



BHARATHIDASAN UNIVERSITY ,TIRUCHIRAPPALLI - 620 024.

M.Sc. VISUAL COMMUNICATION

**CHOICE BASED CREDIT SYSTEM -
LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2026 - 2027 onwards)

(Applicable to the candidates admitted from the academic year 2016-2017 onwards)								
Sem.	Course	Course Title	Ins. Hrs.	Credit	Exam Hrs.	Marks		Total
						Int.	Ext.	
I	Core Course-1(CC - 1)	Dynamics of Visual Communication	6	4	3	30	70	100
	Core Course-2(CC - 2)	Advertising and Public Relations	6	4	3	30	70	100
	Core Practical-1(CP-1)	Advanced Photography (Practical)	6	4	3	40	60	100
	Discipline Centric Elective Course-1 (DCEC - 1)	1. Advertising Campaign (Practical) 2. Image Editing and Manipulation (Practical)	5	4	3	40	60	100
	Generic Elective Course - 1 (G E C - 1)	1. Media Information and Literacy 2. Digital Journalism 3. Scriptwriting and Storyboarding	5	3	3	30	70	100
	Skill Enhancement Course - 1 (SEC - 1)	News Production (Practical)	2	2	3	40	60	100
	Value Added Course - 1 (VAC -1)*	Communication and Personality Development	-	2*		30	70	100*
	Total			30	21	-	-	-
II	Core Course-3(CC - 3)	Contemporary Cinema Studies	6	4	3	30	70	100
	Core Course-4(CC - 4)	Communication for Social Change	6	4	3	30	70	100
	Core Practical - 2 (CP - 2)	Participatory Media Production (Practical)	6	4	3	40	60	100
	Discipline Centric Elective Course - 2 (DCEC - 2)	1. Visual Design and Packaging (Practical) 2. Web Designing (Practical)	4	4	3	40	60	100
	Generic Elective Course - 2 (GEC - 2)	1. Audio Production 2. Digital Marketing 3. Digital Media and Community Reporting	4	3	3	30	70	100
	Skill Enhancement Course - 2 (SEC - 2)	Tamil Cinema and Political Communication	2	2	3	30	70	100
	Non-Major Elective Course - 1 (NMEC - 1)	One Course from Outside Department	2	2	3	30	70	100
	Total			30	23	-	-	-
Summer Internship / Industrial Activity during the Summer Vacation after 1 st Year								

III	Core Course - 5 (CC - 5)	Media Laws, Ethics and Social Responsibility	6	4	3	30	70	100
	Core Course - 6 (CC - 6)	Writing and Editing for Media	6	4	3	30	70	100
	Core Practical - 3 (CP - 3)	Digital Film Making (Practical)	6	4	2	40	60	100
	Discipline Centric Elective Course - 3 (DCEC - 3)	1. Digital Content Creation Techniques(Practical) 2. Animation and VFX (Practical)	5	4	2	40	60	100
	Generic Elective Course - 3 (GEC - 3)	1. Artificial Intelligence for Creative Industry 2. Immersive Media Technologies 3. ICT Applications in Media	5	3	3	30	70	100
	Non-Major Elective Course - 2 (NMEC - 2)	One Course from Outside Department	2	2	3	30	70	100
	Internship / Industrial Activity @			2		20	80	100
	Total			30	23	-	-	-
IV	Core Course - 7 (CC - 7)	Communication Research Methods	6	4	3	30	70	100
	Core Course - 8 (CC - 8)	Media Governance and Regulations	6	4	3	30	70	100
	Core Course - 9 (CC - 9)	Media Production Management	6	4	3	30	70	100
	Discipline Centric Elective Course - 4 (DCEC - 4)	1. Media and Conflict 2. Strategic Communication	4	4	2	30	70	100
	Entrepreneurship / Industry Based Course @	Media Entrepreneurship	3	3	3	30	70	100
	Project Work @	Dissertation / Portfolio	5	5	-	20	80	100
	Value Added Course - 2 (VAC - 2)*	Video Editing Techniques	-	2*		30	70	100*
	Total			30	24	-	-	-
Grand Total				91				2800

LIST OF DISCIPLINE CENTRIC ELECTIVE COURSE

Discipline Centric Elective Course - 1 (DCEC - 1)	
	Advertising Campaign (Practical)
	Image Editing and Manipulation (Practical)
Discipline Centric Elective Course - 2 (DCEC - 2)	
	Visual Design and Packaging (Practical)
	Web Designing (Practical)
Discipline Centric Elective Course - 3 (DCEC - 3)	
	Digital Content Creation Techniques(Practical)
	Animation and VFX (Practical)
Discipline Centric Elective Course - 4 (DCEC - 4)	
	Media and Conflict (Theory)
	Strategic Communication (Theory)

LIST OF NON-MAJOR ELECTIVE COURSE (for other Department Students only)

Sl. No.	Non-Major Elective Course (NMEC)
1.	Mobile Photography
2.	Women and Media

LIST OF GENERIC ELECTIVE COURSE (GEC)

GENERIC ELECTIVE COURSE - 1 (GEC - 1)	
1.	Media Information and Literacy (Theory)
2.	Digital Journalism (Theory)
3.	Scriptwriting and Storyboarding (Theory)
GENERIC ELECTIVE COURSE - 2 (GEC - 2)	
1.	Audio Production (Theory)
2.	Digital Marketing (Theory)
3.	Digital Media and Community Reporting (Theory)
GENERIC ELECTIVE COURSE - 3 (GEC - 3)	
1.	Artificial Intelligence for Creative Industry (Theory)
2.	Immersive Media Technologies (Theory)
3.	ICT Applications in Media (Theory)

SUMMARY OF CURRICULUM STRUCTURE OF PG PROGRAMMES

Sl. No.	Types of the Course	No. of Courses	Credits for each Course	Total Credits	Marks
	Core Course	9	4	36	900
	Core Practical	3	4	12	300
	Discipline Centric Elective Course	4	4	16	400
	Generic Elective Course	3	3	9	300
	Skill Enhancement Course	2	2	4	200
	Non-Major Elective Courses	2	2	4	200
	Internship / Industrial Activity @	1	2	2	100
	Entrepreneurship / Industry Based Course @	1	3	3	100
	Project @	1	5	5	100
Total		26	-	91	2600
Value Added Courses *		2*	2	4*	200

*	The value added courses credit will not be included in the total CGPA. These courses are extra-credit courses. Instruction hours for these courses is 30 hours								
@	Summer Internship will be carried out during the summer vacation after the First year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 3rd semester Mark Statement. Summer Internship / Industrial Activity & Project Scheme of Evaluation: <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th>Description</th><th>Marks</th></tr> <tr> <td>Report</td><td>80</td></tr> <tr> <td>Viva</td><td>20</td></tr> <tr> <td>Total</td><td>100</td></tr> </table>	Description	Marks	Report	80	Viva	20	Total	100
Description	Marks								
Report	80								
Viva	20								
Total	100								

PROGRAMME OUTCOMES: M.Sc. Visual Communication

PO 1: Disciplinary Knowledge	Broad and in-depth knowledge of visual communication theories, media systems, journalism, advertising, public relations, film studies, digital media and emerging communication technologies. Ability to critically explain, integrate and apply communication concepts and professional practices to contemporary media contexts.
PO 2: Critical Thinking	Academic interactions, media analysis, field-based learning and practical exercises will help students develop critical observation, interpretation and evaluation skills. Ability to assess media content, communication practices and social issues from multiple perspectives and make informed judgments.
PO 3: Analytical Reasoning	Through media analysis, research activities and classroom discussions, students will strengthen their analytical reasoning abilities. Ability to critically evaluate media texts, audience behaviour, communication strategies and digital trends, and develop evidence-based interpretations and solutions.
PO 4: Scientific Reasoning	Practical and production-oriented courses provide systematic understanding of media production processes, digital technologies and research methodologies. Ability to apply structured approaches in media production, content creation, data interpretation and communication research.
PO 5: Self-Directed Learning	Encourages independent and self-directed learning through assignments, media projects, internships, portfolio development and research activities. Ability to organize, analyse and present communication outputs in professional formats relevant to academic and industry settings.
PO 6: Reflective Thinking	Media production, research projects and experiential learning activities enable students to reflect on professional practices and learning experiences. Ability to evaluate the effectiveness of communication strategies and understand the broader social, cultural and ethical implications of media practices.
PO 7: Problem-Solving Skills	Ability to develop and apply creative, strategic and communication skills to address media and societal challenges. Ability to design effective media content, campaigns and communication interventions for diverse audiences and contexts.

PO 8: Research-Related Skills	Research projects, dissertations, internships and field-based studies provide opportunities to design and conduct independent communication research. Students gain experience in research methodology, data analysis, academic writing, media evaluation and ethical research practices.
PO 9: Lifelong Learning	Cultivates a mindset of continuous learning and professional adaptability. Ability to identify emerging trends, adapt to evolving media technologies such as Artificial Intelligence and immersive media, and pursue continuous professional development throughout their careers.
PO 10: Leadership Readiness	Ability to take initiative, work collaboratively and manage media projects effectively. Through seminars, production activities, internships, research and community engagement, students develop leadership, decision-making, organizational and entrepreneurial skills necessary for professional success in the media industry.

First Year	CORE COURSE -1	Semester I
Code	DYNAMICS OF VISUAL COMMUNICATION (Theory)	Credits : 4

COURSE OBJECTIVES:

- To understand the fundamental concepts and process of communication with special reference to visual communication
- To learn the elements and principles of visual design and their application in media
- To analyse visual perception and psychological aspects influencing interpretation of images
- To understand semiotics and the role of signs and symbols in constructing visual meaning
- To examine the role of visual communication in culture, media and contemporary communication practices.

UNIT – I: UNDERSTANDING COMMUNICATION

Definition, nature and functions of communication – communication process – types of communication: verbal, non-verbal, interpersonal, group, mass and digital communication – barriers to effective communication – evolution of human communication – communication technologies and digital convergence – growth and development of new media.

UNIT – II: ESSENTIALS OF VISUAL DESIGN

Elements of design: line, shape, form, colour, texture, space and typography – principles of design: balance, contrast, hierarchy, rhythm, proportion, emphasis and unity – visual thinking and visualization process – composition – dimensions of visuals: form, depth, perspective, motion and spatial organization.

UNIT – III: VISUAL PERCEPTION, COGNITION AND PSYCHOLOGY

Concept and process of perception – visual perception and cognitive processing – Gestalt theory and principles: figure-ground, proximity, similarity, continuity and closure – perception of colour and emotional response – psychology of attention, memory and interpretation – visual cognition and audience response.

UNIT – IV: COMMUNICATION MODELS AND THEORIES

Significance of communication models and theories – linear, interactional and transactional models of communication – Aristotle’s Model, Shannon and Weaver Model and Berlo’s SMCR Model – Semiotic Theory and sign systems in visual communication – Visual Rhetoric and persuasion – Auteur Theory and visual style in cinema – Cultivation Theory and media influence – Uses and Gratifications Theory and audience interpretation

UNIT – V: VISUAL CULTURE, MEDIA AND SOCIETY

Concept of visual culture – popular culture, consumer culture and subcultures – visual communication in advertising, cinema, television, social media and digital platforms – visual persuasion, propaganda and ideology – ethics and social

responsibility in visual communication – globalization, participatory culture and emerging visual trends.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

Short visual storytelling (reels, shorts, memes and micro-content design) and audience engagement strategies

- Contemporary trends in branding and visual identity design across digital platforms
- Data visualization, infographics and interactive visual communication for news and digital media
- Social media visual culture: influencers, viral aesthetics and platform-specific visual design language
- Ethical issues in visual communication: misinformation, deepfakes, visual manipulation and copyright concerns
- Case study analysis of contemporary visual campaigns in advertising, cinema and digital media

TEXT BOOKS

1. Lester, P. M. (2018). *Visual Communication: Images with Messages*. Cengage Learning.
2. Barnard, M. (2001). *Approaches to Understanding Visual Culture*. Palgrave Macmillan.
3. Berger, J. (2008). *Ways of Seeing*. Penguin Books.

REFERENCES

1. Sturken, M., & Cartwright, L. (2017). *Practices of Looking: An Introduction to Visual Culture*. Oxford University Press.
2. Mirzoeff, N. (2009). *An Introduction to Visual Culture*. Routledge.
3. Dondis, D. A. (1973). *A Primer of Visual Literacy*. MIT Press.
4. Hall, S. (2013). *Representation: Cultural Representations and Signifying Practices*. Sage Publications.
5. Bleicher, S. (2011). *Contemporary Color: Theory and Use*. Cengage Learning.
6. Arnheim, R. (2004). *Art and Visual Perception*. University of California Press.
7. Zelanski, P., & Fisher, M. P. (2010). *Design Principles and Problems*. Cengage Learning.
8. Ocvirk, O. G., et al. (2012). *Art Fundamentals: Theory and Practice*. McGraw Hill.
9. Rose, G. (2022). *Visual Methodologies*. Sage Publications.
10. Manovich, L. (2001). *The Language of New Media*. MIT Press.

E-RESOURCES

1. <https://kamarajcollege.ac.in/wp-content/uploads/Core-Introduction-to-Visual-Communication.pdf>

2. https://www.gactvd.in/Documents/Learning/Viscom/Introduction%20to%20human%20communication%20and%20visual_communication%20-%20PDF%20-2.pdf
3. <https://study.sagepub.com/communication>
4. <https://www.open.edu/openlearn/>
5. <https://ndl.ethernet.edu.et/bitstream/123456789/58145/1/17.Keith%20Kennedy.pdf>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: Explain fundamentals and evolution of visual communication K2

CO2: Apply principles of design and colour in visual composition K3

CO3: Interpret visual messages using semiotics and visual language K4

CO4: Analyze visual media using communication and perception theories K4

CO5: Evaluate visual culture, ethics and audience interpretations K5

CO6: Create effective visual communication outputs for media K6

Mapping with PO:

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
1			Core Course-1: DYNAMICS OF VISUAL COMMUNICATION (Theory)								6	4
Course Outcomes↓	Programme Objectives (PO)										Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
CO-1	3	2	2	2	1	3	2	2	2	2	2.1	
CO-2	3	3	3	2	2	3	3	3	2	2	2.6	
CO-3	3	3	2	3	2	3	3	2	3	2	2.6	
CO-4	3	3	2	3	3	3	2	2	3	3	2.7	
CO-5	2	3	2	3	3	2	2	2	3	3	2.5	
CO-6	3	2	3	2	3	3	3	3	3	3	2.8	
Mean Over all Score											2.6	
											High	

First Year

CORE COURSE-2
ADVERTISING AND PUBLIC RELATIONS

Semester I

Code

(Theory)

Credits: 4

COURSE OBJECTIVES:

- To understand the strategic role of advertising and public relations in communication
- To develop knowledge of campaign planning and creative execution
- To analyse audience engagement and brand communication strategies
- To understand public relations practices in organizational contexts
- To examine contemporary trends in integrated and digital communication

UNIT – I: FOUNDATIONS OF ADVERTISING AND PUBLIC RELATIONS

Definition of advertising and public relations –role of advertising and PR in Integrated Marketing Communication (IMC) – communication objectives and brand positioning – audience analysis, segmentation and targeting – consumer behaviour and persuasion – structure and functions of advertising agencies and PR departments – role of communication professionals in brand and corporate communication.

UNIT – II: CREATIVE STRATEGY AND MESSAGE DESIGN

Creative strategy in advertising campaigns – message design and communication appeals – storytelling and brand narratives – copywriting for print, broadcast and digital media –creative layout principles – emotional, rational and social appeals in advertising – slogan, tagline and campaign development.

UNIT – III: MEDIA STRATEGY AND CAMPAIGN PLANNING

Media planning, media selection and audience reach – traditional, digital and cross-media campaign strategies – campaign planning process and lifecycle – budgeting, scheduling and media buying concepts – introduction to digital advertising formats: search ads, display ads, social media ads and branded content – campaign monitoring and evaluation – measuring communication effectiveness, audience engagement and campaign impact.

UNIT – IV: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Functions and practices of public relations – corporate communication and organizational image building – media relations, press releases and press management – event management and public engagement activities – crisis communication and reputation management – internal and external communication strategies – CSR communication and public image – PR in government, corporate and non-profit sectors.

UNIT – V: CONTEMPORARY TRENDS IN ADVERTISING AND PUBLIC RELATIONS

Integrated communication practices in the digital era – strategic use of social media in advertising and PR – influencer communication and creator collaborations – branded content, native advertising and content marketing – ethics and social responsibility in advertising and PR – advertising standards, regulations and media policies – emerging trends: AI-driven communication, personalization, data-driven advertising, immersive campaigns, sustainability branding and digital reputation management.

UNIT – VI: CURRENT CONTOURS *(For Continuous Internal Assessment Only)*

- Analysis of an advertising or public relations campaign
- Case study on a successful brand and its communication strategy
- Presentation on influencer marketing campaigns and digital branding
- Case discussion on crisis communication and media handling strategies

TEXT BOOKS

1. Bovee, C. L., & Arens, W. F. (2021). *Contemporary Advertising*. McGraw Hill.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (2019). *Effective Public Relations*. Pearson.
3. Wells, W., Burnett, J., & Moriarty, S. (2020). *Advertising: Principles and Practice*. Pearson.

REFERENCES

1. Wilcox, D. L., & Cameron, G. T. (2015). *Public Relations: Strategies and Tactics*. Pearson.
2. Smith, R. D. (2020). *Strategic Planning for Public Relations*. Routledge.
3. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill.
4. Lattimore, D., Baskin, O., Heiman, S. T., & Toth, E. L. (2019). *Public Relations: The Profession and the Practice*. McGraw Hill.
5. Moriarty, S., Mitchell, N., & Wells, W. (2019). *Advertising Principles and Practice*. Pearson.
6. Newsom, D., Turk, J. V., & Kruckeberg, D. (2018). *This is PR: The Realities of Public Relations*. Cengage Learning.
7. Jefkins, F. (2011). *Public Relations*. Pearson Education.
8. Ogilvy, D. (2013). *Ogilvy on Advertising*. Vintage Books.
9. Kotler, P., & Keller, K. L. (2022). *Marketing Management*. Pearson.
10. Ryan, D. (2020). *Understanding Digital Marketing*. Kogan Page.

E-RESOURCES

1. https://www.msuniv.ac.in/images/distance%20education/learning%20materials/ug%20pg%202023/pg%202021/MA%20journalism%20mass%20communication%202023/SJMM31_III_Sem_Advertising_and_Public_Relations.pdf
2. <https://www.nraismc.com/wp-content/uploads/2024/09/Advertising-and-Public-Relations.pdf>
3. <https://2012books.lardbucket.org/pdfs/culture-and-media/s15-advertising-and-public-relatio.pdf>
4. <https://www.freebookcentre.net/business-books-download/Basic-Principles-Of-Advertising-And-Public-Relation.html>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand strategic communication in advertising and public relations K1
- **CO2:** Analyze creative and campaign planning processes K4
- **CO3:** Evaluate media strategies and communication effectiveness K5
- **CO4:** Apply public relations practices in organizational contexts K3
- **CO5:** Assess contemporary communication trends and ethical practices K5

Mapping with PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1		Core Course – 2 : Advertising and Public Relations								6	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	3	2	3	3	2	3	2	2.7
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	2	3	3	2	3	3	2	3	2	2.6
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.7
											High

First Year

**CORE PRACTICAL -1
ADVANCED PHOTOGRAPHY**
(Practical)

Semester I

Code

Credits : 4

COURSE OBJECTIVES:

- To develop conceptual and thematic photography skills
- To train students in visual storytelling through images
- To explore photography as communication and expression
- To create a professional portfolio with strong visual identity
- To apply advanced digital photography techniques including lighting, composition and post-production workflows
- To critically analyze photographic works in contemporary media and develop personal visual style

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students will be trained in the handling of digital photography equipment, with emphasis on foundational photographic elements such as shots, angles, perspectives, framing, and exposure triangle. Instruction will also cover DSLR operations, camera settings, and menu navigation. Students will gain knowledge of lenses, including types and their features, along with an understanding of lighting techniques, filters, sensors, and image file formats. The course will further introduce current advancements in camera and photography technologies, including developments in mobile photography. In addition, students will be sensitized to ethical practices in photo editing and image enhancement, ensuring responsible and professional use of digital imaging tools.

PRACTICAL EXERCISES

Students are required to submit a Photography Portfolio consisting of 20–25 original photographs that reflect conceptual clarity, technical proficiency, and effective visual storytelling skills. A Reflective note highlighting the learning outcomes, creative process, and overall experience of the project could be included.

