MA
Mass Communication

Syllabus

Department of Media and Communication
School of Communication
Central University of Tamil Nadu

Preamble

The syllabus is a key intellectual site to cultivate and nurture the future citizens of the country and the conscious keepers of the culture, community and society where the institutions of higher education are located. The syllabus is not a mere framework of study, but must bristle with sources of inspiration for the learners in terms of the skills to be acquired, theoretical knowledge to be gained and the services to be rendered to the members of the culture, community and society to which the learners belong.

In that sense, any meaningful exercise in the making of the syllabus should aim at having three kinds of course content: i) theoretical content, ii) skill oriented content and iii) community/societal development oriented content. The MA Mass Communication syllabus of the Dept.of Media and Communication, Central University of Tamil Nadu, does justice to these objectives as it has a clear focus on these three kinds of course content. The course objectives and course outcomes are given for all the papers to make this revision a timely one in tune with the learner centric outcomes required by NEP 2021 framework. To contribute to the making of quality and ethical research at the masters level, a research based term paper is introduced during the third semester, as a facilitating platform for dissertation work during the final semester. The reliance on expensive and proprietary hardware and software in imparting technical skills has been eliminated without compromising on the acquisition of technical skills, by the revamping of technology oriented papers in order to take advantage of the open source platforms through the use of smartphones.

Major Components (approximate %)

Skill Based Papers   (30%)

Theoretical Papers   (30%)

Community/Society Oriented Papers   (30%)

Department of Media and Communication
School of Communication

Vision

To create an intellectually grounded learning environment with local, national and international relevance for training the future communication/journalism/media professionals.

Mission

M1: Training of socially responsible communication/journalism/media professionals/researchers
M2: Enabling students to acquire wholesome knowledge with a good mix of theoretical/ and research content, skill oriented content and community/societal development oriented content.
M3: Imparting technical skills through the use of open source platforms and smartphones.

Program Educational Objective (PEOs)

PEO1: Become a socially responsible communication/journalism/media professionals
PEO2: Acquire wholesome knowledge with a good mix of theoretical/theoretical content, skill oriented content and community/societal development oriented content.
PEO3: Acquire research skills to excel in teaching/research careers
PEO4: Acquire a good mix of media skills to enter any contemporary media sector
PEO5: Transform as a good human being and meaningful communicator

Graduate Attributes for MA Mass Communication Program

Wholesome Knowledge - A broad based knowledge resource to engage with any given media role and deliver the output admirably
Critical Thinking - The ability to differentiate what is visible and not visible, facts from manufactured content
Ethical Potential - The capacity to have an uncompromising outlook in matters of media ethics and social responsibility
Comprehensive Skill Sets - Wide ranging and media specific basic and advanced skill sets

PEOs to Mission Statement Mapping

	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	3	3	3
M2	3	3	3	3	3
M3	3	3	3	3	3
					high - 3, moderate - 2, low - 1

Program Outcomes (POs)

On the successful completion of the program, the student will be able to:

PO1 Acquire a good mix of media skills

PO2 Have good level of self confidence to work independently in any media job

PO3 Have a socially responsible framework in working for the media

PO4 Be ethical and responsible

PO5 Work towards the development of the community, society and nation through research and teaching

PO to PEO Mapping

	PO1	PO2	PO3	PO4	PO5
PEO1	3	3	3	3	3
PEO2	3	3	3	3	3
PEO3	3	3	3	3	3
PEO4	3	3	3	3	3
PEO5	3	3	3	3	3

Department of Media and Communication
School of Communication
MA Mass Communication Program Framework

SEMESTER ONE

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC011	Communication Histories	T*	4	4		4
MC012	Reporting and Editing	P	4	2	4	6
MC013	Technical Writing	P	4	2	3	5
MC014	Media Laws and Ethics	T	4	4		4
MCE01	Graphic Communication **	P	4	2	3	5
MCE02	Photojournalism **	P	4	2	3	5

SEMESTER TWO

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC021	Communication Research	T	4	4		4
MC022	Rural Health Communication	P	4	2	3	5
MC023	Community Radio Production	P	4	2	3	5
MC024	Community Video Production	P	4	2	3	5
MCE03	Local Visual Cultures**	P	4	2	3	5
MCE04	Sound Cultures, Performing Arts and Communication in South India**	P	4	2	3	5

SEMESTER THREE

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC031	Critical Communication Studies	T	4	4		4
MC032	Art and Management of Advertising	T	4	2	3	5
MC033	Term Paper	P	4		6	6
MC034	New Media Studies	T	4	4		4
MCE05	Cross-cultural Communication**	P	4	4		4
MCE06	Qualitative Data Analysis Techniques**	P	4	2	3	5
MCE07	Quantitative Data Analysis Techniques**	P	4	2	3	5

SEMESTER FOUR

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC041	Film Studies	T	4	4		4
MC042	Strategic Corporate Communication	T	4	4		4
MC043	Dissertation	P	4		6	6
MC044	Project	P	4		6	6
MC045	Internship		4			

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC011	Communication Histories	4	-	-	4

Course Outcome (COs)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will have a holistic understanding of ancient media in general and the ancient writing systems in particular	Understand
CO 2	Students will have a good understanding of the history of ancient media such as clay tablets, rock art, sculptures, palm manuscripts and silk scrolls	Understand
CO 3	Students will have a good understanding of the history of print media, television, films and radio	Understand
CO 4	Students will have a good understanding of the history of print media, television, films and radio,besides internet and social media	Understand
CO 5	Students will be able work on a practical assignment to compare the contexts of ancient, medieval and modern media by undertaking field visits	Apply

Syllabus

Units	Content	Hrs.
I	History of writing and scripts in ancient civilizations and different regions of India.	13
II	History of ancient media of communication such as clay tablets, pottery, rock cut structures, granite, silk scrolls and palm manuscripts.	13
III	The origins of printing technology in China, Korea and Western Europe, Orality in India, Print culture in south India.	13
IV	The birth of modern newspapers in Western Europe, the birth of photography, phonogram, wireless telephony/radio, films and television and journalism in India. History of internet and mobile phone media with special reference to social media.	13
V	Working paper on one of the ancient media and one of the contemporary media.	13
	Tasks and Assignments:	

Mid-sem presentation 10 marks (parameters of evaluation: Language 5 marks, Content 10 marks, Clarity of Presentation 5 marks)

Practical Project - Working Paper - 30 marks (parameters of evaluation: Language 5 marks, Content 20 marks, Clarity of Presentation 5 marks)

References:

1.Baines, John, *Visual and Written Culture in AncientEgypt*, Oxford University Press,2009.

2.Blackburn,Stuart, *Print, Folklore and Colonialism in South India,* Orient Blackswan, 2006.

3.Innis, Harold, *Empire and Communications,* The General Pub.Co,1986.

4.Innis, Harold, *Bias of Communication,*University of Toronto Press,2008.

5.Kleeman, Terry and Barrett, Tracy, *The Ancient Chinese World*, Oxford University Press,2005.

6.Krishnamurthy, Nadig, *Indian Journalism,* University of Mysore, 1966.

7.McLuhan, Marshall, *Understanding Media:The Extensions of Man,*MIT Press,1994.

8.McLuhan, Marshall, *Gutenberg's Galaxy,* University of Toronto Press,2011.

9.Ong,Walter, *Orality and Literacy,* Routledge,2002.

10.Sadasivan, D, *Public Opinion in Madras Presidency 1858-1909,* University of Madras, 1974.

