



University of Kerala

Four-Year Under-Graduate Programme

UoK FYUGP – Syllabus

Major Discipline

Journalism and Mass Communication

MAY 2024

CONTENTS

Sl. No	Content Title	Page
1	About the Discipline	4
2	Graduate Attributes	4
3	Programme Outcomes (POs)	5
4	Programme Specific Outcomes (POs)	6
5	List of Courses of FYUGP UoK - Journalism and Mass Communication	7
6	SEMESTER I	10
7	UK1DSCJMC100 Basics of Journalism Practices	10
8	UK1DSCJMC101 Mass Media in India	13
9	UK1DSCJMC102 Media and Information Literacy	16
10	UK1DSCJMC103 Sports Journalism	19
11	UK1DSCJMC104 Magazine Journalism	21
12	UK1DSCJMC105 Basics of Photography	24
13	UK1MDCJMC100 Introduction to Photography	27
14	SEMESTER II	30
15	UK2DSCJMC100 Basics of Communication	30
16	UK2DSCJMC101 Communication Skills and Applications	33
17	UK2DSCJMC102 Digital Media Dynamics	36
18	UK2DSCJMC103 Convergent Journalism	39
19	UK2DSCJMC104 Mojo Production	42
20	UK2DSCJMC105 Videography Practices	45
21	UK2MDCJMC100 Basics of Videography	48
22	SEMESTER III	52
23	UK3DSCJMC200 Audio-Visual Communication & Photography	52
24	UK3DSCJMC201 Introduction to Cinema	55
25	UK3DSCJMC202 Science Journalism	57
26	UK3DSCJMC203 Newsreading and Anchoring	59
27	UK3DSCJMC204 Media and Human Rights	62
28	UK3DSCJMC205 Translation Techniques	64
29	UK3DSEJMC200 Online Journalism	67
30	UK3VACJMC200 Media and Civic Engagement	71
31	SEMESTER IV	74
32	UK4DSCJMC200 Advanced Journalism Practices	74
33	UK4DSCJMC201 Theories of Mass Communication	78
34	UK4DSCJMC202 Media Entrepreneurship	81
35	UK4DSCJMC203 Technical Writing	83
36	UK4DSEJMC200 Film Appreciation	86
37	UK4SECJMC200 Visual Design	89
38	UK4VACJMC200 Environmental Journalism	91
39	UK4VACJMC201 Inclusivity and Media Practices	94
40	UK4INTJMC200 Summer Internship	97
41	SEMESTER V	98
42	UK5DSCJMC300 Radio & Podcasting	98
43	UK5DSCJMC301 Television: Theory and Practices	101
44	UK5DSCJMC302 Business Journalism	104
45	UK5DSCJMC303 Script Writing	107
46	UK5DSCJMC304 Acting – Elementary Principles	110
47	UK5DSCJMC305 AI and Media	113
48	UK5DSEJMC300 Media Management	117

49	UK5DSEJMC301 Multimedia Production	119
50	UK5SECJMC300 Content Writing	123
51	SEMESTER VI	126
52	UK6DSCJMC300 Public Relations & Corporate Communication	126
53	UK6DSCJMC301 Advertising Practices	129
54	UK6DSCJMC302 Media Laws & Ethics	131
55	UK6DSCJMC303 Documentary Film	134
56	UK6DSCJMC304 Web Designing for Media	137
57	UK6DSCJMC305 Political Communication	139
58	UK6DSEJMC300 Visual Arts Merchandising	142
59	UK6DSEJMC301 Data Journalism	145
60	UK6SECJMC300 Digital Story Telling	147
61	SEMESTER VII	150
62	UK7DSCJMC400 Mass Media Research	150
63	UK7DSCJMC401 Development Communication	153
64	UK7DSEJMC400 Communication Campaign	156
65	SEMESTER VIII	159
66	UK8DSCJMC400 Media, Society & Culture	159
67	UK8DSCJMC401 Academic Writing	162
68	UK8RCHJMC400 Project / Internship	165

About the Discipline

The Four-Year Undergraduate Programme in Journalism and Mass Communication (JMC) offers an immersive exploration into the multifaceted world of media and communication. Journalism and Mass Communication are integral components of modern society, shaping public discourse, influencing opinions, and facilitating the exchange of information on a global scale. This discipline encompasses a diverse range of subjects, including but not limited to journalism practices, mass media dynamics, communication theories, visual storytelling techniques, and media ethics. The revised FYUGP syllabus encompasses a combination of theoretical inquiry and practical training, students develop essential skills in media production, research, critical thinking, and effective communication across various platforms. With an emphasis on ethical conduct, societal impact, and technological innovation, the programme prepares students to navigate the ever-evolving media landscape with integrity and proficiency. Graduates of Journalism and Mass Communication programmes are equipped to pursue careers in journalism, broadcasting, public relations, advertising, digital media, and beyond, contributing to the dissemination of accurate information, promotion of social justice, and enhancement of public discourse in an increasingly interconnected world.

Graduate Attributes

Graduate attributes bridge the gap between academia and the real world, fostering lifelong learning and meaningful contributions. They denote the skills, competencies and high-level qualities that a student should acquire during their university education. Apart from gathering content knowledge, these attributes go beyond the assimilation of information to its application in various contexts throughout a graduate's life. It aims in inculcating the art of critical thinking, problem solving, professionalism, leadership readiness, teamwork, communication skills and intellectual breadth of knowledge. The University of Kerala envisages to pave the path in guiding the student's journey to shape these attributes uniquely, making them integral to personal growth and success in various spheres of life. The University strives to ensure that these graduate attributes are not just checkboxes, but they play a pivotal role in shaping the students into capable, compassionate and responsible individuals with a high degree of social responsibility.

Programme Outcomes (POs)

PO-1	<p>Critical thinking</p> <ul style="list-style-type: none"> • analyze information objectively and make a reasoned judgment • draw reasonable conclusions from a set of information, and discriminate between useful and less useful details to solve problems or make decisions • identify logical flaws in the arguments of others • evaluate data, facts, observable phenomena, and research findings to draw valid and relevant results that are domain-specific
PO-2	<p>Complex problem-solving</p> <ul style="list-style-type: none"> • solve different kinds of problems in familiar and no-familiar contexts and apply the learning to real-life situations • analyze a problem, generate and implement a solution and to assess the success of the plan • understand how the solution will affect both the people involved and the surrounding environment
PO-3	<p>Creativity</p> <ul style="list-style-type: none"> • produce or develop original work, theories and techniques • think in multiple ways for making connections between seemingly unrelated concepts or phenomena • add a unique perspective or improve existing ideas or solutions • generate, develop and express original ideas that are useful or have values
PO-4	<p>Communication skills</p> <ul style="list-style-type: none"> • convey or share ideas or feelings effectively • use words in delivering the intended message with utmost clarity • engage the audience effectively • be a good listener who are able to understand, respond and empathize with the speaker • confidently share views and express himself/herself
PO-5	<p>Leadership qualities</p> <ul style="list-style-type: none"> • work effectively and lead respectfully with diverse teams • build a team working towards a common goal • motivate a group of people and make them achieve the best possible solution. • help and support others in their difficult times to tide over the adverse situations with courage
PO-6	<p>Learning 'how to learn' skills</p> <ul style="list-style-type: none"> • acquire new knowledge and skills, including 'learning how to learn skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning • work independently, identify appropriate resources required for further learning • acquire organizational skills and time management to set self-defined goals and targets with timelines • inculcate a healthy attitude to be a lifelong learner
PO-7	<p>Digital and technological skills</p> <ul style="list-style-type: none"> • use ICT in a variety of learning and work situations, access, evaluate, and use a variety of relevant information sources • use appropriate software for analysis of data

	<ul style="list-style-type: none"> understand the pitfalls in the digital world and keep safe from them
PO-8	<p>Value inculcation</p> <ul style="list-style-type: none"> embrace and practice constitutional, humanistic, ethical, and moral values in life including universal human values of truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values formulate a position/argument about an ethical issue from multiple perspectives identify ethical issues related to work, and follow ethical practices, including avoiding unethical behaviour such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights adopt an objective, unbiased, and truthful actions in all aspects of work

PSOs - Programme Specific Outcomes	
PSO1	Attain disciplinary literacy in Journalism and Mass Communication, develop an inquisitive attitude towards various media contents and engage in continuous interaction with the industry.
PSO2	Acquire professional skills, including effective speaking, writing, and multimedia storytelling practices, and become competent in the evolving technological developments in the media industry.
PSO3	Recognise the Global media scenario and collect information on global media practices and Institutions.
PSO4	Apply creative and innovative techniques while delivering the content and exhibit effective communication skills in real-life situations.
PSO5	Develop media knowledge and skills to address societal issues, engage in community activities and inherit the values of journalism from the history of the land.
PSO6	Promote inclusivity and representation of various sections of people and advocate for inclusive media practices for marginalised voices.
PSO7	Create environmental consciousness and sustainable practices and engage in activities for environmental conservation through media advocacy.
PSO8	Evaluate and critically examine media contents and highlight the specific areas to be focused.

List of Courses of FYUGP UoK

Journalism and Mass Communication

Course Code	Title	Credits	Hours/ Week	Hour Distribution/ Week		
				L	T	P
SEMESTER I Academic Level: 100 - 199						
Discipline Specific Core (DSC)						
UK1DSCJMC100	Basics of Journalism Practices	4	4	3	1	
UK1DSCJMC101	Mass Media in India	4	4	3	1	
UK1DSCJMC102	Media and Information Literacy	4	4	3	1	
UK1DSCJMC103	Sports Journalism	4	4	3	1	
UK1DSCJMC104	Magazine Journalism	4	4	3	1	
UK1DSCJMC105	Basics of Photography	4	4	3	1	
Multi-Disciplinary Course (MDC)						
UK1MDCJMC100	Introduction to Photography	3	3	2	1	

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, MDC – Choose any 1

SEMESTER II Academic Level: 100 - 199						
Discipline Specific Core (DSC)						
UK2DSCJMC100	Basics of Communication	4	4	3	1	
UK2DSCJMC101	Communication Skills and Applications	4	4	3	1	
UK2DSCJMC102	Digital Media Dynamics	4	4	3	1	
UK2DSCJMC103	Convergent Journalism	4	4	3	1	
UK2DSCJMC104	MoJo Production	4	4	3	1	
UK2DSCJMC105	Videography Practices	4	4	3	1	
Multi-Disciplinary Course (MDC)						
UK2MDCJMC100	Basics of Videography	3	3	2	1	

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, MDC – Choose any 1

SEMESTER III Academic Level: 200 - 299						
Discipline Specific Core (DSC)						
UK3DSCJMC200	Audio-Visual Communication & Photography	4	4	3	1	
UK3DSCJMC201	Introduction to Cinema	4	4	3	1	
UK3DSCJMC202	Science Journalism	4	4	3	1	
UK3DSCJMC203	Newsreading and Anchoring	4	4	3	1	
UK3DSCJMC204	Media and Human Rights	4	4	3	1	
UK3DSCJMC205	Translation Techniques	4	4	3	1	
Discipline Specific Elective (DSE)						
UK3DSEJMC200	Online Journalism	4	4	3	1	
Value Added Course (VAC)						
UK3VACJMC200	Media and Civic Engagement	3	4	3	1	

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, DSE and VAC – Choose 1 each

SEMESTER IV Academic Level: 200 - 299						
Discipline Specific Core (DSC)						
UK4DSCJMC200	Advanced Journalism Practices	4	4	3	1	
UK4DSCJMC201	Theories of Mass Communication	4	4	3	1	
UK4DSCJMC202	Media Entrepreneurship	4	4	3	1	
UK4DSCJMC203	Technical Writing	4	4	3	1	
Discipline Specific Elective (DSE)						
UK4DSEJMC200	Film Appreciation	4	4	3	1	
Skill Enhancement Course (SEC)						
UK4SECJMC200	Visual Design	3	4	3	1	
Value Added Course (VAC)						
UK4VACJMC200	Environmental Journalism	3	4	3	1	
UK4VACJMC201	Inclusivity and Media Practices	3	4	3	1	
Internship						
UK4INTJMC200	Summer Internship					2 Credits

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, DSE, SEC and VAC – Choose 1 each

SEMESTER V Academic Level: 300 - 399						
Discipline Specific Core (DSC)						
UK5DSCJMC300	Radio & Podcasting	4	4	3	1	
UK5DSCJMC301	Television: Theory and Practices	4	4	3	1	
UK5DSCJMC302	Business Journalism	4	4	3	1	
UK5DSCJMC303	Script Writing	4	4	3	1	
UK5DSCJMC304	Acting – Elementary Principles	4	4	3	1	
UK5DSCJMC305	AI and Media	4	4	3	1	
Discipline Specific Elective (DSE)						
UK5DSEJMC300	Media Management	4	4	3	1	
UK5DSEJMC301	Multimedia Production	4	4	3	1	
Skill Enhancement Course (SEC)						
UK5SECJMC300	Content Writing	3	4	3	1	

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, DSE and SEC – Choose 1 each

SEMESTER VI Academic Level: 300 - 399						
Discipline Specific Core (DSC)						
UK6DSCJMC300	Public Relations & Corporate Communication	4	4	3	1	
UK6DSCJMC301	Advertising Practices	4	4	3	1	
UK6DSCJMC302	Media Laws & Ethics	4	4	3	1	
UK6DSCJMC303	Documentary Film	4	4	3	1	
UK6DSCJMC304	Web Designing for Media	4	4	3	1	
UK6DSCJMC305	Political Communication	4	4	3	1	
Discipline Specific Elective (DSE)						
UK6DSEJMC300	Visual Arts Merchandising	4	4	3	1	
UK6DSEJMC301	Data Journalism	4	4	3	1	

Skill Enhancement Course (SEC)						
UK6SECJMC300	Digital Story Telling	3	4	3	1	

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, DSE and SEC – Choose 1 each

SEMESTER VII Academic Level: 300 - 399						
Discipline Specific Core (DSC)						
UK7DSCJMC400	Mass Media Research (Capstone Course)	4	4	3	1	
UK7DSCJMC401	Development Communication (Capstone Course)	4	4	3	1	
Discipline Specific Elective (DSE)						
UK7DSEJMC400	Communication Campaign (Capstone Course)	4	4	3	1	

Lecture – L, Tutorial – T, Practical/Practicum – P | DSC – Choose any 3, DSE – Choose 1

SEMESTER VIII Academic Level: 300 - 399							
Discipline Specific Core (DSC)							
UK8DSCJMC400	Media, Society & Culture	4	4	3	1		
UK8DSCJMC401	Academic Writing	4	4	3	1		
Project / Internship							
UK8RCHJMC400	Mandatory Research Project for UG Honours with Research/ Internship Project for UG Honours					12	

Lecture – L, Tutorial – T, Practical/Practicum – P

SEMESTER - I

Discipline Specific Core (DSC)		
UK1DSCJMC100	Basics of Journalism Practices	4
UK1DSCJMC101	Mass Media in India	4
UK1DSCJMC102	Media and Information Literacy	4
UK1DSCJMC103	Sports Journalism	4
UK1DSCJMC104	Magazine Journalism	4
UK1DSCJMC105	Basics of Photography	4
Multi-Disciplinary Course (MDC)		
UK1MDCJMC100	Introduction to Photography	3

UK1DSCJMC100 Basics of Journalism Practices

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK1DSCJMC100				
Course Title	Basics of Journalism Practices				
Type of Course	DSC - Discipline Specific Core				
Semester	I				
Academic Level	100 – 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Ability to Understanding the foundational principles of journalism and adhering to its ethical standards. 2. Developing critical thinking skills is vital for accurately interpreting and assessing the principles of reporting and editing. 3. Proficiency in writing and analysis is paramount for comprehending current issues and establishing a strong foundation for journalistic practice. 				
Course Summary	<p>The Basic Journalism Practice course is designed to provide a comprehensive understanding of fundamental concepts and practical techniques in journalism. Through this course, students will explore the scope and practical strategies of journalism and mass communication, gaining valuable insights into the industry. Additionally, it will instruct students on the appropriate language to use for newspaper reporting, sub-editing, and other forms of print media, as well as familiarize them with ethical considerations in journalism.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	News and news writing		12
	1	What is journalism? The concepts and principles of Journalism	
	2	News _ meaning and definitions, news values and components of news	
	3	Writing for media, News writing style _ Inverted pyramid, hourglass, chronological	
	4	Basic difference between print, electronic and online journalism	
II	Reporting		12
	5	Basics of reporting,	
	6	Duties and responsibilities of a reporter	

	7	Structure of newspaper organization, Functioning of news bureau	
	8	Beat reporting, News sources, News agencies	
III	Page Makeup		12
	9	Page layout and designing, Types of page design and principles of page design	
IV	Editing		12
	10	Basic principles of editing	
	11	Functions and responsibilities of an editor	
	12	Headlines: Types of headlines, Functions of headlines	
	13	Types of lead	
V	Practicum		12
	14	Different styles of news writing	
	15	Translation of news from English to Malayalam and Malayalam to English	
	16	Writing for different media platforms	

Reference

- Kumar, K. J. (1981). Mass Communication in India.
- Parthasarathy, R. (1984). Basic Journalism. New Delhi: Macmillan India Limited.
- Westly, B. (1972). News Editing. New York: Houghton Mifflin Company.

Suggested Readings

- Baskette, & Scissors. (1986). The Art of Editing. New York: McMillan Publishing Company.
- Keeble, R. (2001). The Newspapers Handbook. London: Routledge.
- Metz, W. (1990). News Writing: From Lead to 30. New Jersey: Prentice Hall.
- Saxena, S. (2006). Headline Writing. New Delhi: Sage.
- Shaju, P. P. (2014). Writing for the Media. Calicut University.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Demonstrate a comprehensive understanding of the principles and techniques of journalism.	R, U	PSO - 1, 2
CO-2	Develop proficiency in analysing and evaluating reporting, news collection and news preparation methods	An, E	PSO - 2, 3
CO -3	Applying the skills and generating the innovative ideas of newspaper design	Ap	PSO - 2
CO-4	Gain practical experience in news writing and editing	C	PSO - 4, 5, 6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Demonstrate a comprehensive understanding of the principles and techniques of journalism.	PO-1 PSO- 1,2	R,U	F, C	L	
CO_2	Develop proficiency in analysing and evaluating reporting, news collection and news preparation methods	PO - 3,4 PSO_ 2,3	An,E	C, P	L	
CO-3	Applying the skills and generating the innovative ideas of newspaper design	PO_3,7 PSO-2	Ap	C,P	L	
CO-4	Gain practical experience in news writing and editing	PO-3,7 PSO_4,5,6	C	C,P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	1	2					3						
CO 2		2	1						1	2			
CO 3		2							2				1
CO 4				2	1	1			2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK1DSCJMC101 Mass Media in India

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK1DSCJMC101				
Course Title	Mass Media in India				
Type of Course	DSC - Discipline Specific Core				
Semester	I				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Prior understanding of the basic historical and cultural context of India. 2. Familiarity with the evolution and role of mass media globally. 3. Basic knowledge of Indian independence and the role of media. 				
Course Summary	The course offers a detailed overview of the structure, development and recent trends in the Indian media field. It explores the historical aspect of Malayalam press and the current media landscape of Kerala. Overall, the course provides a better understanding of the past, present and future of the mass media industry in India				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Evolution of Mass media – An overview		12
	1	Origin and development of mass media in India (press, radio and television)	
	2	Role of Newspaper in Indian Independence movement - linkage between press and Renaissance (Rajaram Mohan Roy, Gandhi,	
	3	Press in pre and post Independent India	
	4	Public broadcasting (autonomy of radio and Television, Prasar Bharati, SITE)	
II	News agencies and committees		12
	5	Committees and commissions (Chanda committee, Varghese committee, First and second press commission)	
	6	Government agencies (PCI, RNI, PIB, BARC, MIB, wage board)	
	7	Media syndicate - (News agencies - PTI, UNI, ANI, IANS, Hindustan Samachar	
	8	Growth of language press- leading Indian dailies	
	9	Circulation and viewership (ABC, IRS, BARC, TAM, TRP)	
III	History of Malayalam press		12
	9	Origin and evolution of Malayalam Pres- Rajyasamacharam, Njananikshepam, Paschimodayam, Paschima tharaka, Sandishtavadi, Satyanadakahalam, Keralamithram, Nasrani Deepika, Malayala Manorama, Kerala Kaumudi.	

	10	Nationalist movement and Malayalam Press- Mitavadi, Kesari, Swadeshabhimani, Mathrubhumi, Al Ameen, Malayala Rajyam, Kerala Pathrika	
	11	Literary Press – Vidyavinodini, Vidyavilasini, Bhashaposhini, Kavana kaumudi, Keraliya Suguna Bodhini (first women’s magazine in Kerala)	
	12	Influential personalities and Contributions- Hermen Gundert, Devji Bhimji, Swadeshabhimani Ramakrishna pillai, Kesari Balakrishna Pillai, Chenkalathu Kunhirama Menon, K G Shankar, K P Kesavamenon, Kandathil Varghese Mappilai, C V Kunjiraman, Vengayil Kunjiraman Nair	
IV	Current media Landscape in Kerala		12
	13	Current status of print and audio-visual media in Kerala- Public broadcasters- Akashavani and Doordarshan	
	14	Evolution and growth of private Television channels in Kerala	
	15	Emergence of hyper local journalism and FM radio stations	
	16	Expansion of digital media outlets.	
V	Practicum		12
	17	1.Prepare a detailed report on how a specific major national or regional event is being covered by prominent Malayalam newspapers and television channels.	
	18	2.Visit a media organization and submit a report on the major activities of such an institution	

Reference

1. Hasan, S. (2010). Mass Communication: Principles & Concepts.
2. Kumar, K. J. (2020). Mass Communication in India, Fifth Edition. Jaico Publishing House.
3. Raghavan, P. (2008). Kerala Pathrapravarthana charitram. Kerala Sahitya Academy
4. Vilanilam, J. V. (2005). Mass communication in India: A Sociological Perspective. SAGE
5. Vijayan, K.P. (1987). Pathrangal vichitrangal

Suggested Readings

1. Awasthy, G.C. (1965). Broadcasting in India. Allied Publication
2. Kerala Bhasha Institute, (2019). Madhyamangalum Malayalashahithyavum
3. Narayanan, V. K, (2000), Bhashayum Madhyamavum
4. Parthasarathy, R. (1989). Journalism in India
5. Raghavan, G. N. S. (1994). The Press in India, a new history. Gyan Books.
6. Rodman, G. R. (2007). Mass media in a changing world: History, Industry, Controversy. McGraw-Hill Humanities, Social Sciences & World Languages

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To demonstrate the brief history of Mass media in India	R, U	PSO- 1, 3, 5
CO-2	To delineate the role of newspapers in the Independence movement and explore the linkages with the Renaissance era.	R, U	PSO- 1, 3, 5
CO-3	To explore the evolution of Press in Kerala and assess the contributions of prominent journalists in the development of Malayalam press	R, U	PSO- 1, 3, 5
CO-4	To analyze the evolving media ecosystem in Kerala	U, An, E	PSO- 1, 3, 5, 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	To demonstrate the brief history of Mass media in India	PO-1, 5, 8 PSO- 1, 3, 5	R, U	F	L	
CO-2	To delineate the role of newspapers in the Independence movement and explore the linkages with the Renaissance era.	PO-1, 8 PSO- 1, 3, 5,	R, U	F	L	
CO-3	To explore the evolution of Press in Kerala and assess the contributions of prominent journalists in the development of Malayalam press	PO-1, 8 PSO- 1, 3, 5,	R, U	F	L	
CO-4	To analyze the evolving media ecosystem in Kerala	PO-1, 4, 8 PSO- 1, 3, 5, 8	U, An, E	F.C	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8
CO 1	1	-	3	-	2	-	-	--	2	--	-	-	1	-	-	3
CO 2	1		3	-	2	-	-	-	2	-	-	-	-	-	-	2
CO 3	1	-	3	-	1	-	-		2	-	-	-	-	-	-	1
CO 4	2	-	1	-	3	-	-	3	3	-	-	1	-	-	-	3

Assessment Rubrics

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

UK1DSCJMC102 Media and Information Literacy

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK1DSCJMC102				
Course Title	Media and Information Literacy				
Type of Course	DSC - Discipline Specific Core				
Semester	I				
Academic Level	100 – 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Being able to read, understand and communicate spoken and written information effectively 2. Basic Knowledge regarding various contemporary media platforms				
Course Summary	Enables the student to find, understand and to use information from resources available on Websites, social media, TV, Radio News Papers etc. This course will make the student responsible while sharing information received from various media and help them to navigate through a complex media landscape				