Each submission must include the following components:

- **Title of the Image**
- **Concept Note / Theme Description** explaining the idea behind the photograph
- **Technical Details** such as camera/device used, lens, exposure settings, lighting conditions, and if any editing tools/software applied

Portfolio Components

1. Experimental Photography

Exploration of creative photographic techniques and visual experimentation:

- Motion Blur Photography
- Double Exposure
- Reflection Photography
- Long Exposure Techniques

2. Light as Visual Narrative

Understanding light as a storytelling element:

- Shadow Photography
- Silhouette Composition
- High-Key and Low-Key Lighting
- Natural and Artificial Light Studies

3. Visual Storytelling Series

Development of narrative through sequential imagery:

- Photo Story / Photo Essay
- Narrative Series based on Social, Cultural or Human Themes
- Documentary-style Visual Sequencing

4. Identity and Portrait Studies

Exploration of personality, identity and representation:

- Workplace Portraits
- Portrait Series based on Different Professions or Communities
- Character and Expression Studies

5. Environmental and Social Documentary Photography

Visual documentation of people, spaces and social realities:

- Environmental Photography
- Urban / Rural Life Documentation
- Social Documentary and Human Interest Photography

6. Conceptual Photography

Creation of visually symbolic and idea-driven imagery:

- Abstract and Concept-Based Photography
- Themes such as Freedom, Isolation, Memory, Hope, etc.
- Symbolic and Metaphorical Visual Representation

7. Applied Photography

Photography practices related to commercial and media applications:

- Food Photography
- Fashion Photography
- Product Photography
- Advertising-Oriented Image Composition

8. Digital Editing and Image Enhancement

Application of post-production techniques:

- Colour Correction and Colour Grading
- Mood and Tone Creation
- Retouching and Exposure Correction
- Before-and-After Editing Comparisons

TEXT BOOKS

1. Kelby, S. (2020). *The digital photography book (Part 1)*. Rocky Nook.
2. Langford, M., Fox, A., & Sawdon Smith, R. (2010). *Langford's basic photography: The guide for serious photographers (9th ed.)*. Focal Press.
3. Freeman, M. (2007). *The photographer's eye: Composition and design for better digital photos*. Focal Press.
4. Hunter, F., Biver, S., & Fuqua, P. (2015). *Light: Science and magic: An introduction to photographic lighting (5th ed.)*. Routledge.
5. Peterson, B. (2016). *Understanding exposure (4th ed.)*. Amphoto Books.

REFERENCES

1. Ang, T. (2014). *Photography: The definitive visual history*. DK Publishing.
2. Farrell, I. (2010). *The complete guide to digital photography (5th ed.)*. Hermes House.
3. Shore, S. (2007). *The nature of photographs*. Phaidon Press.
4. Adobe Creative Team. (2021). *Adobe Photoshop classroom in a book*. Adobe Press.
5. Fancher, N. (2015). *Studio anywhere: A photographer's guide to shooting in unconventional locations*. Peachpit Press.
6. Sontag, S. (1977). *On photography*. Farrar, Straus and Giroux.
7. Taylor, D. (2015). *Digital photography complete course*. DK Publishing.
8. <https://nptel.ac.in/courses>

E-RESOURCES

1. <https://photographylife.com/advanced-photography-tutorials>
2. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://www.supaxgodesign.co.za/guide/guidebook3.pdf>
3. <https://digital-photography-school.com/>
4. <https://photographylife.com/>
5. <https://helpx.adobe.com/lightroom-cc/tutorials.html>
6. <https://www.canva.com/designschool/photography/>
7. <https://www.youtube.com/user/BHPhotoVideoProAudio>
8. <https://www.youtube.com/user/adoramaTV>
9. <https://www.youtube.com/user/PhlearnLLC>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1:To develop conceptual thinking in photography and visual storytelling. K3

CO2:To create thematic and narrative-based photographic works. K6

CO3:To apply advanced lighting, composition and editing techniques. K3

CO4:To produce a professional photography portfolio. K6

CO5:To analyze photography as a medium of visual communication. K4

Mapping with PO:

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1		Core Practical - 1 :Advanced Photography (Practicals)									6	4
Course Outcomes↓	Programme Objectives (PO)										Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
CO-1	3	2	2	2	2	3	2	2	2	2	2.2	
CO-2	3	3	3	2	2	3	3	3	3	2	2.7	
CO-3	3	3	2	3	2	3	3	2	3	2	2.6	
CO-4	3	2	3	2	3	3	3	3	3	3	2.8	
CO-5	3	3	2	3	3	3	2	2	3	3	2.7	
Mean Overall Score											2.6	
											High	

First Year	DISCIPLINE CENTRIC ELECTIVE COURSE – 1	Semester I
	1. ADVERTISING CAMPAIGN	
Code	(Practical)	Credits: 4

COURSE OBJECTIVES:

- To train students in planning and executing advertising campaigns
- To develop skills in creative strategy, copywriting and visual communication
- To enable students to design integrated campaigns across media platforms
- To familiarize students with audience analysis and brand positioning
- To build the ability to create professional advertising campaign portfolios

PRACTICAL TRAINING GUIDELINES

Students shall be introduced to the fundamentals of advertising campaigns including campaign objectives, target audience analysis, brand positioning and message strategy. Training will focus on creative thinking, concept development, copywriting and visual design.

Students will learn to develop campaigns across print, broadcast and digital media, including storyboard creation, scripting, poster design and social media content. Basic concepts of integrated marketing communication, campaign planning, scheduling, budgeting and evaluation will also be covered.

The emphasis will be on hands-on learning where students conceptualize and execute a complete advertising campaign.

PRACTICAL EXERCISES

Students are required to submit an Integrated Advertising Campaign Record demonstrating conceptual, creative and strategic understanding of advertising practices. The record should include the following components:

1. Selection and analysis of a product, service or brand along with identification of the target audience.
2. Development of campaign objectives, brand positioning and communication strategy.
3. Creation of campaign theme, slogan/tagline and overall creative concept.
4. Copywriting exercises for print and digital advertising formats.
5. Design and development of print advertisement layouts or promotional posters.
6. Preparation of script and storyboard for audio-visual advertisement production.
7. Development of a social media campaign including a minimum of three promotional posts for digital platforms.
8. Preparation of a basic media plan including media selection, scheduling and campaign flow.
9. Final presentation of an integrated advertising campaign incorporating print, digital and audio-visual promotional materials.

Each exercise should include brief notes on concept development, creative approach, target audience, media strategy and expected communication outcomes

TEXT BOOKS

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill.
2. Bovee, C. L., & Arens, W. F. (2021). *Contemporary Advertising*. McGraw Hill.
3. Moriarty, S., Mitchell, N., & Wells, W. (2019). *Advertising Principles and Practice*. Pearson.

REFERENCES

1. Ogilvy, D. (2013). *Ogilvy on Advertising*. Vintage Books.
2. Kotler, P., & Keller, K. L. (2022). *Marketing Management*. Pearson.
3. Wells, W., Burnett, J., & Moriarty, S. (2020). *Advertising: Principles and Practice*. Pearson.
4. Ryan, D. (2020). *Understanding Digital Marketing*. Kogan Page.
5. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications.
6. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. Pearson.
7. Clow, K. E., & Baack, D. (2021). *Integrated Advertising, Promotion and Marketing Communications*. Pearson.
8. Hackley, C. (2017). *Advertising and Promotion*. Sage Publications.
9. Fletcher, W. (2010). *Advertising: A Very Short Introduction*. Oxford University Press.
10. Shah, K., & D'Souza, A. (2009). *Advertising and Promotions: An IMC Perspective*. McGraw Hill.

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1. <https://www.ddegjust.ac.in/Portal/Upload/MSM-531-C%20book.pdf>
2. <https://archive.org/details/advertisingcampa0000pare>
3. <https://archive.org/details/advertisingcampa0000gang>
4. <https://www.freebookcentre.net/business-books-download/Advertising-Management.html>
5. <https://ndl.ethernet.edu.et/bitstream/123456789/49537/1/222.pdf>

COURSE OUTCOME:

Upon successful completion, students would be able:

- CO1:** Understand the process of advertising campaign planning K1
- CO2:** Develop creative concepts and advertising content for media platforms K6
- CO3:** Design integrated advertising campaigns across multiple media platforms K6
- CO4:** Evaluate the effectiveness of copywriting and visual communication strategies in advertising K5
- CO5:** Create professional advertising campaign portfolios and presentation materials K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1		Discipline Centric Elective – 1: Advertising Campaign								5	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

First Year

**Discipline Centric Elective COURSE-1
2. IMAGE EDITING AND MANIPULATION**

Semester I

Code

(Practical)

Credits: 4

COURSE OBJECTIVES:

- To train students in image editing and manipulation techniques
- To develop skills in photo correction, retouching and compositing
- To enable students to create creative and professional visual designs
- To build a strong portfolio in image editing and digital design

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the basic elements of image editing and manipulation such as image formats and resolution, colour correction, cropping and resizing, retouching techniques, layers and masking, background removal, compositing, text integration, and digital enhancement using photo editing software

Students should develop familiarity with contemporary trends and practices in image editing, including AI-assisted editing tools, photo restoration methods, digital compositing, cinematic colour grading, visual enhancement techniques and content optimization for digital and social media platforms.

(Note: Suggested Software: Adobe Photoshop / GIMP / Photopea or equivalent image editing applications)

Students are required to submit a Digital Image Editing Record containing a minimum of two works from each exercise, along with relevant details such as concept, editing process, tools used and learning outcomes.

PRACTICAL EXERCISES

1. Perform basic image correction techniques including brightness, contrast, exposure and colour balance adjustments.
2. Crop, resize and optimize images for various digital and social media platforms.
3. Apply masking and selection techniques for background removal and replacement.
4. Create photo composites by combining multiple images into a single visual composition.
5. Design posters or promotional creatives using edited images, typography and layout principles.
6. Apply creative editing techniques such as filters, double exposure, blending and visual effects.
7. Restore old or damaged photographs using retouching and correction techniques.
8. Develop social media creatives using image manipulation and digital enhancement methods.
9. Experiment with cinematic colour grading and mood creation techniques for visual storytelling.
10. Explore AI-assisted image editing features for enhancement, retouching and content generation.

The final submission should demonstrate creativity, technical proficiency, visual aesthetics and understanding of digital image editing workflows.

COURSE OUTCOME:

Upon successful completion, students would be able:

CO1: Apply image editing techniques to enhance visual quality K3

CO2: Perform retouching, compositing and image manipulation effectively K3

CO3: Create professional visual designs and digital creative outputs K6

CO4: Use editing tools and software efficiently for media production K3

CO5: Develop a professional portfolio in image editing and manipulation K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1		Discipline Centric Elective Course – 1: Image Editing and Manipulation								5	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	3	2	2	2	3	3	2	2	2	2.4
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	2	3	3	3	3	3	3	3	2	2.8
CO-4	3	3	2	3	2	3	2	2	3	2	2.5
CO-5	3	2	3	3	3	3	3	3	3	3	2.9
Mean Overall Score											2.6
											High

COURSE OBJECTIVES:

- To understand the concepts and significance of media education and information literacy
- To develop critical thinking skills in analysing media messages and information
- To understand the role of media in shaping knowledge, attitudes and society
- To enhance competencies in accessing, evaluating and creating media content
- To examine ethical, social and cultural dimensions of media literacy in the digital age

UNIT – I: INTRODUCTION TO MEDIA EDUCATION

Meaning, nature and importance of media education – evolution of media education in the digital era – relationship between media, education and society – role of media in formal and informal learning – media and youth culture – media education for critical thinking and communication skills – digital learning platforms and online education – media education for skill development and employability.

UNIT – II: MEDIA AND INFORMATION LITERACY

Concept and objectives of media literacy and information literacy – accessing, evaluating and using information effectively – understanding media messages and media ownership – media literacy in print, broadcast and digital media – critical consumption and creation of media content – digital literacy and online participation – fake news, misinformation and fact-checking – ethical use of information and digital content.

UNIT – III: MEDIA MESSAGES AND CRITICAL ANALYSIS

Understanding media texts and media language – construction of media messages – representation and stereotypes in media – media bias, framing and agenda-setting – analysis of news, advertisements, films and social media content – audience interpretation and media influence – propaganda and persuasion techniques – critical evaluation of digital media content.

UNIT – IV: MEDIA COMMUNICATOR AND AUDIENCE

Role and responsibilities of media professionals and content creators – ethics in media communication – audience types and audience behaviour – audience segmentation and targeting – media effects on individuals and society – participatory culture and citizen journalism – user-generated content and influencer culture – interaction between media producers and audiences in digital platforms.

UNIT – V: MEDIA, SOCIETY AND ETHICS

Media and democracy – media and social change – globalization and digital culture – ethics in media practices: privacy, copyright, representation and regulation – media ownership and concentration – social responsibility of media institutions – inclusive and responsible media practices – sustainability and ethical participation in digital environments.

UNIT – VI: CURRENT CONTOURS *(For Continuous Internal Assessment Only)*

- Analysis of media messages from print, broadcast and digital platforms
- Fake news identification and fact-checking exercise
- Case study on media influence and audience behaviour
- Seminar presentation on media literacy in digital culture
- Critical review of advertisements, films or social media campaigns
- Assignment on ethical issues in digital media communication

TEXT BOOKS

1. Hobbs, R. (2017). *Create to learn: Introduction to digital literacy*. Wiley.
2. Potter, W. J. (2019). *Media literacy* (9th ed.). Sage Publications.
3. Silverblatt, A. (2018). *Media literacy: Keys to interpreting media messages* (5th ed.). Praeger.
4. Kellner, D., & Share, J. (2019). *The critical media literacy guide*. Brill.
5. Livingstone, S. (2009). *Children and the internet: Great expectations, challenging realities*. Polity Press.

REFERENCES

1. UNESCO. (2021). *Media and information literate citizens: Think critically, click wisely*. UNESCO Publishing.
2. Aufderheide, P. (1993). *Media literacy: A report of the national leadership conference on media literacy*. Aspen Institute.
3. Fedorov, A. (2015). *Media literacy education. Information for All Programme (IFAP)*, UNESCO.
4. Rheingold, H. (2012). *Net smart: How to thrive online*. MIT Press.
5. Buckingham, D. (2003). *Media education: Literacy, learning and contemporary culture*. Polity Press.
6. De Abreu, B. S., Mihailidis, P., Lee, A. Y. L., Melki, J., & McDougall, J. (2017). *International handbook of media literacy education*. Routledge.

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1. <https://www.unesco.org/en/media-information-literacy>
2. <https://www.unesco.org/en/communication-information/media-and-information-literacy>
3. <https://nptel.ac.in/courses>
4. <https://www.coursera.org/courses?query=media%20literacy>
5. <https://www.scribd.com/document/765269746/Media-and-Information-Literacy-Book>
6. <https://depedtambayan.net/media-and-information-literacy-module-introduction-to-media-and-information-literacy/>
7. https://www.gu.se/sites/default/files/2020-08/JMG_understanding-mil.pdf
8. <https://egyankosh.ac.in/bitstream/123456789/85967/1/Unit-3.pdf>
9. <https://mediasmarts.ca/>
10. <https://www.digitalcitizenship.net/>
11. <https://learning.linkedin.com/content-library>
12. <https://www.common sense media.org/education/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- CO1:** Understand the concepts and significance of media education and media literacy in contemporary society. K2
CO2: Analyze media messages critically to identify bias, representation, framing and misinformation. K4
CO3: Apply media literacy skills in accessing, interpreting and using information effectively across media platforms. K3
CO4: Evaluate the role of media and information in shaping public opinion, culture and social behaviour. K5
CO5: Assess ethical, social and cultural dimensions of media practices in digital environments. K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1			Generic Elective Course – 1:Media Information and Literacy							5	3
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	2	3	2	3	3	2	3	2	2.6
CO-3	3	3	2	3	3	3	2	2	3	3	2.7
CO-4	3	2	3	2	2	3	3	3	2	2	2.5
CO-5	3	3	2	3	3	3	2	2	3	3	2.7
Mean Overall Score											2.5
											High

First Year	GENERIC ELECTIVE COURSE -1 (GEC-1)	Semester I
	2. DIGITAL JOURNALISM	
Code	(Theory)	Credits: 3

COURSE OBJECTIVES:

- To understand the concepts, scope and evolution of digital journalism
- To develop skills in writing, editing and producing content for digital platforms
- To understand the role of multimedia, interactivity and audience participation in digital media
- To analyse ethical, legal and professional issues in digital journalism
- To apply digital tools and technologies in news gathering, production and dissemination

UNIT – I: OVERVIEW OF JOURNALISM

Definition of journalism – functions and responsibilities of journalist – principles of news and news values – types of journalism: print, broadcast and digital journalism – role of journalism in democracy and society – evolution of journalism from traditional to digital media

UNIT – I: INTRODUCTION TO DIGITAL JOURNALISM

Meaning, nature and evolution of digital journalism – characteristics of online journalism – differences between print, broadcast and digital journalism – media convergence and digital news platforms – growth of online news portals and independent media – changing role of journalists in the digital environment – opportunities and challenges in digital journalism.

UNIT – II: DIGITAL NEWS WRITING AND PRODUCTION

Principles of writing for digital platforms – online news structure and readability – headline writing and basic SEO practices – writing for websites, blogs and mobile platforms – editing and updating digital news content – introduction to content management systems (CMS) – newsroom workflow in digital media – real-time reporting and publishing practices.

UNIT – IV: SOCIAL MEDIA AND MOBILE JOURNALISM

Role of social media in news dissemination – journalism practices on Facebook, Instagram, X (Twitter), YouTube and podcasts – introduction to mobile journalism (MOJO) – mobile reporting tools and applications – live reporting and digital news updates – audience engagement and online communities – social media verification and responsible reporting practices.

UNIT – V: ETHICS AND EMERGING TRENDS IN DIGITAL JOURNALISM

Ethics in digital journalism – fake news, misinformation and fact-checking – privacy, copyright and plagiarism in online media – cyber laws related to digital journalism –

challenges in digital news distribution – artificial intelligence in journalism - trends in digital news media.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Creation of a digital news blog or online news page
- Mobile journalism reporting exercise
- Social media news content creation and verification activity
- Seminar on fake news and fact-checking practices
- Case study analysis of digital news platforms and online journalism trends
- Multimedia storytelling assignment using text, visuals and audio content

TEXT BOOKS

1. Filak, V. F. (2024). *Convergent journalism: An introduction* (4th ed.). Routledge.
2. Reilley, M. (2024). *The journalist's toolbox: A guide to digital reporting and AI*. Routledge.
3. Pavlik, J. V. (2024). *Milestones in digital journalism*. Routledge.
4. Dahiya, S., & Trehan, K. (Eds.). (2024). *Handbook of digital journalism: Perspectives from South Asia*. Springer Nature.
5. Briggs, M. (2019). *Journalism next: A practical guide to digital reporting and publishing* (4th ed.). CQ Press.

REFERENCES

1. Mutsvairo, B., & Orgeret, K. S. (Eds.). (2024). *The Palgrave handbook of global digital journalism*. Springer Nature.
2. Barkho, L., Lugo-Ocando, J. A., & Jamil, S. (Eds.). (2024). *Handbook of applied journalism: Theory and practice*. Springer.
3. Chadha, K. (2024). *Disrupting mainstream journalism in India: The rise of alternative journalisms online*. Routledge.
4. Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism* (4th ed.). Crown.
5. Ward, S. J. A. (2018). *Ethics and the media: An introduction*. Cambridge University Press.
6. Franklin, B. (2014). *Digital journalism studies: The key concepts*. Routledge.

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1. <https://egyankosh.ac.in/bitstream/123456789/91968/1/Block-4.pdf>
2. https://sk.sagepub.com/book/mono/digital-journalism/chpt/journalism-as-practice#_
3. <https://www.opensocietyfoundations.org/uploads/02fc2de9-f4a5-4c07-8131-4fe033398336/mapping-digital-media-overviews-20140828.pdf>
4. <https://dokumen.pub/the-sage-handbook-of-digital-journalism-2015954909-9781473906532-9781473955073.html>
5. https://researchonline.lse.ac.uk/id/eprint/67067/1/Cammaerts_Digital%20journalism.pdf
6. <https://journaliststoolbox.ai/>

7. <https://reutersinstitute.politics.ox.ac.uk/>
8. <https://www.coursera.org/courses?query=digital%20journalism>
9. <https://nbcuacademy.com/course/fundamentals-of-journalism/>
10. <https://gijn.org/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able

CO1: Understand the concepts and evolution of digital journalism. K2

CO2: Apply writing and editing skills for digital news platforms. K3

CO3: Analyze multimedia and interactive elements in digital storytelling. K4

CO4: Evaluate ethical and legal issues in digital journalism. K5

CO5: Create digital journalism content using appropriate tools and platforms. K6

Mapping with PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1			Generic Elective Course – 1: Digital Journalism							5	3
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	2	3	3	3	2	2	3	3	2.7
CO-5	3	2	3	3	3	3	3	3	3	3	2.9
Mean Overall Score											2.6
											High

First Year

GENERIC ELECTIVE COURSE -1
3. SCRIPTWRITING AND STORYBOARDING
(Theory)

Semester I

Credits: 3

COURSE OBJECTIVES:

- To understand the fundamentals and techniques of script writing for various media formats
- To develop creative storytelling and narrative construction skills for visual media
- To understand the structure, format and elements of scripts for film, television and digital platforms
- To learn the principles and techniques of storyboarding for visual communication and production planning
- To apply scripting and storyboarding skills in media production and visual storytelling projects

UNIT – I: INTRODUCTION TO SCRIPT WRITING

Role and significance of scripts in media production – types of scripts: film, television, radio, advertising and digital media – characteristics of an effective script: clarity, structure, creativity and visual appeal – stages of script development from concept to final draft – idea generation, theme selection and concept building – fundamentals of storytelling for audio-visual media.

UNIT – II: NARRATIVE STRUCTURE AND ELEMENTS OF SCRIPT

Story, plot and narrative construction – classical and contemporary narrative structures – three-act structure and screenplay progression – character creation and character arcs – setting, mood and thematic development – conflict, tension and resolution – dialogue writing and conversational style – scene construction and transitions – visual narration and cinematic storytelling techniques.