11.Venkatachalapathy, A.R, *The Province of the Book: Scholars, Scribes, and Scribblers in Colonial Tamilnadu,* Permanent Black, 2011.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - I					
Course Code	Course Name	L	T	P	Credits
MC012	Reporting and Editing	2	-	4	4
Internal	60	External		40	Total

Course Outcome (COs)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Students will be able to the basics of reporting and editing practices	Understand
CO 2	Students will be able to undertake filed reporting on their own and produce news stories	Apply
CO 3	Students will be able to examine the news sources, compare the news values and required process in news production	Analyse
CO 4	Students will have the skills needed for professionally reporting and editing of news	Skill
CO 5	Students will be able to create content based on their field work reporting and editing	Create

Syllabus

Units	Content	Hrs.
I	News –news sources – elements – design elements in offline and online news - News writing – Inverted Pyramid - chronological order and pyramid of pyramids	18
II	Reporting – principles of reporting - Types of reporting - news reporter – qualities and categories - News agencies – types – functions	18
III	News Editing - Principles and techniques – Style sheet Language and style – Editorials – functions – editor – qualities - Headlines – types - Functions of headline	18

IV	**Editorial Practice - Record Work** • Identifying news types, news values, elements of page design • Headline short-forms - Correcting headlines - Composing headlines from leads - Composing headlines and subheadlines - Composing kickers • Grammar in news writing • Specialized reporting • Analysis of news values • Editing and rewriting copies • Designing infographics • Writing for different types of media – interviews - feature writing – Writing a review – book - film reviews – Writing an analysis – budget and research analysis	18
V	**News Reporting – Field work** • Students to undertake field reporting and submit a news documentary on any one of the specified issues (rural health, education, cultural events, crime, etc) • A day with the local reporter of any news media and submission of a written report on the experiences with video clips of the field work	18
	Tasks and Assignments: Record work: 30 marks (Submission of record work with 15 exercises specified in the syllabus. Parameters of evaluation: Each exercise will be for 10 marks – adherence to deadlines, content, creativity, presentation and language. The total 150 marks will be converted to 30 marks) Mid-sem presentation 20 marks (parameters of evaluation: Language 5 marks, Content 10 marks, Clarity of Presentation 5 marks) Field work report: 10 marks (parameters of evaluation: Report – 5 marks, Presentation – 5 marks) End-semester examination: 40 marks **References:** Mencher, Melvin. *News Reporting and Writing*, MCGraw Hill, NY. 2003. V.S.Sreedharan. *How to write correct English, Goodwill Publications,* New Delhi. 3. Pal Rajenda and J.S Koriahalli. *Essentials of English and Business Communication*, S. Chand. Harris, Julian et. al. *The Complete Reporter (4th ed.).,* Macmillian, NY. 1981. Curtis, Macdougall. *Interpretative Reporting (7th Edn).* Macmillian, NY. 1977.	

Fedler, Fred. *Reporting for the Print* media (2nd ed), Harcout Bruce Jovanovich Pub, NY. 1979.

Navin, Chandra & Chaughan. *Journalism Today*, Kanishka Pub. New Delhi. 1997

Narasimha, Rao. *Style in Journalism*. Orient Longman, Chennai. 1998

Brendan Hennesay. *Writing Feature Articles*. Heinemann Pub. London. 1989

Touis, Alexander. *Beyond the facts: A guide to the art of feature writing* , Gulf pub. London, 1982.

Metzler. *Creative interviewing*, Prentice Hall, 1979.

NC. Pant & J. Kumar. *Dimensions of modern Journalism,* Kanishka Pub. New Delhi 1995.

Keeble, Richard. *Newspapers Handbook (3rd ed.)*. Routledge, London.2001.

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - I					
Course Code	Course Name	L	T	P	Credits
MC013	Technical Writing	2	-	3	4
Internal	60	External	40		Total = 100

Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Students will improve their writing skills.	Understand, analyse and create
CO 2	Students will learn how to generate technical content for readers	Skill and create

Syllabus

Units	Content	Hrs.
I	**[Writing Basics]** This Unit discusses basic writing concepts, grammar rules, common errors in sentence construction related to parts of speech, voice and punctuations. ***Assignment/Exercise:*** Peer-Correction	20
II	**[Art of Paragraph Writing]** Topic sentence. Unity. Coherence. Variety. The Complete Picture - The First Draft. Reading Aloud For Further Changes. Revise – Re-revise-Edit. Vocabulary building: Use of dictionary and thesauri ***Assignment/Exercise:*** Paragraph writing on given topics	20
III	**[Technical Writing]** Definition & types of technical writing, process of technical writing, audience analysis, task analysis, simplifying technical information, information structures, graphic aids in technical reports, best practices in technical content development.	20

	Assignment/Exercise: Preparation of User Guide/Manual/Technical Specifications of a product by each student.	

	Suggested Readings:
	 Hornby, A. S. (1972). *A Guide to Patterns and Usage in English*. Oxford University Press.
	 Kane, T. S. (2000). *By Thomas S. Kane - The Oxford Essential Guide to Writing (Essential Resource Library)* (Essential Resource Library ed.). Berkley.
	 Markel, M. (2014). *Technical Communication* (Eleventh ed.). Bedford/St. Martin's.
	 Online Technical Writing: Contents. (2017, January 1). Online Technical Writing: Contents. https://www.prismnet.com/%7Ehcexres/textbook/acctoc.html
	 Pal, R., & Korlahalli, J. S. (1979). *Essentials of business communication*. Chand.
	 Robey, C. L., Kreps, S. E., & Maloney, H. M. (1992). *New Handbook of Basic Writing Skills*. Harcourt.
	 Sreedharan, V. (2021). *How to Write Correct English* (1st ed.). Goodwill Publishing House.
	 SCHEME OF EVALUATION:
	 Continuous Internal Evaluation (CIE): 60 marks
	 · Assignments: 30 marks. The assignments would be assessed based on:
	     o Content (10 marks)
	     o Language correctness (10 marks)
	     o Impact (10 marks)
	 · Mid-Sem Examination: 20 marks
	 · Class interaction: 10 marks
	 End-Semester Examination: 40 marks. The components of ESE are:
	 · Viva (10)
	 · Technical documentation of a product (30)
	 The ESE would be assessed by both the Course Instructor and an External Examiner.	

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC014	Media Laws and Ethics	4	4	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	History of making laws	Remember
CO 2	Case studies	Understand
CO 3	Relating with recent issues/events/situations	Apply
CO 4	Compare and contrast events/situations	Analyze
CO 5	Analyzing and interpreting the events	Skill

Syllabus

Units	Content	Hrs.
I	Salient features of Indian Constitution. Fundamental Rights and Fundamental Duties	4
II	Freedom of Speech and Expression: Importance of Article 19, Interpretation of Article 19: Supreme Court Judgments related to Article 19, Right to Information Act 2005: Restrictions on Media: Official Secrets Act, Defamation, Judiciary and Contempt of Court, Censorship and its different forms, Representation of Women and Children (Prohibition) Act 1986	4
III	Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act and Role of PCI. Broadcast Media: Cable TV Network Regulation Act, Cinematography Act.	4
IV	Cyber laws: The need for cyber laws: Regulation of Social Media and other web platforms (OTT). New IT rule 2021 and its implications. Media Self Regulation, Co-Regulation Challenges and Issues Different forms of Regulation: State Regulation, Press Ombudsman	4

V	Reporting of Legislative Proceedings , Public Interest Litigation (PIL)	4

Scheme of evaluation:

Continuous internal evaluation: 40 marks (written)

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

References:

Media Laws in India-Dr Kiran Prasad-Kluwer Law International

Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd

ed).Longman, New York, 1991.

Press and Public: who reads what when where and why in American newspapers" Bogart,

Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.

March of Journalism". Herd. Greenwood press, Connecticut, 1976. Popular media in China" .

C. Chu. Univ. Press of Hawaii, Honolulu. 1978.

The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK.

1981.

Characteristic of Japanese Press". Susumu Ejiri, Nihon ShinbunKyokai. 1972. Press

Commission reports" . Govt. of India Press.

Press, politics and public opinion in India „ BM Sankhder, Deep Pub. New Delhi, 1984. History

of press., Press laws and Communications". BN Ahuja. Surjeet Pub. New Delhi. 1989.

Freedom of the press „. MK Joesph, Anmol pub. New Delhi, 1997

The press in India „ KA Padhy, Sahu, Kanishka pub. New Delhi. 1997. Journalism in India „ R.

