

MANONMANIAM SUNDARANAR UNIVERSITY
ABISHEKAPATTI, TIRUNELVELI-627 012



MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION (CBCS)

DEPARTMENT OF COMMUNICATION

REGULATIONS & SYLLABUS

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2024-2025 AND ONWARDS)

STRUCTURE & SYLLABUS OF THE COURSES

Sem.No	Sub. No	Subject Status	Subject Title	Credits	Hrs./Week	Marks				
						Maximum			Passing Minimum	
						Int	Ext	Tot	Ext	Tot
I	1.	1.1. Core-(CC)-I	Introduction to Communication	5	7	25	75	100	38	50
	2.	1.2 Core-(CC)-II	Communication, Ethics, Laws and Policies	5	7	25	75	100	38	50
	3.	1.3 Core-(CC)- III	News Reporting and Editing	5	6	25	75	100	38	50
	4.	1.4 Elective (Discipline Specific) DSE- I Practical	Communication Design	4	5	50	50	100	25	50
	5.	1.5.1 Elective (Generic) DGE-II (Option 1)	Feature Writing	4	5	25	75	100	38	50
	6.	1.5.2 Elective (Generic) DGE-II (Option 2)	Writing for Media			25	75	100	38	50
II	7.	2.1. Core-(CC)-IV	Media message & Society	5	6	25	75	100	38	50
	8.	2.2 Core-(CC)-V	Communication Research	5	6	25	75	100	38	50
	9.	2.3 Core-(CC)-VI (Practical)	Media Production Technique - I	4	6	50	50	100	25	50
	10.	2.4 Elective (Discipline Specific) DSE-III	Media Literacy	4	4	25	75	100	38	50
	11.	2.5.1 Elective (Generic)-DGE-IV (Option 1) Practical	Audio Production	4	4	50	50	100	38	50
	12.	2.5.2 Elective (Generic)-DGE-IV (Option 2) Practical	Basic Photography			50	50	100	38	50
	13.	2.6 Skill Enhancement Course- SEC- 2 NME	MOOC/SWAYAM/NPTEL	2	4	25	75	100	38	50
III	14.	3.1. Core-(CC)-VII	Advertising and Public Relation	5	6	25	75	100	38	50
	15.	3.2 Core-(CC)-VIII	New Media Studies	5	6	25	75	100	38	50
	16.	3.3 Core-(CC)-IX Practical	Media Production Technique II	4	6	50	50	100	38	50
	17.	3.4 Core-(CC)-X	Critical Media Literacy	5	6	25	75	100	38	50
	18.	3.5.1 Elective (Discipline Specific) DSE – V (Option 1) Practical	Citizen Journalism	4	3	50	50	100	25	50
	19.	3.5.2 Elective (Discipline Specific)-DSE- V (Option 2) Practical	Digital Media Production			50	50	100	25	50
	20.	3.6 Skill Enhancement Course – SEC 3 NME	MOOC/SWAYAM/NPTEL	2	3	-	-	-	-	50
	21.	3.7 Internship/ Industrial Activity	Internship	2	-	-	-	-	-	50
IV	22.	4.1 Core (CC)- XI	Development Communication	5	6	25	75	100	38	50
	23.	4.2 Core (CC) – XII	Capstone Project (Practical)	12	16	50	50	100	25	50
	24.		Project with Viva-Voce							
	25.	4.3.1 Elective (Generic) DGE- VI- (Option 1)	Film Studies (Theory)	4	4	25	75	100	38	50
	26.	4.3.2 Elective (Generic) DGE- VI- (Option 2)	International Communication (Theory)	2	4	25	75	100	38	50
	27.	4.4 Skill Enhancement Course- SEC-4 (Professional Competency Skill)	Digital Media Management							
			Total Credits	97						

<u>Subject status</u>	<u>No.of credits</u>
Core	: 5 Credits
Elective/Optional:	4 Credits
Practical /Lab	: 2 Credits
Supportive	: 3 Credits
Project	: 12 Credits