UNIT – III: SCRIPT FORMATS AND WRITING TECHNIQUES

Standard script formats for film, television, radio, OTT and web-based content – screenplay formatting conventions – writing scripts for short films, documentaries, advertisements, podcasts and social media content –script editing, rewriting and revision techniques – adaptation and screenplay treatment – writing according to audience profile, genre and medium-specific requirements.

UNIT – IV: INTRODUCTION TO STORYBOARDING

Importance of storyboarding in media production – relationship between script and storyboard – basic elements of storyboard: frames, shots, composition and continuity – types of shots, camera angles and camera movements – scene visualization and sequencing – continuity and visual flow – basic storyboard symbols and formats.

UNIT – V: STORY BOARDING FOR MEDIA PRODUCTION

Storyboarding for film, television, advertising, animation and digital media – converting scripts into visual sequences – sketching and layout techniques for storyboard preparation – use of digital storyboard tools and software – introduction to animatics and pre-visualization – role of storyboards in production planning, cinematography and editing – collaborative process between writers, directors and designers.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Script writing exercise for a short film, advertisement or digital video
- Storyboard preparation for the developed script
- Scene breakdown and visual narration exercise
- Seminar on storytelling and screenplay techniques in visual media
- Practical assignment on storyboard presentation using manual or digital tools

COURSE OUTCOME:

CO1: Understand the fundamentals and process of script writing for various media. K2

CO2: Develop structured narratives using story elements and screenplay techniques. K6

CO3: Apply script writing skills for different media formats. K3

CO4: Interpret scripts into visual sequences through storyboarding. K4

CO5: Create scripts and storyboards suitable for media production contexts. K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
1			Generic Elective Course – 1: SCRIPTWRITING AND STORY BOARDING (Theory)						5	3	
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	2	3	3	3	2	2	3	3	2.7
CO-5	3	2	3	3	3	3	3	3	3	3	2.9
Mean Overall Score											2.6
											High

First Year

**SKILL ENHANCEMENT COURSE-1
NEWS PRODUCTION**

Semester I

Code

(Practical)

Credits : 2

COURSE OBJECTIVES

- To develop hands-on skills in news gathering and news production
- To train students in reporting, scripting, editing and presentation techniques
- To enable the creation of news content for print, broadcast and digital media platforms
- To understand newsroom structure, workflow and professional journalism practices
- To simulate real-time newsroom environments through practical news production exercises

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the basic elements of news production such as News values, structure and types, Reporting techniques (interview, observation, field reporting), Writing formats (print, radio, television, digital), Script writing and editing basics, Voice recording and presentation skills and Introduction to newsroom workflow and production.

Students should also be familiar with current developments in news production, including Mobile journalism (MoJo), Social media news formats, Digital news platforms.

Students should submit a news production record containing at least 2 works from each exercise, with proper headings, scripts, and production details.

PRACTICAL EXERCISES

1. News Writing and Feature Development

Writing hard news reports and feature-based stories using professional news writing formats and styles.

2. Reporting and Interview Techniques

Conducting interview-based reporting and field/event reporting with focus on observation, questioning and information gathering.

3. Headline and Lead Writing

Developing effective headlines and writing leads using the 5W1H structure for print and digital media.

4. Radio News Production

Preparation of radio news bulletins and recording of short audio news presentations with proper voice delivery and timing.

5. Television News Script and Presentation

Writing anchor scripts and producing visual-based television news presentations using audio-visual storytelling techniques.

6. Digital and Mobile Journalism Production

Creation of social media news content and mobile journalism (MoJo) video reports for digital platforms.

7. Editing and Newsroom Practices

Copy editing, fact-checking and correction exercises along with basic audio and video editing practices.

8. News Bulletin Production and Analysis

Preparation of news rundowns, group bulletin production and analysis of fake news through verification exercises.

TEXT BOOKS

1. Field, S. (2005). *Screenplay: The foundations of screenwriting* (Rev. ed.). Delta Trade Paperbacks.
2. McKee, R. (1997). *Story: Substance, structure, style and the principles of screenwriting*. HarperCollins.
3. Hart, J. (2007). *The art of the storyboard: Storyboarding for film, TV, and animation* (2nd ed.). Focal Press.
4. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film techniques and aesthetics* (6th ed.). Routledge.
5. Trottier, D. (2022). *The screenwriter's bible* (7th ed.). Silman-James Press.

REFERENCES

1. Blake Snyder. (2005). *Save the cat! The last book on screenwriting you'll ever need*. Michael Wiese Productions.
2. Thompson, K., & Bowen, C. J. (2009). *Grammar of the shot* (2nd ed.). Focal Press.
3. Block, B. (2020). *The visual story: Creating the visual structure of film, TV and digital media* (3rd ed.). Routledge.
4. Begleiter, M. (2015). *From word to image: Storyboarding and the filmmaking process*. Michael Wiese Productions.
5. Millerson, G., & Owens, J. (2012). *Video production handbook* (4th ed.). Focal Press.
6. Cooper, P., & Dancyger, K. (2005). *Writing the short film* (3rd ed.). Focal Press.

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1. <https://www.sjsu.edu/writingcenter/docs/handouts/Scriptwriting%20Format.pdf>
2. <https://dn790001.ca.archive.org/0/items/RobertMcKeeStorypdf/Robert%20McKee%20-%20Story%20%28pdf%29.pdf>
3. <https://nofilmschool.com/screenwriting-book-pdf>
4. <https://static1.squarespace.com/static/5af1145d697a987d247c2773/t/5f134c94292a6e4016291fc4/1595100318215/The+Tools+of+Screenwriting+by+David+Howard.pdf>
5. [simplyscripts.com](https://www.simplyscripts.com)

COURSE OUTCOME:

Upon successful completion of this course, students would be able:

CO1: Understand the basic principles and practices of news production. K2

CO2: Write and structure news content for print, broadcast and digital media platforms. K3

CO3: Apply reporting, interviewing and news gathering techniques in media production. K3

CO4: Produce radio, television and digital news content using appropriate production techniques. K6

CO5: Apply editing, presentation and teamwork skills in a newsroom environment. K3

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1			Skill Enhancement Course – 1: News Production (Practical)							2	2
Course Outcomes ↓	Programme objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	3	3	3	3	3	3	3	3	3.0
CO-5	3	2	3	2	3	3	3	2	3	2	2.6
CO-6	3	3	2	3	3	3	2	2	3	3	2.7
Mean Overall Score											2.6
											High

First Year

**VALUE ADDED COURSE-1
COMMUNICATION AND PERSONALITY
DEVELOPMENT**

Semester I

Code

(Theory)

Credits : 2*

COURSE OBJECTIVES:

- To develop effective verbal and non-verbal communication skills.
- To improve personality traits, confidence and interpersonal abilities.
- To enhance listening, speaking and presentation skills.
- To train students in professional etiquette and workplace communication.
- To develop leadership qualities and positive attitude for career growth.
- To create awareness about self-management and personality enhancement.

UNIT – I: INTRODUCTION TO COMMUNICATION

Meaning and importance of communication in daily life and workplace – basic communication process – types of communication: verbal and non-verbal – common barriers to communication – principles of effective communication – communication in academic and professional contexts.

UNIT – II: LISTENING AND SPEAKING SKILLS

Importance of listening skills – active listening techniques – speaking skills for clarity and confidence – pronunciation and basic fluency practice – conversation skills in formal and informal situations – introduction to public speaking – basics of group discussion.

UNIT – III: PERSONALITY DEVELOPMENT

Concept of personality and its importance – self-awareness and self-confidence – positive thinking and attitude building – emotional intelligence basics – stress management techniques – self-motivation and goal setting.

UNIT – IV: PROFESSIONAL COMMUNICATION

Basics of resume writing – email writing and etiquette – interview preparation skills – presentation skills (basic structure and delivery) – workplace communication – professional behaviour and ethics – teamwork and time management.

UNIT – V: SOFT SKILLS AND LIFE SKILLS

Interpersonal skills – decision making and problem solving – basic conflict management – leadership and teamwork – creativity in communication – adaptability in professional life – career-oriented skill development.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment / Self-Study Activities Only)

- Self-introduction and communication confidence practice
- Mock interviews and basic resume preparation

- Group discussion practice on simple current topics
- Public speaking and short presentation exercises
- Role play activities for workplace communication
- Team-based communication and leadership exercises
- Basic interpersonal communication practice sessions

TEXT BOOKS

1. DeVito, J. A. (2020). *The Interpersonal Communication Book* (15th ed.). Pearson.
2. Lucas, S. E. (2020). *The Art of Public Speaking* (13th ed.). McGraw Hill.
3. Mishra, C., & Sharma, A. (2022). *Professional Communication and Soft Skills*. Tata McGraw Hill.
4. Kumar, S., & Lata, P. (2021). *Communication Skills*. Oxford University Press India.

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1. Hamilton, C. (2022). *Communicating for Results* (11th ed.). Cengage Learning.
2. Gallo, C. (2022). *The Presentation Secrets of Steve Jobs*. McGraw Hill.
3. Bradberry, T., & Greaves, J. (2023). *Emotional Intelligence 2.0*. TalentSmart Publications.
4. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.
5. Raman, M., & Sharma, S. (2020). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.
6. Robbins, S. P., & Judge, T. A. (2023). *Organizational Behavior* (19th ed.). Pearson.
7. Covey, S. R. (2020). *The 7 Habits of Highly Effective People*. Simon & Schuster.
8. Carnegie, D. (2020). *The Quick and Easy Way to Effective Speaking*. Pocket Books.
9. Goleman, D. (2021). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bloomsbury Publishing.
10. Hargie, O. (2021). *Skilled Interpersonal Communication* (6th ed.). Routledge.

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1. <https://nptel.ac.in/courses>
2. <https://www.open.edu/openlearn/education-development/communication-skills>
3. <https://www.coursera.org/courses?query=communication%20skills>
4. <https://www.skillsyouneed.com/>
5. https://www.mindtools.com/pages/main/newMN_TCS.htm
6. <https://www.verywellmind.com/personality-development-4163218>
7. <https://www.ted.com/topics/communication>
8. <https://www.ted.com/topics/personal+development>
9. <https://www.edx.org/learn/communication>
10. <https://www.lifehack.org/articles/communication>
11. <https://www.psychologytoday.com/us/basics/personality>
12. <https://www.hbr.org/topic/communication>

13. <https://www.inc.com/guides/2010/06/defining-your-personal-brand.html>
14. <https://www.toastmasters.org/resources>
15. <https://www.britishcouncil.org/english/tips/communication-skills>

COURSE OUTCOMES:

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

CO1: Understand the fundamentals of communication and personality development

CO2: Demonstrate effective verbal and non-verbal communication skills.

CO3: Apply presentation and interpersonal communication skills in professional situations.

CO4: Analyze personality traits and develop self-confidence and leadership qualities.

CO5: Apply soft skills and professional ethics in workplace and social environments.

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1			Value Added Course -1: COMMUNICATION AND PERSONALITY DEVELOPMENT (Theory)								
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	3	2	2	2	3	2	2	2	2	2.3
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	2	3	3	2	2	2	2.6
CO-4	3	3	3	3	3	3	3	3	2	2	2.8
CO-5	3	3	3	3	3	3	3	3	3	2	2.9
Mean Overall Score											2.5
											High

First Year

CORE COURSE -3
CONTEMPORARY CINEMA STUDIES
(Theory)

Semester II

Code

Credits: 4

COURSE OBJECTIVES:

- To understand the language, history and aesthetics of cinema
- To analyse films using narrative, stylistic and theoretical approaches
- To examine the role of cinema in culture, society and ideology
- To develop critical viewing and film appreciation skills
- To understand contemporary trends in global and digital cinema

UNIT – I: INTRODUCTION TO CINEMA AND FILM LANGUAGE

Evolution of cinema as an art, industry and medium of communication – fundamentals of film language: shot, scene, sequence and montage – mise-en-scène and visual composition – basics of cinematography, editing and sound design – narrative structure and storytelling in cinema – film genres and forms – relationship between cinema, culture and society.

UNIT – II: FILM HISTORY AND MAJOR MOVEMENTS

Origins and development of world cinema – early cinema and classical Hollywood narrative style – major film movements: German Expressionism, Italian Neorealism, Soviet Montage and French New Wave – evolution of Indian cinema and its major phases – parallel cinema and new wave cinema in India – regional cinemas – globalization and changing trends in contemporary world cinema.

UNIT – III: FILM NARRATIVE AND VISUAL STORYTELLING

Narrative structures and cinematic storytelling techniques – character development, conflict and characterization – screenplay structure and visual narration – representation of time and space in cinema – genre analysis and audience expectations – symbolism and visual metaphors in films – documentary cinema, experimental films and alternative storytelling practices – adaptation and intertextuality in cinema.

UNIT – IV: FILM THEORY AND CRITICAL PERSPECTIVES

Introduction to major film theories and approaches – auteur theory and authorship in cinema – genre theory and film classification – structuralist approaches to film analysis – psychoanalytic perspectives in cinema – feminist film theory and representation – audience interpretation and critical film analysis.

UNIT – V: CONTEMPORARY CINEMA AND DIGITAL TRANSFORMATION

OTT platforms and streaming culture – transmedia storytelling and franchise cinema – globalization and hybrid film cultures – fandom, participatory culture and audience engagement – social media promotion and digital film marketing –

emerging trends in cinema: AI-assisted filmmaking, virtual production, VFX, immersive cinema and interactive storytelling – future directions of cinema in the digital era.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Critical analysis of selected films using cinematic and visual elements
- Case study on notable filmmakers, genres or film movements
- Seminar on OTT platforms, streaming culture and digital cinema practices
- Presentation on emerging trends in contemporary cinema and audience viewing patterns

TEXT BOOKS

1. Bordwell, D., & Thompson, K. (2020). *Film Art: An Introduction*. McGraw Hill.
2. Monaco, J. (2009). *How to Read a Film*. Oxford University Press.
3. Sikov, E. (2020). *Film Studies: An Introduction*. Columbia University Press.

REFERENCES

1. Pramaggiore, M., & Wallis, T. (2021). *Film: A Critical Introduction*. Laurence King Publishing.
2. Villarejo, A. (2013). *Film Studies: The Basics*. Routledge.
3. Mast, G., & Kavin, B. (2017). *A Short History of the Movies*. Pearson.
4. Nelmes, J. (2012). *Introduction to Film Studies*. Routledge.
5. Hayward, S. (2018). *Cinema Studies: The Key Concepts*. Routledge.
6. Corrigan, T. (2020). *A Short Guide to Writing About Film*. Pearson.
7. Rajadhyaksha, A., & Willemen, P. (2014). *Encyclopaedia of Indian Cinema*. Oxford University Press.
8. Dancyger, K. (2021). *The Technique of Film and Video Editing*. Routledge.
9. Cook, D. A. (2020). *A History of Narrative Film*. W.W. Norton.
10. Stam, R. (2020). *Film Theory: An Introduction*. Wiley-Blackwell.

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1. https://elcv.art.br/santoandre/biblioteca/_em_ingles/film_and_cinema_eBooks_collection/Studying%20Film.pdf
2. https://www.tezu.ernet.in/tu_codl/slm/Open/MAMCD/4/MMC-401-BLOCK-II.pdf
3. <https://dokumen.pub/film-studies-second-edition-an-introduction-9780231551564.html>
4. www.digiviscom.com
5. <https://www.coursera.org/courses?query=film%20studies>
6. <https://nptel.ac.in/course.html>
7. <https://www.openculture.com/>
8. <https://www.imdb.com/>
9. <https://www.masterclass.com/categories/film-tv>
10. <https://www.sensesofcinema.com/>
11. <https://www.bbc.co.uk/academy>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1:To understand the language and evolution of cinema. K2

CO2:To analyse films using narrative and stylistic elements. K4

CO3:To interpret films using theoretical and critical frameworks. K4

CO4:To evaluate cinema in relation to culture and society. K5

CO5:To assess contemporary developments in film and digital media. K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2		Core Course–3 CONTEMPORARY CINEMA STUDIES (Theory)								6	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	1	3	2	2	2	2	2.1
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	2	3	3	3	2	2	3	3	2.7
CO-5	2	3	2	3	3	2	2	2	3	3	2.5
CO-6	3	2	3	2	3	3	3	3	3	3	2.8
Mean Overall Score											2.6
											High

First Year

**CORE COURSE – 4
COMMUNICATION FOR SOCIAL CHANGE**

Semester II

Code

(Theory)

Credits : 4

COURSE OBJECTIVES:

- To understand the role of communication in social development and change
- To study theories and models of development communication
- To analyze media interventions in social issues
- To explore participatory and grassroots communication approaches
- To apply communication strategies for social transformation

UNIT – I: INTRODUCTION TO COMMUNICATION FOR SOCIAL CHANGE

Meaning and concept of development communication – role of communication in social change and community development – communication for awareness, participation and behavioural change – media and social development – communication and democracy – introduction to Sustainable Development Goals (SDGs) – role of media in promoting social progress.

UNIT – II: THEORIES AND APPROACHES IN DEVELOPMENT COMMUNICATION

Introduction to development communication theories – Modernization Theory – Dependency Theory – Diffusion of Innovations Theory – Participatory Communication Approach – Behaviour Change Communication (BCC) – Social Marketing Approach – role of culture and audience in development communication.

UNIT – III: MEDIA AND SOCIAL AWARENESS

Role of media in public awareness and social campaigns – communication in health, education and environmental awareness – media campaigns on sanitation, vaccination, gender equality and rural development – public service advertisements and advocacy communication – analysis of development campaigns through print, broadcast and digital media.

UNIT – IV: COMMUNITY MEDIA AND PARTICIPATORY COMMUNICATION

Concept and importance of participatory communication – community radio and folk media – grassroots communication practices – role of NGOs and community organizations in social communication – local communication methods and traditional media – communication for empowerment and social inclusion.

UNIT – V: DIGITAL MEDIA AND SOCIAL CHANGE

Role of digital and social media in activism and public participation – online campaigns and social media movements – citizen journalism and participatory media – mobile communication and digital outreach – challenges in digital communication: fake news, misinformation and digital divide – emerging trends in digital communication for social impact.

UNIT – VI: CURRENT CONTOURS

(Continuous Internal Assessment – Practical & Activity Based)

- Assignment on social awareness and development campaigns
- Seminar on digital campaigns for social change
- Case study analysis of NGO or government communication initiatives
- Preparation of posters, videos or social media content for awareness campaigns
- Presentation on SDGs and communication strategies for community development

TEXT BOOKS

1. Servaes, J. (2020). *Communication for development and social change* (2nd ed.). Sage Publications.
2. Wilkins, K. G., Tufte, T., & Obregon, R. (2014). *The handbook of development communication and social change*. Wiley-Blackwell.
3. Gumucio-Dagron, A., & Tufte, T. (2006). *Communication for social change anthology: Historical and contemporary readings*. Communication for Social Change Consortium.
4. Melkote, S. R., & Steeves, H. L. (2015). *Communication for development: Theory and practice for empowerment and social justice* (3rd ed.). Sage Publications.
5. Manyozo, L. (2012). *Media, communication and development: Three approaches*. Sage Publications.

REFERENCES

1. Freire, P. (1970). *Pedagogy of the oppressed*. Continuum.
2. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
3. Mefalopulos, P. (2008). *Development communication sourcebook: Broadening the boundaries of communication*. World Bank Publications.
4. Thomas, P. N. (2014). *Communication and development in India: A sociological perspective*. Sage Publications.
5. Sen, A. (1999). *Development as freedom*. Oxford University Press.
6. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage Publications.
7. Narula, U. (2006). *Development communication: Theory and practice*. Har-Anand Publications.
8. Singhal, A., & Rogers, E. M. (2003). *Combating AIDS: Communication strategies in action*. Sage Publications.

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1. https://segrad.lpz.ucb.edu.bo/wp-content/uploads/2024/03/Servaes__ed._2008_Sage_book.pdf
2. https://archive.org/details/handbookofdevelo0000unse_a9v5/page/n5/mode/2up
3. https://www.academia.edu/120162333/Handbook_of_Communication_for_Development_and_Social_Change

4. <https://bookpdfdoc.info/communication-in-social-change-us.pdf>
5. https://sk.sagepub.com/book/mono/communication-for-social-change/chpt/communication-social-change-extended-introduction#_

COURSE OUTCOME:

CO1: Explain concepts and theories of communication for social change. K2

CO2: Analyze development communication models and media practices related to social issues. K4

CO3: Apply participatory communication methods and community-based media practices in real-life contexts. K3

CO4: Evaluate communication campaigns, media policies and the role of media in social development. K5

CO5: Design communication strategies and awareness campaigns for social change and community development. K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2			Core Course – 4: Communication for Social Change							6	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	3	2	3	3	3	3	2	2.8
CO-3	3	3	2	3	3	3	2	2	3	3	2.7
CO-4	3	2	3	3	2	3	3	3	2	2	2.6
CO-5	3	3	2	3	3	3	2	2	3	3	2.7
CO-6	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.7
											High

First Year

CORE COURSE PRACTICAL – 2
PARTICIPATORY MEDIA PRODUCTION

Semester II

Code

(Practical)

Credits: 4

COURSE OBJECTIVES:

- To develop practical skills in participatory media production and communication
- To enable students to engage with communities and address social issues through media
- To create media content and campaigns for awareness and social change
- To enhance collaborative, field-based and community-oriented learning experiences
- To apply communication strategies for advocacy, public participation and social development initiatives

PRACTICAL TRAINING GUIDELINES

Students shall work individually or in groups (3–5 members) to complete a participatory media project based on a real social issue or community concern. The project must involve direct interaction with the community or target audience and encourage their active participation in identifying issues, planning ideas and developing media content.

