

AC: 29/06/2024

Item No:3.5



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	Graduate from any degree (Min. 40%)
3	Minimum percentage	40%
4	Semesters	I and II
5	Level	PG
6	Pattern	02 years & 04 semesters CBGS
7	To be implemented from	From Academic year 2024-2025 in a progressive manner

DATE: 29th June, 2024

Signature: *Koel*

Dr. Koel Roychoudhury
AC Chairperson



Mithun Pillai
Mr. Mithun Pillai
HOD



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

(Affiliated to University of Mumbai)

RE-ACCREDITED GRADE "A" BY NAAC (3rd CYCLE)

BOARD OF STUDIES

SYLLABUS FOR

MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)

OBJECTIVES OF THE PROGRAMME:

Program Objectives

1. To impart basic knowledge of mass communication processes to students from diverse backgrounds.
2. To train well rounded Journalists, Advertising, Public relations and Mass media professionals with requisite technical and content-generation skills.
3. To develop an analytical approach among students for critical evaluation of the mass communication media.
4. To prepare socially responsible media academicians, researchers, professionals with a global vision.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.

Program Outcomes

1. Students should demonstrate depth of knowledge from communication, media and ancillary domains.
2. Students should critically engage with different media and communication contexts and extend into other social spheres.
3. To enable students to think critically, creatively and independently
4. Students should be able to apply technologies essential for Journalism or Advertising
5. Practise informed-citizenship based on secular and egalitarian values enshrined in the Indian Constitution.



SCHEME OF MODULES

SEMESTER I			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	P24MMC1MJ01	04	Introduction to Communication Studies
2	P24MMC1MJ02	04	Digital media and Data analytics
3	P24MMC1MJ03	04	Communication and Democracy
4	P24MMC1MJ04	02	Writing for Media
II	Major Elective Department Specific Course		
1	P24MMC1MJE01/ P24MMC1MJE02	04	News Reporting/ Advertising Management
III	Minor Department Specific Course		
1	P24MMC1MI01	04	Research Methodology
TOTAL CREDITS		22	



INTRODUCTION TO COMMUNICATION STUDIES

COURSE CODE: P24MMC1MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To grasp the fundamental theories, models, and processes of communication in various contexts.
- To develop effective verbal, nonverbal, written, and digital communication skills for personal and professional interactions.
- To examine how communication functions within different cultural, organizational, interpersonal, and mediated contexts.
- To cultivate critical thinking skills to analyze and evaluate messages, media, and communication strategies.
- To learn techniques for building and maintaining positive interpersonal relationships, including conflict resolution and negotiation skills.
- To develop the ability to critically evaluate media messages, understand media effects, and navigate the complexities of the digital media landscape.
- To prepare for careers in fields such as public relations, journalism, advertising, corporate communication, marketing, and media production.
- To understand the ethical considerations and social implications of communication practices and to promote responsible communication behavior.

Syllabus			
Sr. No.	Module	Details	Lectures
1.	Introduction to Communication	1.1 What is communication, communication theory, communication models 1.2 Communication, meaning and signs, codes, signification 1.3 Semiotic methods and applications, Structuralist theory and application 1.4 Empirical methods, ideology and meanings 1.5 Theory of Media and Society, New Media, New Theory?	20



2.	Understanding Media	<p>2.1 Media structure and performance: principles and accountability, media economics and governance, global mass communication</p> <p>2.2 The media organization: pressures and demands, the production of media culture.</p> <p>2.3 Media content issues, concepts and methods of</p> <p>2.4 Analysis, media genres and texts. Audience theory and research traditions,</p> <p>2.5 audience formation and experience Processes and models of media effects, socio-cultural effects</p>	20
3.	Communication Models	<p>3.1 News, public opinion and political communication.</p> <p>3.2 De-westernising media and communication theory</p> <p>3.3 The Indian communication and media ecosystem - ancient India, colonized India, pre Independence, post-independence, the 21st century.</p> <p>3.4 Indian communication and its design.</p> <p>3.5 The future of mass communication</p>	20
Total Lectures			60

References:

- Introduction to Communication, John Fiske, Routledge, 1990
- McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
- De-Westernizing Media Studies, edited by James Curran, Myung- Jin Park, Routledge, 2005
- Empire and Information: Intelligence Gathering and Social Communication in India 1780-1879, Christopher Alan Bayly, C. A. Bayly, Cambridge University Press, 1999
- Indian Literary Criticism: Theory and Interpretation, G. N. Devy, Orient Longman, 2004

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40



B) Semester end examination 60 marks

Question Paper Pattern

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



DIGITAL MEDIA AND DATA ANALYTICS

COURSE CODE: P24MMC1MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the use of key digital marketing tools
- Learn about data and analysis of data for decision making

Course Outcomes:

Course outcomes

- Students will be able to identify digital marketing platform
- Students will learn digital marketing skills