Total Credits: 97

Semester - I						
1.1 INTRODUCTION TO COMMUNICATION						
Course Specific Objective						
<i>The course facilitates the understanding about the concepts and rationale of communication process, modes and motives.</i>						
Hours Per Week						Credits
Lecture	5	Theory	2	Practical	-	5
Unit I : <i>Basic Concepts of Communication</i>						
Defining Communication - History of Communication - Define the Concept of Communication						
Unit II: <i>Types and Formats of Communication</i>						
Types of Communication - Forms of Communication - New Media Communication						
Unit III : <i>Understanding the Process of Communication</i>						
Flow of Communication Process - Objectives and Purpose of Communication Process - Stakeholders in the Process of Communication						
Unit IV: <i>Theories and Models of Communication</i>						
Ancient Communication Theories and Models - Emergence of Mass Communication Theories – Social Theories and Communication						
Unit V: <i>Communication and the Context</i>						
Communication and Culture in Tamil Context - Understanding Culture and Communication in the present-day context						
Course Specific Skills						
Define the Concept of Communication	Identify and explicate different forms of Communication and its messages	Analyze the process of communication	Explain the theory and models of communication and its relevance	Analyze and detail the communication process and its implication		
Reference Books						
<ol style="list-style-type: none"> 1. Terence P, Moran, Introduction to the History of Communication: Evolutions & Revolutions. 2. Fiske, John, Introduction to Communication Studies'. Routledge, London. 3. Shukla, SK. ' Mass Media and Communication'. Cybertech Publishing, New Delhi 4. Keval J. Kumar "Introduction to Mass Communication", Vipul Prakashan, Bombay 						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives.	Define the Concept of Communication	PSO-1	U
	Identify and explicate different forms of Communication and its messages	PSO -1	U
	Analyze the process of communication	PSO-4	An
	Explain the theory and models of communication and its relevance	PSO-1	U
	Analyze and detail the communication process and its implication	PSO-1	An

(R – Remember, U – Understand, Ap– Apply, An– Analyze, E – Evaluate, C– Create)

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives	H	L	M	H	H	L	M	M	L

(H - High Correlation, M - Medium Correlation, L - Low Correlation)

Semester I					
1.2. Communication Ethics, Laws and Policies					
Course Specific Objective					
<i>The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.</i>					
Hours Per Week					Credits
Lecture	5	Theory	2	Practical	-
5					
UNIT I : Defining Ethics, Understanding Laws and regulations					
Need and Significance of Ethics - Historical relevance of Ethics, Laws and Rules					
Unit II: : Laws and Regulatory framework for Communication and its practices					
Ancient traditions of ethics and rules – Indian Philosophical Understanding of Ethics					
Unit III: The need for Ethics and Ethos					
Understanding Society and Human Relationship - Philosophical understanding of 'good' and 'bad' - Ethics, Law and Culture					
Unit IV: Indian Constitution and International Legal Framework					
Indian Constitution and its provisions - Indian Context and Ethics - Significant Amendments and policies made on the Indian Constitution					
Unit V: Case Study Analysis					
Case Studies of Ethical Practices in Indian Media Industries – Case Studies of law issues highly related society.					
Course Specific Skills					
Define Ethics and need for ethical practices	Understand the rudimentary definition of ethics and legal frame	Explicate in broader terms on concepts like ethos, values and common good	Understanding about Indian legal aspects regarding media laws and ethics	Inculcate ethical values for broader professional formation	
Reference Books					
<ol style="list-style-type: none"> 1. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006. 2. Basu, DD (2010) Law of the Press in India. Prentice-Hall India. 3. KSVenkataramaiah , Mass Media Laws and Regulations in India. 4. KS Padhy , Mass Media and Freedom of Press in India. 					

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.	Define Ethics and need for ethical practices	PSO-1	R
	Understand the rudimentary definition of ethics and legal frame	PSO-1	U
	Explicate in broader terms on concepts like ethos, values and common good	PSO-1	U
	Understanding about Indian legal aspects regarding media laws and ethics	PSO-5	An
	Inculcate ethical values for broader professional formation	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.	M	M	L	L	L	L	M	L	H

Semester-I						
1.3. News Gathering and Reporting						
Course Specific Objective						
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.						
Hours Per Week						Credits
Lecture	2	Tutorial	-	Practical	4	5
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.