Students are expected to collaboratively design and produce media content using audio, video or digital platforms as tools for awareness, participation and social communication.

Students must maintain a Project Record containing:

- Project Proposal
- Script / Storyboard
- Community interaction and field notes
- Production and technical details
- Documentation of community participation in content development
- Final media output (audio/video/digital)

PRACTICAL EXERCISES

(Any One or Combination)

- Short Documentary (3–5 minutes)
- Social Awareness Video / Campaign
- Audio Programme or Podcast
- Social Media Awareness Campaign
- Participatory Video developed with community involvement

TEXT BOOKS

1. Carpentier, N. (2011). *Media and Participation: A Site of Ideological-Democratic Struggle*. Intellect Books.
2. Servaes, J. (2020). *Handbook of Communication for Development and Social Change*. Springer.
3. Rodriguez, C. (2011). *Citizens' Media Against Armed Conflict*. University of Minnesota Press.

REFERENCES

1. Freire, P. (2005). *Pedagogy of the Oppressed*. Continuum.
2. Melkote, S. R., & Steeves, H. L. (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice*. Sage Publications.
3. Rennie, E. (2006). *Community Media: A Global Introduction*. Rowman & Littlefield.
4. Tacchi, J. (2012). *Evaluating Communication for Development*. Routledge.
5. Couldry, N. (2012). *Media, Society, World*. Polity Press.
6. Jenkins, H. (2008). *Convergence Culture*. New York University Press.
7. Fuchs, C. (2021). *Social Media: A Critical Introduction*. Sage Publications.
8. Downing, J. D. H. (2010). *Encyclopedia of Social Movement Media*. Sage Publications.
9. Tufte, T., & Mefalopulos, P. (2009). *Participatory Communication: A Practical Guide*. World Bank Publications.
10. White, S. A. (2004). *Participatory Video: Images That Transform and Empower*. Sage Publications.

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1. <https://egyankosh.ac.in/bitstream/123456789/86174/1/Unit-10.pdf>
2. https://www.workingfilms.org/wp-content/uploads/2008/08/ai356_body_michielessay.pdf
3. <https://www.communicationforsocialchange.org/>
4. <https://www.coursera.org/courses?query=participatory%20media>
5. <https://nptel.ac.in/course.html>
6. <https://swayam.gov.in/>
7. <https://www.pewresearch.org/>
8. <https://www.open.edu/openlearn/>
9. <https://www.youtube.com/>
10. <https://www.researchgate.net/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: To understand the principles of participatory communication and community media.

CO2: To identify social issues and engage with communities effectively.

CO3: To develop scripts and design communication strategies for social change.

CO4: To produce audio, video and digital media content collaboratively.

CO5:To apply participatory approaches in media production and development communication.

Mapping with PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2			Core Course Practical – 2 : Participatory Media Production							6	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	2	3	2	3	3	2	3	2	2.6
CO-3	3	3	3	3	3	3	3	3	3	2	2.9
CO-4	3	3	3	3	3	3	3	3	3	3	3.0
CO-5	3	2	3	3	2	3	3	3	2	2	2.6
CO-6	3	2	2	2	2	3	2	2	2	2	2.2
Mean Overall Score											2.7
											High

First Year

DISCIPLINE CENTRIC ELECTIVE COURSE – 2

Semester II

1. VISUAL DESIGN AND PACKAGING

(Practical)

Credits: 4

COURSE OBJECTIVES:

- To train students in the principles of visual design and packaging aesthetics
- To develop skills in creating brand-oriented packaging designs
- To enable students to understand materials, layout and structural aspects of packaging
- To familiarize students with digital design tools for packaging development
- To build the ability to create professional packaging solutions for products

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, students shall be introduced to the fundamentals of visual design including elements and principles of design, colour theory, typography and layout. Students will be trained in branding concepts, visual identity and the role of packaging in marketing and communication.

Students shall learn packaging design principles such as structure, form, usability, sustainability and consumer appeal. Training will include label design, box packaging, product branding and visual hierarchy.

The course will also introduce students to digital tools for creating packaging designs. Students will be exposed to contemporary trends including eco-friendly packaging, minimal design, digital mockups and brand storytelling through packaging.

The emphasis will be on hands-on design exercises where students conceptualize and create packaging for various products.

PRACTICAL EXERCISES

Students are required to submit a Visual Design and Packaging Record containing practical exercises and creative packaging projects demonstrating branding, layout and packaging design skills.

1. Creation of a brand identity including logo, colour palette and typography
2. Design of product labels for food, cosmetic or retail products
3. Packaging design for box-based products with layout and mock-up presentation
4. Development of an eco-friendly and sustainable packaging concept
5. Design of promotional visuals for packaging such as posters or social media creatives
6. Typography-based packaging and label design exercises

7. Redesign and analysis of an existing product package using a case study approach
8. Final project involving complete packaging design development from concept to mock-up presentation

TEXT BOOKS

1. Klimchuk, M. R., & Krasovec, S. A. (2018). *Packaging Design: Successful Product Branding from Concept to Shelf*. Wiley.
2. Ambrose, G., & Harris, P. (2019). *The Fundamentals of Graphic Design*. Bloomsbury Visual Arts.
3. Stewart, B. (2011). *Packaging Design Strategy*. Cengage Learning.

REFERENCES

1. Calver, G. (2007). *What is Packaging Design?*. Rotovision.
2. Heller, S., & Anderson, G. (2021). *The Graphic Design Idea Book*. Laurence King Publishing.
3. Wheeler, A. (2024). *Designing Brand Identity*. Wiley.
4. Samara, T. (2020). *Design Elements*. Rockport Publishers.
5. Tondreau, B. (2019). *Layout Essentials*. Rockport Publishers.
6. Poulin, R. (2018). *The Language of Graphic Design*. Rockport Publishers.
7. Caldwell, C. (2019). *Graphic Design For Everyone*. DK Publishing.
8. Meggs, P. B., & Purvis, A. W. (2023). *Meggs' History of Graphic Design*. Wiley.
9. Bestley, R., & Noble, I. (2023). *Visual Research*. Bloomsbury Visual Arts.
10. Lupton, E. (2024). *Thinking with Type*. Princeton Architectural Press.

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1. <https://turan-edu.uz/media/books/2024/05/24/1706850738.pdf>
2. <https://www.pewresearch.org/>
3. <https://www.open.edu/openlearn/>
4. <https://www.feelingpeaky.com/wp-content/uploads/2017/02/6-Principles-of-packaging-design.pdf>
5. https://www.canr.msu.edu/uploads/236/67553/4-H_Communications_Toolkit-VisualDesign.pdf
6. <https://www.diva-portal.org/smash/get/diva2:830523/FULLTEXT01.pdf>
7. <https://www.youtube.com/>
8. <https://www.researchgate.net/>

COURSE OUTCOME:

Upon successful completion, students would be able:

CO1:To understand the principles of visual design and packaging. K2

CO2:To create effective brand-oriented packaging designs. K6

CO3:To apply colour, typography and layout principles in packaging design. K3

CO4:To develop functional and aesthetically appealing packaging solutions. K6

CO5:To design professional packaging outputs using digital design tools. K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2			Discipline Centric Elective Course – 2 : Visual Design and Packaging							4	4
Course Outcomes ↓	Programme Objecties (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	3	3	3	3	3	3	3	3.0
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	3	3	3	3	3	3	3	3	3.0
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.8
											High

First Year

DISCIPLINE CENTRIC ELECTIVE COURSE – 2

Semester II

2. WEB DESIGNING

Code

(Practical)

Credits: 4

COURSE OBJECTIVES:

- To introduce students to the fundamentals of web design and development
- To develop skills in designing and creating responsive web pages
- To enable students to use HTML, CSS and basic scripting for website creation
- To familiarize students with UI/UX principles and web layout design
- To build the ability to create functional and visually appealing websites

PRACTICAL TRAINING GUIDELINES

Students shall be introduced to the fundamentals of web design, website structure and digital publishing platforms. The course will focus on principles of user-friendly web design, layout organization, typography, colour schemes, navigation systems and responsive interface design.

Training will include the use of contemporary web design and website development tools such as website builders, CMS platforms and visual design software. Students will also learn mobile-friendly design practices, web accessibility standards, basic SEO techniques and principles of user experience in website creation.

Emphasis will be given to hands-on learning through the design and development of functional and visually effective websites for personal, professional and creative purposes.

(Note: Suggested Software / Platforms: Adobe Dreamweaver, WordPress, Wix, Webflow, Google Sites, Figma, Canva, Visual Studio Code and Bootstrap.)

PRACTICAL EXERCISES

Students should submit a Web Designing Record consisting of the following practical exercises and projects:

1. Design of a basic webpage with text, images, navigation and multimedia elements
2. Creation of a multi-page website with proper layout and navigation structure
3. Application of typography, colour schemes and visual hierarchy in web design
4. Development of responsive and mobile-friendly webpage layouts
5. Design of a personal portfolio, brand website or thematic website
6. Application of basic SEO practices, metadata and web accessibility features
7. Redesign and analysis of an existing website interface (case study approach)

COURSE OUTCOME:

Upon successful completion, students would be able:

CO1: Understand the fundamentals of web design and website development. K2

CO2: Create and design webpages using suitable web design tools and technologies. K6

CO3: Apply UI/UX principles for effective and user-friendly website design. K3

CO4: Develop responsive and mobile-friendly websites for digital platforms. K6

CO5: Build complete websites for portfolio, branding and professional communication purposes. K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2		Discipline Centric Elective Course – 2: Web Designing								4	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	3	3	3	3	3	3	3	3.0
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	3	3	3	3	3	3	3	3	3.0
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.8
											High

1. AUDIO PRODUCTION**(Theory)****Credits: 3****COURSE OBJECTIVES**

- To understand the fundamentals of sound and audio production
- To learn the principles of sound recording and audio equipment
- To develop knowledge of audio editing and post-production techniques
- To analyse different formats of audio programmes
- To understand contemporary trends in digital audio production

UNIT – I: FUNDAMENTALS OF SOUND

Introduction to sound and audio communication – characteristics of sound: pitch, volume and tone – sound waves and human hearing – types of sound and sound sources – basics of acoustics and sound environment – importance of sound in media and communication.

UNIT – II: AUDIO EQUIPMENT AND RECORDING

Introduction to microphones, audio recorders and mixers – types and uses of microphones – basics of studio setup and recording environment – voice recording and narration techniques – field recording and ambient sound capture – handling and care of audio equipment.

UNIT – III: AUDIO EDITING AND SOUND DESIGN

Introduction to audio editing software and digital audio workstations (DAWs) – basic editing techniques: cutting, trimming and sequencing – audio enhancement and noise reduction – basics of mixing and balancing – introduction to sound effects and background audio – synchronization of sound with video content.

UNIT – IV: RADIO, PODCAST AND AUDIO PROGRAMME PRODUCTION

Introduction to radio and podcast production – formats of audio programmes: interviews, talk shows, features and podcasts – scripting and planning for audio content – voice modulation, pronunciation and presentation skills – audio storytelling techniques – workflow in radio and podcast production.

UNIT – V: DIGITAL AUDIO AND EMERGING TRENDS

Digital audio platforms and streaming services – podcast hosting and online distribution – mobile audio production tools – sound design for social media and digital platforms – introduction to AI tools in audio production – immersive audio and spatial sound – emerging trends in audio communication industries.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Analysis of radio programmes or podcasts
- Audio recording and editing exercise
- Seminar on podcasting and digital audio trends
- Case study on popular audio platforms and streaming services
- Presentation on sound design and audio storytelling in media
- Creation of a short podcast or audio programme

TEXT BOOKS

1. Holman, T. (2017). *Sound for Film and Television*. Routledge.
2. Rumsey, F., & McCormick, T. (2021). *Sound and Recording*. Routledge.
3. Alten, S. R. (2019). *Audio in Media*. Cengage Learning.

REFERENCES

1. Yewdall, D. L. (2012). *Practical Art of Motion Picture Sound*. Focal Press.
2. Huber, D. M., & Runstein, R. E. (2017). *Modern Recording Techniques*. Routledge.
3. Bartlett, B., & Bartlett, J. (2013). *Practical Recording Techniques*. Focal Press.
4. Gibson, D. (2019). *The Art of Mixing*. Routledge.
5. Sonnenschein, D. (2001). *Sound Design*. Michael Wiese Productions.
6. Priestman, C. (2013). *Web Radio: Radio Production for Internet Streaming*. Focal Press.
7. McLeish, R., & Link, J. (2015). *Radio Production*. Routledge.
8. Keith, M. C. (2016). *The Radio Station: Broadcast, Satellite and Internet*. Routledge.
9. Stewart, P. (2010). *Essential Radio Skills*. A & C Black Publishers.
10. White, P. (2020). *Basic Live Sound Reinforcement*. Hal Leonard.

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2. <https://assets.online.berklee.edu/handbooks/berklee-online-music-production-handbook.pdf>
3. <https://belglas.com/wp-content/uploads/2018/03/handbook-for-sound-engineers.pdf>
4. https://story-maker.org/uploads/documents/SoundBites_10_-_Audio_editing_with_Audacity.pdf
5. https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/PG_M.A._Journalism%20and%20Mass%20Communication_309%2023_Audio%20Production_MAJMC.pdf

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: Understand the basic concepts and properties of sound in audio communication K1

CO2: Explain audio recording techniques and the use of audio equipment in media production K1

CO3: Apply audio editing, mixing and sound design techniques in media production K3

CO4: Apply knowledge of different audio programme formats in digital media production K3

CO5: Apply audio production techniques in radio, podcast and digital media contexts K3

Mapping With PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
2				Generic Elective Course – 2 : Audio Production						4	3
Course Outcomes ↓	Programme Objectives (PO)										Mean Score s ofCO s
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	2	2	2	3	3	2	2	2	2.4
CO-3	3	3	3	3	2	3	3	3	3	2	2.8
CO-4	3	3	2	3	3	3	2	2	3	3	2.7
CO-5	3	3	3	3	3	3	3	3	3	2	2.9
Mean Overall Score											2.6
											High

First Year

GENERIC ELECTIVE COURSE – 2

Semester II

2. DIGITAL MARKETING

Code

(Theory)

Credits: 3

COURSE OBJECTIVES:

- To understand the concepts and scope of digital marketing in the contemporary media environment
- To learn the principles and strategies of online marketing and branding
- To analyse various digital marketing channels and tools
- To develop knowledge of consumer behaviour in digital platforms
- To understand analytics, ethics and emerging trends in digital marketing

UNIT – I: INTRODUCTION TO DIGITAL MARKETING

Definition of digital marketing – evolution and growth of digital marketing practices – differences between traditional and digital marketing – digital marketing ecosystem and online business models – consumer behaviour in digital environments – customer journey, touchpoints and user experience – role of digital platforms in brand communication and marketing strategy.

UNIT – II: CONTENT AND SOCIAL MEDIA MARKETING

Concepts and principles of content marketing – content strategy and brand storytelling – types of digital content: blogs, videos, infographics, podcasts and social media posts – social media marketing: platforms, features and communication strategies – content planning, scheduling and campaign management – influencer marketing and creator economy – audience engagement, online communities and social media analytics.

UNIT – III: SEARCH ENGINE AND ONLINE MARKETING

Introduction to search engine optimization (SEO) – keyword research and search behaviour – on-page and off-page SEO techniques – search engine marketing (SEM) and paid search advertising – online advertising models: PPC, display ads and native advertising – introduction to Google Ads and display networks – website visibility, traffic generation and conversion strategies.

UNIT – IV: EMAIL, MOBILE AND CUSTOMER RELATIONSHIP MARKETING

Fundamentals of email marketing – types of email campaigns and communication strategies – newsletter writing and design – mobile marketing and app-based promotions – SMS and push notification marketing – personalization, targeting and audience segmentation – customer relationship management (CRM) and customer retention strategies – integrated digital communication practices.

UNIT – V: ANALYTICS, ETHICS AND EMERGING TRENDS IN DIGITAL MARKETING

Introduction to web analytics and digital metrics – key performance indicators (KPIs) and campaign measurement – basics of Google Analytics and audience insights – evaluating digital marketing performance and ROI – ethical issues in digital marketing – privacy, data protection and consumer rights – emerging trends in digital marketing: artificial intelligence, automation, personalization, voice search and digital branding strategies.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Analysis of digital and social media marketing campaigns
- Seminar on influencer marketing and emerging social media trends
- Case study on successful branding and online promotional campaigns
- Presentation on AI tools and future trends in digital marketing and advertising

TEXT BOOKS

1. Ryan, D. (2020). *Understanding Digital Marketing*. Kogan Page.
2. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. Pearson.
3. Kingsnorth, S. (2022). *Digital Marketing Strategy*. Kogan Page.

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1. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications.
2. Pulizzi, J. (2013). *Epic Content Marketing*. McGraw Hill.
3. Scott, D. M. (2022). *The New Rules of Marketing and PR*. Wiley.
4. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
5. Odden, L. (2012). *Optimize: How to Attract and Engage More Customers*. Wiley.
6. Safko, L. (2012). *The Social Media Bible*. Wiley.
7. Sterne, J. (2017). *Social Media Metrics*. Wiley.
8. Qualman, E. (2020). *Socialnomics*. Wiley.
9. Zimmerman, J., & Ng, D. (2022). *Social Media Marketing All-in-One For Dummies*. Wiley.
10. Gunelius, S. (2021). *30-Minute Social Media Marketing*. McGraw Hill.

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2. <https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf>
3. <https://slims.bakrie.ac.id/repository/0803c25667ea8747c50451347762999f.pdf>
4. <https://open.umn.edu/opentextbooks/textbooks/1602>
5. <https://www.lingayasvidyapeeth.edu.in/sanmax/wp-content/uploads/2024/01/02.-eMarketing-The-essential-guide-to-marketing-in-a-digital-world-author-Rob-Stokes-and-the-Minds-of-Quirk-min.pdf>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: Understand the concepts and scope of digital marketing K1

CO2: Analyze digital marketing strategies and platforms K3

CO3: Apply SEO, content and social media marketing principles K3

CO4: Apply analytics tools to evaluate digital marketing performance K3

CO5: Assess ethical issues and emerging trends in digital marketing K3

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2			Generic Elective Course – 2 : Digital Marketing							4	3
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	3	2	2	2	3	2	2	2	2	2.3
CO-2	3	3	3	3	2	3	3	2	3	2	2.7
CO-3	3	2	3	3	2	3	3	3	2	2	2.6
CO-4	2	3	3	3	3	2	3	3	3	2	2.7
CO-5	2	3	2	3	3	2	2	3	3	3	2.6
Mean Overall Score											2.6
											High

COURSE OBJECTIVES

1. To understand digital media ecosystems, communication technologies
2. To analyze the role of digital journalism, participatory communication and community media in social development.
3. To develop professional skills in digital reporting, multimedia storytelling, editing and community-based media production.
4. To examine ethical, legal and social issues related to digital communication and new media practices.
5. To apply research-based and practice-oriented approaches in communication strategies

UNIT I: INTRODUCTION TO COMMUNITY REPORTING

Concept, nature and importance of community reporting – role of community media in social awareness and local development – difference between mainstream journalism and community reporting – community participation and public voice – role of digital media in local communication – ethics and responsibilities in community reporting.

UNIT II: DIGITAL MEDIA PLATFORMS FOR COMMUNITY REPORTING

Use of digital and social media platforms for community communication – reporting through websites, blogs, YouTube, Instagram, Facebook and podcasts – mobile journalism and citizen reporting – hyperlocal journalism and neighbourhood media platforms – digital storytelling for community issues – audience interaction and public participation in digital spaces.

UNIT III: REPORTING SOCIAL AND COMMUNITY ISSUES

Identification of local and community issues – reporting on health, education, environment, gender, rural development and social welfare – public interest reporting and awareness campaigns – interviewing community members and field-based reporting – fact-checking and verification in community journalism – ethics and sensitivity in reporting marginalized communities.

UNIT IV: MULTIMEDIA STORYTELLING FOR COMMUNITY MEDIA

Writing and editing for community-based digital platforms – use of photographs, audio, video and graphics in storytelling – short-form video reporting and social media news content – podcast and audio storytelling for communities – scripting and visual planning for digital reports – audience engagement through multimedia content.

UNIT V: DIGITAL CAMPAIGNS AND PARTICIPATORY COMMUNICATION

Digital campaigns for public awareness and social change – participatory communication and citizen engagement – role of NGOs, self-help groups and community organizations in media communication – online activism and advocacy communication – community feedback and participatory content creation – challenges in digital community reporting: fake news, misinformation and digital divide.