Detailed Syllabus

Module	Unit	Content	
I	Introduction to Media and Information Literacy		12
	1	What is media literacy?	
	2	Basic concepts: media messages, media forms, media effects	
	3	Need for media and information literacy- (Disinformation, Misinformation, Fakes, deep-fakes (AI), Media manipulation	
	4	Importance of media literacy in daily life	
II	Emerging trends		12
	5	Search Engine Optimization- Access, evaluate and use information from sources	
	6	Different media messages and their influence on audience	
	7	Recognizing bias and stereotypes in media	
III	Digital Literacy and Online Information		12
	8	An overview of Digital Literacy and its importance	
	9	Fact-checking- what is fact checking, importance.	
	10	Fact checking methods and techniques- source verification, cross referencing, editors and fact checkers scrutiny	
	11	Fact checking tools- google fact check explorer, reverse image search (tin eye,	

		Yandex), Websites (Polity fact, IFCR), Social media tools (Crowd Tangle, Hoaxy), Artificial Intelligence (Claim Buster, Factmata)	
IV	MODULE IV Media Information Literacy Issues		12
	12	Privacy And data security – Data breaches, surveillance, online tracking, cyberbullying, phishing, identity theft, hacking	
	13	Digital divide – definition and key concepts	
	14	Information overload- definition, causes and consequences	
	15	Understanding responsible online behaviour- considering the rights and privacy of others	
V	Practicum		12
	16	Real-world applications of media literacy: Analyzing social media posts, news stories, or advertisements	

Reference

1. Media and Information Literacy: An Integrated Approach for the 21st Century" by Usha Raman and S. Padmavathi -
2. "Media Literacy: Potentials, Problems, and Perspectives" by Lin Quan and Toru Takahashi –
3. "Media and Information Literacy: An Integrated Approach for the Digital Age" by Arul Aram and Surekha Dangwal

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	By the end of the course, students will be able to critically evaluate media content and effectively use information from various sources to make informed decisions in their personal and academic lives.	R ,U	PSO-1,2
CO-2	Students will learn how to efficiently retrieve, evaluate, and use information from a variety of sources, including traditional and digital media, libraries, databases, and online platforms	R, U	
CO-3	Students will be able to critically analyze various forms of media and information, including news articles, advertisements, social media posts, and multimedia content, to identify bias, misinformation, propaganda, and other forms of manipulation.	An, Ap	
CO-4	Students will become advocates for media and information literacy in their communities and beyond	C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK1DSCJMC103				
Course Title	Sports Journalism				
Type of Course	DSC - Discipline Specific Core				
Semester	I				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Understanding of basic journalistic principles and practices. 2. Familiarity with sports terminology and major sporting events. 3. Proficiency in writing and storytelling.				
Course Summary	The Sports Journalism course provides an in-depth exploration of the principles and practices of reporting on sports events. Students learn the fundamental elements of sports stories, including structure, features, and innovations. The course covers the history and evolution of sports journalism, highlighting prominent figures and contemporary trends. Additionally, students delve into the role of technology and social concerns in sports reporting, preparing them for practical application in the field through hands-on assignments.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Understanding the Elementary Principles		12
	1	Definition of the Genre 'Sports Journalism'	
	2	Basic aspects and components of a sports story and Photos	
	3	Traditional structure of sports stories and characteristics.	
	4	Features and Innovations in Reporting sports-	
II	Basics of Sports Photography		12
	5	Success and motivational stories -Sports Photographs	
	6	Buildups, curtain raisers and analytical stories of events, Sports features	
	7	Live and action stories-Challenges and Possibilities-Demystifying jargons	
	8	Thumbnail/Columns/Profile/Tribute/Interviews stories in Sports writing	
III	History and Evolution		12
	9	History of Sports Journalism-International-National and Regional media	
	10	Brief Idea about the evolution of Sports reporting/ Sports Photography	
	11	Brief Understanding about the emergence in Print/Electronic and Digital Platforms	
	12	Introducing Eminent Sports Journalists/Columnists and Sports Photographers	
	13	Contemporary stature of sports stories in different media platforms	
IV	Technology and Social concerns in Sports Journalism		12
	18	Sports Journalism-Technological advancement	
	19	Analytical stories in Sports-Importance of Data and archives	
	20	Role of Sociological Perspectives and Institutions in reporting sports	
V	Practicum		12
	23	Write a sports news story with corresponding photograph of the event in 1000 words.	
	24	Prepare an analysis of a sports event reported by various media platforms in 1000 words.	

References

1. Sports Journalism: An Introduction to Reporting and Writing-KathrynT Stoffer, James R Schaffer< Brian A Rosenthal-Rowman& Littlefield Publication
2. 2.Sports Journalism: A practical Introduction: Phil Andrews-Sage Publication
3. Routledge Handwork of Sports Journalism: Rob Steen, Jed Novick, Huw Richards: Routledge
4. 4.The changing Boundaries of Sports Journalism in the Digital Era: Technological Disruption, New Actors and Professional Challenges: Jose Luis Rojas, Iorrifos and Daniel Nolleeki, MDPI
5. Sports Photography: From Snapshots to Great Shots: Bill Frakes, Peachpit Press.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To trace out the history and evolution of Sports journalism	R, U	PSO- 1, 3, 5
CO-2	To identify the characteristics and components of Sports Journalism	R, U	PSO- 1, 3, 5
CO-3	To prepare sports stories and visuals	R, U	PSO- 1, 3, 5
CO-4	To explore the innovative trends in Sports Journalism	U, An, E	PSO- 1, 3, 5, 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	3	-	2	-	-	--	2	--	-	-
CO 2	1		3	-	2	-	-	-	2	-	-	-
CO 3	1	-	3	-	1	-	-		2	-	-	-
CO 4	2	-	1	-	3	-	-	3	3	-	-	1
CO 5	1	-	3	-	2	-	-	--	2	--	-	-
CO 6	1		3	-	2	-	-	-	2	-	-	-

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK1DSCJMC104 Magazine Journalism

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK1DSCJMC104				
Course Title	Magazine Journalism				
Type of Course	DSC - Discipline Specific Core				
Semester	I				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	1 hours	4
Pre-requisites	<ol style="list-style-type: none">1. Understanding of basic journalistic principles and practices.2. Familiarity with various types of magazines and their audiences.3. Proficiency in writing and storytelling.4. Ability to conduct research and analyze content for magazines.				
Course Summary	<p>The Magazine Journalism course explores the diverse landscape of magazine publishing, covering various types of magazines and their roles in the media industry. Students learn about the unique characteristics of magazine journalism, including design formats, content creation, and current trends. Through practical exercises, students gain hands-on experience in magazine design and production, culminating in the creation of a magazine showcasing their skills in writing, design, and content curation.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Types of magazines		12
	1	General interest magazines – Special interest magazines —and–	
	2	news magazines – literary magazines	
	3	online magazines	
	4	scientific magazines and research journals	
II	Magazine journalism in India		12
	5	Magazine journalism in India	
	6	Magazine journalism v/s newspaper journalism	
	7	current trends in magazine journalism	
	8		
III	Design and Content in magazines		12
	9	Magazine design – design formats	
	10	Cover design – use of space in magazines – free make up	
	11	Layout – typography – use of info graphics – colour selection	
	12	Articles – features – Reviews – columns	
	13	Cartoons – photos for magazines	
IV	Magazine Design		12
	14	Design formats – cover design – use of space in magazines –	
	15	free make up – layout – typography –	
	16	use of info graphics – colour selection	
V	Practicum		12
	23	Bring out a magazine with cover story, articles, features, essays, columns, photo features etc (One magazine for a batch)	

Reference

1. Summer, David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, Surjeet Publications
2. Antony Davis (1988), Magazine Journalism Today, London, Heinemann Professional Publishing
3. Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers
4. Roy Paul Nelson (1978), Articles and Features, New York, Houghton Mifflin Co.
5. Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge
6. John Morrish (1996), Magazine Editing, London, Routledge
7. Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To familiarize various writing styles and good in topic selection	U	PSO-1,2
CO-2	To create content, do editing and picture selection which is apt for the story	R, U	
CO-3	To familiarize with various design aspects of magazines		
CO-4	To design cover page and magazine using a Designing software		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK1DSCJMC104				
Course Title	Basics of Phototgraphy				
Type of Course	DSC - Discipline Specific Core				
Semester	I				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	1 hours	4
Pre-requisites	1. Understanding of basic photography terminology and concepts. 2. Familiarity with camera operation (digital camera or smartphone camera.) 3. Knowledge of computer basics and file management 4. Access to a digital camera or smartphone with photographic capabilities.				
Course Summary	This course introduces students to the fundamental principles and techniques of photography from both technical and creative perspectives. Through hands-on practice and theoretical exploration, students will develop the necessary skills to create compelling photographic images while also exploring the interdisciplinary connections between photography and other fields of study.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Exploring Photography Through History		12
	1	Historical context of photography: Invention of photography and key historical figures (e.g., Daguerre, Niepce); Evolution of photographic techniques (daguerreotype, calotype, wet plate, dry plate); Impact of photography on art, science, and society.	
	2	The photographic process: Light and optics; Analog vs. digital process (image formation and storage, film, digital image formats, Pixel, CCD/CMOS)	
	3	Modernization of photography: Introduction of digital photography and its impact on the industry; Evolution of camera technology (DSLR, mirrorless, smartphone camera, etc.); Advancements in image editing software and digital manipulation techniques.	
II	Understanding Camera Features and Functions		12
	4	Overview of camera types and functions: Distinction between DSLR, mirrorless, and point-and-shoot cameras; Understanding camera anatomy: body, lens, sensor, and controls; Exploring specialized cameras: medium format, action cameras, drones	
	5	Understanding camera basics and controls: Functions of key camera settings (aperture, shutter speed, ISO); Exploring shooting modes (manual, aperture priority, shutter priority, program); Utilizing autofocus modes and metering options for optimal exposure	
	6	Familiarising with different types of lenses and their uses: Understanding focal length and its effect on perspective and composition; Overview of lens types (prime, zoom, macro, fisheye); Selecting the appropriate lens for different photographic genres and scenarios	
	7	Understanding Exposure, Composition and Framing: Mastering exposure	

		triangle: balancing aperture, shutter speed, and ISO; Composition principles (rule of thirds, leading lines, framing, etc.); Exploring creative framing techniques (shots, angles, and perspectives)	
III	Interdisciplinary Perspectives in Photography		15
	7	Types of Photography: Overview of genres (landscape, portrait, street, documentary, wildlife, still life, fashion); Understanding specialized niches (astrophotography, macro photography, architectural photography)	
	8	Applications in Science and Research Documentations: Utilizing photography in scientific research and documentation; Techniques for capturing microscopic and macroscopic subjects; Applications in fields such as astronomy, biology, archaeology, and forensics	
	9	Photography as a Medium For Self-Expression and Social Commentary: Exploring photography as an art form and means of self-expression; Using photography as a tool for social activism and storytelling; Examining the work of influential photographers and photojournalists	
IV	Post-processing tools and techniques		11
	10	Post-processing tools and techniques: Introduction to image editing software (Adobe Photoshop, Lightroom, GIMP, etc.); Basic editing techniques (cropping, color correction, exposure adjustments)	
V	Practicum		10
	11	Prepare and present a thematic photo series on a topic of your choice. Provide constructive feedback to peers.	
	12	Prepare a photography portfolio.	

Reference

1. Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
2. Ken Muse, Basic Photo Text
3. Newnes, Basic Photograph
4. Rothsteline, Photo Journalism
5. Laurence Mallory, The Right Way to Use a Camera
6. Bergin, Photo Journalism Manual
7. Milten Feinberg, Techniques of Photo Journalism

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the historical evolution and significance of photography as a medium.	U	PSO-1,5,8
CO-2	Demonstrate proficiency in operating various camera types, functions, and controls.	R, Ap	PSO-2
CO-3	Apply principles of composition, framing, lighting and post-processing techniques to create visually compelling images.	Ap, An, C	PSO-2,4,5
CO-4	Utilize photography as a medium for storytelling, self-expression, and social commentary.	Ap, C	PSO-2,4,5,6,8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1			U	F, C	L	
2			R, Ap	P	T	P
3			Ap, C	P	T	P
4			Ap, C	P, M		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	1	3	1	2	1	1	2	2	1	1	2	1	1	1	1
CO2	1	3	1	1	1	1	1	1	1	2	1	2	1	1	3	1
CO3	2	3	1	2	2	1	1	2	2	3	2	3	1	1	3	1
CO4	2	3	2	3	3	3	2	3	2	3	3	3	2	2	2	2

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2		✓		✓
CO 3		✓	✓	
CO 4		✓	✓	

Discipline	Journalism and Mass Communication				
Course Code	UK1MDCJMC100				
Course Title	Introduction to Photography				
Type of Course	MDC - Multi-Disciplinary Course				
Semester	I				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	1		3
Pre-requisites	1. Basic understanding of digital technology and computer usage. 2. Interest in visual arts and creativity. 3. Access to a digital camera or smartphone with photographic capabilities.				
Course Summary	This course introduces students to the fundamental principles and techniques of photography from both technical and creative perspectives. Through hands-on practice and theoretical exploration, students will develop the necessary skills to create compelling photographic images while also exploring the interdisciplinary connections between photography and other fields of study.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Exploring Photography Through History		12
	1	Historical context of photography: Invention of photography and key historical figures (e.g., Daguerre, Niepce); Evolution of photographic techniques (daguerreotype, calotype, wet plate, dry plate); Impact of photography on art, science, and society.	
	2	The photographic process: Light and optics; Analog vs. digital process (image formation and storage, film, digital image formats, Pixel, CCD/CMOS)	
	3	Modernization of photography: Introduction of digital photography and its impact on the industry; Evolution of camera technology (DSLR, mirrorless, smartphone camera, etc.); Advancements in image editing software and digital manipulation techniques.	
II	Understanding Camera Features and Functions		12
	4	Overview of camera types and functions: Distinction between DSLR, mirrorless, and point-and-shoot cameras; Understanding camera anatomy: body, lens, sensor, and controls; Exploring specialized cameras: medium format, action cameras, drones	
	5	Understanding camera basics and controls: Functions of key camera settings (aperture, shutter speed, ISO); Exploring shooting modes (manual, aperture priority, shutter priority, program); Utilizing autofocus modes and metering options for optimal exposure	
	6	Familiarising with different types of lenses and their uses: Understanding focal length and its effect on perspective and composition; Overview of lens types (prime, zoom, macro, fisheye); Selecting the appropriate lens for different photographic genres and scenarios	
	7	Understanding Exposure, Composition and Framing: Mastering exposure	

		triangle: balancing aperture, shutter speed, and ISO; Composition principles (rule of thirds, leading lines, framing, etc.); Exploring creative framing techniques (shots, angles, and perspectives)	
III	Interdisciplinary Perspectives in Photography		12
	7	Types of Photography: Overview of genres (landscape, portrait, street, documentary, wildlife, still life, fashion); Understanding specialized niches (astrophotography, macro photography, architectural photography)	
	8	Applications in Science and Research Documentations: Utilizing photography in scientific research and documentation; Techniques for capturing microscopic and macroscopic subjects; Applications in fields such as astronomy, biology, archaeology, and forensics	
	9	Photography as a Medium for Self-Expression and Social Commentary: Exploring photography as an art form and means of self-expression; Using photography as a tool for social activism and storytelling; Examining the work of influential photographers and photojournalists	
	10	Post-processing tools and techniques: Introduction to image editing software (Adobe Photoshop, Lightroom, GIMP, etc.); Basic editing techniques (cropping, color correction, exposure adjustments)	
IV	Post-processing tools and techniques		9
	11	Prepare and present a thematic photo series on a topic of your choice. Provide constructive feedback to peers.	
	12	Prepare a photography portfolio.	

Reference

1. Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
2. Ken Muse, Basic Photo Text
3. Newnes, Basic Photograph
4. Rothsteline, Photo Journalism
5. Laurence Mallory, The Right Way to Use a Camera
6. Bergin, Photo Journalism Manual
7. Milten Feinberg, Techniques of Photo Journalism

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the historical evolution and significance of photography as a medium.	U	PSO-1,5,8
CO-2	Demonstrate proficiency in operating various camera types, functions, and controls.	R, Ap	PSO-2
CO-3	Apply principles of composition, framing, lighting and post-processing techniques to create visually compelling images.	Ap, An, C	PSO-2,4,5
CO-4	Utilize photography as a medium for storytelling, self-expression, and social commentary.	Ap, C	PSO-2,4,5,6,8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1			U	F, C	L	
2			R, Ap	P	T	P
3			Ap, C	P	T	P
4			Ap, C	P, M		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	1	3	1	2	1	1	2	2	1	1	2	1	1	1	1
CO2	1	3	1	1	1	1	1	1	1	2	1	2	1	1	3	1
CO3	2	3	1	2	2	1	1	2	2	3	2	3	1	1	3	1
CO4	2	3	2	3	3	3	2	3	2	3	3	3	2	2	2	2

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2		✓		✓
CO 3		✓	✓	
CO 4		✓	✓	

SEMESTER - II

Discipline Specific Core (DSC)		
UK2DSCJMC100	Basics of Communication	4
UK2DSCJMC101	Communication Skills and Applications	4
UK2DSCJMC102	Digital Media Dynamics	4
UK2DSCJMC103	Convergent Journalism	4
UK2DSCJMC104	MoJo Production	4
UK2DSCJMC105	Videography Practices	4
Multi-Disciplinary Course (MDC)		
UK2MDCJMC100	Basics of Videography	3

UK2DSCJMC100 Basics of Communication 4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK2DSCJMC100				
Course Title	Basics of Communication				
Type of Course	DSC - Discipline Specific Core				
Semester	II				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Familiarity with common communication tools 2. Understanding of fundamental computer usage and word processing software. 3. Interest in improving communication abilities and interpersonal skills and to engage in active listening and participation during class discussions and activities.				
Course Summary	This course offers a comprehensive introduction to communication, covering its fundamental principles, processes, and various forms. Students will gain insights into reading and writing skills, understanding barriers to effective communication, and developing essential interview techniques. Additionally, the course provides an overview of convergence journalism, preparing students for the evolving landscape of media and communication.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Fundamentals of communication		12
	1	Fundamentals of communication-what is communication-origin-word derived-definitions(5definitios)	
	2	Meaning-Verbal-Nonverbal- Gestures (body language)-Techniques of communication-formal/informal	
	3	Application(preparation)-Memo-Notice	
	4	Resume -Business letter	
II	Process of communication		12
	5	Process of communication-Elements of communication- Message-Sender-Encoding -Channel-Receiver-Decoding and Feedback-Encoding or Decoding Model	
	6	7C's of communication-Audience—Target Audience-Characteristics of audience-	

		Audience Engagement	
	7	Media Richness Theory -Mood Management Theory in mass Communication, Personal Focus-Feedback-Types of Cues-Language usage	
	8	Factors affecting communication process-barriers of communication Technological determinism	
III	Forms of communication		12
	9	Forms of communication-Intrapersonal Communication-Interpersonal Communication-Group communication	
	10	Mass communication, Listening skills-Effective listening skills-Types of Listening -Barriers to listening	
IV	Forms of communication		12
	18	Reading skills-reading purposes-reading outcome	
	19	Writing skills-story development-presentation	
	20	Basics of Convergence Journalism	
V	Practicum		12
	23	Interviews-Etiquette-guidelines and homework	
	24	Preparation, Planning and Conducting an interview	

Assignments

1. Prepare an application, notice, memo, resume and a business letter.
2. Prepare a report on listening to radio or TV news/reading newspapers in classrooms
3. Prepare a PowerPoint presentation based on models and its relevance in media

Reference

- Communication-Asha Kaul (Printice Hall India)
- Kumar, Keval J (2010) Mass communication in India
- Hassan, Seema (2010) Mass Communication Principles and Concepts, New Delhi, CBS Publishers.
- Bill Kovach and Tom Rosenstiel -The Elements of Journalism: What News People Should Know and The Public Should Expect (Three Rivers Press)
- Bryant Jennings and Mary Beth Oliver-Media Effects: Advances in Theory and Research (Routledge)

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Analyse and evaluate communication and basic models	U, An, E	PSO-1,2
CO-2	Identify the types of communication	R, U	PSO -2,3
CO-3	Asses the strengths and limitations of different communication processes	U, R	
CO-4	Understand Media Richness theory and, Mood Management theory and demonstrate its application in everyday life	U, Ap, An, E, R	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1		1/1		F, C	L	
2		2/2,3		P	L	
3		7/4,5		C, P	L, P	P
4		5/7,8		M	P	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-		2				
CO 2	2	3	-	-	-	-			1			
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-					1	
CO 5	-	1	-	-	-	-			3			
CO 6	1-	-	-	3	-	-		2				

Correlation Levels

Assessment Rubrics

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK2DSCJMC101				
Course Title	Communication Skills and Applications				
Type of Course	DSC - Discipline Specific Core				
Semester	II				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Understanding of fundamental computer usage and word processing software. 2. Interest in improving communication abilities and interpersonal skills. 3. Familiarity with various forms of written and verbal communication, such as emails, reports, and presentations.				
Course Summary	This course provides foundational knowledge and practical skills in communication essential for academic and professional success. Through a combination of theoretical learning and practical exercises, students will develop proficiency in various aspects of communication including listening, speaking, reading, and writing.				

Detailed Syllabus

Module	Unit		Hrs
I	Foundations of communication		12
	1	Basic communication elements: Definition, communication on practice, process engagement, communication on a field	
	2	Verbal communication, levels of communication (Intra, inter, group, mass, academic, professional, and intercultural).	
	3	Non- Verbal communication: Importance and impact, Para language, Chronemics, Haptics, Proxemics, Kinesics	
	4	Body language and Object language.	
II	Listening & Speaking Skills		12
	5	Active listening techniques and strategies: Types of listening, Paraphrasing, Summarizing	
	6	Enhancing concentration and attention during listening: Sound, Stress and intonation	
	7	Practicing reflective listening in interpersonal interactions	
	8	Strategies for lectures and seminars.	
	9	Public speaking fundamentals: voice modulation, body language, and eye contact	
	10	Structuring and delivering effective oral presentations	
	11	Engaging in group discussions and debates	
	12	Power point presentation as a tool for effective presentation	
	13	Anchoring Skills, effective use of space, managing the properties	
	III	Reading Skills	
18		Improving reading comprehension through active reading strategies: Process, types and reading rate adjustment	

	19	Vocabulary skills: Jargons, Terminology, Colloquialism	
	20	Analysing and interpreting various types of written texts (e.g., articles, essays, reports)	
	21	Newspaper reading and comprehension	
	22	Tools and techniques for effective reading: Dictionary, thesaurus, E-Book, audio book etc.	
IV	Writing Skills		12
	23	Understanding the writing process: prewriting, drafting, revising, and editing	
	24	Developing clarity, coherence, and organization in written communication	
	25	Adapting writing style and tone for different purposes and audiences (Write News reports, features, reviews, fictional works etc.)	
V	Practicum		
	26	Prepare a sample Resume or CV	12
	27	Conduct a PowerPoint based presentation	
	28	Anchoring and News presentation	
	29	Conduct a mock interview for career or communicative planning for an event	
	30	Convert a book into audio format	

Reference

- Adler, R. B., Rosenfeld, L. B., & Proctor, R. F. (2018). *Interplay: The Process of Interpersonal Communication*. Oxford University Press. ISBN: 9780190646257
- Kumar, S., Lata, P. (2018). *Communication Skills: Workbook*. Canada: Oxford University Press.
- Greene, J. O. (2021). *Essentials of communication skill and skill enhancement*. In Routledge eBooks. <https://doi.org/10.4324/9781003083450>

Suggested Readings

- Carnegie, D. (1936). *How to Win Friends and Influence People*. Simon & Schuster. ISBN: 9780671027032
- Covey, S. R. (1989). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press. ISBN: 9781982137274
- Pink, D. H. (2018). *When: The Scientific Secrets of Perfect Timing*. Riverhead Books. ISBN: 9780735210622
- Goleman, D. (1995). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books. ISBN: 9780553804911
- Maxwell, J. C. (2007). *Everyone Communicates, Few Connect: What the Most Effective People Do Differently*. Thomas Nelson. ISBN: 9780785214250
- Bolton, R. (2001). *People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts*. Touchstone. ISBN: 9780671622480
- Ury, W. (1999). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books. ISBN: 9780143118756
- Pease, A., & Pease, B. (2004). *The Definitive Book of Body Language*. Bantam Books. ISBN: 9780553804720
- Grant, A. (2013). *Give and Take: Why Helping Others Drives Our Success*. Penguin Books. ISBN: 9780143124986

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand active listening skills to comprehend and respond effectively in diverse contexts.	U	PSO-1,2
CO-2	Enhance reading comprehension abilities to analyze and interpret written texts critically	R, U	
CO-3	Communicate clearly and confidently through oral presentations and discussions.		
CO-4	Apply appropriate communication strategies to navigate interpersonal and professional interactions effectively. Produce coherent and well-structured written communication tailored to specific audiences and purposes.		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK2DSCJMC102 Digital Media Dynamics

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK2DSCJMC102				
Course Title	Digital Media Dynamics				
Type of Course	DSC - Discipline Specific Core				
Semester	II				
Academic Level	100 – 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	1 hour	4
Pre-requisites	1. A Basic understanding of digital media platforms 2. Awareness of online communication and culture				
Course Summary	Learning about digital media dynamics is important for students because it helps them navigate the digital world effectively. By understanding how digital media especially social media platforms work, students can become savvy users who critically evaluate online content, communicate effectively, and build their online presence responsibly. Additionally, knowledge of social media dynamics prepares students for future careers in the field of new media.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Digital Media Dynamics		12
	1	Understanding the evolution of digital media	
	2	Overview of popular digital media and social media platforms	
	3	Understanding the purpose and functionality of social media networks	
	4	Current trends and developments in the digital media landscape	
II	User behaviour and engagement		12
	5	Understanding the principles of user engagement and interaction	
	6	Types and nature of digital media and social media contents	
	7	Techniques for meaningful interactions with followers for a loyal audience	
	8	Introduction to basic analytic tools for tracking engagement metrics	
III	Content creation and curation		12
	9	Content creation strategies for various social media platforms	
	10	Tools and apps for creating and editing Visual content	
	11	Copyright and fair use of information when curating content	
	12	Introduction to social media algorithms and their impact on content visibility	
IV	Ethics, Privacy, and Societal Impact		12
	13	Ethical considerations related to digital media, data security, and misinformation.	
	14	An overview of privacy in digital media platforms	
	15	Exploring the societal impact of social media, including its role in shaping public discourse, activism, and social movements	
	16	Case studies of successful social media marketing campaigns	
V	Practicum		12
	17	Case study; Analyse any social media campaign by any social media platform	
	18	Choose one social media platform (e.g., Instagram, Twitter, YouTube) and conduct a basic analysis of its dynamics and user engagement.	