Syllabus		
Sr. No.	Module	Lectures
Module-1. Introduction to Digital Media		
1	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	5
Module-2. – Search Engine, SEO and SEM		
1	a. How search Engine works b. Introduction to SEO c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	5
2	a. What is SEM? b. Why SEM c. What are Google Ad words? Why Google Ad words d. Google network e. Ad words terminologies	5
Module-3. Digital Marketing		
1	Social Media Marketing a. Introduction to social media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	5



2	Email marketing: a. key terms and concepts b. Customer acquisition strategies c. Best Practices: CRABS d. Tools to enhance lead nurturing e. Enhance better reach	5
3	Affiliate Marketing: a. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing b. Programmatic Marketing c. Evolution and growth of programmatic Marketing d. Real Time bidding, e. Types of Programmatic Advertising,	5
Module-4. Introduction to web analytics and Data Analytics		
1	Web analytics a. Brief History of Web Analytics b. Components of Web Analytics c. Different Types of Web Analytics d. Social CRM and analysis e. Google analytics, Digital Analytics, Content performance analytics f. Visitor analysis g. social media analytics	10
2	Data Analytics: a. Data Basics (concept of data, basic data variable types, basic structures used in data analytics, data categories) b. Data Collection and Manipulation (Import, store, export data, Clean data, Organize data, Aggregate data) c. Data Analysis (types of data analysis) d. Data Visualization and Communication (Report data, Create visualizations from data, Derive conclusions from a data visualization)	20

References

- Digital marketing By Seema Gupta
- Digital Marketing By Puneet Singh Bhatia
- Data Analytics By Anil Maheshwari



- **SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



COMMUNICATION AND DEMOCRACY

COURSE CODE: P24MMC1MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To understand the role of media in influencing and impacting public opinion.
- To analyse the formation of Political opinion through digital and social media.
- To analyse the impact of the media on public opinion on international conflicts
- To help students understand the laws that impact the media

Course Outcomes:

1. Students will analyze the role of media in influencing public opinion
2. Students will be able to debate and analyze formation of political opinion through digital media.
3. Students will understand the role of media on public opinion on international conflicts
4. Students will evaluate laws that impact the media.

Sr. No	Syllabus	No. of lectures
01	ROLE OF MEDIA IN A DEMOCRACY. India's Constitution basic features. Freedom of press in India and restrictions on it. Media thinkers – Walter Lipmann, Noam Chomsky, Paul Lazarsfeld, Michel Foucault, Juergen Habermas	15
02	MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING. Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns in India and USA. Media Coverage of Indian Government's Economic, Defence and Foreign Policy.	15
03	MEDIA'S COVERAGE OF WARS AND CONFLICTS. Media role in shaping national opinion on international issues India-Pakistan conflict, India China relations, Conflict in Middle East, Russia Ukraine conflict, War on Terror. Spread of Fake news and fact checking	15
04	Laws impacting Media and ethical issues Defamation, Contempt of Courts Act 1971, Public Order, Sedition, Obscenity, RTI (Right to Information) and Privacy	15



References:

1. Ahmed Rashid: The Taliban.
2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
4. Sardesai Rajdeep: "2014: The Election that Changed India" .
5. Walter Lippmann : "Public Opinion"
6. Lalles John: Nature and Opinion of Public Opinion.
7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elction. – acadademia.edu.
8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies.
9. Coleman Benjamin: Conflict, Terrorism an Media in Asia.
10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications.
12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama’s Election Campaign Academia.edu
13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu
14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy.
15. Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media"
16. Mass communication theory- Dennis quail .
17. Introduction to mass communication – Stanley J. Baran

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours



Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



WRITING FOR MEDIA

COURSE CODE: P24MMC1MJ04

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To make the students acquainted with Different Media Formats
- To help students Develop Core Writing Skills
- To produce quality writing tailored to different media formats, including news articles, features, editorials, and broadcast scripts.

Course Outcomes

1. Students will analyze the role of media in influencing public opinion
2. Students will be able to debate and analyze formation of political opinion through digital media.
3. Students will understand the role of media on public opinion on international conflicts
4. Students will evaluate laws that impact the media.