Parthasarathy, Sterling pub. New Delhi.1989. The press „ Chalapathy Rau, National Book Trust,

New Delhi, 1974. Law of the press in India „ D.D. Basu, Prentice Hall, New Delhi 1980.

Independence and the Indian Press". Jagannathan, N.S. Konark Pub. New Delhi.1999. Cinema

and Censorship (The politics of Control in India): SomeswarBhowmik : Orient BlackSwan;

2009

Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005 Proprietary knowledge; politics of Intellectual property rights; KrishanGopal&Sarbjit Sharma; Authors press; 2006		

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MCE01	Graphic Communication	2	-	3	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will learn about the elements of design, functions and principles of design, colors, typography, image editing and contemporary styles	Remember
CO 2	Students will understand the nuances of creating infographics, data visualization and book design	Understand
CO 3	Students will be able to apply design knowledge to create designs	Apply
CO 4	Students will be able to evaluate designs and identify flaws	Analyze
CO 5	Students will acquire the skills needed for designing	Skill
CO6	Students will be able to create varied forms of graphic designs	Create

Syllabus

Units	**Content**	**Hrs.**
I	Graphic design: An introduction. Elements of design. **Practical module: Assignment** Create a three-dimensional image with geometric shapes and submit it for evaluation	5
II	Colours and typography. **Practical module: Assignment** Create a text art and submit it for evaluation	10
III	Image and editing. **Practical module: Assignment** Create a graphic design using PhotoShop image editing techniques and submit it for evaluation along with a concept note	10

IV	Functions of a good design. Principles of design. **Practical module: Assignment** Create posters based on rhythm, balance, hierarchy, emphasis or contrast, proportion and dominance, and submit them for evaluation	10
V	Contemporary designs: An overview **Practical module: Assignments** Create a logo for an imaginary brand based on a contemporary design trend. Submit it for evaluation along with a concept note and history of the design trend and a description about what the imaginary brand and the design stand for Create print advertisement based on the concept note provided and submit it for evaluation	10
VI	**Publication design** Practical module: Assignments Create a four-page design for ONE themed Newsletter using applications such as Canva or Google Docs. You may choose your theme, name and use your original content to design the Newsletter. You may also make use of the templates offered by these applications for your design. However, the content, colours and design should complement each other and be functional based on the theme chosen. Submit the design as a single PDF file. High-resolution pictures may be used for the designs. Pictures may be clicked by you, sourced from the sources or representational in nature. If it is representational, royalty-free images sourced from websites such as the following may be used: https://www.pexels.com/ https://pixabay.com/ https://www.photosforclass.com/ Recreate the first four pages of a newspaper using InDesign and submit it as a PDF for evaluation. Design a magazine cover page using InDesign and submit it as a PDF for evaluation.	10
VII	eBook design Practical module: Assignment Create a design for an eBook with a minimum of 20 pages. You may use content taken from the Web. Also, design a cover for the book that will suit the content. You may use software such as Google Docs or InDesign or one of the resources available online for creating books. You may also make use of	10

	templates. Submit the designs as a single PDF file. You may find examples and resources online.	
VIII	Infographics and data visualisation **Practical module: Assignment** Create two infographics using two news articles chosen from today's newspapers. Choose elaborate news articles that are data-heavy, so that it will be helpful in picking out important points and numbers for the infographics. The idea of a pictorial infographic is to present information in an elegant and easy way for quick consumption and understanding. You may use graphic design software such as Photoshop or one of the resources available online for creating infographics. Submit the designs as a single PDF file	10
	Tasks and Assignments: Continuous internal evaluation: 60 marks Record work: 40 marks Mid-sem examination: 20 marks End-semester examination: 40 marks **References:** Introduction to Graphic Communication, Harvey Levenson, John Parsons, Edition 2, IntuIdeas, 2018 Visual Communication Design: An Introduction to Design Concepts in Everyday Experience, Meredith Davis and Jamer Hunt, 2017, Bloomsbury Publishing Notes on Graphic Design and Visual Communication, Gregg Berryman, Course Technology Inc; New ed of 2 Revised ed edition (1 December 1990) Envisioning Information, Edward R. Tufte, Graphics Press USA (31 December 1990) Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton, Princeton Architectural Press; 2nd edition (6 October 2010) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Josef Mülller-Brockmann, Antique Collectors Club; Bilingual edition (1 January 1999) The Graphic Communication Handbook, Simon Downs, Routledge, October 12, 2011 Graphic Design: The New Basics, Ellen Lupton, Jennifer Cole Phillips, Princeton Architectural Press; 2nd edition (14 July 2015)	

Mapping of ProgramOutcomes with Course Outcomes

	P01	**P02**	**P03**	**P04**	**P05**
CO1	3	3	-	-	-
CO2	3	3	-	-	-
CO3	3	3	-	-	-
CO4	3	3	-	-	-
CO5	3	3	-	-	-
CO6	3	3	-	-	-

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MCE02	Photojournalism	2	-	3	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Explain the role of photography in journalism and its principles and ethics of photojournalism	Understand
CO 2	Employ Photojournalism principles to shot photographs	Apply
CO 3	Examine news photographs taken in different fields	Analyze
CO 4	Experiment various photography techniques with different lenses, shots and angles	Skill
CO5	Compile a collection photographs and create stories for specific subject / field	Create

Syllabus

Units	Content	Hrs.
I	Photojournalism: Meaning & Definition, Growth & Development, Elements of Visual news story telling, History of photojournalism, Principles and Ethics of photojournalism.	12
II	Introduction to Photography: Basics of Photography, Camera and its functions, and introduction to different types of camera.	12
III	Photography techniques: Lens perspectives & camera angles (Aerial, Angular, Linear, Top, Bottom, Wide, Normal, Tele), Types of shots (ELS, LS, MLS, MS, CU, ECU),	12
IV	Photography techniques: Different types of lenses (Normal, wide, telephoto, Zoom, Fish eye Lens and close up lens), Focal length, aperture, shutter speed, depth of field, Focusing, exposure. Lighting techniques.	12

V	A student has to work on this project on any one of the following themes under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in a digital photobook mode.	12

	Tasks and Assignments:
	Record work
	1. Select a wide/broad-based field (for example: human interest, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable Caption.
	    a. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used (if any).
	2. Select three specific areas/subjects (for example: child labour, old age, traffic hazards, seasons etc.) compile a collection of 15 news photographs (i.e. five photographs each for every subject).
	    a. For each photograph write a background note of 200-300 words explaining the preparation/research, legwork, photography technique, and editing techniques used (if any).
	
	References:
	Horton B, *Associated Press Guide to Photojournalism*, McGraw-Hill Education, 2000.
	Parrish F, *Photojournalism: An Introduction,* Wadsworth/Thomson Learning, 2002.
	Kobre, K, *Photojournalism: The professionals' approach (6th ed.),* Routledge, 2008.
	Lester P. M, *Photojournalism: An ethical approach,* Routledge, 2015.
	Peterson B, *Understanding Exposure: How to Shoot Great Photographs with Any Camera (4th ed.).* Crown Publishing Group, 2016.
	Sean T. McHugh, *Understanding Photography: Master Your Digital Camera and Capture That Perfect Photo,* No Starch Press, Incorporated, 2018.
	Good J., & Lowe P, *Understanding photojournalism (3rd ed.),* Routledge, 2020.
	Kelby S, *The Digital Photography Book,* Rocky Nook, Inc, 2020.	

	Blaney A., & Shar C, *Photography in India: From Archives to Contemporary Practice,* Taylor & Francis, 2020.	