Reference

1. "Understanding Social Media: How to Create a Plan for Your Business that Works" by Damian Ryan and Calvin Jones
2. "Social Media Management: Persuasion in Networked Culture" by Ben Shields
3. Brian Loader, Leah Lievrouw (Eds), Routledge Handbook of Digital Media and Communication. (2020). United Kingdom: Taylor & Francis.
4. Thilo von Pape, Veronika Karnowski (Eds), The Mobile Media Debate: Challenging Viewpoints Across Epistemologies. (2024). United Kingdom: Taylor & Francis.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	The students will learn to evaluate social media platforms as sources of news and information, understanding their strengths, limitations, and the role they play in shaping public discourse.	R, U	PSO-1,2
CO-2	Students will learn to identify and analyse emerging trends	R, U	

	and patterns in social media usage, content consumption, and audience behaviour		
CO-3	Identify and analyse the target audience demographics, preferences, and behaviours relevant to the organization's goals and objectives.	An, Ap	
CO-4	By the end of the course, students will be able to design and produce multimedia social media messages that effectively engage a target audience.	C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK2DSCJMC103 Convergent Journalism

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK2DSCJMC103				
Course Title	Convergent Journalism				
Type of Course	DSC - Discipline Specific Core				
Semester	II				
Academic Level	100 -199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	1 hour	4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of journalism principles and practices. 2. Proficiency in written and verbal communication. 3. Familiarity with digital media tools and platforms. 4. Interest in multimedia storytelling and content creation. 				
Course Summary	<p><i>Convergent Journalism</i> introduces modern media, emphasizing the fusion of traditional and new media platforms. Through exploration of key concepts like convergence, writing for diverse media formats, and multimedia content creation, students gain insight into the evolving role of journalists in the digital age. Practical exercises and discussions delve into ethical considerations, audience engagement strategies, and the integration of multimedia elements to produce compelling news stories. The course explores emerging technologies and future trends shaping the field of journalism.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Understanding Convergent Journalism		12
	1	Definition and Concepts of Traditional Media and New Media	
	2	Idea of Convergence	
	3	History and Evolution	
	4	Transformation from Analogue to Digital Media, Merits & Demerits	
II	Writing and Content Creation for Convergent Media		12
	5	Writing for Different Media Platforms, Structure and Content of News Stories	
	6	Interactivity and Audience Participation, News Value Judgments	
	7	News Sources and Credibility Measures	
	8	Concepts of News Portals and Functions, Search Engine Optimization (SEO) and Google Trends, Importance of metadata	

III	Blogging and Multimedia Content Creation		12
	9	Creation and Maintenance of Own Blog/Website, Content Creation and Management (Text, Video, Audio),	
	10	Reporting Multimedia Packages,	
	11	Tagging and Hashtag Campaigns,	
	12	Experiential News, Ethical Concerns	
	13	Feedback Mechanism, Credibility, Privacy, and Security Issues,	
IV	Integration of Multimedia in News Articles		12
	14	Basics of Integrating Audio, Photographs, Graphics, and Video	
	15	Follow-ups and Practice of News Packages, Comprehensiveness and Hypertextuality Features,	
	16	Interactive Tools on Media Websites	
	17	Idea of Cross-Ownership in Media	
	18	Challenges and Opportunities for Journalists, Emerging and Future Technologies, Artificial Intelligence in Journalism	
V	Practicum		12
	19	Dissection and Analysis of a News Portal, Differences from Conventional News Stories/Traditional Media, Language, Writing Style, Presentation, and Aesthetics	
	20	Produce a multimedia news package for a selected news story or topic, showcasing the understanding of convergent journalism principles. Integrate various media elements, such as text, images, videos, and audio, to create a comprehensive and engaging news presentation for online platforms.	

References

1. Briggs, M. E. (2019). Journalism Next: A Practical Guide to Digital Reporting and Publishing (Fourth ed.). SAGE Publications, Inc.
2. Filak, V. F. (2014). Convergent Journalism: An Introduction: Writing and Producing Across Media. Routledge.
3. Gillmor, D. (2004). We The Media (1st ed.). O'Reilly Media.
4. Grant, A. E., & Wilkinson, J. S. (2008). Understanding Media Convergence (Illustrated ed.). Oxford University Press.
5. Holmes, T., Hadwin, S., & Mottershead, G. (2012). The 21st Century Journalism Handbook: Essential Skills for the Modern Journalist (1st ed.). Routledge.
6. Kolodzy, J. (2006). Convergence Journalism: Writing and Reporting across the News Media. Rowman & Littlefield Publishers.
7. Luckie, M. S. (2012). The Digital Journalist's Handbook (1st ed.). CreateSpace Independent Publishing Platform.
8. McGuire, M., Stilborne, L., McAdams, M., & Hyatt, L. (1997). The Internet Handbook for Writers, Researchers, and Journalists. The Guilford Press.
9. Witschge, T., Anderson, C. W., Domingo, D., & Hermida, A. (Eds.). (2016). The SAGE Handbook of Digital Journalism (1st ed.). SAGE Publications Ltd

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Remember the key concepts and historical evolution of convergent journalism, including the idea of convergence, the transformation from analogue to digital media, and the merits and demerits of convergent media practices.	U	PSO-1,2

CO-2	Understand the different approaches and news value judgments for various media platforms, the structure and content requirements of news stories across different platforms, and the significance of audience interactivity and participation in convergent journalism.	R, U	
CO-3	Apply knowledge to write and create content for convergent media, including writing for different platforms, creating multimedia packages, and managing their own blog or website.		
CO-4	Analyze news stories from a single source according to the platform available, evaluate the effectiveness of integrating different media elements to enhance news articles, and assess the challenges and opportunities faced by journalists in the era of convergent journalism.		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PS O1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK2DSCJMC104 MoJo Production

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK2DSCJMC104				
Course Title	MoJo Production				
Type of Course	DSC - Discipline Specific Core				
Semester	II				
Academic Level	100 – 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	1 hours	4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of journalism principles and practices. 2. Proficiency in written and verbal communication. 3. Familiarity with mobile devices and applications. 4. Interest in multimedia storytelling and content creation. 5. Ability to navigate and utilize social media platforms effectively. 				
Course Summary	<p>MoJo Production offers an in-depth understanding into the dynamic world of mobile journalism, equipping students with the essential skills and techniques to produce captivating multimedia content using mobile devices. From understanding the fundamentals of mobile storytelling to advanced techniques, this course empowers students to navigate the evolving landscape of digital journalism. Through a blend of theoretical knowledge and hands-on practical exercises, participants will learn techniques to engage audiences, uncover stories, and make impactful contributions to the field of journalism.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Understanding Mobile Journalism		12
	1	What is Mobile Journalism, Rise of Mobile Journalism,	
	2	Using Mobile Devices for Storytelling, Script Writing, Storyboarding, Video Interviews,	
	3	Smartphone Photography/ Videography Techniques (Rule of Thirds, Composition, Shot Scales, Camera Angles, Camera Movements)	
II	Mobile Video Editing and Multimedia Production		12
	4	Basic Tools for Video Editing and Recording on Mobile Devices	

	5	Editing with Mobile Apps	
	6	Live Video Streaming, Piece to Camera, Podcasting	
	7	Social Media Integration, Multimedia Storytelling, Citizen Journalism	
III	Importance and Challenges of Mobile Journalism		12
	8	Significance of Mobile Journalism	
	9	Challenges in Digital Media, Overcoming Limitations of Mobile Devices	
	10	Future Trends in Mobile Journalism	
	11	Techniques for Creating Visual Content for Mobile Audiences	
	12	Legal and Ethical Considerations	
IV	Advanced Techniques in MoJo Production		12
	13	Advanced Storytelling Methods for Mobile Platforms	
	14	Interactive Story Formats	
	15	Augmented Reality in Journalism, 360-Degree Video Production	
	16	Mobile Data Journalism, Geo-Location Tagging	
V	Practicum		12
	17	Present and record news stories using mobile phones and edit it adding visuals and texts	
	18	Produce and host news talks or debates using mobile devices.	
	19	Document events and programs using mobile journalism techniques.	

Reference Books

1. Burum, I. (2021). *The Mojo Handbook: Theory of Praxis*. Taylor & Francis Group.
2. Hill, S., & Bradshaw, P. (2018). *Mobile First Journalism: Producing News for Social and Interactive Media*. Taylor & Francis Group.
3. Montgomery, R. (2018). *Smart Phone Video Story Telling*. Taylor & Francis Group.
4. Quinn, S., & Lambie, S. (2008). *Online Newsgathering: Research & Reporting for Journalism*. Taylor & Francis Group.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Remember the fundamental concepts and techniques of mobile journalism, including storytelling strategies, camera techniques, and mobile editing tools.	U	PSO-1,2
CO-2	Understand the significance of mobile journalism in the digital media landscape, the challenges it faces, and emerging trends in the field.	R, U	
CO-3	Apply mobile journalism techniques to shoot and record news stories, produce news talks and debates, and document events and programs effectively using mobile devices.	Ap	
CO-4	Analyze the effectiveness of different mobile journalism techniques, evaluate their own work and that of others, and identify areas for improvement in mobile journalism practices.	An	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK2DSCJMC105				
Course Title	Videography Practices				
Type of Course	DSC - Multi-Disciplinary Course-2				
Semester	II				
Academic Level	100-199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic knowledge in videography equipment operation and basic photography principles. 2. Understanding of storytelling techniques and familiarity with video editing software. 3. Strong organizational skills for project management and ability to work collaboratively in a team. 				
Course Summary	This multidisciplinary undergraduate course introduces students to the fundamentals of videography, providing them with practical skills and theoretical knowledge necessary for creating compelling visual narratives. Through hands-on exercises, projects, and critical analysis of visual media, students will develop a comprehensive understanding of videography techniques, equipment, storytelling principles, and ethical considerations.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Evolution of videography (15 hours)		10
	1	Pioneers in the field of videography: Lumière Brothers, George Eastman, Thomas Edison, Georges Méliès, D.W. Griffith, Eadweard Muybridge, Étienne-Jules Marey.	
	2	Evolution of video recording technology: from analog to digital; Impact of videography on media, entertainment, and communication industries.	
II	3	Exposure and White balance: Concept of exposure and its importance; Factors influencing exposure (lighting conditions, aperture, shutter speed, and ISO); Techniques for achieving proper exposure (manual settings, exposure metering, and histogram analysis); Definition of white balance and its importance, colour temperature; Tools (gray cards and neutral references) and methods (presets, custom white balance, and post-processing) for achieving proper white balance.	13
	4	Audio Recording and Microphone Types: Importance of audio in videography; types of microphone designs and its applications, working principle (dynamic vs. condenser) and its characteristics, directional properties; Techniques for recording audio and minimizing noise interference.	
	5	Mobile Videography: Advantages and limitations; Mobile-specific features and tools; Tools and techniques for capturing high-quality audio; Apps and	

		accessories for mobile videography.	
	6	Supporting accessories to capture video and audio: Tripods and mounts, stabilizers and gimbals; External lighting equipment and light modifiers; Audio accessories: boom poles, windshields, external microphones and audio recorders.	
III	Principles of Visual Storytelling (14 hours)		13
	7	Introduction to Cinematic Syntax and Storyboarding: Understanding cinematic language (visual storytelling techniques, shot composition, camera angles, movement, and editing styles); Use of cinematic elements (lighting, color, sound, framing, and pacing); Role and importance of storyboarding in planning and visualizing; Hand-drawn vs. digital storyboarding; Techniques for creating effective storyboards	
	8	Framing and Composition Techniques for Videography: Shot types and their application; Composition elements (lines, shapes, textures, patterns, space, depth, balance, angles, color, and tone); Composition techniques (rule of thirds, symmetry, leading lines, etc.); Camera angles (high angle, low angle, eye-level, Dutch angle, and bird's eye view); Creating depth and dimension (using foreground elements, composition, perspective, and focal points)	
	9	Understanding Camera Movement: Importance and types of camera movements; Mixing and matching different camera movements; Enhancing camera movements in post-production	
	10	Fundamentals of Lighting Tools & Techniques: Qualities of light (quantity, direction, quality, and color); Lighting tools (spotlights, softboxes, umbrella lights, LED panels, reflectors, diffusers, gels, practical lights, etc.); Lighting techniques (three-point lighting, natural lighting, key light, practical light, ambient light, hard lighting, soft lighting, bounce light, side lighting, chiaroscuro lighting, etc.)	
IV	Editing and Post-production (10 hours)		13
	11	Introduction to Video Editing Software & Apps: Features and views of Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, Sony Vegas Pro 13, popular mobile video apps, etc.	
	12	Basic Editing Techniques and Timeline Management: File organisation and management, tracks, labels; Importing and exporting; Timeline editing, employing transitions, titles, and basic color correction; third-party plugins.	
	13	Basics of Sound Design and Audio Editing: Amplitude envelopes (ADSR), pitch, layering, audio effects (modulation, panning, volume automation, and experimental recording techniques); Creative sound design and real sound design techniques; Use of sound libraries and DAWs	
V	Practicum		11
	14	Individual: Prepare a narrated video tour/vlog/travelogue/an interview.	
	15	Group: Produce a music video for a song of your choice	

Reference

1. Millerson, Gerald, Video Production Handbook
2. Gray Anderson, Video Editing and Post Production- A Professional Guide
3. Belavadi, Vasuki (2013), Video Production, New Delhi, OUP
4. Leonard Shyles, The Art of Video Production, Villanova University, USA

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the historical evolution and significance of photography as a medium.	U	1,5,8
CO-2	Apply fundamental principles of composition, lighting, sound design in videography projects	Ap, C	2, 4
CO-3	Demonstrate proficiency in operating videography equipment and software tools	An, E	2, 7
CO-4	Create original video content that effectively communicates intended messages or stories	C	2 ,4, 5, 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1		1, 5, 8	U	F, C	L	
2			Ap	P	T	
3			An, E	P	T	P
4			C	P, M		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	1	1	1	2	1	1	2	2	1	1	1	1	1	1	1
CO2	1	3	1	2	2	1	1	2	2	3	2	3	1	1	3	1
CO3	1	3	1	2	1	1	2	2	1	2	1	2	1	1	3	1
CO4	2	3	2	3	3	2	1	3	2	3	3	3	2	2	2	2

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓

UK2MDCJMC100 Basics of Videography

3 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK2MDCJMC100				
Course Title	Basics of Videography				
Type of Course	MDC - Multi-Disciplinary Course				
Semester	II				
Academic Level	100 - 199				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-		3
Pre-requisites	<ol style="list-style-type: none">1. Knowledge in operating videography equipment and basic photography techniques.2. Familiarity with storytelling principles and experience with video editing software.3. Knowledge of audio recording techniques and understanding of sound design principles.4. Interest in multimedia storytelling and passion for visual communication.				
Course Summary	This multidisciplinary undergraduate course introduces students to the fundamentals of videography, providing them with practical skills and theoretical knowledge necessary for creating compelling visual narratives. Through hands-on exercises, projects, and critical analysis of visual media, students will develop a comprehensive understanding of videography techniques, equipment, storytelling principles, and ethical considerations.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Evolution of videography		10
	1	Pioneers in the field of videography: Lumière Brothers, George Eastman, Thomas Edison, Georges Méliès, D.W. Griffith, Eadweard Muybridge, Étienne-Jules Marey.	
	2	Evolution of video recording technology: from analog to digital; Impact of videography on media, entertainment, and communication industries.	
II	Introduction to videography		12
	3	Exposure and White balance: Concept of exposure and its importance; Factors influencing exposure (lighting conditions, aperture, shutter speed, and ISO); Techniques for achieving proper exposure (manual settings, exposure metering, and histogram analysis); Definition of white balance and its importance, colour temperature; Tools (gray cards and neutral references) and methods (presets, custom white balance, and post-processing) for achieving proper white balance.	
	4	Audio Recording and Microphone Types: Importance of audio in videography; types of microphone designs and its applications, working principle (dynamic vs. condenser) and its characteristics, directional properties; Techniques for recording audio and minimizing noise interference.	
	5	Mobile Videography: Advantages and limitations; Mobile-specific features and tools; Tools and techniques for capturing high-quality audio; Apps and accessories for mobile videography.	
	6	Supporting accessories to capture video and audio: Tripods and mounts, stabilizers and gimbals; External lighting equipment and light modifiers; Audio accessories: boom poles, windshields, external microphones and audio recorders.	
	III	Principles of Visual Storytelling	
7		Introduction to Cinematic Syntax and Storyboarding: Understanding cinematic language (visual storytelling techniques, shot composition, camera angles, movement, and editing styles); Use of cinematic elements (lighting, color, sound, framing, and pacing); Role and importance of storyboarding in planning and visualizing; Hand-drawn vs. digital storyboarding; Techniques for creating effective storyboards	
8		Framing and Composition Techniques for Videography: Shot types and their application; Composition elements (lines, shapes, textures, patterns, space, depth, balance, angles, color, and tone); Composition techniques (rule of thirds, symmetry, leading lines, etc.); Camera angles (high angle, low angle, eye-level, Dutch angle, and bird's eye view); Creating depth and dimension (using foreground elements, composition, perspective, and focal points)	
9		Understanding Camera Movement: Importance and types of camera movements; Mixing and matching different camera movements; Enhancing camera movements in post-production	
10		Fundamentals of Lighting Tools & Techniques: Qualities of light (quantity, direction, quality, and color); Lighting tools (spotlights, softboxes, umbrella lights, LED panels, reflectors, diffusers, gels, practical lights, etc.);	

		Lighting techniques (three-point lighting, natural lighting, key light, practical light, ambient light, hard lighting, soft lighting, bounce light, side lighting, chiaroscuro lighting, etc.)	
IV	Editing and Post-production		9
	11	Introduction to Video Editing Softwares & Apps: Features and views of Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, Sony Vegas Pro 13, popular mobile video apps, etc.	
	12	Basic Editing Techniques and Timeline Management: File organisation and management, tracks, labels; Importing and exporting; Timeline editing, employing transitions, titles, and basic color correction; third-party plugins.	
	13	Basics of Sound Design and Audio Editing: Amplitude envelopes (ADSR), pitch, layering, audio effects (modulation, panning, volume automation, and experimental recording techniques); Creative sound design and real sound design techniques; Use of sound libraries and DAWs	
	14	Individual: Prepare a narrated video tour/vlog/travelogue/an interview.	
	15	Group: Produce a music video for a song of your choice	

Reference

1. Millerson, Gerald, Video Production Handbook
2. Gray Anderson, Video Editing and Post Production- A Professional Guide
3. Belavadi, Vasuki (2013), Video Production, New Delhi, OUP
4. Leonard Shyles, The Art of Video Production, Villanova University, USA

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the historical evolution and significance of photography as a medium.	U	1,5,8
CO-2	Apply fundamental principles of composition, lighting, sound design in videography projects	Ap, C	2, 4
CO-3	Demonstrate proficiency in operating videography equipment and software tools	An, E	2, 7
CO-4	Create original video content that effectively communicates intended messages or stories	C	2 ,4, 5, 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1		1, 5, 8	U	F, C	L	
2			Ap	P	T	
3			An, E	P	T	P
4			C	P, M		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	1	1	1	2	1	1	2	2	1	1	1	1	1	1	1
CO2	1	3	1	2	2	1	1	2	2	3	2	3	1	1	3	1
CO3	1	3	1	2	1	1	2	2	1	2	1	2	1	1	3	1
CO4	2	3	2	3	3	2	1	3	2	3	3	3	2	2	2	2

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓

SEMESTER - III

Discipline Specific Core (DSC)		
UK3DSCJMC200	Audio-Visual Communication & Photography	4
UK3DSCJMC201	Introduction to Cinema	4
UK3DSCJMC202	Science Journalism	4
UK3DSCJMC203	Newsreading and Anchoring	4
UK3DSCJMC204	Media and Human Rights	4
UK3DSCJMC205	Translation Techniques	4
Discipline Specific Elective (DSE)		
UK3DSEJMC200	Online Journalism	4
Value Added Course (VAC)		
UK3VACJMC200	Media & Civic Engagement	3

UK3DSCJMC200 Audio-Visual Communication & Photography

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK3DSCJMC200				
Course Title	Audio-Visual Communication & Photography				
Type of Course	DSC - Discipline Specific Core				
Semester	III				
Academic Level	200 - 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Know-how of science behind vision and how eyes are connected to brain 2. Basic knowledge about images, photograph and videography				
Course Summary	The course focus on the fundamentals and practical knowledge of capturing images and visuals for taking photographs and video recording.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Evolution of Audio-Visual Communication		12
	1	Evolution of audio-visual communication –radio, TV, Cinema, New media	
	2	Features, Scope and limitations - audio- and audio-visual communication	
	3	Functions of audio- and audio-visual communication	
	4	Different types of Audio and Audio Visual Medium	
II	Elements of Audio-Visual Communication		12
	5	Audio – process of hearing – connecting ear and brain	
	6	Audiography – equipment’s, recording, editing, formats	
	7	Visual – process of seeing – connecting eye and brain	
	8	Visual language – Grammar, Aesthetics, Shots, Angles and Camera Movements, Compositions	
	9	Theories of visual story telling – Scripting, writing for visual content	

III	Photography Practices		12
	10	Emergence of Photography	
	11	Film and Digital photography, types of photography	
	12	Camera – types, handling equipment's, supporting devices	
	13	Lenses and filters	
14	Lighting techniques, white balance, colour temperature, lighting equipment's, Exposure triangles (ISO, Shutter speed, aperture).		
IV	Videography Practices		12
	15	Capturing visual images	
	16	Rules of visual composition – 180-degree, 30-degree, head room, nose room	
	17	Video Editing – types, LE, NLE, offline, online, live, formats, aspect ratio, Frame rate, editing software, EDL, XML, resolution, DI	
18	Chroma keying, Colour grading, Graphic design		
V	Practicum		12
	19	Video production	

References

1. Donald, R., & Spann, T. (2000). *Fundamentals of Television production*. Wiley-Blackwell.
2. Zettl, H. (2003). *Television Production Handbook*.
3. Millerson, G., & Owens, J. (2012). *Video Production Handbook*. Taylor & Francis.
4. Keene, M. (2015). *Practical photojournalism: A Professional Guide*.