Course Specific Skills

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, community-level issues for pitching for a story
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Reference Books

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					
Course Specific Objective					
<i>The course intends to inform the learners about the dynamics of communication design. The course comprises of practical sessions that will make the learners understand the intricacies of communication design.</i>					
Hours Per Week					Credits
Lecture	2	Theory	-	Practical	3
UNIT I : Understanding Drawing, Graphics and Calligraphy					
Introduction to Drawing, Line Drawing and Free Style Drawing, Writing Styles and Presentation, Types of Graphics: Significance of Presentation and Representation					
Unit II : Exploring Colors and Shades					
The Significance of Colors, Learning the psychology of Colors, Usage of colors in Communication Design, Paintings: Understanding the Meaning Making Process.					
Unit III: Computer Aided Design Practices					
The usage of Computer application for Designing, Design optimization and Product Presentation using Computer applications, Object placements and Color Grading, Finalization and Design Mastering					
Unit IV: Introduction to Digital Graphics					
Introduction to Adobe Photoshop, Workspace of Photoshop, Creation of Graphical elements using Adobe Photoshop Software					
Unit V: Product Conceptualization and Design					
Communication Design Products, Need based Product Design, Determining the Tools for Product Design, Innovative Communication Designs.					
Course Specific Skills					
Understand the different drawing and writing styles	Identify the significance of colors and shades	Understanding the perspective in designs and its importance	Trace out the computer applications for product presentation	Analyze the innovative tools for the product design	
Reference Books					
<ol style="list-style-type: none"> Drawing on the Right Side of the Brain by Betty Edwards: A classic guide to unlocking creativity through drawing. The Elements of Graphic Design by Donald A. Norman: A foundational book on design principles. Color Theory: A Practical Guide for Artists and Designers by James Gurney: A practical guide to understanding color theory. The Art of Composition by Dan Scott: A book on composition principles for visual artists. Fundamentals of Computer-Aided Design by David G. Ullman: A textbook on CAD principles. 					

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	Identify the need for feature writing	PSO-1	R
	Explain the need and Significance of feature writing	PSO-1	U
	Understanding about society, context and related challenges	SO-2	An
	Develop ability to collect information through systematic research	PSO-4	Ap
	Develop sensible featured information to Be published in media	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	H	H	H	L	H	L	M	M	M

Semester I					
1.5.1.Feature Writing					
Course Specific Objective					
<i>The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing</i>					
Hours Per Week					Credits
Lecture	3	Theory	2	Practical	-
UNIT I : <i>Need for Feature Writing</i>					
Significance of Feature Writing - History of Feature Writing					
Unit II: : <i>Nuances of Feature Writing</i>					
Context and Communication - Presentation of Featured Information in Media					
Unit III: <i>Audiences and Objective of Writing</i>					
Issues and Challenges in Society and Human Communities					
Unit IV: <i>Data and Research for Feature Writing</i>					
Need for Data regarding Context and issues - Method of Data Research - Involving New Media Application for Gathering Information					
Unit V: <i>Case Studies</i>					
Case Study analysis of Prominent Features in Popular Media Channels and its significance					
Course Specific Skills					
Identify the need for feature writing	Explain the need and significance of feature writing	Understanding about society, context and related challenges	Develop ability to collect information through systematic research	Develop sensible featured information to be published in media	
Reference Books					
<ol style="list-style-type: none"> 1. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, New Delhi 2. Wray, C. (2005). Writing for magazines (2nd ed.). Boston: McGraw Hill. 3. Brendan Hennessy (2006). Writing Feature and Articles, Taylor & Francis, U.K 4. Leonard Witt, The Complete Book of Feature Writing, F&W Publications, Inc 1991. 					

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	Identify the need for feature writing	PSO-1	R
	Explain the need and significance of feature writing	PSO-1	U
	Understanding about society, context and related challenges	SO-2	An
	Develop ability to collect information through systematic research	PSO-4	Ap
	Develop sensible featured information to be published in media	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	H	H	H	L	H	L	M	M	M