UNIT VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Preparation of a community-based digital news report
- Social media awareness campaign on a local issue
- Mobile journalism reporting exercise
- Podcast or short video production on community development themes
- Case study analysis of community media initiatives
- Seminar on digital tools and emerging trends in community reporting

COURSE OUTCOME:

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

CO1: Analyze the concepts, theories and socio-cultural dimensions of digital media and development communication K4

CO2: Evaluate the role of digital and community media in social change, participatory communication and rural development K5

CO3: Apply professional skills in multimedia reporting, digital content production and community-oriented storytelling K3

CO4: Critically examine ethical, legal and technological challenges associated with digital journalism and online communication K4

CO5: Design communication strategies and digital media campaigns for community development and public engagement K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2		Generic Elective Course – 2 : DIGITAL MEDIA AND COMMUNITY REPRTING								4	3
Course Outcomes	Programme Objectives (PSO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	3	3	2	2	3	3	2	2	2	2.5
CO-2	3	3	2	3	3	3	2	3	3	2	2.7
CO-3	3	2	3	3	2	3	3	3	2	2	2.6
CO-4	2	3	3	3	3	2	3	3	3	3	2.8
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.7
											High

First Year

**SKILL ENHANCEMENT COURSE-2
TAMIL CINEMA AND POLITICAL COMMUNICATION**

Semester II

Code

(Theory)

Credits: 2

COURSE OBJECTIVES:

- To understand the relationship between Tamil cinema and politics
- To analyze cinema as a tool of political communication
- To study the role of film personalities in political movements
- To examine ideological representation in films
- To explore contemporary media-politics interactions

UNIT – I: INTRODUCTION TO TAMIL CINEMA

History and evolution of Tamil cinema – growth of the Tamil film industry from silent cinema to contemporary digital cinema – cinema as a medium of mass communication and cultural expression – relationship between cinema and society – early social and political themes in Tamil films – contribution of pioneers such as K. Subramanyam, S. S. Vasan and A. V. Meiyappan – emergence of socially conscious cinema in Tamil Nadu.

UNIT – II: CINEMA AND DRAVIDIAN POLITICS

Rise of the Dravidian movement and its influence on Tamil cinema – cinema as a tool for political communication and social reform – role of scriptwriters, dialogues and songs in spreading ideology – contributions of C. N. Annadurai and M. Karunanidhi in political screenwriting – influence of Actors in political and social cinema – ideology, propaganda and identity politics in Tamil films.

UNIT – III: STAR POLITICS IN TAMIL CINEMA

Emergence and political journeys of film stars as political leaders – construction of political image through cinema – cinema, charisma and mass appeal – fan clubs and political mobilization – role of celebrities in contemporary political discourse – star culture and electoral politics.

UNIT – IV: CINEMA AS POLITICAL COMMUNICATION

Cinema as a means of political messaging and persuasion – representation of caste, class, gender and regional identity in Tamil films – film narratives as propaganda and ideological tools – symbolism, dialogues and visual politics in cinema – audience reception, interpretation and influence – political satire and resistance in Tamil cinema – role of music, lyrics and popular culture in political communication.

UNIT – V: CONTEMPORARY TRENDS IN TAMIL CINEMA AND POLITICS

Changing relationship between Tamil cinema and politics in the digital era – social media, fandom and political communication – OTT platforms and new political narratives – celebrity politics and youth engagement – digital campaigns and online political mobilization – contemporary filmmakers and political themes in cinema – contributions of directors in addressing social and political issues – future trends in cinema and political culture in Tamil Nadu.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Preparation of a timeline on the relationship between Tamil cinema and politics
- Seminar on political themes and social issues represented in Tamil films
- Assignment on analysis of a Tamil film from a political or social perspective
- Case study on the influence of cinema personalities in political campaigns and public opinion
- Review writing and presentation on a politically themed Tamil film

TEXT BOOKS

1. Pandian, M. S. S. (1992). *The image trap: M.G. Ramachandran in film and politics*. Sage Publications.
2. Hardgrave, R. L. (1973). *Politics and the film in Tamil Nadu: The stars and the DMK*. Asian Survey.
3. Baskaran, S. T. (2020). *The eye of the serpent: An introduction to Tamil cinema* (2nd ed.). Westland Publications.
4. Dickey, S. (1993). *Cinema and the urban poor in South India*. Cambridge University Press.

REFERENCES

1. Srinivas, S. V. (2009). *Megastar: Chiranjeevi and Telugu cinema after N.T. Rama Rao*. Oxford University Press.
2. Rajadhyaksha, A., & Willemen, P. (1999). *Encyclopedia of Indian cinema* (2nd ed.). British Film Institute.
3. Velayutham, S. (Ed.). (2008). *Tamil cinema: The cultural politics of India's other film industry*. Routledge.
4. Gopalan, L. (2002). *Cinema of interruptions: Action genres in contemporary Indian cinema*. BFI Publishing.
5. Chakravarthy, V. (2018). *Tamil cinema in the twenty-first century: Caste, gender and technology*. Routledge India.
6. Baskaran, S. T. (2009). *History through the lens: Perspectives on South Indian cinema*. Orient Blackswan.
7. Pendakur, M. (2003). *Indian popular cinema: Industry, ideology and consciousness*. Hampton Press.
8. Dissanayake, W., & Gokulsing, K. M. (2013). *Routledge handbook of Indian cinemas*. Routledge.

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2. https://www.cssscal.org/pdf/publication/Tamil_Cinema_in_21st_Century.pdf
3. https://archive.org/details/isbn_9780415396806
4. <https://antrocom.net/wp/wp-content/uploads/2024/05/jeevanandam-karthik-social-dynamics-tamil-cinema.pdf>
5. https://noolaham.org/wiki/index.php/The_Tamil_Film_as_a_Medium_of_Political_Communication
6. https://www.cssscal.org/pdf/publication/Tamil_Cinema_in_21st_Century.pdf

7. https://www.youtube.com/results?search_query=tamil+cinema+politics+lecture
8. https://www.youtube.com/results?search_query=political+communication+india
9. <https://www.filmcompanion.in/>
10. <https://scroll.in/topic/10540/tamil-cinema>
11. <https://thewire.in/tag/tamil-cinema>
12. <https://www.frontline.in/the-nation/cinema>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- CO1:** Understand the relationship between Tamil cinema and political developments in Tamil Nadu K1
- CO2:** Analyze the role of cinema in shaping political ideologies and public opinion K4
- CO3:** Examine the influence of film personalities in Tamil political movements K4
- CO4:** Analyze the representation of caste, class and gender issues in Tamil films K4
- CO5:** Understand the impact of media, digital platforms and cinema on contemporary political communication K1

Mapping With PO:

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2		Generic Elective Course – 2 : DIGITAL MEDIA AND COMMUNITY REPRTING									4	3
Course Outcomes	Programme Objectives (PSO)										Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
CO-1	3	3	3	2	2	3	3	2	2	2	2.5	
CO-2	3	3	2	3	3	3	2	3	3	2	2.7	
CO-3	3	2	3	3	2	3	3	3	2	2	2.6	
CO-4	2	3	3	3	3	2	3	3	3	3	2.8	
CO-5	3	3	3	3	3	3	3	3	3	3	3.0	
Mean Overall Score											2.7	
											High	

Second Year

**NON-MAJOR ELECTIVE COURSE-1
MOBILE PHOTOGRAPHY**

Semester 2

Code

Credits: 2

COURSE OBJECTIVES:

- To introduce the concepts and importance of mobile photography.
- To familiarize students with smart phone camera technologies and photographic techniques.
- To develop understanding of composition, lighting and visual aesthetics in photography.
- To provide knowledge about digital image editing and visual storytelling.
- To create awareness about social media photography and ethical practices.
- To enhance creative thinking and visual communication skills through mobile photography.

UNIT – I : INTRODUCTION TO MOBILE PHOTOGRAPHY

History and evolution of photography – introduction to digital and mobile photography – development of smart phone cameras – features and functions of mobile cameras – advantages and limitations of mobile photography – role of mobile photography in communication and media industries.

UNIT – II : PRINCIPLES OF PHOTOGRAPHY

Elements of photography – composition techniques – rule of thirds – framing and balance – perspective and angles – lighting in photography: natural and artificial lighting – colour, contrast and visual aesthetics – basics of exposure and focus.

UNIT – III : TYPES OF MOBILE PHOTOGRAPHY

Portrait photography – landscape photography – street photography – macro photography – food photography – travel photography – product photography – documentary and social media photography – creative photography trends.

UNIT – IV : MOBILE PHOTO EDITING AND APPLICATIONS

Introduction to photo editing – image enhancement techniques – cropping and resizing – brightness and colour correction – filters and effects – mobile editing applications and tools – ethics in digital photo editing – photo manipulation and authenticity.

UNIT – V : MOBILE PHOTOGRAPHY FOR DIGITAL MEDIA

Visual storytelling through photography – photojournalism and citizen journalism – photography for social media platforms – branding and digital marketing through photography – copyright and ethical issues in photography – future trends in mobile photography and AI-based imaging technologies.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on the evolution and development of mobile photography
- Seminar on visual storytelling through social media photography
- Case study analysis of successful mobile photography campaigns
- Presentation on ethical issues in digital photography and image manipulation
- Portfolio analysis and discussion of student and professional photography works

TEXT BOOKS

1. Kelby, S. (2021). The Smartphone Photography Book. Rocky Nook.
2. Freeman, M. (2020). The Photographer's Eye. Laurence King Publishing.
3. Ang, T. (2021). Digital Photography Essentials. DK Publishing.
4. Peterson, B. (2021). Understanding Exposure (4th ed.). Amphoto Books.

REFERENCES

1. London, B., Stone, J., & Upton, B. (2020). Photography (12th ed.). Pearson.
2. Caplin, S. (2020). The Complete Guide to Digital Photography. Routledge.
3. Hedgecoe, J. (2021). The Art of Digital Photography. DK Publishing.
4. Badsey, A. (2022). Mobile Photography Handbook. Ammonite Press.
5. Davis, H. (2021). Creative Composition Digital Photography Tips. Wiley.
6. Hunter, F., Biver, S., & Fuqua, P. (2022). Light: Science and Magic (6th ed.). Routledge.
7. McNally, J. (2020). The Moment It Clicks. New Riders.
8. Langford, M. (2021). Langford's Basic Photography (10th ed.). Routledge.
9. Northrup, T., & Northrup, C. (2022). Stunning Digital Photography. Mason Press.
10. Scott, R. (2023). Smartphone Photography Masterclass. Independently Published.

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4. <https://www.nationalgeographic.com/photography/article/mobile-photography-tips>
5. <https://www.bbc.com/news/in-pictures>
6. <https://www.magnumphotos.com/photography/mobile-photography/>
7. <https://www.creativelive.com/photography/mobile-photography>
8. <https://www.srlounge.com/mobile-photography/>
9. <https://www.androidauthority.com/best-mobile-photography-tips-3101962/>
10. <https://www.digitalcameraworld.com/tutorials/mobile-photography-tips>
11. <https://www.youtube.com/@iPhonePhotographySchool>
12. <https://www.youtube.com/@AndroidAuthority>

13. <https://www.coursera.org/courses?query=photography>
14. <https://www.open.edu/openlearn/science-maths-technology/photography>
15. <https://www.nptel.ac.in/courses>

COURSE OUTCOME:

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

- CO1:** Understand the concepts and evolution of mobile photography.
- CO2:** Explain the principles of composition, lighting and photographic aesthetics.
- CO3:** Identify different styles and applications of mobile photography in media and communication.
- CO4:** Analyze digital image editing techniques and ethical issues in photography.
- CO5:** Evaluate the role of mobile photography in social media, branding and digital communication.

Mapping With PO:

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2		NON-MAJOR ELECTIVE COURSE-1 (NMEC-1) MOBILE PHOTOGRAPHY									2	2
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
CO-1	3	2	1	2	2	2	1	1	2	1	1.7	
CO-2	3	3	2	2	2	2	2	1	2	1	2.0	
CO-3	3	3	2	3	2	2	2	2	2	1	2.2	
CO-4	3	3	2	3	3	3	2	2	2	2	2.5	
CO-5	3	3	3	3	3	3	2	2	3	2	2.7	
Mean Overall Score											2.2	
											High	

COURSE OBJECTIVES

- To understand the legal framework governing media in India
- To analyze constitutional provisions related to freedom of expression and press
- To examine major media laws and regulatory systems
- To understand ethical standards and professional responsibilities in media practice
- To apply legal and ethical principles in print, broadcast and digital journalism

UNIT I: MEDIA ETHICS AND PROFESSIONAL RESPONSIBILITY

Concept of ethics in media – morals, values and professional conduct – self-regulation, organizational regulation and statutory regulation – ethical responsibility of media professionals – accountability and transparency – role of ombudsman in media systems – ethical challenges in digital communication.

UNIT II: CONSTITUTION AND FREEDOM OF EXPRESSION

Constitution of India and media freedom – Article 19(1)(a) and reasonable restrictions – freedom of press in democracy – structure of Indian legal system – evolution of press laws in India – role of Press Council of India – Press and Registration of Books Act – Press Commissions – TRAI and media regulation overview.

UNIT III: MEDIA LAWS AND LEGAL PROVISIONS

Defamation: libel and slander – Contempt of Court – Official Secrets Act – Right to Information Act – Copyright and Intellectual Property Rights – Cinematograph Act – Indecent Representation of Women Act – Working Journalists Act – Cyber laws and IT Act – basic criminal provisions related to media practice.

UNIT IV: ETHICAL CHALLENGES IN CONTEMPORARY MEDIA

Privacy and confidentiality – source protection and public interest – conflict of interest in media practice – representation and stereotyping in media content – misinformation, fake news and fact-checking – ethical issues in social media journalism – AI and automated content creation – emerging ethical dilemmas in digital communication.

UNIT V: MEDIA AND SOCIAL RESPONSIBILITY

Media responsibility towards society – role of media in influencing public opinion – privacy and consent in media content – ethical issues in print, broadcast and digital media – fake news and misinformation – social responsibility of media professionals and organizations – influence of media ownership on content.

UNIT VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study on recent media law violations and ethical issues
- Seminar on fake news, misinformation and digital regulation
- Analysis of court cases involving media and freedom of expression
- Assignment on ethical dilemmas in journalism practice
- Presentation on cyber law issues and digital media responsibility

COURSE OUTCOME:

Upon successful completion of this course, students would be able:

CO1:To understand the legal framework governing media systems K1

CO2:To analyze constitutional provisions related to freedom of expression and press K4

CO3:To evaluate major media laws and regulatory structures in India K5

CO4:To apply ethical principles in media production and journalism practice K3

CO5:To assess contemporary legal and ethical challenges in digital media K5

TEXT BOOKS

- D'Souza, V. (2019). *Media Laws and Ethics in India*. Oxford University Press.
- Bapat, M. (2020). *Indian Press Laws*. Orient Blackswan.
- Puri, S. (2021). *Media Ethics and Law*. Routledge.
- Basu, D. D. (2022). *Introduction to the Constitution of India*. LexisNexis.
- Kumar, J. (2020). *Mass Media Laws and Regulations*. McGraw Hill.

REFERENCE BOOKS

- Barua, S. (2018). *Media Law in India*. Eastern Book Company.
- Mehta, D. (2019). *Press Freedom and Law*. Sage Publications.
- Nelson, R. (2020). *Media Ethics Today*. Routledge.
- McQuail, D. (2019). *Media Accountability and Ethics*. Sage Publications.
- Chopra, A. (2021). *Cyber Laws in India*. LexisNexis.
- Rai, R. (2020). *Journalism Ethics and Practices*. Kanishka Publishers.
- Sharma, P. (2018). *Communication Laws in India*. Global Media Press.
- Aggarwal, V. (2019). *Right to Information Act Explained*. LexisNexis.
- Singh, M. (2021). *Media Regulation and Policy*. Sage Publications.
- Kumar, K. (2022). *Digital Media Law and Governance*. Routledge.

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- <https://indiacode.nic.in>
- <https://prsindia.org>
- <https://presscouncil.nic.in>
- <https://www.meity.gov.in>
- <https://www.trai.gov.in>
- <https://www.legalserviceindia.com>
- <https://cybercrime.gov.in>

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3		Core Course – 5 : MEDIA LAWS, ETHICS AND SOCIAL RESPONSIBILITY (Theory)								6	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	3	2	3	3	2	3	2	2.7
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	2	3	3	2	3	3	2	3	2	2.6
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.7
											High

Second Year

CORE COURSE -6
WRITING AND EDITING FOR MEDIA

Semester 3

Code

(Theory)

Credits : 4

COURSE OBJECTIVES:

- To develop writing skills for various media platforms
- To understand principles and techniques of media writing
- To train students in editing for print, broadcast and digital media
- To enhance clarity, creativity and audience-oriented writing
- To create ethical and professional standards in media writing

UNIT – I: INTRODUCTION TO MEDIA WRITING

Significance of media writing for diverse audiences and various media platforms – characteristics of effective media writing: clarity, brevity, accuracy, objectivity and readability – differences between academic, creative and journalistic writing.

UNIT – II: WRITING FOR PRINT MEDIA

Fundamentals of news writing – structure of news stories: inverted pyramid style – headlines, leads and story development – types of news: hard news, soft news, interpretative and investigative stories – feature writing and human-interest narratives – editorial, column and opinion writing – interview techniques and profile writing – ethics and professional practices in print journalism.

UNIT – III: WRITING FOR BROADCAST MEDIA

Characteristics and language of broadcast writing – radio news writing: headlines, bulletins and news scripts – radio programme writing: RJ presentation, interviews, features and talk formats – television news writing: anchor scripts, voice-over, television programme writing: talk shows, infotainment, reality and documentary formats – script formats and production conventions

UNIT – IV: WRITING FOR DIGITAL MEDIA

Writing for websites, blogs and online platforms – social media content creation for platforms such as Facebook, Instagram, YouTube and X – basics of SEO and keyword-oriented writing – digital content planning and audience engagement strategies – multimedia storytelling and interactive narratives – mobile journalism and digital publishing practices – ethics, copyright and misinformation issues in digital media writing.

UNIT – V: EDITING PRINCIPLES AND PRACTICES

Role and functions of editors in media organizations – principles of editing: accuracy, clarity, consistency, balance and fairness – copy editing and proof reading techniques – editing symbols -fact-checking, verification and credibility assessment – stylebooks, editorial workflow.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Writing a news report in standard print media format
- Script writing for radio or television programmes (2–3 minutes duration)
- Editing exercise involving proofreading and error correction of given content
- Creation of social media content for a thematic campaign post
- Writing a short blog or article on a relevant media-related topic

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: Understand principles and styles of media writing K2

CO2: Write content for print, broadcast and digital platforms K3

CO3: Apply editing techniques for clarity, accuracy and style K3

CO4: Analyze and evaluate media texts K4

CO5: Demonstrate ethical and professional writing practices K3

CO6: Produce structured and audience-specific media content K6

Mapping With PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
3				CoreCourse-6: WRITING AND EDITING FOR MEDIA						6	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	1	3	2	2	2	2	2.1
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	3	2	3	2	3	3	2	3	2	2.6
CO-4	3	3	2	3	3	3	2	2	3	3	2.7
CO-5	2	3	2	3	3	2	2	2	3	3	2.5
CO-6	3	2	3	2	3	3	3	3	3	3	2.8
Mean Overall Score											2.6
											High

DIGITAL FILM MAKING**Code**

(Practical)

Credits: 4**COURSE OBJECTIVES:**

- To train students in the practical aspects of digital film production
- To develop skills in camera handling, lighting and sound recording
- To enable students to execute pre-production, production and post-production processes
- To familiarize students with digital editing and storytelling techniques
- To build the ability to create short films and video content

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, students shall be introduced to basic camera operations, framing, composition and shot types, along with fundamentals of lighting and sound recording. Students will be trained in pre-production activities such as script breakdown, storyboard and shot division.

Students shall learn production techniques including camera movement, scene execution and continuity. Training will also include post-production processes such as video editing, sound design and basic colour correction using digital tools.

The course will expose students to digital filmmaking practices for short films, advertisements and online content, along with mobile filmmaking and low-budget production techniques.

The emphasis will be on hands-on practice where students conceptualize, shoot and edit video projects.

Students are required to submit a Digital Filmmaking Record demonstrating practical understanding of cinematic language, visual storytelling and digital production techniques.

PRACTICAL EXERCISES

The record should include the following exercises and production activities:

- Shot composition exercises demonstrating framing techniques such as close-up, mid-shot, long shot and different camera angles
- Camera movement exercises including pan, tilt, tracking, zoom and handheld shooting techniques
- Lighting exercises using basic lighting setups such as three-point lighting and mood-based lighting techniques
- Audio recording exercises focusing on dialogue recording, ambient sound capture and sound synchronization
- Preparation of storyboard and shot division for a short film or video project
- Continuity and scene construction exercises showing sequencing and visual consistency

- Video editing exercises involving cuts, transitions, titles, audio synchronization and basic colour correction
- Production of a short-form media project such as a short film, documentary, promotional video or music video (3–5 minutes duration)

Each exercise should include brief production notes explaining the concept, shooting process, technical details, editing workflow and learning outcomes of the project.

TEXT BOOKS

1. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film Techniques and Aesthetics*. Routledge.
2. Brown, B. (2021). *Cinematography: Theory and Practice*. Routledge.
3. Millerson, G., & Owens, J. (2019). *Video Production Handbook*. Routledge.

REFERENCES

1. Dancyger, K. (2021). *The Technique of Film and Video Editing*. Routledge.
2. Katz, S. D. (1991). *Film Directing Shot by Shot*. Michael Wiese Productions.
3. Bordwell, D., & Thompson, K. (2020). *Film Art: An Introduction*. McGraw Hill.
4. Zettl, H. (2020). *Television Production Handbook*. Cengage Learning.
5. Hollyn, N. (2009). *The Lean Forward Moment*. New Riders.
6. Honthaner, E. L. (2019). *The Complete Film Production Handbook*. Routledge.
7. Monaco, J. (2009). *How to Read a Film*. Oxford University Press.
8. Thompson, R., & Bowen, C. J. (2018). *Basic Video Production*. Routledge.
9. Musburger, R. B., & Kindem, G. (2009). *Introduction to Media Production*. Focal Press.
10. Sikov, E. (2020). *Film Studies: An Introduction*. Columbia University Press.