Suggested Readings

1. Wetton, S., & Lawler, G. (2005). *Writing TV scripts: Successful Writing in 10 Weeks*. Studymates Limited.
2. Millerson, G., & Owens, J. (2012b). *Video Production Handbook*. Taylor & Francis.
3. Halas, J. (1973). *The technique of film animation, written and compiled by John Halas and Roger Manvell*.
4. Holden, T. (2004). *Film making*. Teach Yourself.
5. Easthope, A. (2014). *Contemporary Film theory*. Routledge.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the evolution, features, functions and types of the audio visual communication	U	PSO-1
CO-2	Understand the elements of audio visual communication	R, U	PSO-2,4
CO-3	Understand the basics of photography and videography	R,U	PSO-2,4,
CO-4	Gain practical know how of audio visual production	Ap,An,E,C	PSO-4,5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	To understand the history of audio-visual communication	PO-1, PSO-1	P	C	L	
2	To familiarize elements of audio-visual communication	PO-1, PSO-2,4	P	F	L	
3	To understand basics of Photography and Videography	PO-1, 3,4 PSO-2	C	F	L	
4	To acquire photography and videography Skills	PO-3,4, 6, PSO-2,4	P	F		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	2		3			3	1				
CO 2	1	3					2		2			3
CO 3	1	3					2		2			3
CO 4		3	1	3	3				3	2	2	3

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK3DSCJMC201				
Course Title	Introduction to Cinema				
Type of Course	DSE - Discipline Specific Elective				
Semester	III				
Academic Level	200 – 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	1	4
Pre-requisites	1. Interest in Film as a medium of entertainment. 2. Reading about film and associated literature.				
Course Summary	To familiarise the nature and characteristics of the popular mass medium - cinema				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Evolution of visual language		20
	1	Still images to moving visuals	
	2	Lumiere Brothers early	
	3	Early Luminaries of Cinema of Silent Cinema	
	4	Understanding the fundamentals of visual and sound images	
II	Indian Cinema		20
	5	Early Indian Cinema and role of Phalke	
	6	Indian Silent era	
	7	Sound and Colour in Indian Cinema	
	8	Parallel Film Movements in India	
III	Malayalam Cinema		10
	9	Early Malayalam Cinema and role of JC Daniel	
	10	Malayalam Silent Era	
	11	Golden age of 60's	
IV	Legends		10
	12	Films of Adoor, Aravindan and John Abraham	
	13	Current trends in Malayalam Cinema	
V	Writing about films		20
	14	Reviewing films	
	15	Writing Film Appreciation	
	16	Writing Assignments on Selected movies – <i>Psycho</i> , <i>Rashomon</i> , <i>Pather Panchali</i> , <i>Salam Mumbai</i> , <i>Chemmeen</i> , <i>Piravi</i>	

References

- Dix, A. (2016). *Beginning film studies*. Beginnings.
- Mast, G. (1976). *A short history of the movies*. Bobbs-Merrill Company.
- Berger, A. A. (1998). *Seeing is Believing: An Introduction to Visual Communication*. McGraw-Hill Humanities, Social Sciences & World Languages.
- Arnheim, R. (1957). *Film as art*. Univ of California Press.

Suggested Readings

- Susan Hayward (2005), *Cinema Studies: Key Concepts*, London, Routledge

2. Bill Nichols (1976), *Movies and Methods*, Los Angeles, University of California Press
3. Joseph V. Mascelli (1965), *The Five C's of Cinematography*, Los Angeles, Silman James Press
4. Bruce Mamer, *Film Production Technique*, New York, Thomas Wadsworth
5. Bernard F. Dick (1978), *Anatomy of Films*, New York, St. Martin's Press
6. Louis G. (2004), *Understanding Movies*, New York, Simon & Schuster Co.
7. Badwen, Liz-Anne (1976), *Oxford Companion to Film*, New York, OUP
8. Paul Rotha & Richard Griffith (1960), *Film Till Now*, New York, T-Wayne
9. Gerald Mast (1979), *The Comic Mind: Comedy and the Movies*, Chicago, University of Chicago Press
10. Siegfried Kracauer (1959), *From Caligari to Hitler*, New York, Noonday
11. Jay Leyda (1960), *Kino: History of the Russian and Soviet Film*, New York, MacMillan
12. Andre Bazin (1971), *What is Cinema (2 Volumes)*, Los Angeles, University of California Press
13. Erik Barnow & S. Krishna Swamy (1963), *The Indian Film*, New York, Columbia University

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the evolution and discovery of cinema	U	PSO-1,2
CO-2	Understand the history of Indian Cinema and Malayalam Cinema	R, U	
CO-3	Familiarise different stages of film Production	U	
CO-4	Learn to analyse a film	Ap	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK3DSCJMC202 Science Journalism

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK3DSCJMC202				
Course Title	Science Journalism				
Type of Course	DSC - Discipline Specific Core				
Semester	III				
Academic Level	200 - 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Interest in Science 2. General Understanding of Scientific Matters				
Course Summary	Science communication is a disciplinary specific core subject which is aimed to create scientific temper and awareness on scientific issues. The course ensure that students understand the importance of science communication in national development				

Detailed Syllabus

Module	Unit	Content	Hrs
I		What is science	12
	1	Relevance and scope of science journalism	
	2	What is science? Science as methodology (Facts based)-Science as knowledge (process of knowledge acquiring about natural world)	

	3	Scientific literacy and scientific temper- its significance in developing nations- Article 51A(H) of Indian constitution	
II	Reporting Science and Technology Title of the Module		12
	4	Science for mass media, science as a category of news, feature and article, what makes a good science story?	
	5	Qualities of a science journalist, gathering stories of Science and Technology, cultivation of news sources, writing and presenting for the common and specialised audience.	
	6	Reporting innovations, new developments and major activities of S& T institutions. Deciphering scientific jargons for layman.	
III	Role of Media in science popularisation		12
	7	Mass media for science communication (print, Electronic and online)	
	8	Science as an essential element in political, corporate and community news.	
IV	Scope and ethical aspects of science journalism		12
	9	Ethics in science journalism	
	10	Areas of science journalism-Agriculture/, Health and Life Science/ Environment /, I& T / space.	
V	Practicum		12
	11	Prepare a report on any of the issues faced in your locality in the following areas: environment/ health/agriculture/technology etc. (Maximum 2000 words)	
	12	Prepare a short video on any science awareness issues of local relevance	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To understand scientific methods and procedures	U	
CO-2	To delineate the process and dissemination of science news	R, U	
CO-3	To understand the relevance and societal impact of science communication	An, E	
CO-4	To identify the ethical standards in science Journalism	E,C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
	CO-1			F, C		1,4
	CO-2			P		4,5
	CO-3			P		4,6
	CO-4			M		3,4

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2			2			2					2
CO 2				2	2			2		2		
CO 3				2		3			2		2	
CO 4			2	3						2		2
CO 5	-		-	-	-	-						
CO 6	-	-	-		-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5			✓	
CO 6				

UK3DSCJMC203 Newsreading and Anchoring

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK3DSCJMC203				
Course Title	Newsreading and Anchoring				
Type of Course	DSC - Discipline Specific Core				
Semester	III				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of journalism principles and practices. 2. Interest in broadcast media and news presentation. 3. Strong interpersonal skills for interacting with colleagues and interviewees. 				
Course Summary	<p>Newsreading and Anchoring is a comprehensive course focusing on mastering the skills essential for effective news presentation and anchoring. From language fluency to audience engagement, students learn interview techniques, script understanding, and persona development. Practical exercises prepare students for real-world broadcasting scenarios</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Anchoring Fundamentals		12
	1	Understand anchoring and presentation, Role of Anchors and Newsreaders	
	2	Language Fluency, Voice Modulation, Rhythm of Speech	
	3	Tone, Intonation, Inflection, Vocal Warm-up Exercises	
	4	Breathing Techniques, Resonance	
II	Presentation Skills		12
	5	News Presentation and skills for audience attention	
	6	Interview Techniques, Debate Moderation, Talk Show Hosting, Chitchat Mastery, Public Speaking, Corporate Video Presentation,	
	7	Rundown and Script (TV/Digital Media/Radio), Understanding the Script, Do's and Dont's	
	8	Indoor/ Outdoor, Self-Scripting, Studio Etiquette, Body Language Mastery,	
III	Voice and Persona Development		12
	9	Voice Grooming, Personality Enhancement	
	10	Anchor Styling, Dress Code, Makeup Techniques	
	11	Timing, Interaction with News Readers and Anchors	
	12	Camera and Microphone Usage, Reading from a Teleprompter, Prompter Techniques, Maintaining Eye Contact with the Camera	
IV	Audience Engagement and Feedback		12
	18	Understanding Audience Psychology	
	19	Techniques for Engaging Viewers or Listeners	
	20	Utilizing Social Media Platforms, Gathering and Analyzing Feedback,	
	21	Adapting to Audience Preferences, Continuous Improvement Strategies	
V	Practicum		12
	23	Prepare a 5-minute news script on a current events or topics and deliver a newsreading exercise.	
	24	Conduct a mock interview with a guest on a relevant topic, applying effective interviewing techniques learned in the module.	
	25	Anchor a mock news segment or talk show segment, focusing on applying the principles of language fluency, voice modulation, tone, and maintaining eye contact.	

Reference

- Dutt, B. (2015). *Anchoring TV & Live Events*. Pustak Mahal.
- Kalra, R. J. (2021). *The ABC of News Anchoring* (1st ed.). Pearson India.
- Mdoe, S. (2019). *TV News Anchoring: A Guide to professional News Casting*. Swaleh Mdoe.
- Meltzer, K. (2010). *TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology* (1st ed.). Peter Lang Inc., International Academic Publishers.
- Nagpal, B. (2020). *Working For Media: Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making*. Amazon Digital Services LLC
- Rajasekharan K. S. (2004). *Drishyabhasha*. The Kerala State Institute of Languages

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To understand the practical aspects of News Reading and Anchoring	U	PSO-1,2
CO-2	To learn and apply voice modulation skills	R, U	

CO-3	To control body language and to inculcate the capability to present News/ Talk Shows/ Interviews		
CO-4	To provide training and experience in News Reading and Anchoring		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK3DSCJMC204				
Course Title	Media and Human Rights				
Type of Course	DSC - Discipline Specific Core				
Semester	III				
Academic Level	200 - 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic understanding of Human Rights and 2. Awareness on Freedom of speech and Expression				
Course Summary	This is a discipline specific core to provide the students should be well aware of Human Rights and Media, social media is the major agency hunting human rights as per government records. So, students should be aware to protect human rights inaccurate.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	HUMAN RIGHTS		12
	1	Concept, Scope and need of Human Rights Human rights in early ages	
	2	Law terms and phrases and their uses in Human Rights	
	3	Media-Human rights and Freedom of speech and expression	
II	Human Rights and Media		12
	4	Role of media and Human Rights _ Newspaper _ TV and Films _ Agenda Setting _ Framing of issues _ Newsworthiness _ Assessment of Reports _ Reporting and Writing of Human Rights Reports	
	5	Analysis of media coverage of Human Rights violations and advocacy Representation of marginalized groups in media	
III	Digital Media and Human Rights		12
	6	Online privacy and surveillance issues	
	7	Impact of digital technologies on human rights activism and Censorship	
	8	Responsibilities of Media/ Digital Media regarding Human Rights and its further proceedings.	
	9	Strategies for using media for advocacy and social change.	
IV	Vulnerable Groups and Human Rights		12
	10	Human Rights and Crimes against women Rights of the migrant workers_ Refugees _ Stateless Persons _ Disabled Persons _ Indigenous People _ Older People	
	11	Human Rights of Accused persons	
	12	Human Rights and Child labour, bounded labour	
	13	Human Rights and death, torture in police lockups	
V	Practicum		12
	14	Identify and evaluate fake news affecting Human Rights	
	15	Court orders regarding media and Human Rights	
	16	Identify the involvement of media in fake news	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding the concept and scope	U	1
CO-2	Understanding the role of Media and Human Rights	R, U	1,5
CO-3	Analyse and evaluate the responsibilities of Media/ Digital Media regarding Human Rights	E	1,3
CO-4	Evaluate the fake news affecting Human Rights	E/C	1,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
	CO-1	2/2	U	F, C		
	CO-2	2/2	R,U	P		
	CO-3	2/3	E	P		
	CO-4	3/3	E,C	M		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2									2		2
CO 2	2				2					2		2
CO 3	2			3			2					2
CO 4	3					3		2				3
CO 5	-		-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Reference

1. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999
2. H.O. Aggarwal: International Law & Human Rights, Allahabad, Central Law Publication, 2000
3. Gopalakrishnan Bhargava: Human Rights Concern of the Future; New Delhi Gyan books, 2001
4. Human Rights A.N.Sen,2005,Sri Sai Law Publy Katerinaication, Faridabad
5. Protection of Human Rights, Khwaja Abdul Muntaqim,2004, Law Allahabad Publishers
6. Media and Human Rights" by Carolyn M. Byerly
7. "Human Rights and Media" edited Hadjimatheou
8. "The Media and Human Rights: The Cosmopolitan Promise" by Ekaterina Balabanova
9. "The Media and Human Rights Handbook" by Howard Tumber and Silvio Waisbord
10. The Routledge Companion to Media and Human Rights" edited by Howard Tumber and Sylvia Waisbord

UK3DSCJMC205 Translation Techniques

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK3DSCJMC205				
Course Title	Translation Techniques				
Type of Course	DSC - Discipline Specific Core				
Semester	III				
Academic Level	200 - 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Understanding of linguistic principles, including grammar, syntax, semantics, and pragmatics. 2. Basic knowledge of translation tools and technologies, such as translation software and machine translation systems.				
Course Summary	<i>Translation Techniques</i> introduces the fundamental principles and practices of translation across various domains. The course covers the basics of translation, including its definition, historical context, and scope. Students explore key concepts such as types of translation, paraphrasing, and transliteration, along with the translation process and its challenges. The course also delves into the role of technology in translation, including machine translation and artificial intelligence. Through practical exercises, students develop translation skills for real-world translation tasks in various media contexts.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Basics of Translation		12
	1	Translation-Definition-History of Translation	
	2	Nature and Scope of Translation	
	3	Western and Indian Principles	
	4	Process of Translation	
II	Key Concepts		12
	5	Types of Translation-Literary-Non-Literary-Vertical and Horizontal Translation	
	6	Paraphrasing-Linguistic Transcription-Authorised Translation-Interpretation	
	7	Transliteration-Definition-Differences between Translation and Transliteration	
	8	Transliteration-Definition-Differences between Translation and Transliteration	
III	Translation Process		12
	9	Translation Process-Source-Language-Text	
	10	Analysis-Transfer-Reconstruction	
	11	Translation and Globalization	
	12	Translation Training	
	13	Translation and culture	
	14	Translation skills	
	15	Translation Policy	
	16	News Agencies-Translation of Agency News	
17	Challenges of Translation for the Media		
IV	Technology and Translation		12
	18	Information Technology and Machine Translation	
	19	AI and Language	
	20	AI and Translation	
	21	AI and Large Language Models	
V	Practicum		12
	22	Translate Book Chapter from English to Malayalam and viceversa	
	23	or Translate Editorials from Malayalam to English and Vice versa/Features/Articles	

References

1. Baker, M. (1998): Routledge Encyclopedia of Translation Studies, London, Routledge
2. Bassnett TR. S & A. Lefevere (eds.) 1990. Translation History and Culture, London & New York: Pinter
3. Bassnett Susan. 1991. Translation Studies Revised Edition London & New York: Routledge
4. Andrews kutty, A.P. (1998) Correlatives in Translatability in Translation as Synthesis, Annamalai
5. Hatim, Basil and Jeremy Munday, Translation: An Advanced Resource Book. London: Routledge, 2004.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Ability to explain the History and types of Translation	U	PSO-1,2
CO-2	Pursue Translation as a profession.	R, U	
CO-3	Apply translation skills by undertaking work		
CO-4	Analyse Translated content		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK3DSEJMC200 Online Journalism

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK3DSEJMC200				
Course Title	Online Journalism				
Type of Course	DSE - Discipline-specific Elective				
Semester	III				
Academic Level	200 - 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of journalism principles and practices. 2. Familiarity with digital media tools and platforms. 3. Interest in multimedia storytelling and content creation. 				
Course Summary	This course introduces students to the principles and practices of journalism in the digital age. Students will learn how to gather, produce, and disseminate news content through online platforms. Emphasis will be placed on developing critical thinking skills, ethical considerations, and effective communication strategies in the digital media landscape.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Digital Journalism (15 hours)		12
	1	How Journalism Became Digital: Historical context: Evolution from print to digital media; Technological advancements: Role of the internet, social media, and mobile devices; Impact on news production and distribution	
	2	Convergence and the Digital Landscape: Understanding convergence, convergence of media industries, examples, benefits, challenges, socio-cultural shifts, future implications, and technological integration.	
	3	Peculiarities of Digital Journalism: Interactivity and immediacy, technology integration, extensive reach, real-time reporting, collaboration and adaptability, emerging technologies, and audience segmentation.	
	4	Emergence of New Gatekeepers: Role of social media platforms, influence of online communities and forums, rise of citizen journalists and independent	

		content creators, algorithmic influence and filter bubbles, challenges to traditional media gatekeeping practice, impact on information access and diversity, regulation and governance, future trends and evolving dynamics.	
II	Multimedia Storytelling and Audience Engagement (15 hours)		12
	5	Writing Techniques for Digital Platforms: SEO optimization, keyword research, headline crafting, hyperlinking, cross-referencing; Writing for different digital platforms (websites, mobile apps, social media); Techniques for maintaining audience interest (understanding audience, storytelling, narrative arcs, cliffhangers, clarity and conciseness, formatting, editing and proofreading, etc.)	
	6	Concept of Visual Storytelling: Importance of visual elements in digital journalism (images, videos, animation, data visualisation, etc.); Principles of visual communication (composition, color theory, typography, and visual hierarchy); Tools and software for creating multimedia content (Adobe Creative Suite, Canva, Piktochart, etc.)	
	7	Social Media Strategies: Platform selection and optimization; Content strategy and planning; Engagement and community building; Cross-promotion and collaboration; User-generated content curation; Analytics and performance measurement; Crisis management and reputation management.	
	8	Mobile Journalism (MoJo): Equipment and tools for mobile reporting (smartphones, microphones, stabilisers); Shooting techniques, framing, lighting, and audio considerations; Mobile editing apps, workflow optimization, remote reporting challenges and solutions	
III	Understanding the Digital Public (15 hours)		12
	9	Redefining Public Sphere in Digital Age: Understanding theoretical frameworks; Role of social media and online communities; Digital structural transformation; Governance and regulation; Media literacy and diversity; Digital citizenship; Ethics and trust	
	10	Audience Behavior and Consumption Patterns: Personalization algorithms, filter bubbles, and echo chambers; News consumption habits across different demographics (age, gender, socio-economic status); Digital news fatigue, attention economy, and strategies for audience retention	
	11	Participatory Journalism and User-Generated Content: Popular citizen journalism platforms; Crowdsourcing techniques, open-source investigations, and collaborative reporting projects; Ethical considerations in verifying and crediting user-generated content.	
	12	Digital Literacy and Media Literacy: Importance of critical thinking skills in navigating the digital information landscape; Strategies for evaluating online sources, fact-checking, and debunking misinformation; Digital citizenship education initiatives, media literacy initiatives	
IV	Ethics, Law, and Media Accountability in the Digital Age (15 hours)		12
	13	Ethical Challenges in Digital Reporting: Privacy concerns in digital journalism (data privacy, surveillance, and intrusion); Native advertising, sponsored content, and ethical boundaries in monetization; Balancing transparency and objectivity in reporting on sensitive topics.	
	14	Media Accountability and Transparency: Role of public editors, ombudsmen, and reader representatives; Corporate ownership, editorial independence, and conflicts of interest; Transparency in sourcing, attribution,	

		and corrections policies.	
	15	Metajournalism and Critical Media Analysis: Critical analysis of media representations (framing, agenda-setting, and bias); Impact of media literacy initiatives on fostering critical media consumption; Tools and methodologies for conducting media criticism: content analysis, discourse analysis, and semiotics.	
	16	Ethical Decision-Making and Professional Standards: Ethical frameworks in journalism (PCI's Norms of Journalistic Conduct, SPJ Code of Ethics, Ethical Journalism Network's Principles, etc.); Whistleblowing, anonymous sources, and protection of journalistic sources; Organizational support for ethical decision-making.	
V	Practicum		12
		<ol style="list-style-type: none"> 1. Write 2 news articles optimized for online consumption 2. Produce a multimedia news story 3. Create a personal blog and publish digital content 	

Reference

1. Witschge, T. (2016). The Sage handbook of digital journalism. Sage.
2. Lugmayr, A., & Dal Zotto, C. (Eds.). (2015). Media Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects of Convergence. Germany: Springer Berlin Heidelberg.
3. Seawell, B., Thorburn, D., Thorburn, D. (Ph. D.), & Jenkins, H. (Eds.). (2003). Democracy and New Media. New York, NY: Penguin Random House LLC
4. Calhoun, C. (Ed.). (1992). Habermas and the Public Sphere. Cambridge, MA: M.I.T. Press
5. Bradshaw, P. (2024). The online journalism handbook : skills to survive and thrive in the digital age (Third edition). Routledge, Taylor & Francis Group.
6. Friend, C., & Singer, J. B. (2007). Online journalism ethics: traditions and transitions. M.E. Sharpe.
7. Hill, S., & Bradshaw, P. (2019). Mobile-first journalism: producing news for social and interactive media. Routledge.
8. Adornato, A. (2022). Mobile and social media journalism: a practical guide for multimedia journalism (Second edition). Routledge, Taylor & Francis Group

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Analyze the evolution and impact of digital journalism on media landscapes	An	PSO-1, 3, 8
CO-2	Apply multimedia storytelling and digital media strategies in journalism	Ap, C	PSO-2, 4, 5
CO-3	Evaluate the ethical, legal, and professional standards in digital journalism	E	PSO-2, 5, 8, 6
CO-4	Assess digital literacy's role in shaping media consumption and participation	U, E	PSO-3, 5, 8, 7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1			An	F, C	L	
2			Ap, C	P		P
3			E	P	L	
4			U, E	F, C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PS O5	PS O6	PS O7	PS O8	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8
CO1	3	2	2	2	2	1	1	3	3	2	2	2	1	2	2	2
CO2	2	3	1	3	2	2	1	2	2	3	3	3	2	2	3	1
CO3	1	2	1	2	2	2	1	3	3	2	2	3	1	2	2	3
CO4	2	2	2	2	2	1	2	3	2	3	2	2	1	2	3	2

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓			✓
CO 4		✓	✓	✓

Discipline	Journalism and Mass Communication				
Course Code	UK3VACJMC200				
Course Title	Media and Civic Engagement				
Type of Course	VAC - Value Added Course				
Semester	III				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	4hours	-		4
Pre-requisites	1. Familiarity with the principles of democracy and citizenship. 2. Awareness of ethical considerations in journalism and media. 3. Basic knowledge of social media platforms and their use. 4. Proficiency in communication skills.				
Course Summary	Media and Civic Engagement is a dynamic course that explores the intersection of media, democracy, and civic participation. Through theoretical discussions, case studies, practical assignments, and community engagement projects, students will examine the role of media in promoting civic dialogue, social justice, and community empowerment. The course will equip students with the knowledge and skills to critically analyse media representations, engage in civic activism, and contribute to positive social change.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Media, Democracy, and Citizenship		15
	1	Understand the historical and theoretical foundations of media's role in democracy and citizenship.	
	2	Concept of media literacy and informed citizenship (Media literacy, citizenship, constitution)	
	3	Over view of Community Journalism and its significance in civic engagement (homogenies, heterogenies communities, civic sense constitutional morality)	
	4	Different community media platforms	
II	Community journalism and civic dialogue		15
	5	Importance of community-based media engagement for civic dialogue	
	6	Identifying relevant community issues and concerns (gender, cast, class, linguistics and geographical issues)	
	7	Ethical consideration in community and civic journalism (media ethics especially on sensitive issues)	
	8	Techniques for conducting interviews with community members and stake holders	
III	Social Media and civic Activism		15
	9	Different social media platforms for civic engagement and activism	
	10	Social media driven movements and campaigns for social justice (example -Arab spring revolution)	
	11	Social media for grassroot level community enhancement (illiteracy, poverty, health issues)	
	12	Citizen journalism and new media	

Media and Civic engagement campaigns			15
IV	18	Learn how to develop and implement media campaigns for social change	
	19	Collaborate with community organisations to design and execute a media advocacy project (NGO, charity organisations)	
	20	Create civic influencing projects (Traffic awareness programmes, election commission programmes)	
	21	Collaborate with community partners to plan and implement a civic engagement initiative that promotes dialogue, participation, and collective action within a specific community or social issue. (Visit a nearby school or local government body or a specific community)	

Reference

- Bennett, W. L. (2012). *The Personalization of Politics and Civic Engagement: The Role of Newspapers*. Routledge. ISBN: 9780415881769
- Dahlgren, P. (2009). *Media and Political Engagement: Citizens, Communication, and Democracy*. Cambridge University Press. ISBN: 9780521515468
- Cook, T. E. (2005). *Governing with the News: The News Media as a Political Institution*. University of Chicago Press. ISBN: 9780226115084
- Couldry, N., & Curran, J. (Eds.). (2003). *Contesting Media Power: Alternative Media in a Networked World*. Rowman & Littlefield. ISBN: 9780742529051
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- Couldry, N., & Fotopoulou, A. (2017). *Digital Citizenship: The Internet, Society, and Participation*. Oxford University Press. ISBN: 9780199970833
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- Hindman, M. (2008). *The Myth of Digital Democracy*. Princeton University Press. ISBN: 9780691139448
- Howard, P. N., & Hussain, M. M. (2013). *Democracy's Fourth Wave?: Digital Media and the Arab Spring*. Oxford University Press. ISBN: 9780199936953

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the role of media in shaping public discourse and promoting civic engagement.	U	PSO-1,2
CO-2	Develop media literacy skills to critically evaluate media content and engage in informed civic action	R, U	
CO-3	Analyse the impact of media representations on civic awareness, participation, and social movements.		
CO-4	Apply media strategies and platforms to advocate for social justice, equity, and community empowerment.		