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	3	3	3
CO2	2	3	3	3	3
CO3	3	3	2	2	2
CO4	3	3	2	2	2
CO5	3	3	3	3	3

	SEMESTER - II				
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC021	Communication Research	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will learn about media and communication research, its development, concepts, scales, sampling methods and research approaches	Remember
CO 2	Students will understand the nuances of research	Understand
CO 3	Students will be able to apply research knowledge to study issues	Apply
CO 4	Students will be able to evaluate research problems	Analyze
CO 5	Students will acquire the skills necessary for conducting independent research	Skill
CO6	Students will be able to come up with feasible research problems, propose hypothesis and choose apt research methods, constructing research designs for scholarly studies	Create

Syllabus

Units	Content	Hrs.
I	What is research? Development of Mass Media research. Importance of media research. Media research and the scientific method. Methods of knowing. Characteristics of the scientific method. **Practical module: Assignments** A review of a research paper A commentary and case study of research ethics	15
II	Elements of research: concepts, constructs, independent and dependent variables, operationalisation, measurement, popular scales. Research questions and hypotheses	15

III	Sampling: Population, census sampling, sampling size and error. Related concepts. Types of sampling procedures: probability and non-probability sampling	15
IV	Research approaches. Popular research approaches in communication studies. Qualitative and quantitative data collection methods	15
	Tasks and Assignments: Mid-sem examination: 10 marks Internal assessment: Practical module: 30 marks End-semester examination: 60 marks **References:** Mass Media Research: An Introduction. Roger D Wimmer and Joseph R Dominick. Cengage Learning, Inc; 9th ed. edition (1 January 2010) Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N.Delhi 92 Media and Communication research methods: An Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933.	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	3	3	1
CO2	1	3	3	3	1
CO3	1	3	3	3	1
CO4	1	3	3	3	1
CO5	1	3	3	3	1
CO6	1	3	3	3	1

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC022	Rural Health Communication	2	-	3	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Student is expected to learn healthcare challenges in rural India from primary and secondary data	Understand
CO 2	Student will appropriate communication approaches and techniques for communicating health messages to rural India	Analyze
CO 3	Student will learn the power of storytelling vis-à-vis message dissemination	Analyze/Create
CO 4	Student will learn the use new communication technology-based platforms for rural health communication	Skill/Create

Syllabus

Units	Content	Hrs.

I	(Rural Health)	15
	1. Health—a holistic approach	
	2. Infectious disease and chronic disease	
	3. Mother and Child Health (MCH)	
	4. Healthcare system in rural India	
	5. Myths & Misunderstandings	
	6. National Rural Health Mission (NRHM)	
	7. Rural Health Problems Identification: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA)	
	Practical Exercises/Assignments	
	Presentation on any of the health campaigns in Independent India.	
II	(Communication to Tackle Rural Health Challenges)	10
	1. Fundamental Concepts: Target audience, Objectives, Setting, Time	
	2. Localised Approach in health communication	
	3. Big media approach Vs. small media approach	
	4. Extension Approach (Development Support Communication)	
	5. Participatory Approach	
	6. Fundamentals of message designing in health communication	
	7. Tailoring messages for different media	
	8. Central Messages in info-graphs, active vs. passive voice, simple not simplistic language, De-jargonizing message	
	9. Power of stories, link between messages and stories	
	10. Use of new technologies in health message communication—Social media platforms, SMS, WhatsApp.	
	Practical Exercises/Assignments	
	1. Message designing exercises	
	2. Exercises on language simplification, de-jargonizing and passive to active voice	

III	**(Health Communication Case Studies)**	10

	1. COVID-19 Vaccination in India
	    2. Clean India Mission
	    3. National AIDS Control Programme (NACP)
	    4. Polio Eradication Programme
	    5. National Vector-Borne Disease Control Programme (NVBDCP)
	
	Practical Exercises/Assignments
	    Exercises on hypothetical health communication campaign	

IV	**(Field Study & Presentation)** Each student is suggested to study any one health communication campaign at Panchayat/Block/District/State/National level, prepare a report and present. **Practical Exercises/Assignments** 1. Report presentation of study	25

Tasks and Assignments:

Scheme of Evaluation

- Continuous Internal Evaluation = 60 marks
  - o   Assignment = 10 (Assignments would be judged by Content, Clarity and Presentation)
  - o   Mid-term = 20
  - o   Field-work based presentation = 30 (It would be judged by Research on the topic, Field-Work and Presentation)
- End-Semester Examination = 40 marks. The components are Viva (20 marks) and Field Study (20 marks).

The ESE would be assessed by both the Course Instructor and an External Examiner.

References:

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2. https://swachhbharat.mygov.in/
3. http://www.nihfw.org/
4. https://www.coursera.org/learn/foundational-skills-communicating-health
5. http://naco.gov.in/
6. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6206767/
7. Websites of WHO, UNICEF, Communication Initiative etc
8. https://www.sciencedirect.com/topics/agricultural-and-biological-sciences/national-rural-health-mission
9. Health Communication in the 21st Century, By Kevin B. Wright, Lisa Sparks, H. Dan O'Hair, Blackwell publishing limited, 2013, first edition
10. Healthcare in India, Emerging Market Report: 2007, Pricewaterhouse Coopers
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12. Mody B. 1992. Designing messages for development communication: an audience based approach. Newbury Park/London/New Delhi. Sage Publications.
13. Kreps, G.L. (2001). The evolution and advancement of health communication inquiry. In W.B. Gudykunst, Ed., Communication Yearbook 24 (pp. 232-254). Newbury Park, CA: Sage.
14. Kreps, G.L, Query, J.L., &Bonaguro, E.W. (2007). The interdisciplinary study of health communication and its relationship to communication science. In

L. Lederman (Ed). Beyond These Walls: Readings in Health Communication, (pp. 2- 13). London: Oxford University Press.

15. Crosby, R.A., Wendel, M.L., Vanderpool, R.C., & Casey, B.R. (2012). Rural populations and health determinants, disparities, and solutions. San Francisco, CA: Jossey-Bass.
16. Kreps, G.L. (Ed.). (2014). Readings in health communication.
17. Healthcare Ethics and Rural Life (health-care-ethics-and-rural-life-pdf.pdf (chausa.org))
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Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC023	Community Radio Production	4	-	4	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will be thought to remember the guidelines and criteria for community radio content production	Remember
CO 2	Students will be given practice to understand the nuances of community radio production	Understand
CO 3	Students will be asked to produce content for community radio programmes.	Apply
CO 4	Students will be given training to understand the production of content for various programmes.	Analyze
CO 5	Students will be given training to produce content for the radio programmes.	Skill

Syllabus

Units	**Content**	**Hrs.**
I	Regular radio programmes Radio scripts 5 minutes programs 10 to 15 minutes programs News cafe Radio documentaries	8
II	**Radio programmes for rural community development** 1. Creation of 30 minutes programs involving the local community On Health, agricultural, gender, education, development programs	8

	Students will visit the villages and do the recording on field and report the same. Visit to Local All India Radio stations and Community Radio stations to understand the work of a Radio station.		
	Tasks and Assignments: Internal evaluation (Practical and written): 0 marks Practical assignments: 10 marks End-semester examination (practical): 40 marks (submission of programmes) **References:** Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Modern Radio Production-Production, Programming and Performance. Wadsworth. Thompson Learning, 2000. Mcleish, Robert; Radio Production-A Manual for Broadcasters. Wadsworth. Thompson earning, 1994. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Announcing: Broadcast Communication Today. Wadsworth. Thompson earning, 2001. Borwick, John (eds): Sound Recording Practice: A Handbook. Oxford University Press, 1995 Vinod Pavrala & Kanchan K malik (2007) Other voices: the struggle for community radio in India. Sage publication Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press, 1996 Making Radio: A practical guide to working in radio in the digital age(2011) Steve Ahern OAM,Routledge; 3rd edition		

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC024	Community Video Production	2	-	3	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Explain the elements of video production and participatory video making process	Understand
CO 2	Employ participatory communication approach for video production	Apply
CO 3	Examine and prepare report based on the field visit for the local community needs	Analyze
CO 4	Arrange for a video production project in the local community	Skill
CO5	Document the knowledge and experiences of the people in the local community through participatory video	Create

Syllabus

Units	**Content**	**Hrs.**
I	Elements of Video production : Scriptwriting, Cinematography, Visual grammar, Camera functions and controls, Composition principles, Basic camera shots, angles, and movements.	10
II	Elements of Video production : Lighting, Sound, Editing, Lighting techniques, Types of lighting, Editing basics, Types of editing, Principles of editing.	10
III	Participatory video process: setting up a project, fieldwork techniques, interviewing tips, screening footage.	10

IV	Lessons from the Field: Preparing a project/need assessment report of the village based on the field visit experiences.	10
V	Video Project: Students have to work in a group for this project on the delta oriented and agriculture related themes under the supervision and guidance of a faculty member.	20

Tasks and Assignments:

Students have to work in a group for this project on the delta oriented and agriculture related themes under the supervision and guidance of a faculty member. Number of groups and group members will be formed by the faculty, and the group has to submit the participatory video project.