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2. <https://centurypast.org/books-nonfiction-subject-directory/films-television/>
3. <https://www.yumpu.com/en/document/view/67690794/the-digital-filmmaking-handbook-seventh-edition-the-digital-filmmaking-handbook-presents>
4. <https://www.coursera.org/courses?query=filmmaking>
5. <https://nptel.ac.in/course.html>
6. <https://nofilmschool.com/>
7. <https://www.masterclass.com/categories/film-tv>
8. <https://www.openculture.com/freeonlinecourses>

COURSE OUTCOME:

Upon successful completion, students would be able:

- CO1:** Understand the practical workflow of digital filmmaking K1
CO2: Operate camera, lighting and sound equipment in film production K3
CO3: Apply editing and post-production techniques in digital filmmaking K3
CO4: Develop visual storytelling skills through cinematic techniques K3
CO5: Produce short films and digital video content for media platforms K3

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3		Core Practical - 3: Digital Film Making								6	4
Course Outcomes	Programme Objectives (PSO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	2	3	3	3	2	2	2.7
CO-4	3	3	2	3	3	3	3	2	3	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

Second Year	DISCIPLINE CENTRIC ELECTIVE COURSE – 3	Semester III
Code	1. DIGITAL CONTENT CREATION TECHNIQUES (Practical)	Credits : 4

COURSE OBJECTIVES:

- To develop the ability to create digital content for multiple media platforms.
- To apply creative and technical skills in social media, email and audio-visual communication.
- To design and develop effective digital communication campaigns.
- To construct a professional digital content portfolio for media and communication industries.
- To analyze and evaluate digital media production strategies for effective audience engagement.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the basic elements of digital content creation such as content planning and strategy, social media content formats, writing for digital platforms, email and newsletter writing, podcast scripting and recording, influencer content creation and branding, webinar planning and presentation, and e-book design and layout.

Students should also be familiar with current developments in digital media, including short-form video content (reels/shorts), mobile content creation, AI-based content tools, social media algorithms, and audience engagement techniques.

PRACTICAL EXERCISES

Students are required to submit a Digital Content Production Record containing the following practical exercises demonstrating creative, technical and strategic communication skills:

1. Develop five social media posts including visual design and written captions for different platforms.
2. Produce one short-form video/reel (30–60 seconds) with appropriate editing, audio and storytelling elements.
3. Draft one professional email communication in formal or organizational context.
4. Record and edit one podcast episode (2–3 minutes) based on a selected topic or theme.
5. Create a conceptual influencer/content creator profile including target audience and content strategy.
6. Design two promotional digital posts for a brand, product or campaign.
7. Create a webinar communication package including promotional poster and invitation email.

Compile all exercises into a structured digital portfolio with brief notes on concept, target audience and tools used and submit as a record work.

TEXT BOOKS

1. Pulizzi, J. (2013). *Epic content marketing*. McGraw-Hill Education.
2. Handley, A. (2014). *Everybody writes: Your go-to guide to creating ridiculously good content*. Wiley.
3. Rose, R., & Pulizzi, J. (2011). *Managing content marketing*. CMI Books.
4. Kerpen, D. (2019). *Like, comment, subscribe: Inside YouTube's chaotic rise to world domination*. HarperCollins.
5. Crawford, K. (2021). *Atlas of AI: Power, politics, and the planetary costs of artificial intelligence*. Yale University Press.

REFERENCES

1. Miller, C. H. (2020). *Digital storytelling: A creator's guide to interactive entertainment*. Routledge.
2. Ryan, M. L. (2015). *Narrative as virtual reality 2*. Johns Hopkins University Press.
3. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.
4. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). Routledge.
5. Meerman Scott, D. (2020). *The new rules of marketing and PR* (8th ed.). Wiley.

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2. https://www.generationunified.org/wp-content/uploads/6.18.20_ALT_CONTENT-CREATION-GUIDE_YMP.pdf
3. <https://www.uwo.ca/se/thrive/Thrive%20Content%20Creation%20Guide.pdf>
4. <https://nptel.ac.in/courses>
5. <https://www.coursera.org/courses?query=digital%20content%20creation>
6. <https://www.open.edu/openlearn/>
7. <https://ocw.mit.edu/>
8. <https://www.canva.com/designschool/>
9. <https://creatoracademy.youtube.com/>
10. <https://blog.hootsuite.com/>
11. <https://buffer.com/resources/>
12. <https://www.hubspot.com/resources>
13. <https://www.adobe.com/creativecloud/tutorials.html>
14. <https://www.skillshare.com/browse/content-creation>

COURSE OUTCOME:

Upon successful completion, students would be able:

CO1: To create digital content for various platforms like social media and email.

CO2: To produce audio content such as podcasts.

CO3: To design newsletters, webinars and e-books.

CO4: To apply branding and influencer communication strategies.

CO5: To develop a professional multi-format digital content portfolio.

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3			Discipline Centric Elective Course-3: Digital Content Creation Techniques							5	4
Course Outcomes	Programme Objectives (PSO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	3	2	2	2	3	3	2	2	2	2.4
CO-2	3	3	3	2	2	3	3	3	2	2	2.6
CO-3	3	2	3	2	3	3	3	3	3	2	2.7
CO-4	3	3	2	3	3	3	2	2	3	3	2.7
CO-5	3	2	3	3	3	3	3	3	3	3	2.9
Mean Overall Score											2.7
											High

Second Year	DISCIPLINE CENTRIC ELECTIVE COURSE - 3	Semester III
	2. ANIMATION AND VFX	
Code	(Practical)	Credits: 4

COURSE OBJECTIVES:

- To introduce students to the fundamentals of animation and visual effects
- To develop skills in creating 2D/3D animation and basic VFX
- To enable students to use animation and compositing software
- To familiarize students with visual storytelling through animation
- To build the ability to create professional animation and VFX outputs

PRACTICAL TRAINING GUIDELINES

Students shall be introduced to the principles of animation including timing, spacing, squash and stretch, anticipation and movement, along with basic drawing and visualization techniques.

Students will learn 2D animation using software tools, followed by basics of 3D animation such as modeling, texturing and simple animation. Training will also include visual effects techniques like compositing, chroma keying and motion graphics.

The course will cover animation for films, advertising and digital platforms, along with contemporary practices such as motion graphics and AI-based tools. Emphasis will be on hands-on creation of animation and VFX projects.

PRACTICAL EXERCISES

Students are required to submit an Animation and Visual Effects (VFX) Record demonstrating understanding of animation principles, motion design and visual effects production techniques. The record should include the following practical exercises:

- Basic animation exercises demonstrating principles such as bouncing ball, pendulum motion, timing and spacing.
- Creation of a short 2D animation sequence using character, object or motion-based animation techniques.
- Introduction to 3D modelling and simple object animation exercises.
- Design and development of motion graphics including animated text and title sequences.
- Chroma keying and compositing exercises using layered visual elements.
- Creation of a basic visual effects shot integrating live-action footage and digital effects.
- Preparation of storyboard and visual planning for an animation or VFX project.
- Final production of a short animation film or VFX-based video (*30–60 seconds duration*).

Each exercise should include brief production notes covering concept development, software tools used, workflow process, technical execution and learning outcomes.

(Note: Suggested Software: Adobe Animate, Adobe After Effects, Autodesk Maya, Autodesk 3ds Max, Blender, Synfig Studio, OpenToonz or other equivalent animation and VFX software applications.)

TEXT BOOKS

1. White, T. (2012). *Animation from Pencils to Pixels*. Focal Press.
2. Kerlow, I. (2009). *The Art of 3D Computer Animation and Effects*. Wiley.
3. Okun, J. A., & Zwerman, S. (2020). *The VES Handbook of Visual Effects*. Focal Press.

REFERENCES

1. Beane, A. (2012). *3D Animation Essentials*. Wiley.
2. Brinkmann, R. (2008). *The Art and Science of Digital Compositing*. Morgan Kaufmann.
3. Whitaker, H., & Halas, J. (2009). *Timing for Animation*. Focal Press.
4. Parent, R. (2012). *Computer Animation: Algorithms and Techniques*. Morgan Kaufmann.
5. Roberts, S. (2011). *Character Animation Fundamentals*. Routledge.
6. Byrne, B. (2009). *The Visual Effects Arsenal*. Peachpit Press.
7. Meyer, T., & Meyer, C. (2022). *Creating Motion Graphics with After Effects*. Routledge.
8. Savage, T. M., & Vogel, K. E. (2013). *An Introduction to Digital Multimedia*. Jones & Bartlett Learning.
9. Lasseter, J. (2014). *Principles of Traditional Animation Applied to 3D Computer Animation*. Disney Publishing.
10. Williams, R. (2012). *The Animator's Survival Kit*. Faber & Faber.

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2. https://bec.ac.in/pdf3/Visual%20Effects_Unit-1_Final.pdf
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4. <https://www.animationmentor.com/resources/ebooks/>
5. <https://dokumen.pub/the-visual-effects-arsenal-vfx-solutions-for-the-independent-filmmaker-9781136137938-1136137939-9781136137976-1136137971-9781136137983-113613798x-978-0-240-81135-2.html>

COURSE OUTCOME:

Upon successful completion, students would be able:

CO1: Understand the principles of animation and visual effects K1

CO2: Create basic 2D and 3D animation for media production K6

CO3: Apply compositing and visual effects techniques in digital media projects K3

CO4: Develop visual storytelling through animation and motion design K6

CO5: Produce animation and VFX content for media platforms K6

Mapping with PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3		Discipline Centric Elective – 3: Animation and VFX								5	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

**1. ARTIFICIAL INTELLIGENCE FOR CREATIVE
INDUSTRY****Code****(Theory)****Credits: 3****COURSE OBJECTIVES:**

- To understand the fundamentals of Artificial Intelligence in creative fields
- To examine the applications of AI in media, design and content creation
- To analyse the impact of AI on creative industries and workflows
- To develop knowledge of AI tools for visual, audio and textual production
- To understand ethical, legal and societal implications of AI in media

UNIT – I: INTRODUCTION TO AI AND CREATIVE INDUSTRIES

Concept and basics of Artificial Intelligence (AI) – evolution and types of AI – introduction to AI applications in media and creative industries – relationship between automation and creativity – overview of AI tools used in design, writing, video and audio production – role of AI in content creation, editing and media workflows – opportunities and challenges of AI in creative professions.

UNIT – II: AI APPLICATIONS IN VISUAL COMMUNICATION AND DESIGN

Applications of AI in graphic design and image creation – generative AI tools for visual content production – AI-assisted photography and image enhancement – AI-supported video editing and visual effects – motion graphics and animation using AI tools – AI applications in advertising, branding and digital campaigns – creative possibilities and limitations of AI-generated visuals.

UNIT – III: AI APPLICATIONS IN AUDIO AND CONTENT CREATION

AI applications in audio production and sound editing – voice synthesis, dubbing and speech generation – AI-assisted music composition and sound design – AI-supported script writing and content generation – chatbot communication and conversational media – personalized content and recommendation-based media experiences – AI tools for digital storytelling and content creation.

UNIT – IV: AI TOOLS AND WORKFLOWS IN MEDIA INDUSTRIES

Use of AI tools in journalism, advertising, film and digital media industries – AI-assisted digital marketing and audience analytics – automation in media production and content workflows – recommendation systems and algorithms in OTT and social media platforms – AI-supported editing, scheduling and publishing tools – impact of AI on media jobs, productivity and audience engagement.

UNIT – V: ETHICS, LAW AND FUTURE OF AI IN MEDIA

Ethical issues in AI-generated media content – copyright, ownership and intellectual property concerns – deepfakes, misinformation and media manipulation – bias and fairness in AI systems – privacy, data protection and regulation – responsible use of AI in creative industries – future trends in AI-driven media production – human-AI collaboration in creative practices.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on analysis of AI tools used in media production
- Seminar on emerging AI trends in creative and media industries
- Case study on AI-generated content and its applications in media
- Presentation on ethical issues, challenges and concerns in AI-driven media production

TEXT BOOKS

1. McStay, A. (2023). *AI for Creativity and Imagination*. Routledge.
2. Miller, A. I. (2019). *The Artist in the Machine*. MIT Press.
3. Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach*. Pearson.

REFERENCES

1. Manovich, L. (2018). *AI Aesthetics*. Strelka Press.
2. Mollick, E. (2024). *Co-Intelligence: Living and Working with AI*. Portfolio.
3. Floridi, L. (2023). *The Ethics of Artificial Intelligence*. Oxford University Press.
4. Broussard, M. (2018). *Artificial Unintelligence*. MIT Press.
5. Pavlik, J. V. (2021). *Disruption and Digital Journalism*. Routledge.
6. Holmes, W. J., et al. (2022). *Artificial Intelligence in Education*. Routledge.
7. McQuail, D. (2020). *Mass Communication Theory*. Sage Publications.
8. Couldry, N., & Mejias, U. A. (2019). *The Costs of Connection*. Stanford University Press.
9. O'Neil, C. (2017). *Weapons of Math Destruction*. Crown Publishing.
10. Jenkins, H. (2008). *Convergence Culture*. New York University Press.

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4. <https://cdn-dynmedia-1.microsoft.com/is/content/microsoftcorp/microsoft/final/en-us/microsoft-brand/documents/2024-wttc-introduction-to-ai.pdf>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the role of AI in creative industries K1
- **CO2:** Analyze applications of AI in media and content production K4
- **CO3:** Evaluate the impact of AI on creative workflows and media practices K5
- **CO4:** Apply AI tools and technologies in creative media processes K3
- **CO5:** Assess ethical and legal issues related to AI in media and communication K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3		Generic Elective Course – 3: Artificial Intelligence for Creative Industry								5	3
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

Second Year

GENERIC ELECTIVE COURSE – 3
2. IMMERSIVE MEDIA TECHNOLOGIES

Semester III

Code

(Theory)

Credits : 3

COURSE OBJECTIVES:

- To understand the concepts and scope of immersive media technologies
- To examine Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR) applications
- To analyse immersive storytelling and user experience design
- To develop knowledge of immersive media production techniques
- To understand the impact and future trends of immersive technologies in media industries

UNIT – I: INTRODUCTION TO IMMERSIVE MEDIA

Meaning and evolution of immersive media – introduction to Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR) – features of immersive experiences – differences between traditional media and immersive media – role of immersion and interaction in communication – applications of immersive media in entertainment, education, journalism and advertising.

UNIT – II: VR, AR AND MIXED REALITY TECHNOLOGIES

Basics of Virtual Reality and virtual environments – AR overlays and interactive experiences – concepts of Mixed Reality – devices and platforms used in immersive media – introduction to immersive media software and tools – applications of VR, AR and MR in film, gaming, education, tourism and branding.

UNIT – III: IMMERSIVE STORYTELLING AND USER EXPERIENCE

Storytelling techniques in immersive media – spatial and interactive narratives – audience participation and engagement – basics of user experience (UX) design – interface and navigation in immersive environments – emotional and sensory experience in immersive storytelling – interactive communication in virtual spaces.

UNIT – IV: IMMERSIVE CONTENT PRODUCTION

Introduction to immersive media production – basics of 360-degree video creation – interactive content design – use of audio, video and graphics in immersive experiences – tools and platforms for immersive content development – basics of virtual production workflows – challenges in immersive media production.

UNIT – V: APPLICATIONS AND EMERGING TRENDS IN IMMERSIVE MEDIA

Use of immersive media in cinema, journalism, advertising and digital communication – virtual production and simulation – metaverse and virtual environments – AI-supported immersive experiences – ethical issues, accessibility and privacy concerns – future trends in immersive communication and digital storytelling.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on applications of immersive media in entertainment, education and communication
- Seminar on VR, AR and mixed reality case studies
- Analysis of immersive storytelling and interactive media projects
- Presentation on emerging trends and future possibilities in immersive technologies

TEXT BOOKS

1. Sherman, W. R., & Craig, A. B. (2018). *Understanding Virtual Reality*. Morgan Kaufmann.
2. Jerald, J. (2015). *The VR Book: Human-Centered Design for Virtual Reality*. ACM Books.
3. Craig, A. B. (2013). *Understanding Augmented Reality*. Morgan Kaufmann.

REFERENCES

1. Ryan, M. L. (2015). *Narrative as Virtual Reality*. Johns Hopkins University Press.
2. Murray, J. H. (2017). *Hamlet on the Holodeck*. MIT Press.
3. Bailenson, J. (2018). *Experience on Demand: What Virtual Reality Is, How It Works, and What It Can Do*. W.W. Norton.
4. Biocca, F., & Levy, M. R. (2019). *Communication in the Age of Virtual Reality*. Routledge.
5. Steuer, J. (2018). *Defining Virtual Reality*. Routledge.
6. Evans, L. (2015). *Locative Social Media*. Palgrave Macmillan.
7. Manovich, L. (2001). *The Language of New Media*. MIT Press.
8. McLuhan, M. (2001). *Understanding Media*. Routledge.
9. LaValle, S. M. (2023). *Virtual Reality*. Cambridge University Press.
10. Rose, F. (2021). *The Sea We Swim In*. W.W. Norton.

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1. <https://learn.unity.com/>
2. <https://www.coursera.org/courses?query=virtual%20reality>
3. <https://openlearning.mit.edu/>
4. <https://arvr.google.com/>
5. <https://nptel.ac.in/course.html>

6. <https://cdn2.hubspot.net/hubfs/3903067/Immersive%20Technology%20white%20paper%20-%20final.pdf>
7. <https://csermoocs.adelaide.edu.au/ua/media/1253/immersive-technologies-secondary.pdf>
8. https://l2s.centralesupelec.fr/wp-content/uploads/valenzise-giuseppe/IVT_CH01_preprint.pdf
9. <https://www.cambridge.org/core/books/abs/cambridge-handbook-of-cyber-behavior/immersive-technologies/72F132ED7DDA7A8087D1D1050341F19F>
10. https://cbseacademic.nic.in/web_material/CurriculumMain27/CTAI_Pri_2026-27.pdf

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: Understand the concepts and types of immersive media technologies K1

CO2: Analyze VR, AR and MR applications in media and communication industries K4

CO3: Evaluate immersive storytelling and user experience design practices K5

CO4: Apply immersive media production techniques in creative projects K3

CO5: Assess emerging trends and ethical issues in immersive media K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3		Generic Elective Course – 3: Immersive Media Technologies								5	3
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

Second Year

GENERIC ELECTIVE COURSE – 3

Semester III

Code

3. ICT APPLICATIONS IN MEDIA

(Theory)

Credits: 3

COURSE OBJECTIVES:

- To understand the role of ICT in visual communication and media industries
- To examine digital tools and platforms used in content creation and distribution
- To analyse ICT applications in audio-visual production and media communication
- To develop knowledge of digital workflows and collaborative media production
- To understand emerging ICT trends shaping visual communication

UNIT – I: ICT AND DIGITAL MEDIA COMMUNICATION

Concept and scope of Information and Communication Technology (ICT) in media – digital convergence and media transformation – role of ICT in photography, video production, graphic design and broadcasting – transition from traditional media to digital platforms – ICT in media content creation, storage and distribution – impact of digital technologies on visual communication practices.

UNIT – II: DIGITAL TOOLS FOR MEDIA CONTENT CREATION

Introduction to digital tools used in graphic design, video editing and audio production – digital imaging and multimedia applications – mobile-based media production and content creation – cloud-based creative platforms and online collaboration tools – basics of digital workflow in media production – role of ICT tools in creative communication and storytelling.

UNIT – III: ICT IN MEDIA PRODUCTION AND DISTRIBUTION

Digital production processes in film, television and online media – non-linear editing systems and digital post-production – content management systems and online publishing – digital broadcasting and streaming platforms – OTT and web-based media distribution – role of ICT in media dissemination, accessibility and audience reach.

UNIT – IV: ICT IN COMMUNICATION AND AUDIENCE ENGAGEMENT

Social media platforms and digital communication practices – digital storytelling and interactive communication tools – audience engagement through online media – virtual communication platforms and collaborative environments – role of ICT in advertising, branding and digital campaigns – communication strategies in networked media environments.

UNIT – V: EMERGING ICT TRENDS IN VISUAL MEDIA

Cloud computing and online media production – introduction to AI applications in visual communication – basics of data-driven media and analytics – overview of immersive media technologies such as VR and AR – cybersecurity, privacy and digital ethics in media practices – emerging trends and future scope of ICT in visual communication industries.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on digital tools and technologies used in media production
- Seminar on digital communication and content-sharing platforms
- Case study on OTT platforms or social media communication practices
- Presentation on emerging digital technologies and trends in visual media

TEXT BOOKS

1. Rayudu, C. S. (2011). *Communication*. Himalaya Publishing House.
2. Kumar, K. J. (2021). *Mass Communication in India*. Jaico Publishing House.
3. Pavlik, J. V. (2021). *Media in the Digital Age*. Columbia University Press.