R-Remember, U-Understand, Ap-ApPLY, An-AnALYse, E-EVALUate, C-CREate

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

SEMESTER - IV

Discipline Specific Core (DSC)		
UK4DSCJMC200	Advanced Journalism Practices	4
UK4DSCJMC201	Theories of Mass Communication	4
UK4DSCJMC202	Media Entrepreneurship	4
UK4DSCJMC203	Technical Writing	4
Discipline-specific Elective (DSE)		
UK4DSEJMC200	Film Appreciation	4
Skill Enhancement Course (SEC)		
UK4SECJMC200	Visual Design	3
Value Added Course (VAC)		
UK4VACJMC200	Environmental Journalism	3
UK4VACJMC201	Inclusivity and Media Practices	3
Summer Internship		
UK4INTJMC200	Summer Internship	2

UK4DSCJMC200 Advanced Journalism Practices

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK4DSCJMC200				
Course Title	Advanced Journalism Practices				
Type of Course	DSC - Discipline Specific Core				
Semester	IV				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	<ol style="list-style-type: none"> 1. Foundational knowledge of journalism principles and practices. 2. Understanding of media ethics and standards. 3. Basic familiarity with news reporting and editing techniques. 4. Awareness of current affairs and societal issues. 				
Course Summary	<p>The Advanced Journalism Practice course is specifically designed to provide students with a comprehensive understanding of journalism from a broader perspective. It aims to cultivate a strong interest in various forms of reporting and journalism. This course is intended to enhance students' professional skills and equip them with the necessary tools to excel in the field of journalism</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Reporting techniques and skills		12
	1	Concepts of news reporting, Objectivity in news reporting	
	2	Beat reporting, Some important beats _ Political, Cultural Development, Sports, Science, Legal, Crime, Education, IT, Health, Development	

		reporting, Rural Reporting	
	3	Kinds of reporting _ Objective, Investigative, Interpretative, Analytical	
II	Editing strategies		12
	5	Fundamentals of copy editing, Editorial department, Functions of news editor, Importance of news editing	
	6	Infographics	
	7	The visual quality of the newspaper, Difference between print and web editing, Newspaper formats	
III	Trends in journalism		12
	9	Celebrity journalism, Sensationalism and entertainment, understanding public taste, Stories of human interest, Participatory reporting, Embedded journalism, Alternative journalism, Advocacy journalism, Peace journalism, Sting operation	
	10	Paid news, Yellow journalism, Armchair reporting	
	11	Importance of development reporting and civic journalism	
IV	Magazine journalism		12
	12	Magazine Journalism, Nature and scope of magazine Journalism, Types of magazines, General interest magazine, special interest magazine _ news magazine, literary magazine, scientific magazine, life style magazines, auto mobile magazine, travel magazine, sports magazine, agriculture magazine, e- zine_ Content for magazine _ articles, features, Columns, Profiles, Interviews, Reviews _Trends in magazine journalism	
	13	Online designing software, InDesign and QuarkXPress Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Printing methods and technologies, Digital printing, flexography, 3D printing, rotogravure, large format printing, offset printing etc.	
V	Programmes and practices		12
	23	Lab Journal Production	
	24	Designing online magazines with cover story, articles, features, essays and columns, photo feature etc.	
	25	Prepare and present different types of news from in and around area.	

Reference

1. Einsohn, A. (2019). *The Copy Editor's Handbook*. University of California Press.
2. Gestalten & Errea, J. (2018). *Newspaper Design: Editorial Design from the World's Best Newsrooms*. Gestalten.
3. Saxena, A. (2007). *Fundamentals of Reporting and Editing*. Kanishka Publishers.
4. Srivastava, K. M. (2003). *News Reporting and Editing*. Sterling Publishers Pvt Ltd.

Suggested Reading

1. Brooks, B. S., & Pinson, J. L. (2022). *The Art of Editing in the Age of Convergence*.
2. Collins, R. F. (2013). *Editing Across Media Content and Process in a Converged World*. McFarland
3. Rajan, N. (Ed.). (2007). *21st Century Journalism in India*. Sage.
4. Singhal, A., & Dearing, J. (2006). *Communication of Innovations: A Journey with Ev Rogers*. Sage. DOI: 10.4135/9788132113775
5. Stuart, A. (2005). *Journalism: Critical Issues*. New Delhi: Open University Press.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding the concepts of news reporting and specialised reporting	U	PSO-1,2
CO-2	Gaining knowledge about fundamentals of editing, visual quality of the newspaper and various newspaper formats	R, U	PSO -4
CO-3	Analysis of various trends in journalism and the importance of different types of reporting	An	PSO _ 4,5
CO-4	Understanding magazine journalism, it's types , trends in magazine journalism and practical experience in online designing softwares	Ap, C	PSO _ 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO 1	Understanding the concepts news reporting and specialised reporting	PO_ 1 PSO _ 1,2	C	F, C	L	
CO 2	Gaining knowledge about fundamentals of editing, visual quality of the newspaper and various newspaper formats	PO_ 1,2 PSO _ 1,2	C	P	L	
CO 3	Analysis of various trends in journalism and the importance of different types of reporting	PO_ 1,2,3 PSO-4,5	C	P	L	
CO 4	Understanding magazine journalism, it's types , trends in	PO-1,7 PSO _ 1,8	C	P	L	

	magazine journalism and practical experience in online designing softwares					
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PS O9	PS O10
CO1	1		2						3	3		1						
CO2	1	2							3	3		1						
CO3	1		2						3	2		2						
CO4	1		2				3		3	2		2						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK4DSCJMC201				
Course Title	Theories of Mass Communication				
Type of Course	DSC - Discipline Specific Core				
Semester	IV				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic understanding of communication concepts and principles. 2. Knowledge of key theorists and their contributions to communication studies. 3. Interest in analyzing media effects and audience behaviour.				
Course Summary	This course provides a basic understanding of theories, models, media effects, media uses, audience, society etc. The course examines various theoretical perspectives from philosophical, psychological, cultural, and sociological standpoints.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Definition and approaches		12
	1	Theory-Definition-Components-Theoretical aspects of Communication	
	2	Approach to Communication theories-philosophical , psychological ,cultural, sociological perspectives -Eastern and Western perspectives	
	3	Communication studies as social science -Communication and language -Wilbur Schramm-Significant contribution to communication studies	
	4	Communication and Society	
II	Models of communication		12
	5	Models of communication-Lasswell-Rhetoric model -Shanon and Weaver-Wilbur Schramm's model-Circular model-Dance model-New Comb's model	
	6	Dance model-New Comb's model-Transactional model	
	7	Berlo's SMCR model	
	8	Distinctive characteristics of communication models.	
III	Theories of communication		12
	9	Theories of mass communication	
	10	Hypodermic Needle theory-Two Step and Multistep Flow theory- Encoding or Decoding model	
	11	Media Gate keeping theory	
	12	Diffusion of Innovation Theory	
	13	Media Dependency theory- Individual Difference theory	
	14	Cognitive Dissonance- Attitudinal change-Behavioural change -Selective Processes (Exposure , Perception and Retention)	
	15	Social Learning theory-Social Cognitive theory	
	16	Framing theory- Agenda Setting Theory- Spiral of Silence	
17	Normative theories of Press		
IV	Theories of media effects and media use		12
	18	Theories of Media Effects and Media Use	
	19	McLuhan's Interpretation of Mass Media-reinforcement-catharsis-narcosis - Cultivation theory- Hot and Cold Media-Global Village-Medium as Message	
	20	Gratification theory - Limited Effects theory -Excitation Transfer theory	

	21	Transportation theory, Displacement Hypothesis	
	22	Media Audience-Audience Segmentation- Awareness campaigns (social campaigns, Health communication campaigns, educational campaigns), Persuasion – Elaboration Likelihood model (ELM)-Propaganda-Argumentation theory, Media democracy theory	
V	Practicum		12
	23	Questionnaire	
	24	Survey and data collection	
	25	Report generation based on awareness campaigns / models	

Assignments

1. Conduct a survey based on any of the theory and present the result as power point presentation.
2. Prepare an awareness campaign based on public health communication by applying semiotics.

Reference

1. Katz, Elihu (1981), Mass Media and Social Change, London, Sage
2. Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage
3. Poroutis, Sotirios Theories of Communication: A short Introduction Palgrave Macmillan
4. Glenn G Sparks” Media Effects Research: A Basic Overview” Cengage Learning
5. Elizebeth M Perse and Jennifer Lambe Media Effects and Society Routledge
6. Byron Reeves and Clifford Nass, The Media Equation: How people treat Computers, Television, and New Media Like Real People and Places, Cambridge University Press.
7. Hassan, Seema (2010) Mass Communication: Principles and Concepts, New Delhi, CBS Publishers.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the basic principles and assumptions based on theories of mass communication.	U	PSO-1
CO-2	Understand how semiotics can be applied to various forms of media content	R, U	PSO-1,2
CO-3	Remember the audience perspective and engagement based on the concepts of model and theory	R, U	PSO-4,5
CO-4	Create a media artefact applying any theory or semiotics to convey specific message for a particular response (awareness campaigns, short film, etc)	R, U, Ap, An, E, C	PSO-3,4,8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C	L	
				P	L.T	P
					T	
					P	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PSO2	PSO3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	2	-	-	3		1				
CO 2	2	3	-	-	-	-			2			
CO 3	-	-	1	-	-	-				3		
CO 4	-	-	2	3	-	-			2			3
CO 5	-	1	-	-	-	-			2		1	
CO 6	-	-	-	3	-	-				1		3

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK4DSCJMC202				
Course Title	Media Entrepreneurship				
Type of Course	DSC - Discipline Specific Core				
Semester	IV				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Understanding of basic business concepts and principles. 2. Familiarity with media landscape and industry trends. 3. Knowledge of marketing strategies and practices. 4. Interest in entrepreneurship and innovation in media.				
Course Summary	The media entrepreneurship course will provide the knowledge and skills to the students to become an entrepreneur and student will understand the process of business and preparing business plan and the process of execution. The course then delves into the specific context of media entrepreneurship, covering management strategies for different media institutions and emerging media ecosystems.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to entrepreneurship		12
	1	Meaning, definition and concept of entrepreneurship	
	2	Characteristics and qualities of entrepreneur	
	3	Different types of entrepreneurs and management	
	4	Factors that affecting entrepreneurship development	
II	Media entrepreneurship		12
	5	Management of media institutions-print,TV,Radio,Digital	
	6	New media outlets and Emerging media eco system	
	7	Media start ups and succcessfull models of media business	
	8	Business and marketing – media buying and selling	
III	Media business and ownership		12
	9	Understanding media business dynamics-possibilities and challenges in media business (print,radio,tv,new media)	
	10	Ethical and privacy issues in media business	
	11	Effects of globalisation on media business	
	12	Ownership patterns and proprietorship in india	
	13	Media conglomerates, transnational companies, vertical ownership and joint ventures	
IV	Media entrepreneurial process		12
	18	Business plans – creation and implementation	
	19	Organisational structure and functions of various media departments	
	20	Revenue generation and market analysis- sales and promotion	
	21	New product launching and licensing	
	22	Regulatory bodies/ apex bodies – DAVP,PCI,INS,NRS,ABC,TRAI,NBA	
V	Media entrepreneurship practices		12
	23	Make a PowerPoint presentation on Business plan and revenue generation strategies of television Programme of your choice.	
	24	Make an interview with successful media entrepreneur.	
	25		

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Student are able to understand the concepts and principles of entrepreneurship	U	PSO-1,2
CO-2	Students will understand the role and importance of media entrepreneurship	R, U	PSO-2,3
CO-3	Students are able to understand the significance of media management and types of ownership and proprietorship along with ethical concerns	An	PSO-3
CO-4	Students will understand the entrepreneurial challenges on establishing new business and there marketing strategies.	Ap,C	PSO-4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1				F, C		
2				P		
3				P		
4				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	-	-	-	-	3	1				
CO 2		1	2	-	-	-	2	1				
CO 3	-	-	1	-	-	-					1	
CO 4	-	-		3	-	-			3		2	
CO 5	-		-	-	-	-						
CO 6	-	-	-		-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK4DSCJMC203 Technical Writing

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK4DSCJMC203				
Course Title	Technical Writing				
Type of Course	DSC - Discipline Specific Core				
Semester	IV				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Proficiency in written communication. 2. Basic understanding of technical concepts. 3. Familiarity with digital tools and platforms.				
Course Summary	Technical Writing covers the principles of technical writing, including planning, organization, and editing of technical documents. Students learn to write for different platforms such as websites, social media, and e-learning projects, and develop skills in visual communication and ethical practices. The course also explores translation practices, including transcreation and adaptation of content, and includes hands-on projects to create blogs and technical documents for real-world applications.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Technical Writing		12
	1	Role of a Technical Writer - Principles of Technical Writing	
	2	Difference between technical writing and other forms of writing, Styles in technical writing	
	3	Planning and organizing technical documents, Components of technical documents	
	4	The technical editing process - Editing for accuracy of technical details, language style and usage - On-line editing process and software.	
II	Writing for Various platforms		12
	5	Writing and managing content for websites, and social media	
	6	Content Writing for Science, Health, Education, cooperate organizations	
	7	Writing content for e-learning projects, outsourcing technical writing.	
	8	Writing for specific platforms (software documentation, technical reports, user manuals)	
III	Visual Communication Strategies and Ethical Practices		12
	9	Working with Images and Illustrations, Creating Infographics	
	10	Importance of visuals in technical documents, Integrating visuals with text in technical documents,	
	11	Types of visuals used in technical writing (diagrams, charts, graphs, illustrations etc)	
	12	Addressing ethical dilemmas in technical communication	
IV	Translation Practices		12
	13	Translation and Transcreation (English and Malayalam Content)	
	14	Translating Advertisements & press releases	
	15	Translation agencies in India	
V	Practicum		12
	16	Create a blog on a specific topic and publish content	
	17	Design a technical document: Create a user manual or instructional guide that provides clear and comprehensive instructions for using the chosen product or system effectively.	

Reference

1. Aidoo, J. (2009). *Effective Technical Writing and Publication Techniques: A guide for Technical Writers, Engineers and Technical Communicators*. Matador.
2. Alred, G. J., Brusaw, C. T., & Oliu, W. E. (2008). *Handbook of Technical Writing*. Sage Publications
3. Haile, J.M. (2001). *Technical style: Technical Writing in a Digital Age*. Macatea Productions.
4. Harty, K. J. (2007). *Strategies for Business and Technical Writing (2nd ed)*. Pearson Education.
5. Lipson, C., & Day, M. (2002). *Technical Communication and the World Wide Web*. Mahwah: Lawrence Erlbaum Associates Inc.
6. Pfeiffer, W. S. (1997). *Technical Writing: A Practical Approach (3rd ed.)*. Englewood Cliffs: Prentice-Hall.
7. Samson, D. C. (1993). *Editing Technical Writing*. Oxford University Press.
8. Sides, C. H. (1999). *How to Write and Present Technical Information (9th ed)*. Cambridge University Press.
- 9.

Suggested Readings

1. Johnson-Sheehan, R., & Paine, C. (2018). *Writing Today (4th ed.)*. Pearson.
2. Markel, M., & Selber, S. (2018). *Technical Communication (12th ed.)*. Bedford/St. Martin's.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To write tightly, clearly and colorfully for the digital media.	U	PSO-1,2
CO-2	To create content for the digital media Create learning designs that maximize retention and behavioral transfer	R, U	
CO-3	To adapt design strategies for different types of content	U, C	
CO-4	To train technical and specific job-oriented writing skills for the digital ecosystem.	U, C	

R-Remember, U-Understand, Ap-Applied, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK4DSEJMC200 Film Appreciation

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK4DSEJMC200				
Course Title	Film Appreciation				
Type of Course	DSE - Discipline-specific Elective				
Semester	IV				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Interest in Film as a medium of entertainment. 2. Reading about film and associated literature.				
Course Summary	<i>Film Appreciation</i> introduces students to the artistic and technical aspects of cinema. The course examining cinema as an art form, tracing its evolution and influences from other art forms. The course delves into various film genres and narrative structures, considering how technological advancements have shaped contemporary cinema.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I,II	Cinema as an Art form		12
	1	Visual and visuality	
	2	Cinema as a visual art form	
		History	12
	3	Evolution and transition from visual recording to artistic story telling	
	4	Influences of other art forms on Cinema	
III	Film Grammar		12
	5	Fundamentals and development of film grammar	
	6	Age of Film Studios	
	7	Avant garde film making	
	8	Hollywood and commercialisation of films	
IV	Story telling		12
	9	Film Genres	
	10	Types of narratives	
	11	Technological changes and its effect on story telling	

	12	Current trends in Cinema	
V	Writing about Films		12
	13	Reviewing films	
	14	Writing Film Appreciation	
	15	Writing Assignments on Selected movies	

References

1. Dix, A. (2016). *Beginning film studies*. Beginnings.
2. Mast, G. (1976). *A short history of the movies*. Bobbs-Merrill Company.
3. Berger, A. A. (1998). *Seeing is Believing: An Introduction to Visual Communication*. McGraw-Hill Humanities, Social Sciences & World Languages.
4. Arnheim, R. (1957). *Film as art*. Univ of California Press.

Suggested Readings

1. Susan Hayward (2005), *Cinema Studies: Key Concepts*, London, Routledge
2. Bill Nichols (1976), *Movies and Methods*, Los Angeles, University of California Press
3. Joseph V. Mascelli (1965), *The Five C's of Cinematography*, Los Angeles, Silman James Press
4. Bruce Mamer, *Film Production Technique*, New York, Thomas Wadsworth
5. Bernard F. Dick (1978), *Anatomy of Films*, New York, St. Martin's Press
6. Louis G. (2004), *Understanding Movies*, New York, Simon & Schuster Co.
7. Badwen, Liz-Anne (1976), *Oxford Companion to Film*, New York, OUP
8. Paul Rotha & Richard Griffith (1960), *Film Till Now*, New York, T-Wayne
9. Gerald Mast (1979), *The Comic Mind: Comedy and the Movies*, Chicago, University of Chicago Press

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the language and grammar of cinema	U	PSO-1
CO-2	Understand the different stages of technological developments in Cinema	R, U	PSO-1
CO-3	Identify different genres of cinema	U	PSO-3
CO-4	Learn how to write film appreciation	Ap	PSO-4,5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Familiarise the evolution of Cinema	PO-1, 2, PSO-1	U	F, C	L	
2	Familiarise the history of Indian	PO-1, 2, PSO-1	R, U	P	L	

	and Malayalam Cinema					
3	Understand the different stages of film production	PSO-3	U	P	L	
4	Learn to write Film appreciation	PSO-4,5	Ap	P		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3						1		3			3
CO 2	3						2		2			2
CO 3		2	3						2			3
CO 4				3	3	3		2	3			3
CO 5												
CO 6												

Correlation Levels

Assessment Rubrics

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK4SECJMC200				
Course Title	Visual Design				
Type of Course	SEC - Skill Enhancement Course				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of design principles and visual aesthetics. 2. Familiarity with graphic design software and tools. 3. Knowledge of typography fundamentals. 4. Interest in user experience (UX) and user interface (UI) design concepts.. 				
Course Summary	<i>Visual Design</i> offers an exploration of design principles, techniques, visual perception and design elements. Students learn about typography, common design software, composition theories, colour theory, and layout design principles.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Visual Design		15
	1	Understanding Visual Perception	
	2	Elements and Principles of Design	
	3	Understanding Typography	
	4	Overview of Design Software & SaaS	
II	Composition and Layout		15
	5	Colour Theory, Systems and Application	
	6	Composition Theories and Techniques	
	7	Layout Design Principles	
	8	Image and Text Integration	
	9	Introduction to Design Thinking	
	10	Visual Identity and Branding	
	11	Information Design and Infographics	
	12	Designing for Different Media	
III	Fundamentals of UI & UX Design		15
	14	Introduction to UI & UX Design	
	15	Principles of Interaction Design	
	16	Visual Design for UI	
	17	Design Systems and Style Guides	
	18	Emerging Trends in UI/UX Design	
IV	Practical		15
	19	Design a brand identity for a fictional company.	
	20	Create an infographic.	
	21	Design a poster/flyer for an event in college.	

Reference

1. Daniel Raposo, Design, Visual Communication and Branding, Cambridge Social Publishing
2. Stephanie B. Wilkerson, 10 Steps to Creating an Infographic: A Practical Guide for Non-designers, Magnolia Consulting, USA

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand fundamental principles of visual design	U	1, 2, 7
CO-2	Demonstrate proficiency in typography, layout, and color theory.	R, U	2, 7
CO-3	Apply composition and visual problem solving techniques.	An, Ap	2, 5
CO-4	Create visually compelling designs that effectively communicate intended messages	An, Ap, C	2, 4, 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1			U	F, C	L	
2			R, U	C, P	T	
3			An, Ap	P		P
4			An, Ap, C	P, M		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	2	1	2	1	1	2	2	2	2	1	1	1	1	2	1
CO2	2	3	1	2	1	1	2	2	2	3	2	2	1	1	3	1
CO3	2	3	1	2	2	1	2	2	2	3	3	2	1	1	3	1 b
CO4	2	3	2	3	2	2	1	3	3	3	3	3	2	2	2	2

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓

UK4VACJMC200 Environmental Journalism

3 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK4VACJMC200				
Course Title	Environmental Journalism				
Type of Course	VAC – Value Added Course				
Semester	IV				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of environmental science concepts and terminology. 2. Familiarity with journalism principles and practices. 3. Interest in environmental issues and sustainability. 				
Course Summary	To develop understanding about environment and passion for sustainable development. Nurture journalistic skills for environmental protection and knowledge about story telling acumen focussing on environment. Students also learn about the impact of human activities on the environment and explore various journalistic formats for reporting on environmental issues.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Key concepts of environment science		15
	1	Environment-Definition-Scope and Importance-Protection-Conservation-Public Awareness about environment studies	
	2	Natural Resources	
	3	Equitable use of resources for sustainable development- Impact of modern agricultural practices-water and salinity-Energy resources -use of alternative sources of energy.	
	4	Land resources-Problems of land degradation, Landslides, Soil erosion, Desertification. Environmental pollution air, water, soil, sea, noise, thermal and nuclear hazards.	

II	Ecosystem, biodiversity and conservation		15
	5	Biodiversity-conservation-threats-issues in India.	
	6	Waste Management-Disaster management	
	7	Climate change-Sustainable development initiatives	
	8	Environmental protection Act and rules in India., environmental policy, role of information technology in environment and human health.	
9	International organisations-UNEP-IPCC-UNFCCC-WMO-GEF-GCF-UNDP-CBD-World Bank Group		
III	Environmental Journalism		15
	10	Media and environment-report writing based on environment-positive environmental changes-shaping public opinion –coverage of environmental issues-Role of environmental journalists	
	11	Various journalistic formats for story telling-articles-reports-feature stories-documentaries-multimedia content-data visualisations	
	12	Mongabay-solutions based journalism-environmental influencers-	
		Environment movements in India	
IV	Practicum		15
	13	Visit environmental resources to document	
	14	Detailed analysis on “Down to Earth”	

Assignments

1. Visit any area to document environmental resources-rivers/forest/grasslands/waterbodies
2. Prepare a detailed report about a polluted site or environmental issues or prepare a detailed analysis based on the magazine: “Down to Earth”
2. Present a study about the ecosystem on social media platforms and submit analytics of audience engagement.

List of Environmental Journalists for Reference

P Sainath-Bahar Dutt-Rohini Mohan-Meera Sreenivasan.

List of Environmental movements in India for Reference

Chipko movement-NBA-Save Silent Valley Movement-Bhopal Gas Tragedy Protest - Appiko Movement-Ganga Action Plan-Jai Satyagraha.