Semester I					
1.5.2. Writing for Media					
Course Specific Objective					
<i>This course provides information on the significance and rubrics of Writing for varied types of media formats.</i>					
Hours Per Week					Credits
Lecture	3	Theory		Practical	2
UNIT I : <i>Understanding Writing for Media</i>					
Need and Purpose of Writing for Media					
Unit II: : <i>Media Genres and Expectation</i>					
Institutional Framework for writing - Media Formats and Writing Styles - The Language of New Media Application.					
Unit III: <i>Understanding the Process of Writing</i>					
Audiences and Language - Basics of Audience Research - Setting the Objective for Writing - Writing beyond Cultural understanding					
Unit IV: <i>Data and Research for Feature Writing</i>					
Introduction to Feature Writing - Need for Data regarding Context and issues - Method of Data Research - Involving New Media Application for Gathering Information					
Unit V: <i>Writing Lab</i>					
Genres of Writing - Institutional Standards for Writing					
Course Specific Skills					
Identify the importance of Writing for Media	Identify the writing styles and need for various media channels	Explain the Audience classification and expectation	Understand the need for formulating context specific objectives	Experience and Develop skills for Writing for Media	
Reference Books					
<ol style="list-style-type: none"> 1. Usha Raman, Writing for the Media, Oxford University Press, 2010 2. Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington. 3. Robert Hellard, Writing for TV and radio 4. Esta De Fossard, Writing and Producing for TV and Film 					

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides information on the significance and rubrics of Writing for varied types of media formats.	Identify the importance of Writing for Media	PSO-1	U
	Identify the writing styles and need for various media channels	PSO-3	U
	Explain the Audience classification and expectation	PSO-1	An
	Understand the need for formulating context specific objectives	PSO-4	An
	Experience and Develop skills for Writing for Media	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
This course provides information on the significance and rubrics of Writing for varied types of media formats.	H	L	H	H	M	L	M	L	L

Semester II					
2.1 Media, Message and Society					
Course Specific Objective					
<i>The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.</i>					
Hours Per Week					Credits
Lecture	4	Theory	2	Practical	-
5					
UNIT I : <i>Understanding the Communication Process</i>					
Significance of Communication Process - Perception of Communication - Process of Meaning Making					
Unit II : <i>Communication and Society</i>					
Emergence of Mass Medium - Analysis of Media and Communication					
Unit III: <i>Popular School of thoughts in Media Discourse Analysis</i>					
The Chicago School - The Toronto School - The Frankfurt School - The Birmingham School or Cultural Studies.					
Unit IV: <i>Post Modernism and Critical Understanding</i>					
Nuances of Post-Modern Thinking - Need for Critical Understanding of Text - Theories of Critical Discourse Analysis					
Unit V: <i>Emerging Media Trends and Messages</i>					
Media and Audiences - New Media and its impact on Audience					
Course Specific Skills					
Define the concept and process of communication	Identify the relevance of communication and society	Analyze the concepts of school of thought in media discourse	Define and explicate post modernism and critical understanding.	Trace out the emerging trends of communication process	
Reference Books					
<ol style="list-style-type: none"> 1. Donald MacKenzie & Judy Wajcman, "Introductory Essay: The Social Shaping of Technology" 2. Terence P, Moran, Introduction to the History of Communication: Evolutions & Revolutions 3. Peter Simonson and David W.Park (Eds), The International History of Communication Study 4. Writings of the Young Marx on Politics and Philosophy, edited by L. Easton and K. Guddat (Doubleday). 					

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.	Define the concept and process of communication	PSO-1	R
	Identify the relevance of communication and society	PSO-1	C
	Analyze the concepts of school of thought in media discourse	PSO-4	An
	Define and explicate post modernism and critical understanding.	PSO-1	U
	Trace out the emerging trends of communication process	PSO-1	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.	H	H	H	H	M	L	M	H	L