References:

White, S. A, *Participatory video: Images that transform and empower.* Sage, 2003.

Lunch, N., & Lunch, C, *Insights into participatory video: A handbook for the field. InsightShare,* 2006.

Shaw, J., & Robertson, C, *Participatory video: A practical approach to using video creatively in group development work,* Routledge, 2008.

Myers, D. G, *Psychology (10th ed.),* London: Worth, 2011.

Millerson, G., & Owens, J, *Television production(15th ed.),* Routledge, 2012.

Milne, E. J., Mitchell, C., & De Lange, N. (Eds.), *Handbook of participatory video.* Rowman & Littlefield, 2012.

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Willett, A, *Media production: a practical guide to radio & TV (2nd ed.),* Routledge, 2021.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	2	3	3	2	3
CO4	2	3	3	3	3
CO5	3	2	3	3	3

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MCE03	Local Visual Cultures	2	-	3	5

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will learn about local visual cultures and the techniques that can be used to learn about them and gather information	Remember
CO 2	Students will understand about chosen local visual cultures	Understand
CO 3	Students will be able to reproduce them	Apply
CO 4	Students will be able to evaluate cultural nuances	Analyze
CO 5	Students will acquire the skills needed for scientifically recording local visual cultures	Skill
CO6	Students will be able to create knowledge on local visual cultures in the form of documentaries and research studies	Create

Syllabus

Units	**Content**	**Hrs.**
I	An essay (1,500 words) on a local visual culture	25
II	Reproduction of a local visual culture	25
III	A documentary or a research paper on a local visual culture	25
	Tasks and Assignments: **Continuous internal evaluation:** 60 marks Mid-sem examination (presentation): 20 marks Practical modules: 40 marks	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	1	3
CO2	1	3	1	1	3
CO3	1	3	1	3	3
CO4	1	3	1	3	3
CO5	3	3	1	3	3
CO6	3	3	1	3	3

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MCE04	Sound Cultures, Performing Arts and Communication in South India	2	-	3	5

Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will have a theoretical and philosophical understanding of sound,silence, noise and voice in both eastern and western perspctives	Understand
CO 2	Students will have good understanding of the sounds of performing arts and media in south India	Understand
CO 3	Students will learn to apply critical thinking skills to understand sound cultures of south India in the context of the contestations between classical and people's performing arts	Apply
CO 4	Students will acquire sound culture mapping and reading skills to engage with local sound cultures in Thanjavur	Apply
CO 5	Recording local sound scapes in domestic and public private spaces and mapping and reading the recorded spaces with theoretical and philosophical insights	Skill

Syllabus

Units	Content	Hrs.
I	Understanding sounds, silences, voices, noises and music with Rudolph Arnheim, Luigi Russolo, Jacques Attali, John Cage, Roland Barthes, Perunkousikanar, Elango Adigal and Abraham Pandithar	16
II	Sounds and music of performing arts in south India. Media Sounds: Gramophone, Radio, Films, Television and Social Media/Mobile Phones.	15

III	Sound cultures of Thanjavur: Past and Present. Intersections and contestations of "people's" performing arts and "classical" performing arts	16
IV	Understanding soundscapes. Mapping, juxtaposing and reading the soundscapes of Thanjavur and other cultural zones of South India	16
V	Working/creating with sounds and sound scapes at home, streets and neighbourhood	16

Tasks and Assignments:
Mid-sem presentation 10 marks

Practical Project I Soundscape Mapping and Reading 30 marks (parameters of evaluation: Language 5 marks, Content 20 marks, Clarity of Presentation 5 marks)
Practical Project 2 Sounds of Domestic and Public Spaces   30 marks
(parameters of evaluation: Language 5 marks, Content 20 marks, Clarity of Presentation 5 marks)
External
End Semester Presentation 40 marks (parameters of evaluation: Language 5 marks, Content 30 marks, Clarity of Presentation 5 marks)

 References:
.Arnheim, Rudolph, 1977. Radio, Faber and Faber.
2.Attali,Jacques,1985. Noise:The Political Economy of Music, Manchester University Press.
3.Barthes, Roland, 1977. Image, Music and Text. Fontana
4.Brueck,Laura, Smith,Jacob, and Vermandian, Neil, 2020. Indian Sound Cultures, Indian Sound Citizenship, University of Michigan Press.
5.Elango Adigal, (circa 200 AD), Silapathikaram.
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16.Tan M.C.C, 2012.Acoustic Interculturalism. Studies in International Performance. Palgrave Macmillan.

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18.Terada,, Yoshitaka, 2008, "Introduction". In. Music and Society in South Asia: Perspectives from Japan (ed. Terada Yoshitaka), National Museum of Ethnology.

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC031	Critical Communication Studies	5	-	-	5

Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will have a good understanding of the theories and concepts of human communication and mass communication	Understand
CO 2	Students will have a comprehensive understanding of concepts and theories of Eastern and Western scholars and philosophers to cultivate critical perspectives on communicaiton studies	Apply
CO 3	Students will acquire good knowledge of cultural studies, post colonial studies and semiotics	Understand
CO 4	Students will be able compare and analyse the relative merits and demerits of the arguments of different schools of thought in communication studies	Analyze
CO 5	Students will have the critical knowledge base and skills to complete a working paper by applying two of the concepts learnt in the paper	Skill

Syllabus

Units	**Content**	**Hrs.**
I	Human Communication and Mass Communication - Key philosophies, theories and concepts.	16
II	Critical theories and concepts –Metaphysics (Plato), Middle Path (Buddha), Corporeal Wealth (Thirumoolar), Rasas (Patanjali), Dialectics (Hegel), Alienation (Marx), Culture Industry (Adorno) Communicative Action (Habermas), Assemblage (Deleuze), Parallax View (Zizek) and Bio Politics (Foucault)	16
III	Cultural Studies, Post Colonial Studies and Studies in Semiotics.	16

IV	The works of the key thinkers of the Toronto, Frankfurt and Berlin schools of thought.	16
V	Working Paper employing two of the above theories/concepts. (Typed A4 min.pages 15).	16

Tasks and Assignments:

Mid-sem presentation 10 marks (parameters of evaluation: Language 3 marks, Content 5 marks, Clarity of Presentation 2 marks)

Practical Project - Working Paper -   30 marks (parameters of evaluation: Language 5 marks, Content 20 marks, Clarity of Presentation 5 marks)

External

End Semester Examination **60 marks**

References:

1.Fiske, John et.al (1993) Key Concepts in Communication and Cultural Studies, Routledge.

2..Innis, Harold, Empire and Communications, The General Pub.Co,1986.

3.Innis, Harold, Bias of Communication,University of Toronto Press,2008.