Module-1		(Total 10 Lectures)
1.	Foundations of Media Writing Overview of media writing Differences between media writing and other types of writing Journalistic Writing: News writing: structure, style, and ethics Feature writing: techniques and storytelling	05
2.	Broadcast Writing Writing for television: scripts and formats Writing for radio: crafting audio stories Digital Media Writing Blogging: personal and professional Social media writing: platform-specific strategies SEO content: basics of search engine optimization	05
Module-2.		(Total 10 Lectures)
1.	Advanced Media Writing Techniques Creative Writing for Media Screenwriting: structure and dialogue Technical writing: clarity and precision Corporate Writing Corporate communications: internal and external	05
2	Ethical and Legal Issues in Media Writing: Ethical considerations: truth, fairness, and objectivity Legal issues: defamation, copyright, and privacy Case studies	05



Module-3.		(Total 10 Lectures)
1.	Conducting effective interviews Writing engaging profiles and human interest stories Integrating text with visuals Scriptwriting for Films and TV: Story structure, character development, dialogue writing, and understanding of visual storytelling. Writing for multimedia platforms	05
2	Editing and Proofreading Narrative techniques, storytelling, in-depth research, interviews, and creating engaging content. Multimedia integration, engaging headlines, social media proficiency, and understanding of web analytics. Current trends in media and writing	05

References

- The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, Bill Kovach and Tom Rosenstiel
- The Associated Press Stylebook by Associated Press
- Writing & Reporting News: A Coaching Method by Carole Rich
- News Reporting and Writing, Melvin Mencher
- Feature Writing: Telling the Story the Missouri Group
- The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide, William E. Blundell
- Broadcast News Writing, Reporting, and Producing, Frank Barnas and Ted White
- Writing and Producing Television News: From Newsroom to Air, Eric K. Gormly
- The Digital Journalist's Handbook, Mark S. Luckie
- Media Ethics: Issues and Cases, Philip Patterson and Lee Wilkins

SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- **Internal assessment 40% i.e.20 marks**
- **Semester end examination 60% i.e.30 marks**

(A)Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Assignment	05
Attendance and Class participation	05
Total	20



**B) Semester end examination 30 marks
PAPER PATTERN**

Duration: 1 hours	
Total Marks:30	
Q.1 10 marks OR 10 marks (5+5 marks)-Unit 1	10
Q.2 10 marks OR 10 marks (5+5 marks)-Unit 2	10
Q.3 10 marks OR 10 marks (5+5 marks)-Unit 3	10
Total	30

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



News Reporting

COURSE CODE: P24MMC1MJE01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Students will develop the ability to write clear, concise, and engaging news stories for different platforms
- Students will understand the structure of news articles and how to tailor their writing style to various audiences.
- Students will be able to Utilise Multimedia Tools for Storytelling

Course outcomes:

1. Students will analyze the role of media in influencing public opinion
2. Students will be able to debate and analyze formation of political opinion through digital media.
3. Students will understand the role of media on public opinion on international conflicts
4. Students will evaluate laws that impact the media.

Sr. No	Syllabus	No. of lectures
01	Introduction to Journalism, History and Evolution of News Reporting, News Values and News Judgment, Ethical Considerations in Journalism, News Writing Basics, Principles of News Writing, Structuring News Stories, Components of a news story, the lead, the story structure, what are features, long stories, series, Inverted Pyramid.	15
02	Multimodal and multivalent narrative structures, newspaper as a pedagogical and an andragogical tool. Translating for the mass news media, Writing news releases, Broadcast news writing, Media Law Basics; Defamation, Privacy, and Copyright, Fact checking and verification. Editing and Proofreading.	15
03	Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources, Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes, Reporting accidents and disasters, writing obituaries, Writing a crime story, reporting on the courts, Writing sports and business stories, Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media	15
04	Beat Reporting, Social Media and News Reporting, Introduction to Data Journalism Data Gathering, Data Visualization, Interactivity. ,Data Analysis for News Reporting, International News Reporting, Cross-Cultural Reporting Challenges, Financial Reporting, Covering Elections and Political Campaigns, Environmental Journalism, Reporting from Conflict Zones, Safety and Ethical Challenges in War Reporting.	15



References:

- Melvin Mencher's News Reporting and Writing, McGraw-Hill Education, 2010.
- Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005
- News Reporting and Editing, K M Shrivastava, Sterling Publishers, 2008
- Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009
- Political Discourse, Media and Translation, edited by Christina Schaeffner and Susan Bassnett, Cambridge Scholars Publishing, 2010
- The Associated Press Stylebook 2016 By The Associated Press

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks**Question Paper Pattern**

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



ADVERTISING MANAGEMENT

COURSE CODE: P24MMC1MJE02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

COURSE OBJECTIVES:

1. To understand nature, function, kind and theories of advertising.
2. Recognize the strategic considerations involved in Media Planning and Branding.
3. Acquire skills required in designing of Creative Brief.
4. Explore different career options in advertising management.

Course Outcomes:

Recognize the different ways in which advertising influences and persuades consumers.

Identify the functions of advertising agencies and explore its client relationship.

Identify the role of advertising across various forms of media and help in media planning.

Develop creative brief matching media habits of a given target market.