Semester II						
2.2 Communication Research						
Course Specific Objective						
<i>The Course facilitates the students to understand the nuances of Communication research and its applications.</i>						
Hours Per Week						Credits
Lecture	4	Theory	2	Practical	-	5
UNIT I : <i>Communication Research</i>						
Definition of Research - Significance of Communication and Media Research - Research trends in communications						
Unit II : <i>Types of Research</i>						
Applied Research - Fundamental Research - Qualitative and Quantitative Research - Exploratory Research						
Unit III: <i>Research Design</i>						
Approaching the Research Problem - Research Questions and Hypothesis - Research Methods and Methodology - Theoretical Frame for Research						
Unit IV: <i>Data Collection and Analysis</i>						
Data Types - Data Collection Tools and Application - Data Analysis - Data Presentation						
Unit V: <i>Research Presentation</i>						
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						
<ol style="list-style-type: none"> 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 nuances of Communication research and its applications.	Define the concept and process of communication	PSO-1	U
	Explain the concept of communication Research	PSO-1	U
	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 II						
19.MEDIA PRODUCTION TECHNIQUE - I						
Course Specific Objective						
<i>This course facilitates the students to learn technical knowledge and skills for media production treatments</i>						
Hours Per Week						Credits
Lecture	0	Theory	0	Practical	6	4
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						
<ol style="list-style-type: none"> 1. Michael Langford: Basic Photography, Focal Press. 2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal 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	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
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 II					
2.4 Media Literacy					
Course Specific Objective					
<i>This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.</i>					
Hours Per Week					Credits
Lecture	3	Theory	1	Practical	4
UNIT I : Need for Media Literacy					
Understanding Media Literacy - Historical Relevance of Media Literacy - Process of Conscientization					
Unit II : Media and Context					
Defining Context to understanding media - Audience and Context - Context and Culture					
Unit III: Understanding Media Institution					
Institutionalization of Media - Economical Dimension in Media and its products - Media and Commercialization - Interest of Media Institutions					
Unit IV: Media Messages and Audience					
Defining Media Messages - Audience and Media Products - User Generated Content - New Media and Audiences					
Unit V: Effective Media Usage					
Stakeholders of Media and Messages – Data Verification and Usage - Empowering Communities and effective media usage					
Course Specific Skills					
Explain the need of Media Literacy	Defining Media and Context	Identify the Media Institutions and its Features	Understand the concept of Media Messages	Explain the importance of promoting Media Literacy	
Reference Books					
<ol style="list-style-type: none"> 1. W. James Potter, Theory of Media Literacy: A Cognitive Approach, SAGE Publications, 2004. 2. W. James Potter, Media Literacy(7ed), Sage Publication, New Delhi, 2014 3. Art Silverblatt, Jane Ferry, Barbara Finan, Approaches to Media Literacy- A Handbook, Routledge, 2015 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 adequate information to the students about the significance of the users' understanding about the Communication Media and its process.	Explain the need of Media Literacy	PSO-1	R
	Defining Media and Context	PSO-1	U
	Identify the Media Institutions and its Features	PSO-1	U
	Understand the concept of Media Messages	PSO-1	Ap
	Explain the importance of promoting Media Literacy	PSO-2	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.	H	H	H	M	L	L	L	L	L

Semester II					
2.5.1 Audio Production					
Course Specific Objective					
<i>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</i>					
Hours Per Week					Credits
Lecture	Theory	Practical	4	4	
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

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
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-II						
2.5.2 Basic Photography (Practical)						
Course Specific Objective						
<i>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.</i>						
Hours Per Week						Credits
Lecture	1	Tutorial	-	Practical	3	4
Unit-I: Fundamentals of photography and its 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 its 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						
Course Specific Skills						
Camera Handling Skills	Technical skills	Focusing Skills	Creative Skills	Editing skills		

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
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.	Camera Handling Skills	PSO-1	R
	Technical skills	PSO-5	U
	Focusing Skills	PSO-5	U
	Creative Skills	PSO-5	Ap
	Editing Skills	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photograph y in various fields.	H	L	H	L	H	L	M	L	L

Semester III				
3.1 ADVERTISING AND PUBLIC RELATION				
Course Specific Objective				
<i>This course aims to develop adverting skills and also the students can learn about the theoretical framework of PR</i>				
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				
<ol style="list-style-type: none"> 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 advertising skills and also the students can learn about the theoretical framework of PR	Define the Concept of Advertising	PSO-1	R
	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	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
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						
3.2 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	5
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 - Crowd sourcing 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
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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
<p>1. Understand the evolution and current state of new media globally, with insights into the Indian context</p> <p>2. Analyze the impact of digital technologies on journalism and mass communication across different regions</p> <p>3. Develop skills in creating and distributing content for diverse digital platforms and audiences</p> <p>4. Evaluate the ethical, social, and cultural implications of new media in various cultural contexts</p> <p>5. Explore strategies to combat misinformation and disinformation in the global digital ecosystem.</p>	Critically analyze the role of new media in global journalism and mass communication	PSO-1	U
	Create and distribute content tailored for diverse digital platforms and international audiences	PSO-7	An
	Apply data analysis and visualization techniques relevant to global and local contexts	PSO-5	AN
	Evaluate and address ethical challenges in digital media across cultures, including privacy and misinformation	PSO-1	U
	Anticipate and adapt to emerging trends in the global media landscape, with a nuanced understanding of regional variations	PSO-7	An