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Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - III					
Course Code	Course Name	L	T	P	Credits
MC032	Art and Management of Advertising	3	-	2	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Students will learn the definition, objectives, types and functions of advertising	Remember
CO 2	Students will be able to understand the meaning, concepts, structures and elements of advertising	Understand
CO 3	Students will be able to use the tools and techniques of planning and implementing advertising campaign	Apply
CO 4	Students will be able to evaluate pre and post test results of advertisements and adverting campaigns	Analyze
CO 5	Students will be able to produce print, audio, audio-video and digital advertisements.	Skill & Create

Syllabus

Units	Content	Hrs.
I	Advertising: Definition, meaning and concept Evolution and development of advertising Need, objective and scope of advertising. Functions of advertising & types of advertisement Theories & models of advertising: AIDA, DAGMAR, Lavidge & Steiners Hierarchy-of-effects model	16
II	Creativity and idea generation in advertising Stages of ad layout & ad visual elements (logo, artwork, illustration, typography)	16

	Role of colours, photographs, computer graphics, artwork in advertising Advertising copy – headline, subhead, body copy, slogan & jingle. Audio & audio-visual: script, jingles and story board	
III	Advertising campaign: Stages of planning and evaluation Objectives of campaign: Direct & indirect Research: Market, production and consumer research Budget setting: Determinants, steps, appropriation of fund and execution Evaluation of campaign results: Pre & post testing	16
IV	Types of Agencies: Full-service, Digital advertising, Creative boutique and Media buying. Agency-client relationship & Fee system Advertising agency: Role, structure and functions Departments of agency: Account planning, client servicing, creative and media planning Criteria for selection of ad agency	16
V	Analysis of print advertisements with respect to their headline, body copy, illustration, logo and slogan. Critical evolution of products or services of competing brands with respect to their headline, body copy, illustration, logo and slogan. Design advertisements: Classified, display classified & display. Write slogans and jingles Develop a TV commercial with script and storyboard	16
	Tasks and Assignments: Mid-sem examination: 20 marks Mid-sem presentation: 10 marks (Parameters of evaluation: content, context and presentation) Assignment: 10 marks (Parameters of evaluation: adhering deadlines, content, clarity of presentation) External End Semester Examination 60 marks **References:** Bonnie L Drewniany. *Creative strategy in Advertising,* Wordsworth, 2011. Chunawalla S.A. *Foundations of Advertising Theory & Practice.* Himalaya Publishing House, 2011	

Chunawalla S.A. et al. *Advertising Theory and Practice,* Himalaya Publishing House, 2018

Haridas M.P.Advertising *and Brand Strategy.* Adhyayan Publishers & Distributors, 2011.

Jethwaney, Jaishri, *Advertising.* Phoenix Publishing House Pvt. Ltd, 1999.

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Rathore, B.S. *Advertising Management.* Himalaya Publishing House, 1984

Sengupta Subrato.*Brand Positioning: Strategies for Competitive Advantage* Tata McGraw Hill Co.1990

Wells, William et al, Advertising: Principles and Practices, Prentice Hall, 1999.

Julie Anne Lambert, *The Art of Advertising,* Bodleian Library Publishing, 2020

Arthur Asa Berger, *Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society*, San Francisco State University, 2020.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	2	3	3	2	3
CO5	3	3	3	3	3

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC033	Term Paper	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	The students will acquire a good understanding of conducting, writing and presenting research in both quantitative and qualitative modes	Understanding
CO 2	The students will have a good understanding working with research literature	Understand
CO 3	The students will be able to choose their methods and methodologies	Apply
CO 4	The students will be able acquire the skills of analysis and interpretation	Analyze
CO 5	Students will be able to independently undertake a small scale research study and write the research output in the form of a term paper	Skill

Syllabus

Units	**Content**	**Hrs.**
I	Topic: It should be based on a small scale qualitative or quantitative study and related to the dissertation topic Format: Abstract, Introduction, Objectives, Background Literature, Methodology, Discussion, Conclusion and References	64
	Tasks and Assignments: 1) One seminar presentation on the term paper work in progress around mid semester **2)** Submission of one term paper based on a small qualitative or quantitative study related to the proposed topic of dissertation. Size: 20 Typewritten pages in A4 size. Bound: Soft Font: Times new roman 12 pt. Double space. With Notes and References sections.	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC034	New Media Studies	4	-	-	4

Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will be able to understand the new media technologies, the related theories and new media initiatives by public and private sectors	Remember
CO 2	Students will relate and interpret the new media theories in socio cultural contexts of the society	Understand
CO 3	Students will be able to use and illustrate the application of the new media theories in the society	Apply
CO 4	Students will be able to examine the new media initiatives by public and private sectors and assess the prospects and challenges in the process	Analyze
CO 5	Students will acquire the skills needed for critically evaluating the utility and success of the new media technologies in the society	Skill

Syllabus

Units	Content	Hrs.
I	New media Technologies – Characteristics: Convergence, Structure and Functions - Principles of new media (Numerical representation, Modularity, Automation, Variability and Transcoding) - Evolution of convergence study - Diffusion of innovation theory, Seven Cs of convergence (Lawson Borders), a model of media convergence (Dupagne and Garrison)	18

II	Information and Knowledge society- Characteristics of Information society –- Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, Jurgen Habermas, Danah Boyd, Harold Adams Innis, Manuel Castells, Michel Foucault, Judith Butler, Henry Jenkins. - New World Information Order	18
III	E-governance – process, social and legal frameworks – Policy initiatives: National Knowledge Commission - Digital India initiatives – e-governance – state, national and international scenario – digital divide – digital literacy	18
IV	Digital culture and identity - Social media – characteristics – functions – types– Internet Addiction Internet Use and Depression, Internet Dependency - Cybercrime and cyber security	18
V	Network society – characteristics – socio cultural transformation – new media activism – digital public sphere – advantages and disadvantages – platform culture - News platforms in digital age	18

Tasks and Assignments:

Assignments - 10 marks (parameters of evaluation: adhering deadlines, Content, Clarity of Presentation)

Seminar presentation 10 marks (parameters of evaluation: Adhering deadlines, Language, Content, Clarity of Presentation)

Mid-Sem Examination: 20 marks

External

End Semester Examination **60 marks**

References:

Mowlana, Hamid. *Global Communication in Transition: The end of diversity*, Sage Publications, Newbury Park, 1996

Bhatnagar, Subhash and Schware, Robert. *Information and Communication Technology in Development: Cases from India*, Sage Publications, New Delhi, 2000

Hukill, Mark et al. *Electronic Communication Convergence: Policy challenges in Asia*, Sage publications, New Delhi, 2000

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Axford, Barrie and Huggins, Richard. *New media and Politics*, Sage Publications, New Delhi, 2001

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McQuail, Denis. *Media performance*, Sage Publications London, 1992

Ferguson, Marjorie. *New Communications Technology and the Public Interest: Comparative perspectives on policy and research*, Sage publications, 1986

Frank, Webster. *Theories of Information Society*, Routledge Publications, London, 1995

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

	SEMESTER - III				
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MCE05	Cross-cultural Communication	5	-	-	5

Course Outcome (CO).
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will be able to understand he notions of Edward T Hall to relate to the differences between communicaiton and cross cultural communication	Understand
CO 2	Students will be able to work with cultural artefacts and their cross cultural contexts in everyday life	Apply
CO 3	Students will be able to cultivate cross cultural potential to work in different environments	Apply
CO 4	Students will acquire historical knowledge about cross cultural communication and media in south India	Understand
CO 5	Students will be able to analyse cross cultural narratives of both online media and conventional media	Analyse

Syllabus

Units	**Content**	**Hrs.**
I	Understanding the differences between communication and cross cultural communication with the theories and concepts of Edward T Hall	16
II	Cross cultural meanings of cultural artefacts in everyday life contexts (Practical)	16
III	Cultivating cross cultural communication potential for effective functioning in cross cultural work environments (Practical)	16
IV	History of cross cultural communication in the planes of popular culture, public spaces and literature in South India	16