Sr. No	Syllabus	No. of lectures
01	Module 1 Introduction to Advertising. <ul style="list-style-type: none"> • Concepts and features of advertising. • Models of advertising. • History and evolution of advertising, • Advertising types. • Integrated marketing communication in advertising and sales promotion. • Legal framework of advertising. 	10
02	Module 2 Brands and Advertising. <ul style="list-style-type: none"> • Brand- Concept and Nature. • Evolution of Brand management. • Brand positioning and role in advertising. • Brand equity and Image. • Advertising and Brand consumer- relationship. • Case Study- Indian and Global Brand Advertising. 	10
	Module 3 Advertising Agency. <ul style="list-style-type: none"> • Advertising agencies- structure and functions. • Types of Advertising agencies. • Ad agencies and client relationship. • Renumeration of advertising agencies. • Leading AD agencies- Indian and Global. • Award winning Ad campaigns- Project work. 	10



	Module 4 Campaign Planning and Creative Strategy. <ul style="list-style-type: none"> • Creativity process- Idea Generation. • Advertising elements and creativity. • Types of advertising appeals. • Emerging media and creativity. • Components and AD layout. • Creative Brief- AD designing. 	10
	Module 5 Media Planning and Strategy Decisions. <ul style="list-style-type: none"> • Media objectives and planning strategies. • Role of media planning in advertising. • Role of a media planner. • Media strategies and scheduling. • Methods of media budgeting. • Media measurement tools. 	10
	Module 6 Advertising Effectiveness and Control. <ul style="list-style-type: none"> • Rationale of testing. • Pre-testing and post-testing of advertising. • Limitation of evaluation. • Methods of measuring advertising effectiveness. • Cost Benefit- Analysis. • Social and legal control of advertising. 	10

References:

- Aaker, David A. etc Advertising Management, 5th ed. New Delhi, Prentice Hall of India.
- Arpita Menon, Media Planning and Buying Tata McGraw Hill Education Pvt Ltd, 2nd ed. 2010.
- Belch & Belch. Advertising & Promotion, 9th ed Tata McGraw Hill.
- Dr. Srivastava Nikhil, Advertising Management. Thakur publication. Pvt Ltd. Lucknow.

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SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40



B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



RESEARCH METHODOLOGY

COURSE CODE: P24MMC1MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To provide students with an in-depth knowledge of both qualitative and quantitative research methodologies applicable to the social sciences.
- To enable students to critically review and synthesize existing literature, identifying gaps and formulating relevant research questions.
- To equip students with the skills to design, conduct, and manage complex research projects, including data collection and analysis.
- To instill a strong understanding of ethical considerations and best practices in conducting social science research.
- To develop students' ability to present research findings clearly and effectively through written reports, academic papers, and oral presentations.

Course Outcomes:

- Students will demonstrate a thorough understanding and application of advanced research methodologies and techniques in social sciences.
- Students will be able to critically evaluate and synthesize scholarly literature, identifying key themes, gaps, and opportunities for further research.
- Students will design and implement comprehensive research projects, effectively utilizing both qualitative and quantitative methods. Students will exhibit a deep understanding of ethical issues in research, ensuring all studies are conducted with integrity and respect for participants.
- Students will present research findings persuasively and clearly, both in written form and through oral presentations, tailored to academic and professional audiences.

Sr. No	Syllabus	No. of lectures
1	Module 1- BASICS OF RESEARCH, DEVELOPING CRITICAL THINKING, WRITING SKILLS AND ETHICAL CONSIDERATIONS	20
	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science Research Approaches and Research paradigms in social science research, Research methods and tools, Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research. Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy Ethical considerations in research	



2	Module 2- ADVANCED RESEARCH WRITING AND DATA ANALYSIS	20
	<p>Reviewing Literature , Understanding research tools Paraphrasing, Understanding plagiarism, Meta Analysis, Annotation, citing, referencing, How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist</p> <p>Understanding research tools Action Research, Case Studies, Experimental research design, Ethnography and observation studies.</p> <p>Data analysis techniques Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics. Mean, median, mode, variance, standard deviation, covariance, correlation and regression, Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables. Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA</p>	
3	Module 3- DATA ANALYSIS AND INTERPRETATION, REPORT WRITING	20
	Interpreting research findings, Research writing, how to read data, getting insights and inferences, how to conclude, Writing transcripts, identifying themes, evaluating data, Establishing causal relationships, understanding research integrity at the writing stage, research writing approaches, understanding different styles of writing,	

References:

- "Research Methods in Mass Communication" by Wimmer & Dominick.
- "Qualitative Research Methods for Media Studies" by Bonnie S. Brennen.
- "Quantitative Research in Communication" by Mike Allen, Scott Titsworth, and Stephen Hunt.
- "The Practice of Social Research" by Earl Babbie.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15



Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



SEMESTER II			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	P24MMC2MJ01	04	Media Management
2	P24MMC2MJ02	04	Strategic Communication and Public Relations
3	P24MMC2MJ03	04	Introduction to Film Studies
4	P24MMC2MJ04	02	Culture, Media and Communication
II	Major Elective Department Specific Course		
1	P24MMC2MJE01/ P24MMC2MJE02	04	Visual Communication Design/Broadcast Journalism
III	On the Job Training		
1	P24MMC2MI01	04	On the Job Training
TOTAL CREDITS		22	



MEDIA MANAGEMENT

COURSE CODE: P24MMC2MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

lecture is 60 minutes

Course Objectives:

- To provide students with a comprehensive understanding of economic principles and market dynamics affecting the media industry.
- To enable students to analyze and apply various business models and revenue generation strategies in both traditional and digital media.
- To equip students with strategic management skills essential for planning, executing, and evaluating media operations and projects.
- To help students understand the impact of digital technologies on media economics and management, and how to leverage these changes for competitive advantage.
- To instill a deep understanding of the ethical and regulatory issues in media management, ensuring students can navigate and comply with legal standards.

Course Outcomes:

- Students will be able to apply economic principles to analyze market conditions, competition, and financial performance in the media industry.
- Students will demonstrate the ability to develop and implement innovative business models and revenue strategies tailored to the needs of different media platforms.
- Students will exhibit proficiency in strategic planning and management.
- Students will show competence in managing the impact of digital transformation, including the ability to adopt new technologies and optimize digital media strategies.
- Students will understand and adhere to ethical standards and regulatory requirements in media management, ensuring responsible and legal media operations.

Sr. No	Syllabus	No. of lectures
	Module 1- Introduction to Media Management and Economics	15
	Media management, Market segmentation, Marketing mix, History and evolution of media business- pre and post globalisation, Effect of Globalisation, Liberalisation and Privatisation on media business, Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation of content and audience, Media Basics, Reach, Frequency and Distribution	
	Module 2- Understanding Indian Market and Media Economics	15



	Media economics, Macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior, What is so special about economics of the media, key economic characteristics of the media. Supply and demand, market structures, and economic cycle, Economies of scale, of scope and changing technology, Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence. Understanding media market, Media buying and selling, Budget setting, Evaluation systems	
	Module 3- Role of technology, Media distribution, Business Models and Revenue Streams in Media, The Indian media business, Understanding media consumers.	10
	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth, Economics of networks broadcasting networks, online content distribution, social networks and microblogging. The economics of print, film, television and radio. Understanding revenue streams, Media economics and public policy, the Indian media business, Understanding Indian consumer and consumerism. Factors affecting consumer decision making.	
	Module 4- Media Marketing and Branding and Managing Media Operations	10
	Preparing a Media Strategy, Defining the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling, Understanding media business models in the context of Artificial Intelligence, Auditing and evaluation techniques, risk management, Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation, Budget Setting, Budget allocation, Solutions Approach, Integrated Marketing Communication (IMC): Coordinating advertising, PR, and digital marketing. Social Media and Content Marketing	
	Module 5-Media Law and Policy, , Ethical Considerations	10
	Understanding media regulations and compliance: Navigating ethical dilemmas in media Management. Intellectual Property Rights: Managing copyrights, trademarks, and content rights. Global Media Landscape: International regulations and cross-border media operations.	

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks



Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



STRATEGIC COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: P24MMC2MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To help media students Analyse and critique the theoretical frameworks and principles of strategic communication and public relations
- To demonstrate a comprehensive understanding of contemporary applications of strategic communication and public relations
- Students will be able to develop strategic communication plans and campaigns and integrating effective messaging strategies

Course Outcomes:

- Students will be able to apply economic principles to analyze market conditions, competition, and financial performance in the media industry.
- Students will demonstrate the ability to develop and implement innovative business models and revenue strategies tailored to the needs of different media platforms. Students will exhibit proficiency in strategic planning and management.
- Students will show competence in managing the impact of digital transformation, including the ability to adopt new technologies and optimize digital media strategies.
- Students will understand and adhere to ethical standards and regulatory requirements in media management, ensuring responsible and legal media operations.

Sr. No	Syllabus	No. of lectures
01	<p>Understanding concepts of strategic communication Introduction to communication</p> <p>Persuasion and Influence in Strategic Communication communication theory, meaning and signs, codes, signification, Audience Analysis, Structuralist theory and applications, Empirical methods, ideology and meanings, Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication</p>	15
02	<p>Institutional and Organisational Dimensions, Implementing Strategic Communication, Understanding media content structures ,Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication,Storytelling in Strategic Communication, Media Relations Strategies</p>	15
03	<p>Definition of PR, Grunig's four models Origin and growth of PR in the world and India Propaganda, Public Opinion & Publicity Public Relations: catalyst, persuasion and motivation, Communication theories with special reference to persuasion theory, cultivation theory and uses and gratifications theory</p>	15



