeping- Media exposure and filters - Media stereotyping and it's effects on society

Unit V Media and Globalization

Media ownership patterns -Globalization of Media - Media market and propaganda - Cultural hegemony and various concepts in globalization

Course Specific Skills

Define the concept of critical media Literacy	Identify the significance of various approaches to Media Literacy	Understand the need for media Analysis	Know and identify the reception of media message	Explicate the importance of media globalization

Reference Books

1.   W. James Potter, Theory of Media Literacy: A Cognitive Approach, , SAGE Publications, 2004.
2.   Art Silverblatt, Jane Ferry, Barbara Finan, Approaches to Media Literacy- A Handbook, Routledge, 2015
3.   W. James Potter, Media Literacy (7ed), Sage Publication, New Delhi, 2014
4.   , Paul Mihailidis, Peter Lang, Media Literacy and the Emerging Citizen – International Academic Publishers, Switzerland

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides the	Define the concept of critical media	PSO-1	R

students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	Literacy		
	Identify the significance of various approaches to Media Literacy	PSO-2	U
	Understand the need for media Analysis	PSO-4	An
	Know and identify the reception of media message	PSO-5	Ap
	Explicate the importance of media globalization	PSO-4	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	H	H	M	L	H	L	M	M	L

Semester III
MEDIA PRODUCTION TECHNIQUE - II

Course Specific Objective
This course facilitates the students to learn technical knowledge and skills for media production treatments

Hours Per Week					**Credits**
Lecture	0	**Tutorial**	0	**Practical**	6	5

Unit I Understanding the Nuances of Planning and Pre-Production Techniques

Planning and Scheduling - Documentation - Scripting and storyboarding - Concept creation - Storyboarding skills - Employing Software and Computing Capabilities for Pre-Production Planning

Unit II Charting the Production

Finalizing the Script - Preparation of the related Documents for Equipment - Preparing the Studio and related infrastructure - Human Resource Mobilization

Unit III Preparation for Production

Understanding the Equipments and Tools for Production - Preparation of Infrastructure and Equipments Understanding and Charting Workflow - Optimization of Equipments for Production

Unit IV Exploring the Production Process

Fixing and Finalizing the Workflow - Preparation of Data Storage Devices and Applications - Understanding Power Requirements and Backups - Production Plan and Finalisation - Production Execution

Unit V Mastering and Rendering Production

Production Editing - Project Finalization - Content Optimization - Testing and Preview - Project Finalization

Course Specific Skills				
Storyboarding skills	Technical skill	Filming skill	Directing skill	Editing skills

Reference Books

1. Michael Langford: Basic Photography, Focal Press.
2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.
3. Vasuki Belavadi (2008). Video Production, Oxford University Press.
4. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION &FILM, Sage Publication.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course facilitates the students to learn technical knowledge and skills for media production treatments	Storyboarding skills	PSO-3	U
	Technical skill	PSO-4	U
	Filming skill	PSO-5	Ap
	Directing skill	PSO-5	Ap
	Editing skills	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course facilitates the students to learn technical knowledge and skills for media production treatments	M	L	H	L	H	H	M	L	L

Semester III
NEW MEDIA STUDIES

Course Specific Objective

1   Understand the evolution and current state of new media globally, with insights into the Indian context

2.   Analyze the impact of digital technologies on journalism and mass communication across different regions

3.   Develop skills in creating and distributing content for diverse digital platforms and audiences

4.   Evaluate the ethical, social, and cultural implications of new media in various cultural contexts

5.   Explore strategies to combat misinformation and disinformation in the global digital ecosystem

Hours Per Week					**Credits**
Lecture	4	**Tutorial**	2	**Practical**	0	4

Unit I Global New Media Landscape

Evolution of digital media worldwide - Mobile revolution and its impact on global media consumption - Comparative analysis of digital platforms across regions - Digital divide and media accessibility: global perspectives with Indian insights - Case study: Jio's impact on India's digital landscape