V	Working with cross cultural communication narratives in conventional and online media (Practical)	16
	Tasks and Assignments: Practical I 20 marks (parameters of evaluation: Language 5 marks, Content 10 marks, Clarity of Presentation 5 marks) Practical 2 20 marks (parameters of evaluation: Language 5 marks, Content 10 marks, Clarity of Presentation 5 marks) Practical 3 20 marks (parameters of evaluation: Language 5 marks, Content 10 marks, Clarity of Presentation 5 marks) **External** End Semester Presentation **40 marks** (parameters of evaluation: Language 5 marks, Content 30 marks, Clarity of Presentation 5 marks) **References:** 1.Hall, Edward T (1976) *Beyond Culture,* Anchor Books. 2.Hall, Edward T (1990) *The Hidden Dimension,* Anchor Books. 3.Hall, Edward T (1973) *The Silent Language,* Anchor Books. 4.John, Mattock (2003) *Cross Cultural Communication: The Essential Guideto International Business* 5.Lewis, Richard (2008) *Cross Cultural Communication: A Visual Approach,* Transcreen Publications. 6.Warren, Thomas (2005) *Cross Cultural Communication: Perspectives in Theory and Practice,*Baywood.	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - III					
Course Code	Course Name	L	T	P	Credits
MCE06	Qualitative Data Analysis Techniques	2	-	3	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Students will learn how to collect qualitative data	Understand / Analyse
CO 2	Students will learn various methods and methodologies of qualitative data analysis	Analyse / Skill
CO 3	Students will be able to perform qualitative data analysis using software packages	Skill / Create

Syllabus

Units	Content	Hrs.
I	**Philosophy of Qualitative Research)** 1. Inductive & Deductive research 2. Ontology 3. Epistemology 4. Axiology 5. Research Onion **Practical Exercises/Assignments** Assignments to collect research works containing the above topics	10

II	**(Qualitative Data Collection Practices)**	20
	1. Involvement 2. Triangulation (Validity-Checking) 3. Abduction 4. Context 5. Contradiction 6. Reflexibility 7. Theoretical Saturation 8. Interpretation **Practical Exercises/Assignments** Exercises/Assignments on the above topics	
III	**(Qualitative Data Analysis Methods & Methodologies)**	20
	1. Content & Thematic Analysis 2. Semiotic Analysis (Jacobson) 3. Framework Analysis 4. Discourse Analysis 5. Grounded Theory (Interpretative) 6. Grounded Theory (Constructive) 7. Sentiment Analysis **Practical Exercises/Assignments** Exercises/Assignments on the above Methods & Methodologies	
IV	**(Handling Qualitative Data Analysis Software)** 1. Analysis of qualitative data using software NVivo **Practical Exercises/Assignments** 1. Presenting analysis of qualitative data done in any of the Qualitative Data Analysis software.	10

Tasks and Assignments:

> **Scheme of Evaluation**
>> - **Continuous Internal Evaluation** = 60 marks
>>> o Assignment = 10
>>> o Mid-term = 20
>>> o Presentation = 30
>> - **End-Semester Examination** = 40 marks. The components are Viva (20 marks) and Record containing assignments (20 marks).

The ESE would be assessed by both the Course Instructor and an External Examiner.

References:

1. Bryman, A. (2012). Social Research Methods (4 ed.). Oxford: Oxford University Press.
2. Peräkylä, A. (1997). Reliability and validity in research based on tapes and transcripts. In D. Silverman (Ed.), Qualitative Research: Theory, Method and Practice (pp. 201–220). Sage. London.
3. Seale, C. (1999). The Quality of Qualitative Research. London: Sage.
4. Dey, I. (1999). Grounding grounded theory: Guidelines for qualitative inquiry. San Diego: Academic Press.
5. Wolcott, H. (1994). Transforming Qualitative Data: Descriptions, analysis and interpretation. London, Sage
6. Hsieh, H.-F., & Shannon, S. E. (2005). Three Approaches to Qualitative Content Analysis.Qualitative Health Research, 15(9), 1277–1288.
7. Mayring, P. (2000). Qualitative Content Analysis. Forum Qualitative Sozialforschung / Forum: Qualitative Social Research [on-Line Journal], 1(2), 28 paragraphs.
8. Miles, M. B., & Huberman, A. M. (1994). Qualitative Data Analysis. London: Sage.
9. Ritchie, J. & L. Spencer (2002). Qualitative data analysis for applied policy research. In A.M.Huberman& M.B. Miles (Eds.), The qualitative researcher's companion. (pp. 305-329). London: Sage.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	3	3
CO2	2	3	3	3	3
CO3	2	3	3	3	3

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MCE07	Quantitative Data Analysis Techniques	2	-	3	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Explain various approaches in statistical analyses to the research problems	Understand / Analyse
CO 2	Organise quantitative data and identify suitable statistical tests	Analyse / Skill
CO 3	Perform data analysis using software packages	Skill / Create

Syllabus

Units	**Content**	**Hrs.**
I	Introduction to Data, Sources of data, Data sampling, Data collection settings, Levels of measurement and types of variables, Reliability and Validity.	10
II	Hypotheses and Research questions, Types of hypotheses and research questions, Characteristics, Hypotheses testing, Error, Type I & Type II Errors, Measures of Central Tendency and Dispersion, Probability, Types of distributions, Descriptive statistics, Inferential statistics.	12
III	Cross tabulation, Chi-square, T tests, Anova, Multivariate data analysis, Correlation, Regression, Multiple regression analysis, Logistic regression, MANOVA.	12
IV	Scale Development, Questionnaire & Form Design, Factorial analysis: Exploratory and confirmatory factor analysis, Mediation and moderation analysis, results reporting	12
V	Introduction to SPSS, various tests and analysis using SPSS.	12

Tasks and Assignments:

Students will take up secondary or primary dataset for analysis and the same has to be presented.

References:

Rajathi, *SPSS for You,* MJP Publishers, 2010.

Neuman, W. Lawrence, *Social research methods : qualitative and quantitative approaches (7th ed.),* Pearson, 2014.

Little, T. D. (Ed.),*The Oxford handbook of quantitative methods (Vol. 1).* Oxford University Press, USA, 2014.

Geher, G., & Hall, S, *Straightforward statistics: Understanding the tools of research,* Oxford University Press, 2014.

Sarma, K. V. S, *Statistics made simple : do it yourself on PC (2nd ed.),* PHI Learning, 2015.

Brace, N., Snelgar, R., & Kemp, R, *SPSS for psychologists: And everybody else (6th ed.),* Macmillan International Higher Education, 2016.

Michael J. Albers, *Introduction to Quantitative Data Analysis in the Behavioral and Social Sciences,* John Wiley & Sons, 2017.

Arkes, J, *Regression analysis: A practical introduction (1st ed.),* Routledge, London, 2019.

Stephen M. Croucher and Daniel Cronn-Mills, *Understanding Communication Research Methods: A Theoretical and Practical Approach (2nd ed.),* Routledge, New York, 2019.

Online resource:

https://open.umn.edu/opentextbooks/textbooks/459

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	3	3
CO2	2	3	1	3	3
CO3	2	3	1	3	3

SEMESTER - IV					
Course Code	Course Name	L	T	P	Credits
MC041	Film Studies	4	-	-	4
Internal	40 marks	External	60 marks	Total	100 marks

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Identify the origins and growth of cinema at global and national levels	Remember
CO 2	Relate and interpret the different film theories and its contributions to the society	Understand
CO 3	Employ film analysis techniques with theoretical perspectives	Apply
CO 4	Examine, compare and critically evaluate socio-political cultural influences of films on society	Analyze
CO 5	Skills needed for professionally appreciating and analyzing films	Skill & Create

Syllabus

Units	Content	Hrs.
I	Critical introduction to the origins of pre-cinema and early cinema phases. Emergence of Film Studies as an academic Discipline. Short Intro to Early Studio Systems in North America, Europe,, Asia and India	
II	Film theories - Classical and Post Theory, Film feminism, Film Marxism, Film theories of the Developing World	