04	Reputation management, Organisational behaviour, Understanding evolution of mass media and mass communication with specific reference to India. Making a PR policy, Stages of planning – from taking the brief to preparing the plan, Media relations, Case studies on PR and organisational behaviour.	15
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References:

- Introduction to Communication, John Fiske, Routledge, 1990 Pinkleton, E. W. (2006).
- Strategic Public Relations Management . London: Lawrence Erlbaum Associates.
- Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984
- Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015
- McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
- Planning and Managing Public Relations Campaigns: A Strategic Approach, Anne Gregory, Kogan Page Limited 2015
- EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY, C.V. NARASIMHA REDDI, PHI Learning Pvt Ltd, 2014

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15



Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



INTRODUCTION TO FILM STUDIES

COURSE CODE: P24MMC2MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To inculcate liking and understanding of good cinema.
- To make students aware with a brief history of movies; the major cinema movements.
- Understanding the power of visuals and sound and the ability to make use of them in effective communication.
- Insight into film techniques and aesthetics.

Course Outcomes:

- Students will be able to apply economic principles to analyze market conditions, competition, and financial performance in the media industry.
- Students will demonstrate the ability to develop and implement innovative business models and revenue strategies tailored to the needs of different media platforms. Students will exhibit proficiency in strategic planning and management.
- Students will show competence in managing the impact of digital transformation, including the ability to adopt new technologies and optimize digital media strategies.
- Students will understand and adhere to ethical standards and regulatory requirements in media management, ensuring responsible and legal media operations.

Syllabus

Sr. No.	Module	Details	Lectures
1.	History & Development of Cinema	<p>1.1 History of Artistic Representation, ancient man's creativity-Altamira, visual communication-painting & sculpture</p> <p>1.2 History & development of Camera-Still & Movie, Edison, Dickson.</p> <p>1.3 The silent era Lumiere Brothers, George Melies, Charlie Chaplin, Orson Wells, Development of Film Technology & Theatres-Studio System & Production Houses, Talkies Era Hollywood, Commercialization of Western Cinema, Edwin Porter.</p> <p>1.4 Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making-Eisenstein (Montage & Mis en scene), Pudovkin, Vittoria De Sica, French Neo Realistic & New Wave Cinema-Andre Bazin, Francois Truffaut, Jean Luc Godard</p>	15



2.	Indian Cinema	<p>2.1 Inception of Indian cinema-Hiralal Sen, Dadasaheb Phalke, Parsi Film, Impact of Commercial Theatre on Cinema</p> <p>2.2 Post-colonial Indian Cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood Commercial Indian Cinema, Star System, Indian New Wave, Indian New Wave, Directors, Film Movements in India.</p> <p>2.3 Visual Literacy, Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre.</p> <p>2.4 Film Society Movement, Film Awards, Film Festivals, Film Bodies- NFDC, OFDC, DFF, CFS.</p>	15
3.	Film Production	<p>3.1 Three major Stages in Filmmaking-pre production, production, post- Production.</p> <p>3.2 Technicalities-Shots, camera movements, Lighting, sets, VFX, Sound, Editing.</p> <p>3.3 People Involved- directors, actors, cameraman, editor, sound engineer, choreographer, editor, music director etc.</p> <p>3.4 Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.</p>	15
4.	Film Theories and Regional Cinema	<p>4.1 Formative film theory, realist film theory, contemporary French film theory, Auteurs film theory, Psychoanalytic, Feminist, Apparatus theory.</p> <p>4.2 Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction selection and omission of details, Sub-plots, Deviant Plot structure, Non-linear storytelling.</p> <p>4.3 Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic, Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences, Formula Film (Masala movie), Censorship and censor boards with special reference to India, CBFC, controversies, Case Study.</p>	15
Total Lectures			60

References:

- "Film Art: An Introduction" by David Bordwell and Kristin Thompson



- "The Film Experience: An Introduction" by Timothy Corrigan and Patricia White
- "Understanding Movies" by Louis Giannetti
- "An Introduction to Film Studies" edited by Jill Neldes.
- "Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen.
- "The Oxford History of World Cinema" edited by Geoffrey Nowell-Smith.
- "Making Movies" by Sidney Lumet.
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.
- "Film Genre Reader IV" edited by Barry Keith Grant.
- "Hitchcock/Truffaut" by François Truffaut.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks Question Paper Pattern

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



Culture, Media and Communication

COURSE CODE: P24MMC2MJ04

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Understand the foundational theories of culture, media, and communication.
- Analyze the influence of media on cultural practices and social norms.
- Explore the role of digital media in transforming communication processes.
- Critically evaluate media content and its cultural implications.
- Investigate the global and local dimensions of media and communication

Course Outcomes:

- Students will be able to Write content that is appropriately targeted to specific audiences
- Students will develop skills to critically analyze media content.
- Students will be able to demonstrate proficiency in writing clear, concise, and grammatically correct media content.