Unit II Digital Journalism in the Global Context

Online news portals and digital-first journalism: international trends - Mobile journalism practices around the world - Data journalism: global best practices and regional applications - Crowdsourcing and citizen journalism across cultures - Case study: NDTV's digital transformation and its implications for Indian journalism

Unit III Social Media and Global Audiences

Major social media platforms and their global reach - Impact of social media on politics and society worldwide - Content creation and distribution strategies for diverse audiences - Influencer culture and its role in global mass communication - Case study: TikTok's rise in India and subsequent ban - implications for global platforms

Unit IV Privacy, Misinformation, and Disinformation in Digital Media

Global data privacy concerns and regulations (GDPR, CCPA, etc.) - Fake news and its spread through social media: a global challenge - International fact-checking initiatives and media literacy programs - Government policies and regulations on digital media across countries - Case study: WhatsApp and misinformation in India during the COVID-19 pandemic

Unit V Emerging Technologies and Future of Global Media

Artificial Intelligence and automation in journalism: global adoption trends - Virtual and Augmented Reality applications in media worldwide - Podcasting and audio content consumption: regional variations - Blockchain and its potential impact on the global media industry - Case study: AI in Indian vernacular news production - challenges and opportunities

Course Specific Skills				
Critically analyze the role of new media in global journalism and mass communication	Create and distribute content tailored for diverse digital platforms and international audiences	Apply data analysis and visualization techniques relevant to global and local contexts	Evaluate and address ethical challenges in digital media across cultures, including privacy and misinformation	Anticipate and adapt to emerging trends in the global media landscape, with a nuanced understanding of regional variations

Reference Books
1.   van Dijck, J., Poell, T., & de Waal, M. (2018). The Platform Society: Public Values in a Connective World. Oxford University Press.   2.   Flew, T. (2021). Understanding Global Media. Bloomsbury Academic.   3.   Mehta, N. (2019). Behind a Billion Screens: What Television Tells Us About Modern India. HarperCollins India.   4.   Lewis, S. C., & Westlund, O. (2020). Digital Journalism. SAGE Publications.   5.   Bradshaw, P. (2017). The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Routledge.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
1 Understand the evolution and current state of new media globally, with insights into the Indian context	Critically analyze the role of new media in global journalism and mass communication	PSO-1	U
2. Analyze the impact of digital technologies on journalism and mass communication across different regions	Create and distribute content tailored for diverse digital platforms and international audiences	PSO-7	An
3. Develop skills in creating and distributing content for diverse digital platforms and audiences	Apply data analysis and visualization techniques relevant to global and local contexts	PSO-5	AN
4. Evaluate the ethical, social, and cultural implications of new media in various cultural contexts	Evaluate and address ethical challenges in digital media across cultures, including privacy and misinformation	PSO-1	U
5. Explore strategies to combat misinformation and disinformation in the global digital ecosystem.	Anticipate and adapt to emerging trends in the global media landscape, with a nuanced understanding of regional variations	PSO-7	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
1 Understand the evolution and current state of new media globally, with insights into the Indian context *2. Analyze the impact of digital technologies on journalism and mass communication across different regions* *3. Develop skills in creating and distributing content for diverse digital platforms and audiences* *4. Evaluate the ethical, social, and cultural implications of new media in various cultural contexts* *5. Explore strategies to combat misinformation and disinformation in the global digital ecosystem.*	M	M	M	L	H	H	H	M	M

Semester III
Audio Production

Course Specific Objective
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing

Hours Per Week					**Credits**
Lecture	1	**Tutorial**	1	**Practical**	1	3

UNIT I : *Introduction to Audio*
Sound and sound wave propagation - Active Listening Skills - Audio Cables and Interconnection

Unit II : *Microphone techniques*
Selection and Placement of Microphone - Technical skills - Different types of microphones Accessories for Aiding Microphone