III	Film movements -Soviet Montage, German Expressionism, Italian Neorealism, French new wave – Japanese Cinema, Indian new waves, Iranian Cinema	
IV	Early cinema initiatives in different regions of India - Madras, Bombay and Calcutta Presidencies, Important Pioneers	
V	Understanding film as a medium, Cinema as a Social, Economic, Political and Cultural Site, Plot, story and narrative strategies, film music and sound, film genres, documentary films	
	Tasks and Assignments: Assignments - 10 marks (parameters of evaluation: adhering deadlines, Content, Clarity of Presentation) Seminar presentation 10 marks (parameters of evaluation: Adhering deadlines, Language, Content, Clarity of Presentation) Mid-Sem Examination: 20 marks **References:** Baskaran, S Theodore. *History through the lens; Perspectives on South Indian Cinema,* Orient BlackSwan: 2009 Rajadhyasha, Ashish & Wileman, Paul. *Encyclopedia of Indian cinema*, Oxford University Press. New Delhi, 2005. Rabiger, Michael. *Directing the Documentary*. Oxford. Focal press, 2004. Proferes, Nicholas T. *Film Directing Fundamentals*. Oxford: Focal Press, 2001. Mamer, Bruce. *Film Production Technique*, Belmont Wadsworth Publication, 2000. Nelmes, Jill. *Introduction to film studies*, Routledge. London. 1996. Mast, Gerald, Marshall, Cohen and Leo, Braudy. *Film Theory and criticism: Introductory Readings,* Oxford University Press. New Delhi, 1992. Daly, Tim. *Digital Photography Handbook*. Amphoto Books. New York, 2002. Ang Tom and Beazley, Mitchell. *Digital photography, A Step- by- Step Guide and Manipulatuing Great Images by. Practical photography*, O.P. Sharma – Hind pocket books. Hicks, Roger and Schultz, *Frames. Interior Shots*, Rotovision, Switzerland, 2002	

	Braudy, Leo and Cohen, Marshall. *Film Theory and Criticism*, 2009	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC042	Strategic Corporate Communication	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will learn the definitions and evolution of corporate communication and types of the publics it caters.	Remember
CO 2	Students will be able to understand the need, issues and significance related to corporate identity, image, reputation and process of corporate communication	Understand
CO 3	Students will be able to use the tools and techniques of planning and implementing corporate communication campaign	Apply
CO 4	Students will be able to evaluate the importance and need of the different tools and techniques of corporate communication	Analyze
CO 5	Students will be able to produce corporate communication campaigns for different situations.	Skill & Create

Syllabus

Units	Content	Hrs.
I	1. Corporate communication: Definitions, concept and evolution 2. Evolution and present status of Corporate Communication 3. Public Relations vs. Corporate Communication: Differences and similarities 4. Corporate communication, public affairs, corporate affairs 5. Publics of Corporate Communication – Employee, Media, stakeholders, opinion leaders, government and elected representatives.	14

II	1. Corporate identity and personality: Definition and concept
	   2. Integrating corporate identity in communication process
	   3. Corporate image & reputation: Meaning, definition and concept
	   4. Corporate brand management: Definition, importance & role
	   5. Role of communication in building corporate reputation, corporate identity, corporate image and corporate brands.
		14

III	1. Corporate communication Planning: Definition, concepts and elements. 2.Strategic management perspective in corporate communications 3. Types and importance of corporate communication activities 4. Challenges and issues in communications strategy 5.Importance of laws and ethics of corporate communication	12
IV	1. Lobbying 2. Sponsorship 3. Financial communication 4. Digital Platforms 5. Media	12
V	1. Corporate Communication in Crisis Management, 2. Strategies and planning in Crisis Management 3. Corporate communication management and social media 4. Community Relations and Corporate management	12

	Tasks and Assignments:
	Mid-sem examination: 20 marks
	Mid-sem presentation: 10 marks (Parameters of evaluation: content, context and presentation)
	Assignment: 10 marks (Parameters of evaluation: adhering deadlines, content, clarity of presentation)
	External
	End Semester Examination **60 marks**
	References:
	   Theaker, Alison, *The Public Relations Handbook.* Routledge, 2011.
	   Black Sam & Melvin L, *Practical Public Relations,* Universal Book Stall, 1984.
	   Balan. KR, *Applied Public Relations and Communications,* Sultan Chand and Sons, 2010.
	   Dennis L. Wilcox et al. *Public Relations: Strategies and Tactics,* Pearson, 1998.	

Heath Robert L, *Handbook of Public Relations,* SAGE Publication, 2000.

Jethwaney, Jaishri et al. *Public Relations: Concept, Strategies, Tools*, Sterling Publishers Private Limited, 2005.

Joseph, Fernandez, Corporate Communications. New Delhi: Response Books, 2004.

Scott M. Cutlip et al, *Effective Public Relations,* Pearson Education, 2006.

J. V. Vilanilam, *Public Relations in India*, Sage Publications, 2011.

Butterick, Kerith, *Introducing Public Relations Theory and Practice,* Sage, 2011.

Parsons, J, Patricia, *Ethics in Public Relations: A Guide to Best Practice.* Kogan Page Limited, 2021.

Rosenberg, Amy, *A Modern Guide to Public Relations: Unveiling the Mystery of PR:* Including: Content Marketing, SEO, social media & PR Best Practices, Veracity Marketing, 2021

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC043	Dissertation	4	-	-	6

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will acquire necessary knowledge and skills required conduct academic research on a given topic in communication studies	Skill
CO 2	Students will acquire critical reading skills of research literature	Skill
CO 3	Students will apply the knowledge and skills acquired thus far to evolve and finalise the methodology	Apply
CO 4	Students will acquire the required skills to conduct field work based and desk based gathering of data	Skill
CO 5	Students will be able to independently work on the tasks of analysis, discussion and writing the dissertation	Skill

Syllabus

Units	**Content**	**Hrs.**
I	Introduction Discussion of key theoretical works related to the topic Methodological Arguments Analysis and Interpretation using the chosen theoretical framework Discussion and Conclusion Bibliography	96

Tasks and Assignments:

1) **Students will make a seminar presentation on the work in progress around mid semester.**

2) Students will submit one dissertation based on a small qualitative or quantitative study related to the proposed topic of dissertation. Size: 50-75 Typewritten pages in A4 size. Bound: Soft Font: Times new roman 12 pt. Double space. With Notes and References sections.

Attendance: 20 marks (regularity in meeting the guide and discussing the progress)

Completeness of the dissertation: 30 marks

External evaluation: 40 marks (presentation and viva-voce)

References:

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC044	Project	5	-	-	5

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will acquire necessary knowledge and skills required to produce short film / documentary film	Skill
CO 2	Students will acquire technical skills for video production	Skill
CO 3	Students will apply the knowledge and skills acquired thus far to produce a short film / documentary film	Apply

Syllabus

Units	Content	Hrs.
I	**PRACTICAL** (6 practical hours/week) Students will have to produce a short-film or documentary (5 to 10 minutes) under the guidance of a faculty member and submit it for evaluation.	80
	Tasks and Assignments: **Mid-sem examination (presentation):** 10 marks (relevance of the topic) **Attendance:** 10 marks (regularity in meeting the guide and discussing the progress) **Script:** 10 marks **Completeness of the project:** 30 marks **External evaluation:** 40 marks (presentation and viva-voce)	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
MC045	Internship	5	-	-	5

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Students will be able to understand the work environments and work practices in media	Skill
CO 2	Students will acquire the ability to gather information from beats and report for different media	Skill
CO 3	Students will acquire the ability to edit and present news for different media	Skill
CO 4	Students will be able to analyse and critique the workings of different media	Analyze
CO 5	Students will be able to acquire the basic skills required to be a media person	Skill

Syllabus

Units	**Content**	**Hrs.**
I	Students are expected to complete a minimum of 40 days of internship in media organisations (one newspaper internship and the other as per the preference of the student)	80

		Tasks and Assignments:	
		Students should submit a hard-bound Internship report with the following chapterisation:	
		Cover page	
		Certificate (declaration)	
		Internship certificates	
		Acknowledgement	
		Introduction (about the media organisations where the internships were undertaken)	
		Contact details of the persons under whom internships were undertaken	
		Daily diary	
		Contributions	
		Internal assessment: 60 marks	
		External assessment: 40 marks	

Mapping of ProgramOutcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3