Important Environmental movements across the world for Reference

Greenpeace, Extinction Rebellion (XR), Fridays for Future, 350.org, The Sierra Club, The Conservation Movement

Reference

1. Anders Hansen and David Machin Environmental Communication and the Public Sphere-SAGE publications
3. David L Markham Environmental Journalism- Rutledge publishers
4. Robert Cox and Phaedra C Pezzullo: Environmental Communication and the Public Sphere – SAGE Publications.
5. Barucha E The Bio Diversity of India Ahmedabad: Mapin Publishing 2000
6. Kasturi Rangan Report Kozhikode: Info Friend Publications,2013

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the key concepts in environmental science	U	PSO-1
CO-2	Explain the interrelationships between environmental factors, human activities and ecosystems, and their implications for biodiversity.	R, U	PSO-2,3,7
CO-3	Identify and utilize resources for sustainable developments	R, U	PSO-5,6,7
CO-4	Analyse environment journalism principles from multiple perspective	R, U, Ap, An, E, C	PSO-8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C	L	
				P	L	P
					L	
					L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	2	-	-	-				2		
CO 2	2	3	-	1	-	-			1			
CO 3	-	-	1	-	-	-					3	
CO 4	-	-	2	3	-	-			1			1
CO 5	-	1	-	-	-	-				2		
CO 6	-	-	-	3	-	-				2		

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK4VACJMC201 Inclusivity and Media Practices

3 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK4VACJMC201				
Course Title	Inclusivity and Media Practicesw				
Type of Course	VAC - Value Added Course				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1	-	4- hours
Pre-requisites	1. General understanding on media 2. Media Literacy Skills				
Course Summary	Inclusive Media Practices is a comprehensive course that explores the principles, challenges, and strategies for promoting diversity, equity, and inclusion in media content and communication processes. Through theoretical discussions, case studies, practical assignments, and critical analysis, students will examine the importance of representation, accessibility, and cultural sensitivity in media production and consumption. The course will empower students to develop inclusive media practices that amplify diverse voices, challenge stereotypes, and foster social justice.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Concept of diversity and identity formation		15
	1	Concepts of diversity, identity, equity and inclusion	
	2	Gender Identities, orientations and Communities	
	3	Diversity of race, ethnicity, Intersectionality and plurality; Migrants and immigrants	
	4	Problematising the concerns of disability; Gerontology-definition, Ageism as a	

		concept- -Biological -psychological & social ageing, Constitutional Provisions & Policies for Older Adults in India	
II	Diversity and Representation in Media Content		15
	5	Concept of media representation and its influence on shaping societal attitudes and perceptions	
	6	Representation of diverse identities (race, ethnicity, gender, sexuality, ability, migrants, immigrants etc.) in media content	
	7	Media literacy; Assessment strategies for media content	
	8	Intersectionality and Representation of women in media (Brief history of early women movements in India)	
	9	Case studies and current discussions related to inclusive language	
III	Idea of inclusion and strategies for inclusion in Media		15
	10	Understanding the importance of inclusive media practices; Media activism; systematic approaches for diversity, equity, and inclusion in media policies, practices, and representations	
	11	Inclusive Storytelling Techniques;	
	12	Casting and Talent Management; best practices for Addressing stereotypes and biases in casting decisions	
	13	Creating accessible media content (e.g., closed captions, audio descriptions)	
	14	Vocabulary for inclusive media content; Inclusive language guidelines- National and International (United Nations Disability Inclusion Language Guidelines, UN Guidelines for gender-inclusive language, UNDHR, Supreme Court legislations)	
IV	Practicum		15
	15	Inclusive Content Creation Project: Develop and produce a multimedia project (e.g., video, podcast, article) that showcases diverse voices and perspectives on a social issue or topic.	
	16	Media Representation Analysis: Analyze the representation of a specific identity (e.g., race, gender, disability) in a selection of media content and assess its inclusivity and accuracy.	
	17	Visit to an Old Age Home and prepare a report	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the importance of diversity, equity, and inclusion in media representation and communication	R, U	6, 7, 8, 3
CO-2	Analyze the impact of media stereotypes, biases, and underrepresentation on marginalized communities.	U, An	1, 3, 6, 8
CO-3	Develop media literacy skills to critically evaluate media content for its inclusivity and representation of diversity.	E	1, 2, 5, 8
CO-4	Apply inclusive media practices in content creation, production, and distribution across various media platforms.	Ap, C	2, 3, 1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Inclusive Media Practices

Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the importance of diversity, equity, and inclusion in media representation and communication	PSO: 6, 7, 8, 3 PO: 1, 5, 8	R, U	F, C	L	-
2	Analyze the impact of media stereotypes, biases, and underrepresentation on marginalized communities.	PSO: 1, 3, 6, 8 PO: 1, 5, 8, 2	U, An	P	L	-
3	Develop media literacy skills to critically evaluate media content for its inclusivity and representation of diversity.	PSO: 1, 2, 5, 8 PO: 6, 5, 4, 3	E	P	L, T	P
4	Apply inclusive media practices in content creation, production, and distribution across various media platforms.	PSO: 2, 3, 1 PO: 3, 4, 6	Ap, C	P	T	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8
CO 1	3	-	-	-	1	-	-	3	-	-	1	-	-	3	3	2
CO 2	3	1	-	-	1	-	-	3	2	-	1	-	-	3	-	2
CO 3	-	-	2	1	1	3	-	-	2	2	-	-	1	-	-	3
CO 4	-	-	3	2	-	2	-	-	-	3	-	2	-	-	-	1

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓			✓
CO 4		✓	✓	

Reference

1. Cottle, S. (Ed.). (2006). *Ethnic Minorities and the Media: Changing Cultural Boundaries*. McGraw-Hill Education.
2. Gupta, Dipankar (1991) *Hierarchy and difference: An introduction'*, in Dipankar Gupta, (ed.), *Social Stratification*, Delhi: Oxford University Press.
3. Halder, S., & Squires, G. (Eds.). (2023). *Inclusion and Diversity: Communities and Practices Across the World*. Routledge Manohar Publishers & Distributors.
4. Mullaly R. (2003). *Structural Social Work*. Oxford University Press, Toronto.

Suggested Readings

1. Ashcroft, Bill, Gareth Griffiths, and Helen Tiffin. *Post-colonial Studies: The Key Concepts*. London: Routledge, 2007
2. Bordo, Susan. "Anorexia Nervosa: Psychopathology as the Crystallization of Culture." In *Feminism and Foucault: Reflections on Resistance*. Eds. Irene Diamond and Lee Quimby. Boston: Northeastern UP, 1988: 87-117
3. Durham, Meenakshi Gigi, and Douglas Kellner. *Media and Cultural Studies: Keywords*. Malden, MA: Blackwell, 2001.
4. Ross, K. (2006). *Women, Politics, Media: Uneasy Relations in Comparative Perspective*. SAGE Publications Ltd.
5. Zoe Morrison, (2010), *On Dignity: Social Inclusion and the politics of recognition*, Social Policy Working PaperNo.12, The Centre for Public Policy, Melbourne

UK4INTJMC200 Summer Internship

2 Credits

Summer Internship: 10 Days of continuous internship in any media firm or public or private offices where media related activities are practiced, after the second academic year of the programme during the vacation is an essential requirement for the completion of the course. The Internship Report along with certificate from media firm shall be submitted to the department.

SEMESTER - V

Discipline Specific Core (DSC)		
UK5DSCJMC300	Radio & Podcasting	4
UK5DSCJMC301	Television: Theory and Practices	4
UK5DSCJMC302	Business Journalism	4
UK5DSCJMC303	Script Writing	4
UK5DSCJMC304	Acting – Elementary Principles	4
UK5DSCJMC305	AI and Media	4
Discipline Specific Elective (DSE)		
UK5DSEJMC300	Media Management	4
UK5DSEJMC301	Multimedia Production	4
Skill Enhancement Course (SEC)		
UK5SECJMC300	Content Writing	3

UK5DSCJMC300 Radio & Podcasting

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK5DSCJMC300				
Course Title	Radio and Podcasting				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic knowledge of media production concepts and terminology. 2. Familiarity with audio recording and editing software. 3. Understanding of storytelling principles. 4. Interest in broadcasting and digital media. 				
Course Summary	<p>Radio and podcasting course offer a comprehensive exploration of radio broadcasting and podcasting, covering both theoretical concepts and practical skills. Students will learn about the history of radio, audio production techniques, storytelling for audio, and business aspects of podcasting. Through hands on projects and critical analysis, student will develop the skills needed to create produce and distribute radio shows and podcasts.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Radio Broadcasting		12
	1	History and evolution of radio as a medium	
	2	Radio broadcasting in India	
	3	Characteristics of radio as a medium	
	4	Radio programmes	

II	Sound and acoustics		12
	5	Definition of sound	
	6	Basics of Acoustics (sound waves, pitch, echo, reverb, decibel, reception of sound)	
	7	Characteristics of sound	
	8	Audio as a media tool -	
III	Sound and Studio Practices		12
	9	Writing for different radio programmes - news, talk, interview	
	10	Sound recording and production (DAW, Acoustic room, Dubbing and editing suite, Audio mixers, Sound formats, SFX, Cables and connectors)	
	11	Microphones	
	12	Audio editing softwares	
	13	Streaming platforms and Audio delivering systems	
IV	Podcasting		12
	14	Introduction to podcast (Podcasting history, Trends and Industry landscape)	
	15	Understanding podcast formats and Genres	
	16	Principles of storytelling and Narrative structure for podcasting	
	17	Exploring podcasting platforms, Hosting and distribution options	
	18	Techniques for engaging and retaining podcast audience	
V	Practicum		12
	19	Writing for different radio programmes	
	20	Radio anchoring and Presentation	
	21	10 minutes of Radio drama and interview or Podcasting Series	

Reference

1. Woessner, S. (2017). *Podcasting: The Ultimate Guide to Record, Produce, and Launch Your Podcast and Build Raving Fans*. Entrepreneur Press. ISBN: 9781599186141
2. Morris, T., Tomasi, C., & Terra, E. (2020). *Podcasting For Dummies*. For Dummies. ISBN: 9781119711819
3. Abel, J. (2015). *Out on the Wire: The Storytelling Secrets of the New Masters of Radio*. Broadway Books. ISBN: 9780385348430
4. Kern, J. (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*. University of Chicago Press. ISBN: 9780226431774
5. Nuzum, E. (2019). *Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling*. Workman Publishing. ISBN: 9781523504554
2. Herrington, J. D., & Belfiore, R. (2005). *Podcasting Hacks: Tips and Tools for Blogging Out Loud*. O'Reilly Media. ISBN: 9780596100667
3. Llinares, D., Fox, N., & Berry, R. (2018). *Podcasting: New Aural Cultures and Digital Media*. Palgrave Macmillan. ISBN: 9781138671850
4. Warren, S., & Chantler, P. (2019). *Radio: The Book*. Focal Press. ISBN: 9780240522243
5. Geoghegan, M. W., & Willenborg, G. C. (2005). *Podcast Academy: The Business Podcasting Book: Launching, Marketing, and Measuring Your Podcast*. Focal Press. ISBN: 9780240809159
6. Geoghegan, M. W. (2007). *Podcast Solutions: The Complete Guide to Audio and Video Podcasting*. Apress. ISBN: 9781590599051

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Demonstrate an understanding of the principles and theories of radio and podcasting.	U	PSO-2,2
CO-2	Develop proficiency in Audio production techniques including recording, editing and mixing.	R, U	PSO-1,2
CO-3	Gain practical experience in planning producing and distributing radio and podcasting projects	An, Ap, C	PSO-2,1
CO-4	Apply knowledge of sound and studio practices to effectively write and produce content for various radio programs.	Ap, C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	2	-	-	1	-	-	3	2	-	2	2	1	-	3	-
CO 2	1	2	-	-	-	-	-	2	1	1	2	-	-	2	2	-
CO 3	2	1	-	1	-	-	-	1	1	-	1	2	-	2	-	-
CO 4	-	-	-	-	-	-										
CO 5	-	-	-	-	-	-										
CO 6	-	-	-	-	-	-										

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK5DSCJMC301 Television: Theory and Practices

4 Credits

Discipline	Journalism and mass communication				
Course Code	UK5DSCJMC301				
Course Title	Television: Theory and Practices				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of media production concepts and terminology. 2. Familiarity with digital media tools and software. 3. Interest in television production and storytelling techniques. 4. Fundamental knowledge of camera operations and visual aesthetics. 				
Course Summary	Television production is a hands-on course that provides students with the knowledge and skills to produce high quality television content through theoretical instruction, practical exercises and hands on projects, students will learn about various aspects of television production, including pre-production, planning, camera operations, lighting, sound recording and editing. The course will prepare students for careers in television productions by providing them with a solid foundation in industry standard techniques and practices.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Television production		12
	1	Emergence of Television as a Mass Media	
		TV Newsroom structure	
		Principles of Tv News and Documentary-Digital Revolution in Video	
	4	Understanding the television production pipeline (Production stages)	

II	Writing for Television		12
	5	Television Programme Genres	
	6	Telling the story: structure and style – Concept, Treatment, Budgeting, Shot-scene-sequence-Act- PTC- Voice Over- Packaging- Panel production of News Bulletin	
	7	Fiction and Non-fiction writing-scripting for news, rundown, Script for TV shows, Two column and Three column scripting	
	8	Brain mapping and Storyboard	
III	Visual Language		12
	9	Fundamentals of camera and camera operations.	
	10	Aesthetics of visual story telling (composition, camera movements, shots, angles, colour temperature, etc)	
	11	The art of lighting techniques.-Types of lighting, lighting equipment	
	12	Digital visual grammar- CGI, Animation, Graphics, AR, VR,XR etc	
IV	Production and Post production		12
	13	Persons for Television Programme production	
	14	ENG , EFP Production, live production and Mobile production units	
	15	Studio production and acoustics (Multi cam, Single cam, PCR, cables and connectors, Physical attributes of studio floor, DAW and Audio tools, VR studio, Teleprompter etc.)	
	16	Editing techniques and Non linear editing tools	
	17	Broadcasting Techniques (File formats, Screen ratio, Resolution, Pixel, NTSC,PAL,SECAM,DTH, IP tv etc.)	
V	Practicum		12
	18	News reading and News production	
	19	Fiction or non-fiction script writing	
	20	Collaborate with a team to produce a television programme using non-linear tools	

Reference

1. Herbert Zettl. (2017). Television Production Handbook (12th Edition). Cengage Learning. ISBN: 9781305078905
2. Alten, S. (2017). Television Production (16th Edition). McGraw-Hill Education. ISBN: 9781259573546
3. Owens, J., & Millerson, G. (2013). Television Production (15th Edition). Focal Press. ISBN: 9780240522571
4. Whitmore, P. (2014). Television Production: A Classroom Approach (2nd Edition). Routledge. ISBN: 9781138902665
5. Rabiger, M. (2015). Directing the Documentary (6th Edition). Routledge. ISBN: 9781138944566
6. Hart, M. (2018). Television Production (10th Edition). Routledge. ISBN: 9781138699199
7. Stewart, C. (2016). Television Production (8th Edition). Cengage Learning. ISBN: 9781305076970
8. Edgerton, G., & Jones, J. P. (2009). The Essential HBO Reader (1st Edition). University Press of Kentucky. ISBN: 9780813125317
9. Hurbis-Cherrier, M. (2014). Voice and Vision: A Creative Approach to Narrative Film and DV Production (3rd Edition). Focal Press. ISBN: 9780415739984
10. Gore, R. (2013). Television Production (15th Edition). Goodheart-Willcox Publisher. ISBN: 9781619603473

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the key concepts and process involved in television production, including Pre-production, production and post production.	U	PSO-1,2
CO-2	Understand the techniques of visual writing to create stories and to produce and engaging television contents across different genres and formats.	R, U	
CO-3	Understanding about the aesthetics of visual language	AN	
CO4	Students have hands on proficiency in operating television production equipments including cameras, lights microphones and editing softwares	AP	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
	CO1		U	F, C	L	
	CO2		R U	C	L	
	CO3		AN		L	
	CO4		E, C, AP	M	L/T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-		2		2			2
CO 2	2		-	-	-		2		2			3
CO 3	-	2	3	-	-	-			3			3
CO 4	-	-	2	3	3	-		2	3			3
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK5DSCJMC302 Business Journalism

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK5DSCJMC302				
Course Title	Business Journalism				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of journalism principles and practices. 2. Familiarity with business concepts and terminology. 3. Interest in business news and financial markets. 				
Course Summary	<p>This course provides a basic understanding regarding major schools of modern economics, institutions of economic policies and its implementation in India, introducing global financial institutions, Indian economy, basics of budget etc. It also provides understanding about skills of a business journalist and media coverage.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Business Journalism		12
	1	Business Journalism-Definition	
	2	Business Journalism in India	
	3	Business Journalist- Qualities and role -Business Reporting and Editing	
	4	Major Business Dailies-Business Magazines-Business Channels	
	5	Business News Agencies-Business Magazines in Malayalam	
II	Financial institutions – India- Global		12
	5	Institutions of economic policies and implementation in India-Planning Commission-NITI Aayog	
	6	RBI and basics of monetary policy -Finance Commission-Ministry of Finance and Commerce	
	7	State level planning boards. Global Level Institutions	
	8	Breton Woods Institutions-G20, WTO, IMF-World Bank, ADB.	
III	Indian Economy		12
	9	Indian Economy –Five Year Plans	
	10	General Overview of Nehruvian Model-Green Revolution-Bank Nationalization in India	
	11	Control and Permit Raj-Liberalization in 90's-GDP-Demonetisation	
	12	GST-Inflation-Deflation-Stagflation-Phillips Curve-Recession-Fiscal Policy	

	13	Basics of Budget-Pre-budget session-Budget Reporting	
	14	Currency Exchange-Commodity Markets	
	15	Introduction to Stock Market-Regulatory Bodies- SEBI	
	16	Kerala Economy-An Overview-Salient Features - KIIFB	
IV	Business Journalism		12
	17	Economics-Definition	
	18	Macroeconomics-Microeconomics	
	19	Major School of Modern Economics	
	20	Classical –Neo Classical-Marxian-Keynesian-Modernist-Monetarist	
V	Practicum		12
	21	Analysis of the latest budget report published in English or Malayalam Newspapers	
	22	Preparation of a budget report for print and visual media	
	23	Analysis and review of business magazines.	

Assignments

1. Prepare a budget report for print or visual media, and the students can present it as a video clip
2. Write an analytical report on any of the major recent economic reforms in India
3. Compare and contrast business dailies/business magazines. (Review and analysis)

Reference

1. Uma Kapila: Indian Economy: Performance and Policies, Academic Foundation
2. Steve Schifferes and Richard Roberts: Financial Journalism in the 21st Century, Routledge
3. Arvind Sivaramakrishnan: Globalization, Liberalization and Policy Change: A Political Economy of India's Communication Sector, Oxford University Press
4. John Maynard Keynes, The General Theory of Employment, interest and money, Palgrave Macmillan
5. N Gregory Mankiw, Principles of Economics, Cengage Learning

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Define key terms and concepts related to economics and business journalism.	U	PSO-1
CO-2	Identify major economic institutions and its key roles nationally and globally	R, U	PSO-2,3
CO-3	Understanding basic economic theories and concepts	R, U	PSO-5
CO-4	Apply economics theories and concepts to analyze current economic trends, policies and their implications for businesses and economy. Critically assess the coverage of economic news by different media outlets	R, U, Ap, An, E, C	PSO-8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C	L	
				P	L,P	
				C,P	P	
				C,P	L,P	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	2					
CO 2	2	3	-	-	-	-	1	3				
CO 3	-	-	1	-	-	-	2		3			
CO 4	-	-	2	3	-	-	1			2		
CO 5	-	1	-	-	-	-		3			1	
CO 6	-	-	-	3	-	-		2		3		1

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Mass Communication and Journalism				
Course Code	UK5DSCJMC303				
Course Title	Script Writing				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic knowledge of communication principles and media production processes. 2. General understanding of storytelling techniques and narrative structure on Script Writing				
Course Summary	Understanding Script Writing for different Media and for practice writing the script for the industry. Students will learn fundamental principles such as narrative structure, character development, and dialogue crafting. The course covers specific techniques for each medium, including feature film scripting, stage playwriting, TV series development, and podcast writing.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Scriptwriting For Different Media		15
	1	Overview of scriptwriting for different media: film, theatre, TV, and voice. Understand the principles of scriptwriting across different media, Understanding the role of a scriptwriter	
	2	Basic elements of a script in different Media: Theme, story, premise, building a narrative arc: three-act structure, the hero's journey, and alternative structures, characters, dialogue.	
	3	Story creation and it's development, Character creation and development, Dialogue and its functions	
	4	Techniques for generating ideas and concepts, Conceptualizing ideas, , Script formats and presentation	
II	Writing For Film		12
	5	Feature film script structure: Master Scene Script, Industry-standard formatting Writing logline, Writing treatments and outlines, Scene design and pacing, Screenplay Elements: Writing scenes and sequences, Effective Dialogue and subtext, Creating compelling characters, Writing the step-outline, Use of song, dance and music in Indian mainstream film scripts , Software tools for scriptwriting. Title pages and proper pagination, Differences between short and feature-length scripts, Rewriting and Editing, the art of self-critique, Peer review and feedback, Polishing and refining the script.	
	6	Analysis and Practice: The art of adaptation, Writing the biopic, Writing true incidents, Writing from inspired works	
	7	Genre-Specific Writing, Exploring various genres: Action, Comedy, Drama, etc. Tailoring scripts to fit genre conventions, Cross-genre writing and innovation	
	8	Writing for Animation and Documentaries, Scripting for animated content Structuring documentary narratives, Research and factual accuracy, The Business of Script Writing, Understanding the market and industry needs, pitching scripts	

		and selling ideas, Legal aspects and copyright issues	
III	Writing For Theatre		12
	9	Stage play formats: Title Page, Cast of Characters (Dramatis Personae), Setting and Time, Act and Scene Headings, Dialogue, Stage Directions, Intermissions and Act/Scene Endings, The three-act structure vs. alternative structures. Basic elements of dramatic structure: exposition, conflict, climax, and resolution.	
	10	Visual storytelling in a live setting, Character Development, Creating multi-dimensional characters, Character motivations and objectives, Relationships and interactions between characters.	
	11	Dialogue and monologues, Dialogue and Stage Directions, crafting dialogue that reveals character and advances the plot, Writing effective stage directions, The balance between show and tell in a script.	
	12	The Business of Playwriting, Understanding the theatre industry. Submitting plays to theatres and competitions, protecting one's work and understanding copyright.	
IV	Writing For TV & Voice		12
	13	Structure and Style: Television genres and formats, crafting a TV series bible, Pilot episode writing, Episodic structure and season arcs, Writing for Web Series, Episodic structure and series arcs, Pilot episodes and show bibles, Writing for streaming platforms.	
	14	Audio dramas and podcast writing: Voice-over scripts for commercials and narration, Writing for Radio and Podcasts, Audio storytelling techniques, Scripting for talk shows and audio dramas, Engaging the listener through sound	
	15	Business of TV, Voice and Web series Industries: Understanding the trends in, Identifying the opportunities in the industry	
V	Writing Practices		12
	16	Develop original story ideas into structured outlines and treatments, Write a complete Script for Film or Theatre or TV Programme or Web Series of your choice and submit it, also attempt to reach the industry .	

Reference

1. Field, S. (2005). *Screenplay: The Foundations of Screenwriting*. New York, NY: Delta.
2. McKee, R. (1997). *Story: Substance, Structure, Style, and the Principles of Screenwriting*. New York, NY: HarperCollins.
3. Trottier, D. (2014). *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*. Los Angeles, CA: Silman-James Press.