Unit III:*Studio Equipment*
Consoles and its types - Technical skills - Audio Mixers and Audio Consoles - Digital Mixers

Unit IV: *Digital Audio Technology*
Fundamentals of Digital Audio Technology - ADC, DAC - Digital Audio Workstation

Unit V: *Mixing and Mastering Techniques*
Combining individual tracks - Recording and editing skills - Audio Recording Software - Audio recording and editing software

Course Specific Skills				
Active Listening	Technical skills	Technical skills	Technical skills	Recording and editing skills

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing	Active Listening	PSO-1	R
	Technical skills	PSO-6	Ap
	Technical skills	PSO-5	Ap
	Technical skills	PSO-7	Ap
	Recording and editing skills	PLO-6	C

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Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing	H	H	H	L	M	H	H	L	L

Semester III						
Digital Media Production						

Course Specific Objective

This course aims to equip students with the skills and knowledge necessary to produce high-quality digital media content across various platforms, focusing on both technical proficiency and creative storytelling.

Hours Per Week						Credits
Lecture	2	**Tutorial**	1	**Practical**	0	3

UNIT I : *Fundamentals of Digital Media Production*

Introduction to digital media formats and platforms - Basic principles of visual storytelling - Digital media production workflow - Introduction to production tools and software

Unit II : *Audio Production for Digital Media*

Basics of sound recording and editing - Podcast production techniques - Audio storytelling and sound design-Voice-over recording and mixing

Unit III: *Video Production for Digital Platforms*

Video pre-production, production, and post-production processes - Cinematography basics for digital video - Video editing techniques and software - Creating content for various video platforms (YouTube, TikTok, Instagram)

Unit IV: *Interactive Media Production*

Introduction to web design and development - User experience (UX) and user interface (UI) design principles - Creating interactive infographics and data visualizations - Basics of virtual and augmented reality production

Unit V: *Digital Media Project Management*

Project planning and scheduling for digital productions - Budgeting and resource allocation - Team collaboration in digital media projects - Quality control and delivery for digital media products

Course Specific Skills

Produce high-quality audio and video content for digital platforms	Develop interactive media experiences	Apply visual storytelling techniques in digital media	Utilize industry-standard production tools and software	Manage digital media production projects effectively

Reference

1.   Owens, J. (2022). Video Production Handbook. Routledge.
2.   Schenk, S., & Long, B. (2021). The Digital Filmmaking Handbook. Foreing Films Publishing.
3.   Brindle, M. (2021). The Digital Video Manual: An Essential Up-to-Date Guide to the Equipment, Skills and Techniques of Digital Videomaking. Thames & Hudson.
4.   Bartlett, B., & Bartlett, J. (2019). Practical Recording Techniques: The Step-by-Step Approach to Professional Audio Recording. Focal Press.
5.   Krieger, L. (2021). Podcast Production: A Practical Guide for Creators. Routledge.
6.   Lupton, E., & Phillips, J. C. (2021). Graphic Design: The New Basics. Princeton Architectural Press.
7.   Aston, J., & Gaudenzi, S. (2022). Interactive Documentary: Theory and Practice. Bloomsbury Academic.
Web Resources:
1.   Lynda.com (now LinkedIn Learning) - https://www.linkedin.com/learning/
2.   Adobe Creative Cloud Tutorials - https://helpx.adobe.com/creative-

cloud/tutorials-explore.html
3. Digital Production BuZZ Podcast - https://digitalproductionbuzz.com/
4. No Film School - https://nofilmschool.com/
5. Videomaker - https://www.videomaker.com/