REFERENCES

1. Flew, T. (2014). *New Media: An Introduction*. Oxford University Press.
2. Manovich, L. (2001). *The Language of New Media*. MIT Press.
3. Castells, M. (2010). *The Rise of the Network Society*. Wiley-Blackwell.
4. McQuail, D. (2020). *Mass Communication Theory*. Sage Publications.
5. Fuchs, C. (2021). *Social Media: A Critical Introduction*. Sage Publications.
6. Briggs, M. (2023). *Journalism Next*. CQ Press.
7. Franklin, B. (2022). *Digital Journalism Studies*. Routledge.
8. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications.
9. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. Pearson.
10. Ryan, D. (2020). *Understanding Digital Marketing*. Kogan Page.

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1. https://scert.delhi.gov.in/sites/default/files/SCERT/publication%2021-22/publication%2022-23/ict_for_web_final_16-07-2022.pdf
2. <https://egyankosh.ac.in/bitstream/Block-3>
3. <https://sriindu.ac.in/wp-content/uploads/2023/10/R20CSE2202-OPERATING-SYSTEMS.pdf>
4. <https://content.e-bookshelf.de/media/reading/L-24864648-a47aefab7c.pdf>
5. <https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519104908-ictskillbedmerged1.pdf?2026>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the role of ICT in visual communication and media industries K1
- **CO2:** Analyze digital tools used in content creation and media production K4
- **CO3:** Evaluate ICT-based workflows in media production and distribution K5
- **CO4:** Apply ICT knowledge in communication and audience engagement practices K3
- **CO5:** Assess emerging trends and ethical issues in ICT and visual media K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3		Generic Elective Course – 3: ICT Applications in Media								5	3
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

COURSE OBJECTIVES:

- To understand the role of media in representing women
- To examine gender stereotypes and portrayal of women in media
- To introduce basic concepts of gender and feminist perspectives
- To analyse the influence of media on societal attitudes towards women
- To create awareness on gender sensitivity and media ethics

UNIT – I: INTRODUCTION TO WOMEN AND MEDIA

Women and media: concept and significance – media as an agent of socialization and cultural influence – historical overview of women's representation in print, cinema, radio, television and digital media – contribution of women in Indian media industries – media, culture and patriarchy – changing role of women in contemporary media.

UNIT – II: REPRESENTATION OF WOMEN IN MEDIA

Representation of women in newspapers, television, cinema, advertising and digital media – stereotypes, objectification and gendered portrayals – women in Indian cinema and television narratives – changing images of women in contemporary media – representation of women across class, caste, region and profession – relationship between media representation and social reality – analysis of women-centric media content.

UNIT – III: FEMINIST PERSPECTIVES AND MEDIA ANALYSIS

Introduction to feminist perspectives in media studies – gender bias and inequality in media industries – concept of the male gaze and visual representation – women as subjects and objects in media narratives – feminist criticism of films, advertisements and television content – gender equality, inclusiveness and representation in Indian media – role of women journalists, filmmakers and content creators.

UNIT – IV: MEDIA, SOCIETY AND WOMEN EMPOWERMENT

Influence of media on gender roles and public perception – media as a tool for women empowerment and social awareness – role of social media in women's voices and activism – women as digital content creators and influencers – campaigns related to women's rights and social justice in India – issues of cyberbullying, online harassment and digital safety – media literacy and responsible participation in digital spaces.

UNIT – V: CONTEMPORARY ISSUES, ETHICS AND GENDER SENSITIVITY

Gender sensitivity and ethical representation in media – media guidelines and regulations related to women’s portrayal – role of media in promoting equality and inclusiveness – representation of women in news, entertainment and advertising industries – emerging trends in women-centric cinema, OTT content and digital storytelling – challenges and opportunities for women in contemporary media professions.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on gender representation in advertisements, films or digital media content
- Seminar on women and marginalized gender identities in media industries
- Case study on social media influencers and digital gender representation
- Group discussion on contemporary gender issues and stereotypes in media communication

TEXT BOOKS

1. Gill, R. (2007). *Gender and the Media*. Polity Press.
2. Gauntlett, D. (2008). *Media, Gender and Identity*. Routledge.
3. Van Zoonen, L. (1994). *Feminist Media Studies*. Sage Publications.

REFERENCES

1. Carter, C., & Steiner, L. (2004). *Critical Readings: Media and Gender*. Open University Press.
2. Durham, M. G., & Kellner, D. (2012). *Media and Cultural Studies*. Wiley-Blackwell.
3. Tuchman, G. (1978). *Hearth and Home: Images of Women in the Mass Media*. Oxford University Press.
4. Wood, J. T. (2015). *Gendered Lives: Communication, Gender and Culture*. Cengage Learning.
5. Butler, J. (2006). *Gender Trouble*. Routledge.
6. hooks, b. (2000). *Feminism is for Everybody*. South End Press.
7. McQuail, D. (2020). *Mass Communication Theory*. Sage Publications.
8. Gill, R., & Orgad, S. (2022). *Confidence Culture*. Duke University Press.
9. Banet-Weiser, S. (2018). *Empowered: Popular Feminism and Popular Misogyny*. Duke University Press.
10. Thornham, S. (2007). *Women, Feminism and Media*. Edinburgh University Press.

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1. <https://trainingcentre.unwomen.org/instraw-library/2005-R-COM-GLO.pdf>
2. https://e-sarthi.lpcps.org.in/uploads/Notes/11/72/476/Unit%20II/WOMEN_AND_MEDIA.pdf
3. <https://opentextbc.ca/womenintheworld/chapter/chapter-10-women-and-the-media/>
4. <https://www.swamivivekanandauniversity.ac.in/resource/assets/pdf/books/Media%20Gender%20and%20Society.pdf>
5. https://www.saage-network.eu/system/files/seminar/Thematic%20Seminar_womenandthe%20media_2.pdf

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the concepts of gender and media representation K1
- **CO2:** Analyze portrayal of women in different media forms K4
- **CO3:** Interpret media content using feminist perspectives K3
- **CO4:** Evaluate the role of media in shaping gender perceptions K5
- **CO5:** Assess ethical and contemporary issues related to women in media K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3			NON - MAJOR ELECTIVE COURSE- 2 : WOMEN AND MEDIA (Theory)							2	2
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	1	2	2	2	1	1	2	1	1.7
CO-2	3	3	2	3	2	2	2	1	2	1	2.1
CO-3	3	3	2	3	3	2	2	2	2	1	2.3
CO-4	3	3	2	3	3	3	2	2	2	2	2.5
CO-5	3	3	2	3	3	3	2	2	3	2	2.6
Mean Overall Score											2.2
											High

Second Year

INTERNSHIP/ INDUSTRIAL ACTIVITY

Semester III

Code

(Practical)

Credits: 2

COURSE OBJECTIVES:

- To provide industry exposure and professional experience in media fields
- To enable students to apply theoretical knowledge in practical situations
- To develop technical, creative and communication skills
- To familiarize students with workplace culture and professional ethics
- To build confidence and employability in media industries

PRACTICAL TRAINING GUIDELINES

Students shall undergo internship in recognized media organizations such as production houses, television channels, advertising agencies, digital media companies, news organizations or related industries.

The internship shall be carried out for a minimum period prescribed by the institution for a period of 3 weeks. Students will be involved in practical activities related to content creation, production, editing, design, marketing or communication. Students are expected to observe professional workflows, participate in assigned tasks and gain hands-on experience in media production and communication processes.

RECORD SUBMISSION

Students are required to submit a comprehensive Internship Report documenting their professional training experience in a media or communication organization. The report should include the following components:

- Introduction and profile of the organization/institution.
- Nature of internship, department details and duration of training.
- Description of roles, responsibilities and professional tasks undertaken during the internship.
- Detailed explanation of projects, assignments or media productions completed.
- Application of theoretical knowledge and practical skills in the workplace environment.
- Skills acquired in communication, media production, teamwork, technical operations and professional practice.
- Samples of creative or production work completed during the internship
- Observations on organizational workflow, media practices and professional ethics.
- Critical reflection on learning experience, challenges faced and professional growth achieved during the internship.
- Conclusion summarizing overall internship experience and career relevance.

COURSE OUTCOME:

Upon successful completion, students would be able:

- **CO1:** Understand professional practices in media industries K1
- **CO2:** Apply theoretical knowledge in real-world media contexts K3
- **CO3:** Develop technical and communication skills for media practice K3
- **CO4:** Adapt to workplace environments and demonstrate teamwork K3
- **CO5:** Evaluate personal strengths and career opportunities in media fields K5

Second Year

**CORE COURSE – 7
COMMUNICATION RESEARCH METHODS**

Semester IV

Code

(Theory)

Credits: 4

COURSE OBJECTIVES:

- To understand the fundamentals of communication research and its applications
- To develop knowledge of qualitative and quantitative research methods
- To analyse media content and audience behaviour using research techniques
- To familiarize students with digital research tools and data analysis
- To enable students to design and conduct media research projects

UNIT – I: INTRODUCTION TO COMMUNICATION RESEARCH

Meaning, nature and scope of communication research – importance of research in media and visual communication studies – evolution of media research – applications of research in journalism, advertising, cinema, digital media and communication industries – types of research: basic, applied and action research – stages in the research process – ethics and responsibilities in media research.

UNIT – II: RESEARCH DESIGN AND SAMPLING TECHNIQUES

Identification of research problem and formulation of objectives – hypothesis and research questions – research design: exploratory, descriptive and experimental studies – sampling methods: probability and non-probability sampling – primary and secondary data sources – concepts of reliability and validity in research – basics of research planning and organization.

UNIT – III: QUANTITATIVE RESEARCH METHODS

Survey research and audience studies – questionnaire construction and scaling techniques – methods of quantitative data collection – introduction to basic statistical tools: mean, median, mode and percentage analysis – tabulation and interpretation of data – introduction to software tools for data analysis – presentation of quantitative research findings.

UNIT – IV: QUALITATIVE AND VISUAL RESEARCH METHODS

Qualitative research approaches in media studies – interviews, focus group discussions and observation methods – content analysis and discourse analysis – visual analysis of photographs, films, advertisements and digital media texts – ethnographic and case study approaches – narrative analysis and interpretation of media content.

UNIT – V: DIGITAL AND CONTEMPORARY RESEARCH METHODS

Online and digital media research methods – basics of social media analytics and audience measurement – introduction to big data concepts in media research – mixed methods research approach – data visualization and presentation techniques – research practices in digital and networked media environments – emerging trends in communication research.

UNIT – VI CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Preparation of a basic research proposal on a media-related topic
- Conducting a small survey-based mini research project
- Content analysis of selected media texts (news, ads, films or digital content)
- Presentation of research findings using simple visuals and reports
- Review and discussion of recent research studies in media and communication

TEXT BOOKS

1. Wimmer, R. D., & Dominick, J. R. (2021). *Mass Media Research: An Introduction*. Cengage Learning.
2. Berger, A. A. (2020). *Media and Communication Research Methods*. Sage Publications.
3. Creswell, J. W., & Creswell, J. D. (2021). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Sage Publications.

REFERENCES

1. Stokes, J. (2021). *How to Do Media and Cultural Studies*. Sage Publications.
2. Jensen, K. B. (2020). *A Handbook of Media and Communication Research*. Routledge.
3. Rubin, A. M., Haridakis, P., & Grabe, B. (2022). *Communication Research Methods*. Routledge.
4. Babbie, E. (2021). *The Practice of Social Research*. Cengage Learning.
5. Flick, U. (2021). *Introducing Research Methodology*. Sage Publications.
6. Neuendorf, K. A. (2020). *The Content Analysis Guidebook*. Sage Publications.
7. Bryman, A. (2022). *Social Research Methods*. Oxford University Press.
8. Silverman, D. (2020). *Qualitative Research*. Sage Publications.
9. Kothari, C. R., & Garg, G. (2019). *Research Methodology: Methods and Techniques*. New Age International.
10. Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.

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1. https://www.tezu.ernet.in/tu_cod1/slm/Open/MAMCD/3/MMC-302-BLOCK-I.pdf
2. https://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-of-media-and-communication-research.pdf
3. <https://egyankosh.ac.in/handle/123456789/72127>
4. https://acrl.libguides.com/ebss/lrcs/theories_research_methods
5. <https://books.kdpublishations.in/index.php/kdp/catalog/download/36/32/451?inline=1>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the concepts and process of communication research K1
- **CO2:** Design research studies using appropriate methods K6
- **CO3:** Analyze media content and audience data K4
- **CO4:** Apply qualitative and quantitative research techniques K3
- **CO5:** Evaluate research findings and present reports effectively K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4		Core Course – 7: Communication Research Methods								6	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	2	3	3	3	2	2	2.7
CO-4	3	3	3	3	3	3	3	3	2	2	2.8
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

Second Year

CORE COURSE - 8
MEDIA GOVERNANCE AND REGULATIONS

Semester IV

Code

(Theory)

Credits: 4

COURSE OBJECTIVES:

- To understand the principles of media governance and regulatory frameworks
- To examine ethical issues in media and communication practices
- To analyse the role of media in democracy and society
- To develop awareness of legal and policy aspects in media industries
- To understand contemporary challenges in digital media governance

UNIT – I: INTRODUCTION TO MEDIA GOVERNANCE

Meaning and scope of media governance – how media systems work in society – role of media in democracy – importance of public interest and accountability – media ownership and control – basic overview of media policies and regulatory bodies in India.

UNIT – II: MEDIA POLICY AND REGULATORY FRAMEWORKS

Meaning and importance of media policy – media regulation and self-regulation – role of regulatory bodies in print, broadcast and digital media – media ownership patterns and policy concerns – regulation of advertising and content standards – media governance in the digital era – challenges of regulating global media platforms.

UNIT – III: MEDIA ETHICS AND PROFESSIONAL STANDARDS

Meaning of media ethics – basic principles: truth, accuracy, fairness and responsibility – ethical practices in journalism, advertising and public relations – issues like paid news, fake news and bias – importance of self-regulation in media – professional behaviour of media workers.

UNIT – IV: DIGITAL MEDIA GOVERNANCE

How digital media is regulated – role of social media platforms – issues like fake news and misinformation – privacy and data protection – cyber laws and online safety – role of government and tech companies in controlling digital content – responsible use of social media.

UNIT – V: CONTEMPORARY ISSUES IN MEDIA GOVERNANCE

Media ownership and concentration – influence of politics and business on media – ethical issues in AI and automated content – influencer responsibility in digital platforms – digital activism and media responsibility – challenges in controlling online content – future of media regulation.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study analysis on contemporary media ethics issues
- Study and discussion of key media laws and regulatory frameworks
- Seminar on fake news, misinformation and digital governance
- Presentation on ethical challenges in contemporary media practices

TEXT BOOKS

1. Neelamalar, M. (2020). *Media Law and Ethics*. PHI Learning.
2. Day, L. A. (2021). *Ethics in Media Communications*. Cengage Learning.
3. Pember, D. R., & Calvert, C. (2021). *Mass Media Law*. McGraw Hill.

REFERENCES

1. Christians, C. G., et al. (2020). *Media Ethics: Cases and Moral Reasoning*. Routledge.
2. Frost, C. (2021). *Journalism Ethics and Regulation*. Routledge.
3. Ward, S. J. A. (2021). *Global Media Ethics*. Wiley-Blackwell.
4. Trager, R., et al. (2022). *The Law of Journalism and Mass Communication*. CQ Press.
5. Kumar, K. J. (2021). *Mass Communication in India*. Jaico Publishing House.
6. Rao, S. (2020). *Communication and Law*. Oxford University Press.
7. Iyer, V. (2023). *Cyber Laws and Media Ethics*. Sage India.
8. Baran, S. J. (2022). *Introduction to Mass Communication*. McGraw Hill.
9. Vivak, R. (2021). *Media and Cyber Laws*. APH Publishing.
10. Paranjape, N. V. (2022). *Information Technology Law and Practice*. Central Law Agency.

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1. <https://dde.pondiuni.edu.in/files/StudyMaterials/UG/BA-Journalism&MassCommunication/1year/BAJM1915MediaLawsEthicsandSocialResponsibility.pdf>
2. <https://www.coursera.org/learn/media-ethics-governance>
3. <https://egyankosh.ac.in/bitstream/123456789/62988/1/Block-1.pdf>
4. https://assets.cambridge.org/97811084/89768/excerpt/9781108489768_excerpt.pdf
5. https://www.tezu.ernet.in/tu_codl/slm/Open/MAMCD/2/MMC-201-BLOCK-II.pdf
6. <https://archive.org/details/mediaethicsvedat00shri>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the principles of media governance and regulation K1
- **CO2:** Analyze legal frameworks related to media and communication K4
- **CO3:** Evaluate ethical issues in media practices K5
- **CO4:** Apply ethical standards in media and communication fields K3
- **CO5:** Assess contemporary challenges in digital media governance K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4		Core Course – 8: Media Governance and Ethics								6	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

COURSE OBJECTIVES:

- To understand the principles and processes of media production management
- To develop knowledge of planning, organizing and executing media productions
- To analyse resource, budget and time management in media projects
- To examine team coordination and workflow in media production
- To understand contemporary practices in digital and multi-platform production management

UNIT – I: INTRODUCTION TO MEDIA PRODUCTION MANAGEMENT

Meaning and scope of media production management – stages of media production – roles in a production team (director, producer, editor, crew) – types of media production: film, television, advertising and digital content – basic production workflow and coordination – understanding how media projects are planned and executed.

UNIT – II: PRE-PRODUCTION MANAGEMENT

Planning of media projects – script breakdown and scheduling – basic budgeting and cost estimation – arranging resources like crew, equipment and locations – casting and location planning – logistics and coordination – identifying risks and preparing backup plans.

UNIT – III: PRODUCTION MANAGEMENT

Execution of production plan on set – coordination between director, crew and actors – time management during shooting – handling equipment and technical resources – maintaining production records and reports – basic safety practices during production – ensuring smooth workflow during shooting.

UNIT – IV: POST-PRODUCTION MANAGEMENT

Overview of post-production process – editing workflow and coordination – basics of sound editing and visual effects – review and quality checking – preparing final output – delivery formats for different platforms – organizing and storing media files properly.

UNIT – V: DISTRIBUTION AND DIGITAL PROJECT MANAGEMENT

Ways of distributing media content – OTT platforms and digital streaming – basics of project management in media production – teamwork and collaboration in production – use of digital tools for managing projects – remote production and online coordination – emerging trends in media production management.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study on media production management practices
- Preparation of a basic media production plan (budgeting, scheduling and workflow)
- Seminar on OTT platforms and digital production workflows
- Presentation on project management practices in media industries

TEXT BOOKS

1. Honthaner, E. L. (2019). *The Complete Film Production Handbook*. Routledge.
2. Zettl, H. (2020). *Television Production Handbook*. Cengage Learning.
3. Millerson, G., & Owens, J. (2019). *Video Production Handbook*. Routledge.

REFERENCES

1. Albarran, A. B. (2020). *Media Management and Economics*. Routledge.
2. Küng, L. (2017). *Strategic Management in the Media*. Sage Publications.
3. Musburger, R. B., & Kindem, G. (2009). *Introduction to Media Production*. Focal Press.
4. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film Techniques and Aesthetics*. Routledge.
5. Brown, B. (2021). *Cinematography: Theory and Practice*. Routledge.
6. Dancyger, K. (2021). *The Technique of Film and Video Editing*. Routledge.
7. Owens, J., & Millerson, G. (2012). *Video Production Handbook*. Focal Press.
8. Gershon, R. (2016). *Digital Media and Innovation*. Sage Publications.
9. Doyle, G. (2022). *Understanding Media Economics*. Sage Publications.
10. Baran, S. J. (2022). *Introduction to Mass Communication*. McGraw Hill.
11. Innovation. Sage Publications.
12. Doyle, G. (2022). *Understanding Media Economics*. Sage Publications.
13. Baran, S. J. (2022). *Introduction to Mass Communication*. McGraw Hill.

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1. <https://www.rccmindore.com/wp-content/uploads/2024/02/Media-Management.pdf>
2. https://www.msuniv.ac.in/images/distance%20education/learning%20materials/ug%20pg%202023/pg%202021/MA%20journalism%20mass%20communication%202023/SJMM23-II-Sem-Media_Production_Technique.pdf
3. https://www.wbnsou.ac.in/online_services/SLM/PG/JMC/CC8.pdf
4. <https://unesdoc.unesco.org/ark:/48223/pf0000187966>
5. <https://archive.org/details/productionmanage0000patz>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the stages and processes of media production management K1
- **CO2:** Analyze planning, budgeting and scheduling in media projects K4
- **CO3:** Evaluate production workflows and team coordination K5
- **CO4:** Apply project management techniques in media production K3
- **CO5:** Assess contemporary practices in digital media production management K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4		Core Course – 9: Media Production Management								6	4
Course Outcomes ↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	2	3	3	3	2	2	2.7
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

Second Year	DISCIPLINE CENTRIC ELECTIVE COURSE – 4	Semester IV
Code	1. MEDIA AND CONFLICT (Theory)	Credits: 4

COURSE OBJECTIVES:

- To understand the relationship between media and conflict in society
- To analyse the role of media in representing and shaping conflicts
- To examine theories of conflict communication and peace journalism
- To develop awareness of ethical and responsible reporting
- To understand contemporary challenges in conflict and media environments

UNIT – I: INTRODUCTION TO MEDIA AND CONFLICT STUDIES

Meaning and scope of media and conflict – how media represents conflict situations – role of media in shaping public understanding of war, violence and crises – basic concepts: framing, agenda setting and media narratives – representation vs reality in conflict reporting – overview of how news, films and digital media portray conflict.