Suggested Readings

1. Aronson, L. (2000). *Screenwriting Updated: New (and Conventional) Ways of Writing for the Screen*. Los Angeles, CA: Silman-James Press.
2. Flinn, D. (1999). *How Not to Write a Screenplay: 101 Common Mistakes Most Screenwriters Make*. Los Angeles, CA: Lone Eagle.
3. Hauge, M. (2017). *Writing Screenplays That Sell*. New York, NY: Bloomsbury Publishing.
4. King, S. (2000). *On Writing: A Memoir of the Craft*. New York, NY: Scribner.
5. Seger, L. (1994). *Making a Good Script Great*. Beverly Hills, CA: Samuel French.
6. Vogler, C. (2007). *The Writer's Journey: Mythic Structure for Writers*. Studio City, CA: Michael Wiese Productions.
7. Walter, R. (2007). *Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing*. New York, NY: Plume.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basics of Script Writing for different Media.	U	PSO-1,2
CO-2	Remember the script writing techniques for different Media and understand writing the script for Industries.	R, U	
CO-3	Analyse: Learn to analyse popular published scripts of different Media	Ap, An	
CO-4	Apply: Learn to practice writing the script for different Media Industries	Ap, C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	3		2					1		2	1		1		
CO 2	1	2		1				1	1		2			2	1	
CO 3	1	3		1				1	1		2	1		2	2	
CO 4	1	2		1					1		2			1		

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Assessment Rubrics

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK5DSCJMC304 Acting – Elementary Principles

4 Credits

Discipline	Mass Communication and Journalism				
Course Code	UK5DSCJMC304				
Course Title	Acting: Elementary Principles				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	200-299				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. General understanding on Acting for Film, Stage, TV and Voice 2. Interest in exploring different mediums of acting including stage, film, television, and voice 				
Course Summary	The course is designed to equip students with a comprehensive education and the skills necessary for a successful career in Acting for different Media combining theoretical knowledge with practical experience. Students learn the intricacies of acting for the camera, including screen presence, continuity, and mastering nonverbal skills. They also gain insights into audition techniques and the business aspects of the film industry.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Foundations of Acting		12
	1	Introduction to Acting, fundamental elements: Understanding the story and Your Character, Voice Projection, Scene Analysis, Rehearsal Process, Performance.	
	2	Body Language and Movement: An actor's posture, gestures, and movements, Costume and Makeup, Character analysis, Continuous Learning and Practice	
	3	Basic acting skills: movement techniques, voice, improvisation, and spatial awareness, Understanding the actor's instrument: body, voice, and mind, voice and speech, Speech clarity and diction	
	4	Genre-specific acting styles: character, story, plot and setting, Ensemble, Contemporary Acting.	
II	Acting for Film		12
	5	Acting for Camera: Understanding the frame, Continuity and screen presence, Understanding the Acting Techniques: Stanislavsky's System, The Method	
	6	Understanding the story, character, Training the body, Mastering, Nonverbal	

		Skills, Voice Control, Eye Contact, dialogue delivery, timing, performing the lives.	
	7	Basic camera terminology and on-set etiquette, understanding camera angles and shots, Eye lines and continuity, working with marks and hitting your spot	
	8	Building a character from script to screen: Rehearsing and performing scenes on camera, Improvisation and, spontaneity on camera, Understanding the industry, Audition techniques, Actor branding and marketing.	
III	Acting For Stage		12
	9	Understanding the role of the actor in theatre, Basic principles of acting and stage presence, Scene Work, Rehearsing and performing scenes.	
	10	Improvisation and Creativity, Spontaneity in performance, Voice and Speech, Techniques for voice projection and clarity, Diction and articulation exercises,	
	11	Character Development, Emotional recall and sense memory exercises, Role preparation and script analysis	
	12	Movement techniques and body awareness, Mime and physical storytelling, Understanding Theatrical Design and Production, Basics of set, costume, and lighting design, Stage management and direction.	
IV	Acting for TV And Voice		12
	13	Acting for Television: Acting Techniques for TV, Scene study and script analysis, Developing a character for episodic TV	
	14	Specialized Acting for TV Genres, Techniques for drama, comedy, and soap operas, Acting for reality TV and infomercials, Handling rehearsals and live-audience tapings	
	15	Overview of voice acting in different media: Voiceover and Dubbing, Techniques for voice acting, Character voices and narration, ADR (Automated Dialogue Replacement) and dubbing practices, Articulation, pronunciation, and diction.	
	16	Adapting voice to different character types, Interpreting and conveying emotion through voice, Improvisation and Creativity	
	17	Voice Acting for Different Genres: Techniques for commercials, animation, video games, and audiobooks, Adapting performance to the target audience.	
V	Acting Practices		12
	18	Practical Component – Character Study: Choose a character from a well-known film or Stage play TV or Voice character and deeply analyze their behavior, motivation, and background. Then, perform a monologue or scene as that character, incorporating your analysis into your performance. (Prepare a video of the performance and submit it.) OR	
	19	Physical Transformation: Portray a character that requires a significant physical transformation, either through makeup, costume, or body language, to explore the impact of appearance on performance. (Prepare a video of the performance and submit it.) OR	
	20	Prepare a video that showcase your acting skills and attempt to sent for the acting auditions for different media. (Submit the performance video)	

Reference Books

1. Adler, S. (1988). The technique of acting. Bantam Books.
2. Caine, M. (1990). Acting in film: An actor's take on movie making. Applause Theatre Book Publishers.
3. Hodge, A. (2010). Actor training (2nd ed.). Routledge. Stanislavsky Constantin (1989), An Actor Prepares, Routledge; 1st edition.
4. Stanislavski, C. (1989). An Actor Prepares. Routledge.

Suggested Readings

1. Adler, S. (2000). The Art of Acting. Applause Theatre & Cinema Books.
2. Chekhov, M. (1953). To the actor: On the technique of acting. Harper & Brothers.
3. Donnellan, D. (2005). The Actor and the Target. Nick Hern Books.
4. Hagen, U. (1973). Respect for Acting. Wiley.
5. Linklater, K. (2006). Freeing the natural voice: Imagery and art in the practice of voice and language. Drama Publishers/Quite Specific Media.
6. Meisner, S. (1987). Sanford Meisner on Acting. Vintage Books.
7. Mamet, D. (1997). True and False: Heresy and Common Sense for the Actor. Vintage Books.
8. Shurtleff, M. (1978). Audition: Everything an Actor Needs to Know to Get the Part. Walker and Company.
9. Stanislavsky C. (1948) Building a character, Theatre Art Books of New York
10. Tucker, P. (2003). Secrets of Screen Acting. Routledge.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand various aspects of Acting for different Media	U	PSO-1, 2
CO-2	Remember Acting Techniques, Understand the Contemporary acting techniques and opportunities.	R, U	
CO-3	Understand the theoretical concepts and practical skills necessary for effective acting, including character analysis, scene study, and voice control.	R, U, An	
CO-4	Learn to apply the acting skills for different Media inn practical scenarios, including rehearsals, scene work, and on-camera performances,	Ap, An	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO 6	PS O7	PS O8	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	2		2	-	-			1		1	1				
CO 2	2	3		3	-	-		1	1		3	2		1	1	
CO 3	1	2		2	-	-		1	1		1	1		1	1	
CO 4	2	3		3	-	-			1		2	1		1		

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK5DSCJMC305 AI and Media

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK5DSCJMC305				
Course Title	AI and Media				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Familiarity with technology and its impact on media. 2. Proficiency in written and verbal communication. 3. Interest in artificial intelligence (AI) and its applications in various industries. 4. Ability to analyze and critically evaluate information. 				
Course Summary	This course gives a thorough understanding about artificial intelligence, its evolution, use, effects in journalism and media. It introduces the tools and techniques for effective storytelling using AI technologies.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	AI Technology, Perception and Development		12
	1	Defining AI, Brief history	
	2	AI subfields – machine learning, deep learning, data science	
	3	Natural Language Processing, NLP in media	
	4	Computer vision in journalism, recommender system	
II	Cultural Myths and Narratives about AI		12
	5	Myths about AI, Rules of AI	
	6	AI and the self, AI and society	
	7	Reading the algorithm- analysis if AI algorithm - Toolkit for AI algorithm analysis	
III	AI and Ethics		12
	8	Human-centered AI, ethical principles, UNESCO recommendation on ethics of AI	
	9	Guidelines for journalists covering algorithms, Beyond ‘Fake News’	
	10	Malware, bad bots and information disorder, deepfakes, artificial misinformation	
	11	Mitigating AI threats to democracy	
IV	AI in newsrooms and entertainment industry		12
	12	AI transforms Journalism, AI in Newsrooms	
	13	AI in creative media industry, AI in advertising industry	
	14	AI Tools for Investigative Journalism (Dataminr, Maltego, DocumentCloud etc), AI Tools for writing (ChatGPT, AI Writer etc.), AI Tools for Editing (DeepL, Quilbot, ChatGPT etc), AI Tools for Video Editing (Openshot, Veed.IO, Magisto, Lumen etc)	
V	Practicum		12
	15	Create a presentation on the basics of AI for one of the selected target groups: a) high school students, b) upper-secondary school/ high school teachers, c) senior citizens. Select a video addressing the basics on AI and to be embedded into your article. The presentation can be a blog post, an online article or a fact sheet, according to the publication channels, needs and preferences in the classroom	
	16	Organize a seminar on Media and Information Literacy (MIL). MIL has often been introduced to tackle challenges in people dealing with malicious online content. Explore the following topics: Could media literacy, or its subarea “AI literacy”, help eliminate fraudulent uses? In which ways, and what kind of challenges are there? What kind of skills would “AI literacy” consist of?	

Assignments:

1. Create a presentation on the basics of AI for one of the selected target groups: a) high school students, b) upper-secondary school/ high school teachers, c) senior citizens. Select a video addressing the basics on AI and to be embedded into your article. The presentation can be a blog post, an online article or a fact sheet, according to the publication channels, needs and preferences in the classroom.
2. Organize a seminar on Media and Information Literacy (MIL). MIL has often been introduced to tackle challenges in people dealing with malicious online content. Explore the following topics: Could media literacy, or its subarea “AI literacy”, help eliminate fraudulent uses? In which ways, and what kind of challenges are there? What kind of skills would “AI literacy” consist of?

Reference

1. Beckett, C. (2019). New powers, new responsibilities: A global survey of journalism and artificial intelligence. Report from POLIS journalism and Society, London School of Economics (LSE). <https://www.lse.ac.uk/media-and-communications/polis/JournalismAI/The-report>
2. Bradshaw, P. (2014). Data journalism. In: Zion, K., & Craig, D. (Eds.) Ethics for digital journalists: Emerging best practices. Routledge, 202–219. <https://doi.org/10.4324/9780203702567>
3. Broussard, M. (2015). Artificial intelligence for investigative reporting. *Digital Journalism*, 3(6), 814–831.
4. Broussard, M., Diakopoulos, N., Guzman, A. L., Abebe, R., Dupagne, M., & Chuan, C.-H. (2019). Artificial intelligence and journalism. *Journalism & Mass Communication Quarterly*, 96(3), 673–95. <https://doi.org/10.1177/1077699019859901>
5. Carlson, M. (2015). The robotic reporter. *Digital Journalism*, 3(3), 416–431. Carlson, M. (2017). Automated judgment? Algorithmic judgment, news knowledge, and journalistic professionalism. *New Media & Society*, 8(4). <https://doi.org/10.1177/1461444817706684>
6. Diakopoulos, N. (2019). Automating the news: How algorithms are rewriting the media. Harvard University Press.
7. Gillespie, T. (2014). The relevance of algorithms. In: Gillespie, T., Boczkowski, P., & Foot, K. (Eds.) *Media technologies: Essays on Communication, materiality, and society*. MIT Press, 167–194. <https://doi.org/10.7551/mitpress/9780262525374.001.0001>
8. Lewis, S. C., Guzman, A. L., & Schmidt, T. R. (2019). Automation, journalism, and human–machine communication: Rethinking roles and relationships of humans and machines in news. *Digital Journalism*, 7(4), 409–427. <https://doi.org/10.1080/21670811.2019.1577147>
9. Marconi, F. (2020). *Newsmakers: Artificial intelligence and the future of journalism*. Columbia University Press. Thurman, N., Dörr, K., & Kunert, J. (2017). When reporters get hands-on with robot-writing. *Digital Journalism*, 5(10), 1240–1259.
10. Jaakkola, M (2023) Reporting on Artificial Intelligence: A Handbook for Journalism Educators, UNESCO <https://doi.org/10.58338/HSMK8605>

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand AI technologies, its evolution and application in media	U	PSO-
CO-2	Describe the ethical perspectives on AI and its effects on society	R, U	
CO-3	Identify AI's role in storytelling, newsrooms and entertainment industries.	R, U	
CO-4	Develop news stories and media content using AI tools	R, U, Ap, An, E, C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1					
CO 2	1	3	-	-	-	-		2				
CO 3	1	2	3		-	-	1		3			1
CO 4	2	2	2	3	-	-	2			3		
CO 5	1	2	3	-	-	-	1		3		3	1
CO 6	-	-	-		-	-						

Correlation Levels

Assessment Rubrics

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK5DSEJMC300				
Course Title	Media Management				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300 – 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Fundamental understanding of media landscape and communication principles. 2. Basic knowledge of business concepts and management principles. 3. Familiarity with various forms of media, including print, electronic, and digital. 4. Interest in media entrepreneurship and innovation.				
Course Summary	<i>Media Management</i> offers an inclusive overview of managing media organizations, covering management fundamentals, types of media ownership, challenges in the industry, and administration. It explores electronic and digital media management, international perspectives, and entrepreneurship in media. The course focuses business planning, innovation, and the intricacies of traditional, electronic, and digital media.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Principles of Management		12
	1	Management -definition, Process and approaches, Management Skills	
	2	Evolution of management concepts	
	3	Need for efficient media	
	4	Media in a free-market economy	
II	Overview of Media Organizations		12
	5	Types of newspaper ownership, Media Conglomerates	
	6	Characteristics of each type: Media organization	
	7	Principles of Media Management: Principles and Challenges	
	8	Challenges and problems faced by print media in India	
III	Electronic and Digital Media Management		12
	9	International Perspective: The Global Media Market place	
	10	Media Management in India-Print, Audio- Visual.	
	11	Planning and execution of Media Products	
	12	Administration and programme management in media Budget development, financial management,3M'S	
	13	Media organisation and Management- Editorial, Advertisement, circulation	
IV	Media Entrepreneurship		12
	18	Media start-ups, Media innovation: Elements and principles	
	19	Business plan for media entrepreneurship	
	20	Traditional media	
	21	Electronic media	
	22	Digital Media	
V	Practicum		12
	23	Sketch the organisational structure of different media- Newspaper, Channel, FM	
	24	Prepare a report on entry level career in media organisations (Newspaper, Channel, FM, Cinema)	
	25	Prepare a strategic plan for a media organisation to navigate ownership challenges while maintaining editorial integrity. (Use Survey, Questionnaire, methods for approaching media organisations)	

Reference

1. Wirtz, B. W. (2020). *Media Management: Strategy, Business Models and Case Studies*. Germany: Springer International Publishing.
2. Küng, L. (2008). *Strategic Management in the Media: From Theory to practice*. <https://doi.org/10.4135/9781446280003>
3. Shao, W. (2016). Alan B. Albarran, Media management and economics research in a transmedia environment. *Communication Research and Practice*, 2(1), 112–114. <https://doi.org/10.1080/22041451.2016.1155343>
4. *Managing Media Firms and Industries: What's So Special About Media Management?*. (2015). Germany: Springer International Publishing.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To familiarize Memorize the evolution of management concepts and their relevance in the contemporary media landscape	U	PSO-1,2
CO-2	To acquaint with business challenges and to tackle them in media organizations.	R, U	
CO-3	Design strategies for effective media organization and management, considering editorial, advertisement, and circulation aspects across different media platforms.	C	
CO-4	Understand the different types of media ownership and conglomerates, along with their characteristics.	U	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK5DSEJMC301 Multimedia Production

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK5DSEJMC301				
Course Title	Multimedia Production				
Type of Course	DSC - Discipline Specific Core				
Semester	V				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	<ol style="list-style-type: none">1. Basic understanding of digital communication concepts.2. Familiarity with computer operations and software usage.3. Understanding of audio and video editing fundamentals.4. Familiarity with different file formats for multimedia content.5. Awareness of multimedia platforms and their applications.6. Interest in multimedia storytelling and content creation.				
Course Summary	This course introduces students to the principles, techniques, and tools involved in multimedia production. Through a combination of theoretical concepts and practical hands-on experience, students will explore various aspects of multimedia creation, including digital graphics, audio production, video editing, and interactive media development. Students will have gained a comprehensive understanding of multimedia production techniques and will be equipped with the skills necessary to create engaging and dynamic multimedia presentations across various platforms and mediums.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Multimedia		12
	1	Introduction to multimedia-Definition and concept- Features of multimedia.	
	2	Evolution of multimedia technologies, The role of multimedia in digital communication and content creation.	
	3	Multimedia elements: Text, Images, Audio, Video and Animation. Concept of plain and formatted text, RTF and HTML texts.	
	4	Media convergence- Digital technologies and their role in media convergence: Content Creation, Convergence Device, Interactivity, etc.	
II	Sound and Video in Multimedia		12
	5	Importance of sound in multimedia - Sound and its Attributes: Tone, Intensity, frequency, wavelength, pitch.	
	6	Mono V/s Stereo sound, Effects in sound, Analog v/s Digital sound, Overview of various sound file formats: WAV, MP3, etc. Understanding Sound Editing Software such as Adobe Audition, Pro tools, Sound Forge	
	7	Importance of Video and Animation in multimedia- Impact of Video -Analog and Digital video- Basic video standards such as PAL, NTSC, IPTV- video file formats such as MPEG, MP4, AVI etc.	
	8	Basics of Animation: 2D and 3D, Understanding Video editing software such as Adobe Premiere Pro, Final cut pro, Avid, Davinci Resolve, Sony Vegas Pro	
III	Graphics in Multimedia		12
	9	Introduction to graphics in multimedia- Basics of designing: line, shape, color, texture, space - Designing principles: balance, contrast, emphasis, rhythm, unity, and proportion	
	10	Raster and Vector Graphics- Various file formats: JPEG, PNG, GIF (raster), PDF (vector)	
	11	Graphic editing Software: Adobe Photoshop, Illustrator etc - Power point as a tool for multimedia presentation. Fonts and Typography	
	12	Multimedia Story Telling- Creating graphics for Web and Print. Considerations for web graphics: Resolution, File formats, Compression, and Optimization – Principles of Print design: DPI(Dots per inch), Colour modes (CMYK, RGB), Bleed, and Margins.	
	13	Advancements of Artificial Intelligence(AI) designing platforms- AI applications	
IV	Multimedia as an Interactive Media		12
	18	Application and the future of multimedia - Multimedia in industries: Education, Entertainment, Journalism etc.	
	19	Multimedia as Entertainment and Education: Podcast, Audio books, Vlogs (video blogs), Webinars, Radio Show, Live Streaming, Interviews, Tutorials (presented in audio or video formats), Virtual Events.	
	20	Mobile phone as a powerful tool in the realm of multimedia production: Filming (production and post-production) – Gaming - Learning – Entertainment – Updation of the new information through Social Media Platform.	
V	Practicum		12
	23	Mobile Phone Filming: Integration of Audio and Visual elements simultaneously constitutes a multimedia experience among the students. (Podcast, Interviews, Short film, Documentary, Film, Designing, Art works)	
	24	Multimedia Presentation: Assign multimedia presentations where students can	

		use a combination of text, images, audio, and video to convey information. Encourage students to incorporate multimedia elements that enhance the clarity and impact of their presentations.	
	25	Creating and presenting a multimedia portfolio showcasing skills learned throughout the course.	

Reference

1. Shuman, E., & Haines, V. (2014). *Multimedia Storytelling for Digital Communicators in a Multiplatform World*. Routledge. ISBN: 9780415730257
2. Tay Vaughan, T. (2014). *Multimedia: Making It Work (Ninth Edition)*. McGraw-Hill Education. ISBN: 9780071832885
3. Focal Press. (2014). *Multimedia Foundations: Core Concepts for Digital Design (Second Edition)*. A.K. Peters/CRC Press. ISBN: 9780415740034
5. Salzman, M. C., & Dillman, T. (2019). *Digital Media: Transformations in Human Communication (Third Edition)*. Peter Lang Inc., International Academic Publishers. ISBN: 9781433150454
6. Venkatesh, A. (2015). *Multimedia Communications: Directions and Innovations (Second Edition)*. CRC Press. ISBN: 9781482244837
7. Reisman, S. (2018). *Introduction to Multimedia Systems*. Springer. ISBN: 9783319951820
8. Beal, V. (2019). *Producing for Web 2.0: A Student Guide*. Routledge. ISBN: 9781138226077
9. Valencic, Z. (2016). *Multimedia Production and Rich-Media Content Management: A Guide for Professionals in Corporate, Government, and Institutional Sectors*. CRC Press. ISBN: 9781498748201
10. Horton, W. (2011). *The Web Designer's Guide to Multimedia: Creating a More Effective Web Site*. Addison-Wesley Professional. ISBN: 9780321719918
11. Bennett, W. L., & Kendall, K. E. (2011). *The Civic Organization and the Digital Citizen: Communicating Engagement in a Networked Age*. Oxford University Press. ISBN: 9780199779948

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the key concepts and process of Multimedia.	U	PSO-1,2
CO-2	Understand the basic techniques of video and sound in multimedia	R, U	
CO-3	This program focus on developing students' technical skills, creative abilities, critical thinking skills, and professionalism in the field of multimedia production.	AP, AN	
CO-4	Understanding the Application Level of Multimedia	E, C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
	CO1		U	F, C	L	
	CO2		R, U	P	L	
	CO3		AP, AN	C	L/T	
	CO4		E, C	M	L/T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	3	-	2	2	-	-	2	-	1	2	1	-	2	3	-
CO 2	-	1	-	3	1	-	-	2	1	-	2	1	-	2	2	-
CO 3	2	3	2	3	2	-	-	2	-	-	3	1	-	3	2	-
CO 4	-	2	-	3	2	-	-	2	1	1	2	1	-	2	2	-

Correlation Levels

Assessment Rubrics

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK5SECJMC300				
Course Title	Content Writing				
Type of Course	SEC - Skill Enhancement Course				
Semester	V				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3hours	1		4
Pre-requisites	1. Basic computer knowledge 2. Flair for writing and storytelling				
Course Summary	This course is designed to provide students with advanced skills and techniques in content writing across various mediums. Through a combination of lectures, workshops, and hands-on assignments, students will learn how to create high-quality, engaging content that resonates with target audiences and achieves specific communication objectives.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Basics of Content Writing		15
	1	Content writing- basic concepts and significance	
	2	Exploring different types of content (web articles, blog posts, social media, etc.)	
	3	Skills and qualities required for content writing professionals	
	4	Career in content writing; understanding opportunities and challenges in the field of content writing	
II	Processes and Principles of content writing		15
	5	Fundamentals of writing; principles of language, grammar, clarity, coherence, and conciseness in writing	
	6	Crafting Compelling Content; storytelling techniques, tailoring content to specific audience needs and preferences	
	7	Importance of research; techniques, tools and practices	
	8	Ethics in content writing; Copyright and plagiarism issues in digital content; introduction to plagiarism checking tools	
III	Tools and Strategies for web content		15
	9	Introduction to content writing tools (editing, publishing and CMS tools)	
	10	Understanding technical aspects; website structure, site speed, and mobile optimization	
	11	Understanding the importance of SEO and keyword research in content planning	
	12	Importance of internal linking and anchor text	
	13	Optimizing content for search engines and readability	
IV	Practicum		15
	18	Write a well-structured blog post optimised for SEO by incorporating relevant keywords and meta tags.	
	19	Assignment: Write a reflection on ethical dilemmas in content writing and propose solutions	

Reference

1. Feldar, Lynda. *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*. New Riders, CA, USA. ISBN-13: 978-0321794437, ISBN10: 9780321794437.
2. James, Anthony. *Blog Writing : The Content Creation Blueprint*. Amazon digital services LLDKDP print US, 2018.
3. Jones, Colleen. *Clout: The Art and Science of Influential Web Content*. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010
4. Redish, Janice. *Letting Go Of The Words : Writing Web Content That Works*. Morgan Kaufmann. ISBN: 0123859301.
5. Robinson Joseph. *Content Writing Step-by-step*. Amazon digital services LLC--KDP print US, 2020. ISBN: 9798603871929.
6. Williams, Andy. *How To Write Great Website Content in 2019*. Independently published. ISBN: 1731384467.