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course aims to equip students with the skills and knowledge necessary to produce high-quality digital media content across various platforms, focusing on both technical proficiency and creative storytelling.	Produce high-quality audio and video content for digital platforms	PSO-1	R
	Develop interactive media experiences	PSO-6	Ap
	Apply visual storytelling techniques in digital media	PSO-5	Ap
	Utilize industry-standard production tools and software	PSO-7	Ap
	Manage digital media production projects effectively	PLO-6	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course aims to equip students with the skills and knowledge necessary to produce high-quality digital media content across various platforms, focusing on both technical proficiency and creative storytelling.	H	H	H	L	M	H	H	L	L

Semester IV						
Communication Research						
Course Specific Objective						
The Course facilitates the students to understand the nuances of Communication research and itsapplications.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	2	**Practical**	-	5

UNIT I : *Communication Research*

Definition of Research - Significance of Communication and Media Research - Research trendsin communications

Unit II : *Types of Research*

Applied Research - Fundamental Research - Qualitative and Quantitative Research – ExploratoryResearch

Unit III:*Research Design*

Approaching the Research Problem - Research Questions and Hypothesis - Research Methods and Methodology - Theoretical Frame for Research

Unit IV: *Data Collection and Analysis*

Data Types - Data Collection Tools and Application - Data Analysis - Data Presentation

Unit V: *Research Presentation*

Writing for Research - Literature Review and Analysis - Dissertation

Course Specific Skills

Define the concept and process of communication	Explain the concept of communication Research	Identify the types of Research	Analyze and Understand statistical tools for Data Collection	Explain the process of research Presentation

Reference Books

1. Ranjit Kumar, Pearson, Research Methodology– A Step-by-Step Guide for Beginners 2008
2. Judith M. Buddenbaum& Katherine B. Novak, Blackwell, reprinted in India by Surjeet, Applied Communication Research: 2005.
3. : Roger D. Wimmer& Joseph R. Dominick, Wadsworth, Mass Media Research– Processes, Approaches & Applications 2008.
4. Ajai S. Gaur &Sanjaya S. Gaur, Statistical Methods for Practice & Research– A Guide to Data Analysis Using SPSS: Response Books, 2009.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course facilitates the students to understand the	Define the concept and process of communication	PSO-1	U
	Explain the concept of communication	PSO-1	U

nuances of Communication research and its applications.	Research		
	Identify the types of Research	PSO-1	U
	Analyze and Understand statistical tools for Data Collection	PSO-4	An
	Explain the process of research Presentation	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course facilitates the students to understand the nuances of Communication research and its applications.	H	L	H	M	L	L	M	L	L

		Semester IV			

4.2 Core (CC) XII Capstone Project

Course Specific Objective

To facilitate the student reflect and present their skills related to the domain of communication and media.

Hours Per Week					Credits
Lecture	0	**Theory**	0	**Practical**	6

Credits: 5

The Capstone project comprises of three modules that will enable students to reflect and refine their skills in communication content production and management. The theme for the project will be decided by the student in cognizance of the assigned mentor. The project will have 3 deliverables based on the three modules. The details on the modules and deliverables are presented below.

	Modules	**Genre**	**Deliverables**
1	Lab Journal	Print Format	The student will have to manage, edit and publish one edition of Department Lab Journal, "Thamirabharani".
2	Podcast	Audio Format	The podcast will be for duration of 60 mins that is deemed worthy for broadcast in Community Radio Channel and other Digital Platform.
3	Documentary	Video Format	The documentary will be produced for a minimum of 30 mins and is technically worthy for broadcast.

The submitted projects will be evaluated and assessed

Course Specific Skills				
Develop the skills related to content production and management.	Content ideation, conceptualisation and production	Production equipment optimisation and handling capabilities	Manage situational challenges related to content production	Develop Managerial skills

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
To prepare the students to create and analyze moving images, to produce research, and to make art.	Develop the skills related to content production and management.	PSO-1	R
	Develop the skills related to content production and management.	PSO-1	U
	Develop the skills related to content production and management.	PSO-1	An
	Develop the skills related to content production and management.	PSO-5	Ap
	Develop the skills related to content production and management.	PSO-3	C

Semester IV
SCIENCE COMMUNICATION

Course Specific Objective

To define and describe the concept of communicating Science to wider audience involving different media platform for better understanding.