Semester III				
2.3 Media Production Technique-II				
Course Specific Objective				
<i>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</i>				
Hours Per Week				Credits
Lecture	2	Theory	2	Practical
			2	4
UNIT I : Media Production Genres				
Featured Messages - Theme Based Messages - Fictional Messages - Non-Fictional Messages				
Unit II : Audio Production				
Preparation for Audio Production - Understanding the infrastructure and tools for production - Understanding the infrastructure and tools for production - Finalization of Audio production for Dissemination				
Unit III: Audio Visual Production				
Preparation for Audio Visual Production - Understanding the infrastructure and tools for production - Understanding the infrastructure and tools for production - Preparing for Editing and Mastering				
Unit IV: Animation and Graphical Production				
Preparation for Animation and Graphical Production - Types of Animation and Graphical Production - Implementation of Concepts and Ideas - Understanding the infrastructure and tools for production				
Unit V: Editing and Mastering Techniques				
Analyzing the Need for Editing - Linear and Non-Linear Editing - Preparing Para elements for Editing - Final Mix and Rendering				
Course Specific Skills				
Explain the genres of media production	Understand the importance of Audio Production	Experience and Develop skills for Audio-Visual Production	Explain the preparation process of Animation and Graphics	Understand the techniques of Editing and Mastering
Reference Books				
<ol style="list-style-type: none"> 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
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	Explain the genres of media production	PSO-1	R
	Understand the importance of Audio Production	PSO-2	U
	Experience and Develop skills for Audio-Visual Production	PSO-5	Ap
	Explain the preparation process of Animation and Graphics	PSO-4	C
	Understand the techniques of Editing and Mastering	PSO-4	Ap