Module-1		(Total 10 Lectures)
	Understanding the symbiotic relationship between culture and media Definitions of culture Media and culture interdependence Theoretical frameworks in culture studies Theories of Media and Culture: Frankfurt School, Birmingham School	05
2.	Cultural Narratives: How media creates and disseminates cultural stories, myths, and norms. Agenda-Setting: The role of media in highlighting certain cultural issues while ignoring others. Cultural Gatekeeping: Media as a gatekeeper that decides which cultural products gain visibility and legitimacy. Interdependence of Media and culture, Cultural Trends and Media Response.	05
Module-2.		(Total 10 Lectures)
1.	Definitions and characteristics of popular culture Popular Culture and Media Media's role in disseminating popular culture Media Globalization and Cultural Imperialism Digital Media and Cultural Change Role of social media in cultural mobilization	05
2	Media Representation and Stereotyping: Media Stereotypes and Their Impact: Gender, race, and class stereotypes in media Media and Racial representation and its cultural implications Class representation and media narratives Countering Stereotypes in Media	05
Module-3.		(Total 10 Lectures)
1.	Media Consumption and Cultural Habits Media and Cultural Festivals Media's influence on youth identity and subcultures Overview of media regulations affecting cultural content Media Ethics and Cultural Sensitivity	05



2	Impact of Bollywood films on Indian cultural identity Regional Media in India Indian Television and Cultural Narratives Indian News Media and Cultural Discourse Digital Divide and Cultural Access	05
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References

- Media and Cultural Studies: Meenakshi Gigi Durham and Douglas M. Kellner
- Cultural Studies- Theory and Practice – Chris Baker
- An Introduction to Cultural Studies- Promod K. Nayar
- Culture Change in India- identity and Globalisation – Yogendra Singh
- Indian Media in a Globalised World- Maya Ranganathan Usha M. Rodrigues
- Perspectives in Cultural Studies- Nath, Debarshi Prasad and Parasmoni Dutta

SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A)Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Assignment	05
Attendance and Class participation	05
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hours	
Total Marks:30	
Q.1 10 marks OR 10 marks (5+5 marks)-Unit 1	10
Q.2 10 marks OR 10 marks (5+5 marks)-Unit 2	10
Q.3 10 marks OR 10 marks (5+5 marks)-Unit 3	10
Total	30

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out



of 30) in semester end examination.

VISUAL COMMUNICATION DESIGN

COURSE CODE: P24MMC2MJE01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

The course will equip graduates to become resourceful, enhance their research and critical thinking, and be more process-oriented in their practice.

Students will be required to demonstrate their creative abilities through a strong and original portfolio of works and willingness to participate in inquiry based learning driven by research, and independent study because the course focuses on providing advanced-level learning in Visual Communication

Course Outcomes:

CO 1 To understand the concepts of Traditional Media communication. 2. CO 2 To understand the growth and diversity of Print/Broadcast and New Media. CO 3 To gain fundamental knowledge of multimedia CO 4 Understand the design process and employ the tools and principles of visual communication design to formulate creative and meaningful design solutions. CO 5 To create awareness and knowledge about current developments in visual communication design and build the ability to add to these developments within the context of his/her work. CO 6 To analyse the development of contemporary new media through Case Studies

Sr. No	Syllabus	No. of lectures
	MODULE 1- HISTORY OF FORMS OF MEDIA	10
	A. TRADITIONAL MEDIA – Definitions of Traditional Media and Mass Media; Traditional Forms of Media – Signs, Wood Carving, Sound, Drawings, Symbols sculptures; Folk Media – Street plays, Songs, Drama, Puppet Shows, Traditional Dance Story Telling. Regional art forms B. PRINT MEDIA - History of the print media and evolution and development of printing technology in India and the World. Chinese Papermaking; Printing, various types of print media, nature, concepts, scope; Content making for print media, reach, advantages, and importance. History of Indian Newspaper. C. NEW MEDIA - Origin and development of the Internet and web, Growth, and development of Internet communication, Nature and Scope of the new media content generation, reach, online journalism, web TV, Podcasting, e-Publishing. Vlogging, Blogging, New Media Writing, AI content writing & design	