Hours Per Week						Credits
Lecture	3	**Tutorial**	1	**Practical**	0	3

Unit I Concepts of science communication

Definition, Nature and Scope for Science and Technology Communication - Importance and Functions of Science Major Scientific Activities in India - Siginficant Scientific Institution - Scientific Organization and Personalities

Unit II Development of science communication

Aims and Objectives of Science Coverage in Media - Types of News Stories in Mass Media - Sources of Science News - Impact of Science Communication

Unit III Communicating Science and its reach

Writing Science Stories - Editorial, Articles, Features and Investigative Reports - Policies, Ideas, Writing Science Stories and Promoting Scientific Temper through Media

Unit IV Movements & organizations in science communication

Role of Government in Promoting Science Communication - Non-Governmental and Institutional Organization in promotion of Science and Technology - Role and Function of Mass Media - Public Education and Promotion of Science and Technology in India

Unit V Scope of Science Communication

Science Writing and Reporting - Developing Skills and Talents - Resources for Development - Science Communication in Media Industry

Course Specific Skills

Understand the basic concepts of Science Communication	Understand the nuance of jargons and texts related to Science Communication	Analyze and formulate scientific narratives and stories	Trace out the movements related to science communication	Ability to apply the various concepts in science communication

Reference Books

1. DayaKishanThussu, Arnold, International Communication– Continuity and Change: 2006.
2. Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
3. DayaKishanThussu (2009) International Communication: A Reader Paperback, Routledge, London.
4. Thomas L. Mcphail, Wiley, Blackwell, Global Communication– Theories, Stakeholders, and Trends: 2005.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
To define and describe the concept of communicating Science to wider audience involving different media	Understand the basic concepts of Science Communication	PSO-1	U
	Understand the nuance of jargons and texts related to Science	PSO-1	U

platform for better understanding.	Communication		
	Analyze and formulate scientific narratives and stories	PSO-1	An
	Trace out the movements related to science communication	PSO-2	An
	Ability to apply the various concepts in science communication	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
To define and describe the concept of communicating Science to wider audience involving different media platform for better understanding.	H	H	M	M	H	M	M	L	M

Semester IV					
INTERNATIONAL COMMUNICATION					
Course Specific Objective					
The purpose of this course is to familiarize students with the role of mass media in a global context					
Hours Per Week					**Credits**
Lecture	3	**Tutorial**	1	**Practical**	0	3

Unit I General Overview On International Communication

Concept And Need Of International Communication - Theoretical Understanding On International Communication - Integrative View Of Balanced Information Flow

Unit II The New World Information And Communication Order (NWICO)

Western And Non-Western Theories On Global Communication & Media – Modernization Theory Dependency Theory World Systems Structural Imperialism - Hegemony Propaganda and Global Village - Cultural Imperialism Theories Of Information Society

Unit III International/Transnational Media Organizations

The Concept Of Media Organizations -News Organizations And Their Development Through Years - Evolution, Functions and Typology - Internet Neutrality And Information Flow

Unit IV Social Movements, Cultural Production and Nation Branding.

International Communication Flows And Technologies Empower Social Movements - Mass Movements Around The World - Dominant Forces Behind The Globalization Of Cultural Production - The Role of Media in International Communication

Unit V Key Figures In International Communication

Major Personalities In International Communication - International Communication In The Internet Age - Application Of Various Concepts In The Communication Discipline

Course Specific Skills

Understand the basic concepts of International Communication	Understand and Identify the various theories related to International Communication	Analyze and explicate the Concept of transnational organization	Trace out the social movements related to global communication	Ability to apply the various concepts in international communication