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	H	H	L	H	H	M	L	L

Semester III						
3.4 CRITICAL MEDIA LITERACY						
Course Specific Objective						
<i>This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.</i>						
Hours Per Week						Credits
Lecture	4	Tutorial	2	Practical	0	5
Unit I Approaches to Media Literacy						
Key concepts in Media Literacy - Analyzing and meaning deriving from hidden messages – Critical Understanding about Media Messages - Digital Citizenship						
Unit II Media Analysis						
Deconstructing Ads and bias in News - Analyzing websites and other modes of information - Conditions in Media learning - Power of media learning						
Unit III Media Message Reception						
Know and identify the source of message - Media vehicles their working pattern, structure and types Gate keeping - Media exposure and filters - Media stereotyping and its effects on society.						
Unit IV Digital Literacy						
Digital Media and Social Media – Nature and Concepts – Misinformation – Disinformation – Social Media Audit – Detection Techniques - Visual Literacy in new age.						
Unit V Media and Globalization						
Globalization of Media – Global Media market and propaganda – Popular Culture - 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 students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	Define the concept of critical media Literacy	PSO-1	R
	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	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
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						
3.5.1 Citizen Journalism						
Course Specific Objective						
<i>The course informs the students about the importance and traits of Citizen Journalism. Also, the course introduces the learners to the implementation of Citizen Journalism by Media institutions.</i>						
Hours Per Week						Credits
Lecture	2	Theory	1	Practical	1	3
UNIT I : Citizen Journalism						
Defining Citizen Journalism - History of Citizen Journalism – Evolvement of Citizen Journalism						
Unit II : Empowering Citizen Journalism among the citizens						
Oh my News - involving Citizen in the process of Journalism and News making						
Unit III: Journalism and Context						
Significance of Context Specific Communication - Communication in transforming context and society - Addressing Context Specific challenges and issues						
Unit IV: Reporting Tools						
Tools for Reporting and News Gathering - Technological Application for News Gathering - Social Media and Citizen Journalism – Smartphone & Internet as a tool of news creation and publication						
Unit V: Case Study Analysis						
Case studies of Citizen Journalism Activities						
Course Specific Skills						
Define the concept of Citizen Journalism	Identify the need of involving Citizen in the process of Journalism	Explain and analyze the significance of Journalism and Context	Identify the Tools and technologies for Reporting	analyze case studies related to Journalism Activities		
Reference Books						
<ol style="list-style-type: none"> 1. JagdishChakraborty, (2005) Cyber Media Journalism: Emerging Technologies, Authors Press, New Delhi 2. Callhan, Pearson/Allyn and Bacon, (2007). A Journalist Guide to the Internet: The Net as a Reporting Tool 3. Ryan M. Thornburg, (2011). Producing Online News: Stronger Skills, Stronger Stories, CQ Press, Washington. 4. John Street, PalegraveMcmillan, Hampshire, (2011). Mass Media, Politics And Democracy. 						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	Define the concept of Citizen Journalism	PSO-1	R
	Identify the significance of various approaches to Citizen Journalims	PSO-2	U
	Understand the need for Citizen Journalism	PSO-4	An
	Know and identify the significance of Citizen Journalism	PSO-5	Ap
	Explicate the nuances of Citizen Journalism	PSO-4	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
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						
3.5.2 Digital Media Production						
Course Specific Objective						
<i>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.</i>						
Hours Per Week						Credits
Lecture	2	Tutorial	1	Practical	1	3
UNIT I : <i>Fundamentals of Digital Media Production</i>						
Introduction to digital media formats and platforms - Basic principles of visual storytelling - Digital media production workflow - Introduction to production tools and software						
Unit II : <i>Audio Production for Digital Media</i>						
Basics of sound recording and editing - Podcast production techniques - Audio storytelling and sound design-Voice-over recording and mixing						
Unit III: <i>Video Production for Digital Platforms</i>						
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: <i>Interactive Media Production</i>						
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: <i>Digital Media Project Management</i>						
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						
<ol style="list-style-type: none"> Owens, J. (2022). Video Production Handbook. Routledge. Schenk, S., & Long, B. (2021). The Digital Filmmaking Handbook. Foreign Films Publishing. Brindle, M. (2021). The Digital Video Manual: An Essential Up-to-Date Guide to the Equipment, Skills and Techniques of Digital Videomaking. Thames & Hudson. Bartlett, B., & Bartlett, J. (2019). Practical Recording Techniques: The Step-by-Step Approach to Professional Audio Recording. Focal Press. Krieger, L. (2021). Podcast Production: A Practical Guide for Creators. Routledge. Lupton, E., & Phillips, J. C. (2021). Graphic Design: The New Basics. Princeton Architectural Press. 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	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
<i>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 .</i>	H	H	H	L	M	H	H	L	L

Semester IV						
4.1 DEVELOPMENT COMMUNICATION						
Course Specific Objective						
<i>This course provides strong theoretical foundations to various dimensions of development Communication for social change.</i>						
Hours Per Week						Credits
Lecture	4	Theory	2	Practical	0	5
Unit I Concept and Understanding						
Meaning and concept of Development Communication - Historical and conceptual overview of Communication - Approaches of Development Communication						
Unit II Theories and model of Development Communication						
Lerner's Model & Roger's Basic Diffusion Model – Modernization & Neo Modernization Theory, Participatory Model - Systems Theory, Basic Needs Approach - ICT for Development Communication						
Unit III Roles and Responsibilities						
Role of Development Communication - Culture in Development Communication - Goals of Development Communication - Role of Communication in Development Theory						
Unit IV Paradigms of Development Communication						
Dominant Paradigm - Dependency Paradigm - The emerging Paradigm - Communication for Development -						
Unit V Future of development Communication						
Communication and Social Change - Development Communications and New Technologies - International Programme for the Development of Communication.						
Course Specific Skills						
Understanding the concept of Development Communication	Explain the models and theories and its relevance	Explicate the Roles and responsibilities	Analyse and understand the Paradigms of development communication	Trace out the developments and prospects of development communication		
Reference Books						
<ol style="list-style-type: none"> 1. Srinivas R. Melkote & H. Leslie Steeves, Communication for Development in the Third World: Sage, 2008. 2. Arvind Singhal & James W. Dearing, Communication of Innovations– A Journey with Everett Rogers: Sage, 2006. 3. Avik Ghosh, Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Sage, 2006. 4. : D.V.R. Murthy, Kanishka, Development Journalism– What Next?– An Agenda for the Press 2007 						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides strong theoretical foundations to various dimensions of development Communication for social change.	Understanding the concept of Development Communication	PSO-1	U
	Explain the models and theories and its relevance	PSO-1	U
	Explicate the Roles and responsibilities	PSO-5	U
	Analyse and understand the Paradigms of development communication	PSO-4	An
	Trace out the developments and prospects of development communication	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
This course provides strong theoretical foundations to various dimensions of development Communication for social change.	H	L	M	L	L	L	H	M	M