UNIT – II: MEDIA REPRESENTATION OF CONFLICT

Framing of conflict situations in media – agenda setting and selection of news – representation of violence, riots and crises – media bias and narrative building – propaganda and manipulation in media content – portrayal of conflict in news, cinema and digital platforms – how media shapes perception of truth and reality.

UNIT – III: CONFLICT REPORTING AND JOURNALISM

Basics of conflict and crisis reporting – war journalism and reporting from sensitive areas – principles of accurate and responsible reporting – difference between peace journalism and war journalism – importance of verification, sources and fact-checking – challenges faced by journalists in conflict zones such as safety, access and ethics.

UNIT – IV: MEDIA, SOCIETY AND POWER

Role of media in shaping public opinion during conflicts – media and political communication – media influence on social movements and protests – identity, ideology and conflict representation – ownership and control of media institutions – how power structures influence media narratives.

UNIT – V: DIGITAL MEDIA AND CONTEMPORARY CONFLICTS

Role of social media in spreading conflict-related information – misinformation, fake news and disinformation – digital activism and online movements – cyber conflicts and information warfare – surveillance and data control in digital spaces – ethical issues in reporting conflict through digital platforms – responsible communication in the digital age.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study on media coverage of conflicts and crisis situations
- Conflict mapping and analysis of media representation
- Study of a real-world conflict and its portrayal in different media platforms
- Creation of a media output such as photo essay, video story or digital narrative on conflict reporting
- Development of a peace communication or conflict resolution campaign
- Ethical decision-making exercises in conflict-sensitive reporting
- Reflective analysis on media bias, objectivity and journalistic responsibility

TEXT BOOKS

1. Allan, S., & Zelizer, B. (2004). *Reporting War: Journalism in Wartime*. Routledge.
2. Cottle, S. (2006). *Mediatized Conflict*. Open University Press.
3. Wolfsfeld, G. (2004). *Media and the Path to Peace*. Cambridge University Press.

REFERENCES

1. Carruthers, S. L. (2011). *The Media at War*. Palgrave Macmillan.
2. Thussu, D. K., & Freedman, D. (2003). *War and the Media*. Sage Publications.
3. Lynch, J., & McGoldrick, A. (2005). *Peace Journalism*. Hawthorn Press.
4. Kempf, W. (2012). *The Peace Journalism Controversy*. Regener Verlag.
5. McGoldrick, A. (2011). *Conflict Reporting and Peace Journalism*. Routledge.
6. Kumar, D. (2006). *Media, War and Propaganda*. Rowman & Littlefield.
7. Herman, E. S., & Chomsky, N. (2002). *Manufacturing Consent*. Pantheon Books.
8. Baran, S. J. (2022). *Introduction to Mass Communication*. McGraw Hill.
9. McQuail, D. (2020). *Mass Communication Theory*. Sage Publications.
10. Couldry, N. (2012). *Media, Society, World*. Polity Press.

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1. <https://www.cambridge.org/core/books/abs/discourse-media-and-conflict/introduction/5AA786AB3697DFC5D41F78885E046889>
2. <https://ora.ox.ac.uk/objects/uuid:a3c343d8-128e-43c1-8c17-2c9f8e000ee0/files/sv692t657p>
3. <https://content.e-bookshelf.de/media/reading/L-25759562-f80a42d052.pdf>
4. <https://www.mkgandhi.org/ebks/handbook-of-peace-and-conflict-studies.pdf>
5. <https://www.coursera.org/specializations/negotiation-mediation-conflict-resolution>

COURSE OUTCOME:

Upon successful completion of this course, students would be able:

- **CO1:**To understand the relationship between media and conflict in contemporary society – K1
- **CO2:**To analyze media representation, framing and narratives of conflicts – K4
- **CO3:**To evaluate principles and practices of conflict reporting in journalism – K5
- **CO4:**To interpret the role of media in shaping society, power relations and public perception – K2
- **CO5:**To assess contemporary issues and challenges in digital conflict communication and reporting – K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4			Discipline Centric Elective Course – 4: Media and Conflict							4	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	2	3	3	3	2	2	2.7
CO-4	3	3	3	3	3	3	3	3	2	2	2.8
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6
											High

Second Year	DISCIPLINE CENTRIC ELECTIVE COURSE – 4	Semester IV
Code	2. STRATEGIC COMMUNICATION (Theory)	Credits: 4

COURSE OBJECTIVES:

- To understand the concepts and scope of strategic communication in media and organizations
- To develop knowledge of communication planning and audience engagement
- To analyse message design and communication strategies across media platforms
- To examine the role of communication in branding, public relations and campaigns
- To understand contemporary trends in data-driven and digital communication

UNIT – I: INTRODUCTION TO STRATEGIC COMMUNICATION

Meaning, nature and scope of strategic communication – communication goals in organizations and media industries – role of strategic communication in branding, public image and decision-making – stakeholder identification and audience understanding – basic communication planning process – introduction to communication models used in planning and execution.

UNIT – II: MESSAGE STRATEGY AND CONTENT PLANNING

Message design and communication framing – storytelling as a communication tool – persuasive communication techniques – clarity, tone and style in messaging – planning content for different audiences and platforms – adapting messages for print, broadcast and digital media – consistency in communication across platforms.

UNIT – III: AUDIENCE AND MEDIA STRATEGY

Understanding audience needs and behaviour – audience segmentation and targeting – selection of appropriate media channels – basic concept of integrated communication strategy – engagement techniques for different audiences – feedback and response in communication – introduction to basic communication analytics for understanding reach and impact.

UNIT – IV: STRATEGIC COMMUNICATION IN PRACTICE

Role of strategic communication in organizations – corporate communication and brand identity – public relations and campaign planning – crisis communication and reputation management – internal communication within organizations – external communication with media and public – coordination of communication activities in real-world situations.

UNIT – V: DIGITAL AND CONTEMPORARY STRATEGIES

Strategic communication in digital and social media environments – basics of social media planning and engagement – influencer communication and brand collaborations – use of data for improving communication effectiveness – introduction to AI and automation in communication – ethical issues in digital communication such as transparency, privacy and misinformation – emerging trends in strategic communication.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study on communication strategies used by brands or organizations
- Seminar on current trends in digital communication
- Development of a strategic communication plan for a brand or social issue
- Audience analysis and message design for targeted communication
- Creation of multi-platform communication content
- Crisis communication simulation exercise
- Final presentation of an integrated communication strategy

TEXT BOOKS

1. Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). *Defining Strategic Communication*. International Journal of Strategic Communication.
2. Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice*. Sage Publications.
3. Argenti, P. A. (2015). *Corporate Communication*. McGraw Hill.

REFERENCES

1. Smith, R. D. (2020). *Strategic Planning for Public Relations*. Routledge.
2. Wilcox, D. L., & Cameron, G. T. (2015). *Public Relations: Strategies and Tactics*. Pearson.
3. Heath, R. L. (2013). *The SAGE Handbook of Public Relations*. Sage Publications.
4. Newsom, D., Turk, J. V., & Kruckeberg, D. (2018). *This is PR: The Realities of Public Relations*. Cengage Learning.
5. Lattimore, D., Baskin, O., Heiman, S. T., & Toth, E. L. (2019). *Public Relations: The Profession and the Practice*. McGraw Hill.
6. Doorley, J., & Garcia, H. F. (2020). *Reputation Management*. Routledge.
7. Oliver, S. (2010). *Public Relations Strategy*. Kogan Page.
8. Kotler, P., & Keller, K. L. (2022). *Marketing Management*. Pearson.
9. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. Pearson.
10. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications

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1. <https://content.e-bookshelf.de/media/reading/L-16372765-25b24aed38.pdf>
2. https://unece.org/fileadmin/DAM/stats/documents/ece/ces/ge.58/2018/mtg6/Strategic_Comm_Framework_HLG-MOS_2018-11-15.pdf
3. <https://archive.org/details/oopen-20.500.12657-90654>
4. <https://open.umn.edu/opentextbooks/textbooks/writing-for-strategic-communication-industries>
5. https://www.iimc.gov.in/files/academic-courses-document/ma-sc_1_2.pdf

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

- **CO1:** Understand the principles of strategic communication K1
- **CO2:** Analyze communication strategies and audience engagement K4
- **CO3:** Design effective communication plans and messages K6
- **CO4:** Evaluate communication practices in organizational contexts K5
- **CO5:** Assess contemporary trends in strategic and digital communication K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4		Discipline Centric Elective Course – 4: Strategic Communication								4	4
Course Outcomes↓	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	3	3	3	3	3	2	2.9
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.7
											High

Second Year	ENTREPRENEURSHIP / INDUSTRY BASED COURSE	Semester IV
	MEDIA ENTREPRENEURSHIP	
Code	(Theory)	Credits: 3

COURSE OBJECTIVES:

- To understand the concepts and scope of entrepreneurship across various media industries
- To analyse business opportunities in print, broadcast, digital and emerging media sectors
- To develop knowledge of media business models, branding and revenue strategies
- To understand financial, legal and operational aspects of media ventures
- To apply entrepreneurial thinking in developing sustainable media enterprises

UNIT – I: INTRODUCTION TO MEDIA ENTREPRENEURSHIP

Concept of entrepreneurship – introduction to media entrepreneurship and its significance in contemporary media industries – characteristics and skills of media entrepreneurs –startup culture– entrepreneurial opportunities in traditional and new media platforms – creativity, innovation and problem-solving in media business.

UNIT – II: MEDIA BUSINESS MODELS ACROSS PLATFORMS

Introduction to media business models in print, broadcast and digital media – value creation and audience-oriented media products – revenue models in media industries: advertising, subscription, sponsorship, pay-per-view and freemium models – production houses, content studios and digital content ventures – freelance media work and independent content creation – basics of business model planning and media startup strategies – case studies of successful media enterprises.

UNIT – III: BRANDING, CONTENT AND AUDIENCE STRATEGIES

Brand identity and positioning in media organizations – content planning for different media platforms – audience segmentation, targeting and audience behaviour – marketing and promotional strategies for print, broadcast and digital media – distribution channels and digital reach – influencer marketing and creator economy – audience engagement, online communities and brand building through media content.

UNIT – IV: FINANCIAL AND OPERATIONAL MANAGEMENT IN MEDIA

Basics of financial planning and budgeting for media ventures – cost control and resource management in media production – pricing strategies and revenue generation – operational workflow in media industries – introduction to funding options: bootstrapping, crowdfunding, angel investors and venture capital – government schemes, incubation centres and startup support systems – essentials of project planning and media business management.

UNIT – V: LEGAL, ETHICAL AND EMERGING TRENDS IN MEDIA BUSINESS

Introduction to legal and ethical aspects of media entrepreneurship – copyright, intellectual property rights and licensing – contracts and agreements in media production – media regulations and industry policies – ethical issues in media ownership, advertising and content monetization – emerging trends in media business: creator economy, freelancing, AI tools and gig-based media work – future opportunities in digital media entrepreneurship.

UNIT – VI: CURRENT CONTOURS *(For Continuous Internal Assessment Only)*

- Assignment on analysis of media enterprises across print, broadcast and digital sectors
- Seminar on emerging media startups and innovation in media industry
- Case study on functioning of print, broadcast or digital media ventures
- Presentation of a media business idea integrating multiple media platforms (print, broadcast and digital)

TEXT BOOKS

1. Briggs, M. (2012). *Entrepreneurial Journalism: How to Build What's Next for News*. CQ Press.
2. Küng, L. (2017). *Strategic Management in the Media*. Sage Publications.
3. Albarran, A. B. (2020). *Media Management and Economics*. Routledge.

REFERENCES

1. Doyle, G. (2022). *Understanding Media Economics*. Sage Publications.
2. Gershon, R. (2016). *Digital Media and Innovation*. Sage Publications.
3. Croteau, D., & Hoynes, W. (2014). *The Business of Media: Corporate Media and the Public Interest*. Sage Publications.
4. Pavlik, J. V. (2021). *Media in the Digital Age*. Columbia University Press.
5. Kotler, P., & Keller, K. L. (2022). *Marketing Management*. Pearson.
6. Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. Wiley.
7. Ries, E. (2011). *The Lean Startup*. Crown Publishing.
8. Kawasaki, G. (2015). *The Art of the Start 2.0*. Portfolio.
9. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications.
10. Ryan, D. (2020). *Understanding Digital Marketing*. Kogan Page.

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1. <https://egyankosh.ac.in/bitstream/123456789/86183/1/Unit-16.pdf>
2. <https://www.freebookcentre.net/business-books-download/Media-Innovation-and-Entrepreneurship.html>
3. <https://www.scribd.com/document/834427974/MEDIA-MANAGEMENT-AND-ENTREPRENEURSHIP>
4. <https://www.lingayasvidyapeeth.edu.in/sanmax/wp-content/uploads/2024/01/02.-eMarketing-The-essential-guide-to-marketing-in-a-digital-world-author-Rob-Stokes-and-the-Minds-of-Quirk-min.pdf>
5. https://www.academia.edu/88820199/Media_Entrepreneurship

COURSE OUTCOME:

Upon successful completion of this course, students would be able:

- **CO1:** To understand media entrepreneurship across print, broadcast and digital platforms
- **CO2:** To analyze business models and opportunities in various media industries
- **CO3:** To apply branding, content and marketing strategies for different media sectors
- **CO4:** To evaluate financial, operational and funding aspects of media ventures
- **CO5:** To assess legal, ethical and emerging trends in media entrepreneurship

Mapping With PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
4				Entreprenurship / Industry Based Course: MEDIA ENTREPRENEURSHIP						4	4
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	2	2	2	2	3	2	2	2	2	2.2
CO-2	3	3	3	2	2	3	3	2	2	2	2.5
CO-3	3	3	3	3	3	3	3	3	2	2	2.8
CO-4	3	3	3	3	3	3	3	3	3	2	2.9
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.7
											High

OPTION – I: Dissertation (Research Project)**COURSE OBJECTIVES**

- To develop research skills in visual communication and media studies
- To enable students to conduct independent academic research
- To apply appropriate research methods in analysing media content and communication practices
- To enhance critical thinking and analytical abilities in media studies
- To prepare students for academic writing and systematic research reporting

Students shall undertake a research study on a topic related to visual communication, media, film, advertising, digital media or communication studies under the guidance of a faculty supervisor.

The study should involve identification of a research problem, review of literature, research design, data collection, analysis and interpretation, and presentation of findings in a structured format.

DISSERTATION SUBMISSION

Students are required to submit a Dissertation Report based on an original research study related to media, communication or visual communication disciplines. The report should include the following components:

- Title of the study and introduction to the research topic.
- Statement of the research problem and significance of the study.
- Review of relevant literature and previous research studies.
- Research objectives, questions and methodology adopted for the study.
- Data collection, analysis and interpretation of findings.
- Discussion of results and major observations.
- Conclusion and recommendations based on the research outcomes.
- References, bibliography and citation of sources following academic standards.
- Appendices containing questionnaires, visuals, interview schedules or supporting materials

OPTION – II: PORTFOLIO (PRODUCTION PROJECT)**COURSE OBJECTIVES**

- To develop professional skills in media production and content creation
- To enable students to create a portfolio of creative media works
- To apply theoretical knowledge in practical media production
- To prepare students for industry and freelance opportunities
- To enhance creativity, technical competence and presentation skills in media production

Students shall undertake a production-oriented portfolio project in areas such as film production, video production, photography, advertising, visual literacy, digital content creation, animation, graphic design or multimedia under the guidance of faculty supervisors.

The project should reflect conceptual understanding, creativity, technical proficiency and effective execution in the chosen area of specialization. Students are encouraged to demonstrate originality, professional presentation and application of media production techniques.

PORTFOLIO REPORT SUBMISSION

Students are required to submit a Portfolio Report containing the following components:

- Title, concept and objectives of the project.
- Description of the media work or creative outputs produced.
- Planning, production workflow and techniques adopted during the project.
- Use of tools, software, equipment and production methods.
- Creative rationale and communication approach followed in the project.
- Documentation of production stages including pre-production, production and post-production processes.
- Final outputs such as films, videos, photographs, designs, animations, advertisements or digital media content.
- Reflection on learning outcomes, technical skills acquired and creative development during the project.

COURSE OUTCOMES

Upon successful completion, students would be able:

CO1: To conduct independent research or media production projects K6

CO2: To apply theoretical and practical knowledge in media studies K3

CO3: To analyze, interpret and present findings or creative outputs effectively K4

CO4: To demonstrate professional skills in visual communication K3

CO5: To prepare for academic, research or industry careers K5

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4		Project Work: DISSERTATION / PORTFOLIO								5	5
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	3	3	3	3	3	3	3	2	2	2	2.7
CO-2	3	3	3	3	3	3	3	3	2	2	2.8
CO-3	3	3	3	3	3	3	3	3	3	2	2.9
CO-4	3	3	3	3	3	3	3	3	3	3	3.0
CO-5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.8
											High

Second Year

**VALUE ADDED COURSE
VIDEO EDITING AND TECHNIQUES**

Semester IV

Code

(Theory)

Credits :2*

COURSE OBJECTIVES:

- To introduce the basic concepts of video editing and post-production
- To understand the role of editing in visual storytelling
- To familiarize students with editing software and workflows
- To develop knowledge of digital video formats and presentation
- To apply basic principles of continuity, pacing and visual structure in editing

UNIT – I: INTRODUCTION TO VIDEO EDITING

Meaning and importance of video editing – evolution from traditional (linear) editing to digital (non-linear) editing – role of editing in film, television and digital media – basic concepts: shot, scene, sequence, continuity and storytelling – how editing shapes meaning and audience experience.

UNIT – II: PRINCIPLES OF EDITING

Basic principles of video editing – continuity editing and maintaining flow – montage and meaning creation through editing – pacing, rhythm and timing – transitions and visual continuity – role of editing in building narrative structure and emotional impact.

UNIT – III: DIGITAL EDITING TOOLS AND WORKFLOW

Introduction to video editing software (e.g., Adobe Premiere Pro, DaVinci Resolve, mobile editing apps) – basic interface and tools – importing, organizing and managing media files – timeline editing and sequencing – trimming, cutting and arranging clips – exporting videos in different formats for various platforms.

UNIT – IV: AUDIO, TEXT AND VISUAL ENHANCEMENTS

Basics of audio editing and synchronization – adding background music, dialogue and sound effects – role of sound in storytelling – titles, captions and text overlays – introduction to basic colour correction and visual enhancement – simple use of transitions and effects for better presentation.

UNIT – V: EDITING FOR DIGITAL AND SOCIAL MEDIA

Editing techniques for digital platforms and social media – short-form content like reels, shorts and stories – basic video formats, aspect ratios and resolutions – storytelling techniques for fast-consumption media – audience engagement through editing style – ethical considerations in editing such as accuracy, manipulation and responsible content creation.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Analysis of edited video content from films, advertisements or digital media
- Case study on editing styles and techniques used in selected film or advertisement
- Seminar on current trends in digital video editing and post-production
- Assignment on application of editing techniques such as continuity, transitions and pacing in media content

TEXT BOOKS

1. Dancyger, K. (2021). *The Technique of Film and Video Editing*. Routledge.
2. Millerson, G., & Owens, J. (2019). *Video Production Handbook*. Routledge.
3. Zettl, H. (2020). *Television Production Handbook*. Cengage Learning.

REFERENCES

1. Brown, B. (2021). *Cinematography: Theory and Practice*. Routledge.
2. Hollyn, N. (2009). *The Lean Forward Moment*. New Riders.
3. Thompson, R., & Bowen, C. J. (2018). *Basic Video Production*. Routledge.
4. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film Techniques and Aesthetics*. Routledge.
5. Katz, S. D. (1991). *Film Directing Shot by Shot*. Michael Wiese Productions.
6. Musburger, R. B., & Kindem, G. (2009). *Introduction to Media Production*. Focal Press.
7. Murch, W. (2001). *In the Blink of an Eye*. Silman-James Press.
8. Adobe Creative Team. (2021). *Adobe Premiere Pro Classroom in a Book*. Adobe Press.
9. Reisz, K., & Millar, G. (2010). *The Technique of Film Editing*. Focal Press.
10. Oldham, G. (2012). *First Cut: Conversations with Film Editors*. University of California Press.

E-RESOURCES

1. https://baou.edu.in/assets/pdf/BCADES_207_slm.pdf
2. https://www.educlab.eu/wp-content/uploads/2021/07/EDUCLAB_VideoEditingModule_EN.pdf
3. <https://www.sportingheritage.org.uk/wp-content/uploads/2021/03/Introduction-to-video-editing-1.pdf>
4. <https://guia-edicio-video.aula.uoc.edu/wp-content/uploads/2024/10/Basic-Guide-to-Video-Editing.pdf>
5. <https://www.youtube.com/watch?v=mdfMztoP840>

COURSE OUTCOME:

Upon successful completion, students would be able:

CO1:To understand the fundamentals of video editing K1

CO2:To explain basic editing principles and techniques K2

CO3:To identify digital editing tools and workflows K1

CO4:To analyze edited video content K4

CO5:To understand editing for digital media platforms K2

Mapping With PO:

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4		Value Added Course - 2: Video Editing Through Premier Pro									
Course Outcomes	Programme Objectives (PO)										Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO-1	2	2	1	1	1	2	2	1	1	1	1.4
CO-2	2	2	2	1	1	2	2	1	1	1	1.5
CO-3	2	2	3	2	1	2	3	2	1	1	1.9
CO-4	2	3	3	2	2	2	3	2	2	1	2.2
CO-5	2	2	2	2	2	2	2	2	2	2	2.0
Mean Overall Score											1.5
											High