	MODULE 2- FUNDAMENTALS OF MULTIMEDIA	15
	Definition of Multimedia. ❖ Multimedia systems. ❖ Multimedia elements. ❖ Multimedia applications. ❖ Multimedia system architecture. ❖ Multimedia file formats, ❖ Components of multimedia - Web and Internet - ❖ Multimedia in business and work, ❖ Communication devices ❖ Multimedia Tools ❖ Multimedia Production and Presentation - 15 Object generation which includes video sound - Image capturing - Authoring tools, card and page-based authoring tools	
	MODULE 3-ADVERTISING DESIGN & COMMUNICATION	15
	A. VISUAL COMMUNICATION- Elements and Principles of Visual Composition Visual elements – dot, line, shape, form (mass, volume,), space, texture, color. Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm, and harmony), etc. Spatial relationships, compositions in 2-and 3-dimensional space, and the structure of appearance. B. Design Research Conceptualization & Ideation, USP, big idea, visualization, print ad layout, headline, sub-headline, body copy, logos & slogans, client brief, creative strategy, media plan, brand positioning, brand personality, brand image, brand equity, Idea and concept, Script writing, Copywriting, Character design, Background and layouts, Voiceovers, Storyboards, Ad Films.	
	MODULE 4-CONTEMPORARY TRENDS AND THE CHANGING SCENARIO OF VIRTUAL MEDIA	20
	Diverse Design Avenues A. Conventional and contemporary design industry avenues for ‘Visual Communication’ graduates: interior design, industrial design, product design (Textile design, Fashion design, etc.), production design (for stage and screen), event design (and management), graphics, animation, and video gaming industry B. Convergence and consolidation of design technologies. The need of the hour is the 20 versatility of a designer and a visual communication practitioner (multi-tasking with multi-design skills) to express on all platforms C. Trends-in-media-and-entertainmentindustry/Television/Print/Radio/Films/ Digital Media/OTT/Social Media D. Emerging Technologies and cutting-edge tools reshaping the industry. E. Consumer Behaviour Shifts F. Insights into the evolving preferences of tomorrow’s audience. G. AI’s Role in Content Personalization: How AI is revolutionizing user experiences. H. Streaming Service Evolution: The next phase in digital content consumption. I. Interactive and Immersive Experiences: A dive into the future of engaging media. J. Virtual reality & Augmented reality, Mixed Reality K. Internet of things, 6th sense L. Big data M. Data-Driven Decision Making: Leveraging analytics for strategic advantage	



References:

- Non-Designer's Design Book, The Paperback – 19 November 2014 by Robin Williams (Author)
- LOGO Design Love: A Guide to Creating Iconic Brand Identities by David Airey (Author)
- CREATING A BRAND IDENTITY: A GUIDE FOR DESIGNERS by Catharine SladeBrooking (Author)

- LOGOTYPE: (Corporate Identity Book, Branding Reference for Designers and Design Students) by Michael Evamy (Author)

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



BROADCAST JOURNALISM

COURSE CODE: P24MMC2MJE02

COURSE CREDIT: 04

1Credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To help students analyze the technical aspects of broadcast production, including audio, video, and editing.
- To write effectively for broadcast media, considering different formats and audiences.
- To provide students with technique of narration and story telling
- To share the art of developing a story idea.

Course Outcomes:

Students will demonstrate knowledge of legal and ethical standards in television journalism

Students will critically analyze television news content, evaluating its accuracy, bias, and effectiveness in conveying information to the audience. students will gain an understanding of industry practices, including newsroom operations

Sr. No	Syllabus	No. of lectures
01	<p>History and Development- Brief History of the development of TV and radio journalism- Globally and in India. Emerging Trends in journalism The International Scenario- John Baird (Inventor of TV) till date. News; Entertainment, Culture, Sports and Films in Indian Scenario Growth of Private International, National and Regional TV Networks. Regional channels-Impact and critical study .News channels in Marathi, Hindi, Tamil and Malayalam.</p>	15
02	<p>Television and Radio formats : Content and production- News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis Features on TV : Talk Shows • Reviews Interviews • Discussions. • Documentaries. Docudramas. Commentaries. Other Programs Music Sports Features on Radio: Talk Shows • Reviews Interviews • Discussions. •Docudramas. Commentaries. Other Programs Music Sports</p>	15
03	<p>Developing skills Anchoring Reporting or shooting anchor links in public. How and what to give in PTC or piece to camera.</p>	15



	<p>How to approach people for sensitive stories.</p> <p>.Beat reporting Educational, Crime, Science, Court, Environmental, Political Reporting. Reporting national and International events Scripting and presentation Scripting for Interviews/Documentary/Feature/Drama/Skits of TV and Radio.</p> <p>Story idea, development and Presentation- Web series. Editing- Skills of editing, online and offline</p>	
04	<p>Current and Emerging Trends:</p> <p>Internet Journalism</p> <p>YouTube Channels</p> <p>TV and YouTube</p> <p>24/7 news broadcast</p> <p>Features, Audience effectiveness, advertisements and Dumbing down of News.</p> <p>TV and Radio online streaming catering to infotainment genre majorly targeting the youth (Netflix,</p> <p>Fake News on Internet v/s news on broadcast</p> <p>Ethics (Including Censorship) in presentation of News.</p> <p>Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion</p>	15

References:

- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
- Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
- Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
- Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
- Television Production by Phillip Harris.
- Broadcast Journalism by David Keith Cohler (Prentice Hall).
- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks



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Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