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	2	Theory	0	Practical	10	16

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.
4	Dissertation	Print Format	The student will have to select a particular research problem and do the all systematic research progress and publish a valid research project.

The submitted projects will be evaluated and assessed and graded.

Course Specific Skills

Develop the skills related to content production and management.	Content ideation, conceptualization and production	Production equipment optimization and handling capabilities	Manage situational challenges related to content production	Develop Managerial skills
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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					
4.3.1 FILM STUDIES					
Course Specific Objective					
<i>To prepare the students to create and analyze moving images, to produce research, and to make art.</i>					
Hours Per Week					Credits
Lecture	2	Theory	1	Practical	1
4					
Unit I Introducing the concept of film studies					
Define film and its Genres - Origins of film studies as an academic discipline - Narrative fiction, Documentary - Anthology film, avant-garde film -					
Unit II origin and development					
History of Film - Evolution and Development- Beginnings of Cinema, Silent Era to Studio Era- Parallel Cinema, Liberalization and Indian Cinema -Rise of Multiplex Cinema -					
Unit III Film theory and forms					
German Expressionism, Italian neo-realism- French new wave, Third Cinema - Auteur Theory, Feminist Film Theory - Queer Theory, Postmodernist Cinema and Characteristics					
Unit IV Understanding Film Language and essential characteristics of film					
Mise-en-scene, Cinematography - Editing and sound, Colour as a storytelling element- formalism and neo formalism - Theorizing Indian cinema/Tamil cinema					
Unit V Analyzing and Interpreting film					
Film and semiotics - An approach to film analysis- understanding audience expectations - Cultural/historical analysis - Narrative analysis -					
Course Specific Skills					
Define the concepts of Film Studies	Trace out the origin and development of Film studies	Analyse and understand the theories and forms of film	Understanding Film Language and essential characteristics of film	Identify the need for analysing and interpreting a film	
Reference Books					
1. AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.					
2. History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009					
3. David Bordwell and Kristin Thompson (2010), Film Art: An Introduction, McGraw Hill.					
4. Baskaran, Theodore (1981)The Message Bearers: The Nationalist Politics and the Entertainment Media in South India.					

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 platform for better understanding.	Understand the basic concepts of Film Studies	PSO-1	U
	Understand the nuance of jargons and texts related to Film Studies	PSO-1	U
	Analyze and formulate mise-en-scene and semiotics	PSO-1	An
	Trace out the movements related to World Cinema	PSO-2	An
	Ability to apply the various concepts in Film Production	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						
4.3.2 INTERNATIONAL COMMUNICATION						
Course Specific Objective						
<i>The purpose of this course is to familiarize students with the role of mass media in a global context</i>						
Hours Per Week						Credits
Lecture	3	Tutorial	1	Practical	0	4
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						
<ol style="list-style-type: none"> 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 media in a global context	Understand the basic concepts of International Communication	PSO-1	U
	Understand and identify the various theories related to International Communication	PSO-1	U
	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	PL01	PL02	PL03	PL04	PL05	PL06	PL07	PL08	PL09
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						
4.4 Digital Media Management						
Course Specific Objective						
<i>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.</i>						
Hours Per Week						Credits
Lecture	3	Tutorial	0	Practical	1	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						
<ol style="list-style-type: none"> 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
<i>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.</i>	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	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
<i>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 .</i>	H	H	H	L	M	H	H	L	L