Reference Books

1.   DayaKishanThussu, Arnold, International Communication– Continuity and Change: 2006.

2.   Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing

3.   DayaKishanThussu (2009) International Communication: A Reader Paperback, Routledge, London.

4.   Thomas L. Mcphail, Wiley, Blackwell, Global Communication– Theories, Stakeholders, and Trends: 2005.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The purpose of this course is to familiarize students with the role of mass	Understand the basic concepts of International Communication	PSO-1	U
	Understand and identify	PSO-1	U

media in a global context	the various theories related to International Communication		
	Analyze and explicate the Concept of transnational organization	PSO-1	An
	Trace out the social movements related to global communication	PSO-2	An
	Ability to apply the various concepts in international communication	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The purpose of this course is to familiarize students with the role of mass media in a global context	H	H	M	M	H	M	M	L	M

Semester IV					
Digital Media Management					
Course Specific Objective					
This course aims to provide students with a comprehensive understanding of digital media management, focusing on strategy, analytics, content distribution, and monetization in the digital media landscape.					
Hours Per Week					**Credits**
Lecture	3	**Tutorial**	0	**Practical** 0	2

UNIT I : *Digital Media Ecosystem*

Overview of the digital media landscape - Key players and stakeholders in digital media - Digital media business models -Trends and future directions in digital media

Unit II : *Digital Content Strategy*

Content planning and creation for digital platforms - Content curation and aggregation - Developing a content calendar - SEO and content optimization strategies

Unit III: *Digital Media Analytics and Metrics*

Introduction to digital analytics tools - Key performance indicators (KPIs) for digital media - Audience measurement and engagement metrics - Data-driven decision making in digital media management

Unit IV: *Digital Media Distribution and Monetization*

Multi-platform content distribution strategies - Social media management and community building - Digital advertising and sponsored content - Subscription models and paywalls

Unit V: *Legal and Ethical Issues in Digital Media*

Copyright and intellectual property in the digital age - Privacy and data protection regulations - Ethical considerations in digital content creation and distribution - Managing online reputation and crisis communication

Course Specific Skills

Develop comprehensive digital media strategies	Analyze and interpret digital media metrics	Implement effective content distribution and monetization strategies	Navigate legal and ethical issues in digital media management	Adapt to emerging trends and technologies in the digital media landscape

Reference

1.   Quesenberry, K. A. (2020). Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution. Rowman & Littlefield Publishers.
2.   Ryan, D. (2021). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page.
3.   Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice. Pearson.
4.   Kumar, V., & Gupta, S. (2021). Customer Engagement Marketing. Palgrave Macmillan.
5.   Lieb, R. (2017). Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy. Kogan Page.
6.   Sterne, J. (2017). Artificial Intelligence for Marketing: Practical Applications. Wiley.
7.   Smith, P. R., & Zook, Z. (2020). Marketing Communications: Offline and Online Integration, Engagement and Analytics. Kogan Page.

Web Resources:
1.   Harvard Business Review - Digital Articles - https://hbr.org/topic/digital-article
2.   MIT Sloan Management Review - https://sloanreview.mit.edu/
3.   Digital Marketing Institute Blog - https://digitalmarketinginstitute.com/blog
4.   MarketingProfs - https://www.marketingprofs.com/
5.   Content Marketing Institute - https://contentmarketinginstitute.com/

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course aims to provide students with a comprehensive understanding of digital media management, focusing on strategy, analytics, content distribution, and monetization in the digital media landscape.	Develop comprehensive digital media strategies	PSO-1	R
	Analyze and interpret digital media metrics	PSO-6	Ap
	Implement effective content distribution and monetization strategies	PSO-5	Ap
	Navigate legal and ethical issues in digital media management	PSO-7	Ap
	Adapt to emerging trends and technologies in the digital media landscape	PLO-6	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course aims to equip students with the skills and knowledge necessary to produce high-quality digital media content across various platforms, focusing on both technical proficiency and creative storytelling.	H	H	H	L	M	H	H	L	L