Suggested Reading

1. Harrigan, J. T. (1993). *The editorial eye*. St. Martin's Press.
2. Menon, S. (2009). *Freelance Writing for the 'Newbie' Writer*. Unicorn Books.
3. Parker, E. (2015). *How to Start Content Writing for Websites and Build a Full Time Career*.
4. Robinson Joseph. *Content Writing Step-by-step*. Amazon digital services LLC--KDP print US, 2020. ISBN: 9798603871929.
5. Williams, Andy. *How To Write Great Website Content in 2019*. Independently published. ISBN: 1731384467.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamentals of content writing, including tone, style, and voice	R, U	PSO 1, 5, 2
CO-2	Develop proficiency in writing for different mediums, such as web content, blogs, and social media.	U	PSO 1, 2, 4
CO-3	Learn techniques for generating ideas and organizing content effectively	Ap	PSO 1, 2, 4
CO-4	Gain insight into search engine optimization (SEO) principles and apply them to improve content visibility.	A, Ap, C	PSO 1, 2, 4, 8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the fundamentals of content writing, including tone, style, and voice	PSO 1, 5, 2 PO 1, 6, 7	R, U	F, C	L	

CO-2	Develop proficiency in writing for different mediums, such as web content, blogs, and social media.	PSO 1, 2, 4 PO 3, 6, 7	U	P	L, T	P
CO-3	Learn techniques for generating ideas and organizing content effectively	PSO 1, 2, 4 PO 1, 3, 6, 7	Ap	P, M	L	P
CO-4	Gain insight into search engine optimization (SEO) principles and apply them to improve content visibility.	PSO 1, 2, 4, 8 PO 1, 6, 7	A, Ap, C	P, M	T	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8
CO 1	1	-	-	-	-	3	1	-	2	1	-	-	2	-	-	-
CO 2	-	-	3	-	-	2	1	-	1	3	-	2	-	-	-	-
CO 3	3	-	3	-	-	2	1	-	1	3	-	2	-	-	-	-
CO 4	1	-	-	-	-	2	3	-	1	3	-	1	-	-	-	1

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

SEMESTER - VI

Discipline Specific Core (DSC)		
UK6DSCJMC300	Public Relations & Corporate Communication	4
UK6DSCJMC301	Advertising Practices	4
UK6DSCJMC302	Media Laws & Ethics	4
UK6DSCJMC303	Documentary Film	4
UK6DSCJMC304	Web Designing for Media	4
UK6DSCJMC305	Political Communication	4
Discipline Specific Elective (DSE)		
UK6DSEJMC300	Visual Arts Merchandising	4
UK6DSEJMC301	Data Journalism	4
Skill Enhancement Course (SEC)		
UK6SECJMC300	Digital Story Telling	3

UK6DSCJMC300 Public Relations & Corporate Communication

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK6DSCJMC300				
Course Title	Public Relations & Corporate Communication				
Type of Course	DSC - Discipline Specific Core				
Semester	VI				
Academic Level	300 – 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of communication principles. 2. Interest in public relations, marketing, or corporate communication. 3. Ability to analyze and interpret information effectively. 4. Basic knowledge of organizational behaviour and management concepts. 				
Course Summary	<p>This course delves into the fundamentals of Public Relations (PR) and Corporate Communication, exploring their origins, principles, tools, and practices. It covers key topics such as the evolution of PR, the role of PR agencies, strategies for managing public opinion, crisis communication, and the significance of corporate communication in maintaining organizational reputation. Students will gain insights into various PR tools and methods, including media relations and digital media.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Public relations		12
	1	Public relations-origin and development of PR	
	2	Objectives and functions of PR-process, Responsibilities.	
	3	Qualities of PRO, PR codes of ethics	
	4	Key personalities: Ivy Lee, Edward L Burney's, Paul Garret	
II	Principles of PR		12
	5	Public opinion, Governors of opinion	
	6	PR Agency: IPRA, PRSI, IPRD, PIB	
	7	Propaganda, Publicity, advertising, campaign, lobbying, spin doctoring	
	8	Elements of PR-Human relations, Empathy, Persuasion, Dialogue	

III	PR tools and methods		12
	9	Crisis Management	
	10	Organisational setup of PR agency	
	11	Media relations	
	12	Transitional analysis, PR Wheel	
13	Internal and External tools-House Journals, Bulleting board, audio-visual aids, digital media		
IV	Corporate Communication		12
	14	Definition and scope of Corporate Communication	
	15	Concepts and practices of Corporate Communication	
	16	Functions of Corporate Communication, Corporate Social Responsibility	
	17	Tools of Corporate communication	
18	Key concepts: corporate personality, corporate identity, corporate image, corporate reputation and brands		
V	Practicum		12
	19	Design a detailed PR Campaign	
	20	Students are asked to conduct an interview with PR professionals	
	21	Draft a Press Release	

Reference

1. Fernandez, J. (2004). Corporate Communications: A 21st Century Primer. India: SAGE Publications.
2. Cutlip, S. M., Center, A. H., Broom, G. M. (2000). Effective Public Relations. United Kingdom: Prentice Hall.
3. Theaker, A. (2004). The Public Relations Handbook. United Kingdom: Routledge.
4. C. S. Rayadu and K. R. Balan (2014), Principles of Public Relations, Himalaya Publishing House
5. B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand PR and corporate communications	U	PSO-1,2
CO-2	Prepare PR contents and press releases	C, U	
CO-3	Apply basic ethics and laws of PR	Ap	
CO-4	Identify the functions of Corporate Communication, Corporate Social Responsibility	An	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK6DSCJMC301				
Course Title	Advertising Practices				
Type of Course	DSC - Discipline Specific Core				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic understanding of marketing concepts. 2. Familiarity with media platforms and advertising channels. 3. Interest in advertising, branding, or marketing strategies. 4. Awareness of current advertising trends and industry developments.				
Course Summary	Advertising is a disciplinary specific core course designed to provide an in-depth exploration of advertising strategies and creative concepts and campaign development. Students will learn to analyse target audiences, craft persuasive messages and its execution across various media platforms.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to advertising		12
	1	Definition, history of advertisement: origin and early forms	
	2	Functions of advertising- aspects of advertising: economical, sociological, psychological.	
	3	Advertising as a form of communication: Subliminal -Surrogate advertising	
II	Mode of Advertising		12
	4	Mode of advertising: Transit-Aerial-Outdoor(hoardings-flex)-Indoor-Kiosk	
	5	Types of Advertising : B to B advertising- Retail and wholesale-financial-etc. Advertising Media: Print -Online-Audio-Visual media	
	6	Elements of advertising- target audience-USP-Appeals-Testimonials-Infomercials-POP(Point of Purchase)- Advetorials.	
	7	Advertising Spirals: Pioneering Stage-Competitive Stage-Retentive Stage	
III	Branding, Positioning and Consumer Behaviour		12
	8	Brand definition-Brand positioning- Brand Identity- Brand Equity-Sponsorship- Celebrity Endorsement-Puffery	
	19	Introduction to consumer behaviour-market segmentation and targeting- AIDA principle- Four p's of marketing.	
	10	Integrating marketing with advertising campaigns- evaluation and optimization of media campaigns- Guerilla Advertising-Propaganda	
	11	Advertising bodies (DAVP)	
	12	Present status of advertising-Trends in advertising Overview of Digital Advertising-Importance of algorithms in Advertising- Algorithms in Modern Advertising.	
IV	Creative Advertising Techniques		12
	13	Aesthetics- overview of digital advertising platforms	
	14	Designing and its elements: Illustration, Slogan, Typography, White space, Jingles, Copy writing- Principles of copy writing.	
	15	Visual Storytelling and design in Advertising	
	16	Advertising Agencies -Media planning- Advertising Research- Ethical	

		Considerations (ASCI)	
	17	Scripting for radio and video advertising.	
V	Practicum		12
	18	Prepare a marketing communication strategy for any product or service	
	19	Prepare an advertisement for visual media or Print Media.	
	20	Scripting for Radio or TV.	

Reference

1. J. Thomas Russel, W. Ronald, (1996), Kleppner's Advertising Procedures 13th ed, ISBN 0133488306
2. S. W. Dunn, A. M. Barban (1978), Advertising: Its Role in Modern Marketing 4th ed, ISBN 0030143411
3. Little Field and Krick Patrick, (1970) Mass Communication in Marketing ,ISBN 0395048028
4. W B Moriarty, (2005) Advertising: Principles and Practice 7th ed, ISBN 0131465600
5. George Belch, (2009) Advertising and Promotion , ISBN 13:9780070144965
6. B N Ahuja and S.S Chhabra, (2001) Advertising and Public Relations ,Surjeet Publication, New Delhi
7. S H Kazmi and Satish Batra, (2008) ,Advertising and Sales Promotion, ISBN 9788174466396
8. Gupta, O. (2005) Advertising in India: Trends and Impact, Kalapaz Publications, New Delhi.
9. Vilanilam. J. V (2004) Advertising Basics: A Resource Guide to Beginners, Saj Publications, New Delhi.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand history and basics of advertising	U	PSO-1,2
CO-2	Learn on the elements, effects of advertising	R, U	
CO-3	Learn on branding and consumer behavior	AP, AN, E	
CO-4	Acquiring creative knowledge and trends in advertising	C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
	CO1	PO_1,2 PSO_1	U	F, C	L	
	CO2	PO_1,2 PSO-1,PSO-3	R, U	P	L	
	CO3		AP/AN/E	P	L/T	
	CO4		P	P	L/T	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	2		2			2
CO 2	2		-	-	-	-	2		3			3
CO 3	-	2	3	-	-	-			3			3
CO 4	-	-		3	3	3		3	3			3
CO 5	-		-	-	-	-						
CO 6	-	-	-		-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK6DSCJMC302 Media Laws & Ethics

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK6DSCJMC302				
Course Title	Media Laws & Ethics				
Type of Course	DSC - Discipline Specific Core				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic understanding of Indian Constitution 2. Awareness on Fundamental Rights and Duties				
Course Summary	This is a discipline specific core to provide the students a comprehensive understanding of Indian constitution, Indian Legal system and ethical principles governing media practices.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Constitution		12
	1	Introduction to Indian legal system-Salient Features of Indian constitution, (Preamble, Federal system)	
	2	Fundamental rights and Fundamental Duties, Directive principles,	
	3	Four Estates of democracy-Legislature, Executive, Judiciary, Media	
II	Legal framework		12
	4	Major courts of India-SC, HC, DC	
	5	Comparative analysis of IPC and Bharatiya Nyaya Sanhitha Act-2023 CPC(Civil Procedure), CrPC, Sedition, Cyber Crimes etc.	
III	Media laws		12
	6	Freedom of press, Reasonable Restrictions,	
	7	Contempt of court and Contempt of Legislature	
	8	Defamation-Definition, explanations and defences, Case studies	
	9	Press Registration of books act-2023, Working Journalist Act-1958,	
	10	Official Secrets Act-1923, Drugs and Magic Remedies (Objectionable Advertisements) Act-1954, (Indecent representation of women.)	
	11	Intellectual property rights-CR Act, Patents Act, Trademarks, Geo. indications	
	12	RTI Act-2005, IT Act-2000	
IV	Media Ethics		12
	13	Press council of India Act1978, Ombudsman	
	14	Code of ethics-PCI, AINEC	
	15	Censorship, Media Regulations, Self-regulation.	
	16	Major ethical issues-paid news, embedded journalism, Sensationalism, Fake news, Deepfake, Plagiarism	
V	Practicum		12
	17	Defamation case study analysis-Any defamation case involving media coverage.	
	18	Research and analyse a recent issue on media content regulation in India in the context of press freedom	
	19	Familiarisation of legal terminology	

Reference

1. K. D. Umrigar, Media Laws
2. Kundra S., Media laws and Indian Constitution
3. Naresh Rao and Suparna Naresh, Media Laws: An Appraisal
4. Karan Sanders, Ethics and Journalism
5. Paranjy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi, OUP

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding of Indian Constitution and fundamental rights	U	1
CO-2	Understanding legal frameworks in India	R, U	1,5
CO-3	Analyse and evaluate the application of various laws in media practice	E	1,3
CO-4	Evaluate ethical concerns in professional practice.	E/C	1,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
	CO-1	2/2	U	F, C		
	CO-2	2/2	R,U	P		
	CO-3	2/3	E	P		
	CO-4	3/3	E,C	M		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2									2		2
CO 2	2				2					2		2
CO 3	2			3			2					2
CO 4	3					3		2				3
CO 5	-		-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK6DSCJMC303				
Course Title	Documentary Film				
Type of Course	DSE - Discipline-specific Elective				
Semester	VI				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Familiarity with film genres and basic understanding of filmmaking principles. 2. Writing skills for non-fiction and script development. 3. Basic knowledge of camera equipment and videography aesthetics. 4. Understanding of sound production and editing techniques in film.				
Course Summary	Documentary Film is an immersive course that explores the art and craft of creating compelling nonfiction narratives through film. Through theoretical instruction, practical exercises, and hands-on projects, students will learn about the history, theory, and techniques of documentary filmmaking. The course will cover various styles and approaches to documentary storytelling, including observational, participatory, and expository modes, and provide students with the skills and knowledge to produce their own documentary films.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Documentary Film		12
	1	Documentary film vs Fictional films, A short history of Documentary film	
	2	Opportunities and Challenges.	
	3	Pioneers of Documentary Film: Flaherty- Grierson- Dziga Vertov- Leni Riefenstahl- Jean Rouch- Werner Herzog	
	4	Documentary film in India	
II	Documentary Film, Types and categories		12
	5	Types of Documentary: Expository, Poetry, Observatory, Participatory, Reflective, Performative (Bill Nichols Classification). Sub Genres: Docufiction, Docudrama, Mocumentary, Shockumentary etc.	
	6	Documentary Ideologies and Propaganda	
	7	Experimental Documentaries and Avant Garde -Concept of Cinema Verite- Documentary Noir.	
	8	Digital Media and Documentary Series, Investigative documentary	
III	Pre-Production (Research and Writing for Documentaries)		12
	9	Concept, Topics, Planning and Budget.	
	10	Research for Documentary	
	11	Data Collection Methods for Documentary Research: Library, Internet, Archives, Video Libraries, Interviews, Official Records.	
	12	Writing for Non-Fiction - Treatment and Scripting.	
IV	Production and Post Production Stage		12
	13	Videography: Camera equipment- Aesthetics- Visual Grammar- Colour.	
	14	Sound Production: Sound Equipment- Non-Linear Software- Importance of Sound in Documentary-Voice Over/ Dubbing- Live Recording Techniques- Ambient Sound-Noise.	
	15	Editing and Sound Mixing- Editing Techniques- Non-Linear Editing Software.	

		Documentary Practices	12
V	16	Create 10-minute duration of Documentary Film.	
	17	Write a critical analysis. (Priority List: Nanook of the North 1922: Robert J Flaherty, Drifters 1929: John Grierson, Man with a Movie Camera 1929: Dziga Vertov, Triumph of the Will 1935: Leni Riefenstahl, Grizzly Man 2005: Werner Herzog, Fahrenheit 9/11 2004: Michael Moore, Samsara 2011: Ron Fricke, The Act of Killing 2012: Joshua Oppenheimer, The Thin Blue Line 1988: Errol Morris, Jai Bhim Comrade 2011: Anand Patwardhan, Elephant Whispers 2022: Kartiki Gonsalves, Basheer the Man 1987: M.A Rahman)	
	18	Conduct discussions on Online based streaming documentaries.	

Reference

1. Wolverson, Mike, How to Make Documentaries
2. Rabiger, Michael, Directing the Documentary
3. Bernard, Sheila Curran, Documentary Story Telling
4. Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford, OUP

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding the basics of Documentary and the Pioneers	U	PSO-1,2
CO-2	Understanding and analysing the new genres of documentary film	R, U	
CO-3	Learning new writing skills in scripting for documentary films	U	
CO-4	Applying the production and post production stages for filming the documentary.	Ap, C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitivez

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	1	1	-	1	-	-		-	-	-	-	-	1	-
CO 2	-	1	-	1	-	1	-	1	1	-	1	1	-	1	-	-
CO 3	-	1	-	1	2	-	-	1	-	-	3	1	-	1	1	-
CO 4	-	1	-	3	1	-	-	1	1	-	2	1	-	3	2	-
CO 5	-	1	-	-	-	-										
CO 6	-	-	-	3	-	-										

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	<i>Substantial / High</i>

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK6DSCJMC304				
Course Title	Web Designing for Media				
Type of Course	DSC - Discipline Specific Core				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic understanding of web designing 2. Fundamental web designing concepts and terms 3. Knowledge of user interface (UI) and user experience (UX) design concepts				
Course Summary	This course is designed to gain advanced skills in web design with a focus on media practice in the digital age. Students will learn to create engaging and effective web content, with an emphasis on media portals and news presentation. The course will cover topics such as responsive design, user experience (UX), and multimedia integration.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Basics of Web Designing		12
	1	Types of Media Portals: Overview of different types of media portals (news websites, blogs, social media platforms), analysis of popular media portals and their design approaches.	
	2	News Content Presentation: Principles of presenting news content online; best practices for structuring articles, headlines, and images for the web.	
	3	Language for Web Media: Writing headlines and summaries for online articles; incorporating multimedia elements into news stories; ethical considerations in online journalism.	
II	Web Design Fundamentals		12
	5	Introduction to HTML and CSS: Basic HTML tags and their functions; CSS styling techniques for web layout and design.	
	6	Responsive Web Design: Principles of responsive design and its importance in media websites; Implementing media queries and flexible grids	
	7	Accessibility and Usability: Designing for accessibility: considerations for users with disabilities; usability testing and user feedback in web design.	
III	Multimedia Integration		12
	9	Incorporating Images and Graphics: Optimizing images for web use; using CSS for image styling and effects.	
	10	Video and Audio Integration: Embedding video and audio content into web pages; strategies for hosting and streaming multimedia content.	
	11	Interactive Elements: Introduction to JavaScript for adding interactive features; creating interactive forms and dynamic content.	

IV	Advanced Web Design Techniques		12
	18	Advanced CSS Techniques: CSS animation and transitions; Flexbox and grid layout systems.	
	19	Typography for the Web: Choosing web-safe fonts and typography considerations; Implementing custom fonts using CSS.	
	20	Advanced Responsive Design: Designing for various screen sizes and devices; Advanced techniques for responsive navigation and layout.	
V	Practical Assignments		12
	23	Project-Based Learning: Students will apply the concepts learned in previous modules to create a media-focused website. Emphasis on usability, accessibility, and effective content presentation.	
	24	Peer Review and Feedback: Students will present their projects to the class for feedback and critique. Peer review sessions to provide constructive feedback on design and functionality.	

Reference

1. Sharma D., Introduction of IT
2. Andrew Dewdney and Peter Ride, The New Media Handbook
3. Ward, Mike, Journalism Online
4. Ray, Tapas, Online Journalism, London, Cambridge University Press
5. Brian Winston, Media, Technology and Society
6. Kevin Kawamoto (Ed. 2003), Introduction to Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand and analyze media portals	U, An	
CO-2	Apply web design principles	Ap, C	
CO-3	Evaluate and enhance web usability	E, Ap	
CO-4	Create a complete media-focused website	C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	3, 8	U, An	F, C	L	
2	CO-2	2	Ap, C	P	L	
3	CO-3	2	E, Ap	P, M	L	P
4	CO-4		C	P, M		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PO O7	PS O8	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO-1	3	2	1	1	2	1	1	3	3	2	2	3	1	2	1	2
CO-2	1	3	2	2	1	-	-	1	2	3	2	2	1	1	3	1
CO-3	2	3	1	2	1	-	1	2	3	3	2	2	1	2	3	2
CO-4	3	3	2	3	2	1	1	3	2	3	3	3	2	2	2	2

Correlation Levels

Assessment Rubrics

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2		✓		✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	

UK6DSCJMC305 Political Communication

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK6DSCJMC305				
Course Title	Political Communication				
Type of Course	DSC - Discipline Specific Core				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Basic understanding of political systems and structures. 2. Proficiency in written and verbal communication. 3. Interest in political processes and public opinion dynamics. 				
Course Summary	This course gives an overview about the theoretical foundations of political communication and its implications in real-world situations. The course also discusses various media practices employed in political communication and its impact on society.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Political Communication		12
	1	Political Communication: Definitions	
	2	Elements: Political Organisations, Citizens, Media	
	3	The Role of Media in Political Communication (Reconstruction of reality, Manufacturing Consent)	
	4	Means: Rhetoric, Propaganda, Advertising, Campaigns, Debates, Digital-Social Media Interactions	
II	Political Communication: Audience Perspective		12
	5	Understanding the audience (Classification and Characteristics)	
	6	Public Opinion	
	7	Public Sphere	
	8	Political Communication Theories: Effects theories, Spiral of silence, Rally-around-the-flag, agenda setting	
III	Political Communication: Media Perspective		12
	9	News Coverage: Hard News and Soft News, Data driven stories, Interviews	
	10	Participation and Political Communication	
	11	Political Communication and Governance	
	12	Political Communication and the Marginalised	
IV	Political Communication and Elections		12
	13	Coverage Plan and execution	
	14	Voting Behaviour, Election surveys, Psephology	
	15	Debates during elections	
	16	Interactive media during elections	
V	Practicum		12
	23	Analyze a political communication campaign or message from a media perspective. Examine how political organizations use rhetoric, propaganda, advertising, and digital-social media interactions to convey their message to the public.	
	24	Conduct research on public opinion related to a specific political issue or topic. Analyze the findings of opinion polls or surveys and assess their implications for political communication and governance.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Outline and differentiate the introductory concepts of Political Communication.	U	PSO-1,2
CO-2	Examine the concepts of political Communication from an audience perspective by drawing insights from the relevant Mass Communication theories.	R, U	
CO-3	Demonstrate and distinguish media practices related to political communication with emphasis on participation and marginalised communities	Ap, U	

CO-4	Evaluate political communication practices and Connect the political communication theory and practice with real world situations; specifically elections	E, Cr	
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R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Mass Communication and Journalism				
Course Code	UK6DSEJMC300				
Course Title	Visual Arts Merchandising				
Type of Course	DSE - Discipline-specific Elective				
Semester	VI				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. A background in visual arts, design, or related fields would be beneficial. 2. A flair for creativity, aesthetics, and storytelling. 3. Familiarity with digital media, technology tools, and software applications commonly used in visual merchandising 4. Basic knowledge of consumer psychology and behaviour 				
Course Summary	Understanding Visual Arts Merchandising to equip students to design and execute events and exhibitions. The course provides a thorough understanding of retail and event management, emphasizing the role of visual arts in creating engaging experiences. Students learn event planning, promotional strategies, and visitor engagement techniques, while also exploring ethical and sustainable practices.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	An Overview of Visual Merchandising		12
	1	Introduction to Visual Arts Merchandising: Understanding the role of visual arts in retail and events, Importance of creativity, aesthetics, and storytelling.	
	2	Event Planning and Management: Event conceptualization and theme development, Budgeting, logistics, and timeline management.	
	3	Collaborating with artists, designers, and vendors, Curatorial practices and principles.	
	4	Artwork selection, arrangement, and display techniques, Lighting, signage, and interactive elements.	
II	Promotional Activities		12
	5	Promotional Activities: Creating promotional materials (posters, flyers, digital content), Digital media strategies for event promotion.	
	6	Public relations and media outreach, Leveraging partnerships and sponsorships.	
	7	Visitor Experience and Engagement: Enhancing visitor engagement through interactive installations, Guided tours, workshops, and artist talks, Measuring visitor satisfaction and feedback.	
	8	Ethics and Sustainability: Ethical considerations in curating and exhibiting art, Sustainable practices in event management.	
III	Events Planning and Exhibition		12
	9	Event ideation and planning: Understanding the role of visual arts in events and exhibitions.	
	10	Venue selection and layout planning for art exhibitions: Exhibition Design and Curation.	
	11	Designing interactive installations within the exhibition space, Responsible sourcing of exhibition materials.	
	12	Visual Merchandising Planning: Seasonal and Promotional Planning Event and Campaign Execution, Budgeting and Cost Control.	
IV	Product Placement Strategies		12
	13	Product Placement Strategies: Creating Effective Displays, Mannequin Styling and Usage	

	14	Consumer Psychology: Understanding Consumer Behaviour, Visual Perception and Attention, Influence of Visual Merchandising on Purchasing Decisions.	
	15	Branding and Image Building, Brand Identity and Image, In-store Branding Techniques, Cross-merchandising Strategies, Technology in Visual Merchandising: Digital Displays and Signage, Virtual and Augmented Reality Applications	
	16	Materials and Props: Selection and Use of Props, Sustainable Materials and Practices, Custom Design and Fabrication, Trends and Innovations: Current Trends in Visual Merchandising.	
	Practicum		12
V	23	Practical Component –Organise an exhibition to merchandise the product: Designing and executing a mini-art or Photography exhibition. OR	
	24	Practical Component -Designing and executing Short Film / Documentary/ Feature Film Festival. (Mode of Festival may be physical location or Digital) OR	
	25	Practical Component -Designing and executing Books / Theatre Festival.	

Reference

1. Bailey, S., & Baker, J (2014), Visual Merchandising for Fashion (Basics Fashion Management), Bloomsbury Publishing.
2. Morgan, T. (2011), Visual Merchandising, Third edition: Windows and in-store displays for retail, Laurence King.
3. Pegler, M. M. (2006), Visual Merchandising and Display, Bloomsbury Academic.

Suggested Readings

1. Belli, S. (2020). Visual Merchandising and Display: Best Practices for Window Displays and Store Designs. Hoaki.
2. Diamond, J., & Diamond, E. (2016). The Fundamentals of Fashion Management (Basics Fashion Management). Bloomsbury Academic.
3. Evans, M., & Smith, P. (2017). Retail Design: Theoretical Perspectives. Routledge.
4. Katrandjiev, H., & Velinov, I. (2019). Online Visual Merchandising. Springer.
5. Kent, T. (2015). The Business of Fashion: Designing, Manufacturing, and Marketing (5th ed.). Bloomsbury Academic.
6. Pegler, M. M. (2018). Visual Merchandising and Display (7th ed.). Fairchild Books.
7. Shaoqiang, W. (2018). Display Art: Visual Merchandising and Window Display. Flamant.
8. Ware, T. (n.d.). Mastering the Art of Retail Visual Merchandising: Creating Irresistible Store Displays. Retrieved from Troy Ware Creative.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand various aspects of Visual Arts Merchandising	U	PSO-1,2
CO-2	Remember Techniques and strategies to design and execute the events and exhibitions. Understand the current trends and digital methods of events planning and exhibitions.	R, U	

CO-3	Analyse: Learn to analyse the current trends and digital methods of Visual Arts Merchandising	A, U	
CO-4	Apply: Learn to organise Events and Exhibitions for different industries through different media platforms.	Ap, C	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	1		1	-	-			1		2					
CO 2	1	2		1	-	-		1	1		1	1		1		
CO 3	1	3		2	-	-		1	2		3	1		2	1	
CO 4	1	3		2	-	-			1		2	1		3		

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	Journalism and Mass Communication				
Course Code	UK6DSEJMC301				
Course Title	Data Journalism				
Type of Course	DSE - Discipline Specific Elective				
Semester	VI				
Academic Level	300-399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. Basic understanding of data analysis concepts and tools. 2. Awareness of ethical considerations in journalism and data usage.				
Course Summary	The course will introduce the students to data journalism, the recent trend in journalism and its tools and methods.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Data Journalism		12
	1	Data Journalism: An introduction - Concept and nature	
	2	History: National and International perspective	
	3	Relevance and Critique	
	4	Emerging Trends	
II	Data analysis and Data mining		12
	5	Finding and understanding Data - Resources of data for stories	
	6	Analyzing Data – Compile, Clean, Context, Combine, Communicate	
	7	Data journalism – Newsroom team – Intro to Python – Basic awareness of latest software and tools Interpreting Data - Sorting Data – Tools and Techniques - Ethics and Concerns	
	8	Introduction to Big Data-Data mining- Writing stories based on Data - Visualization of Data – Info graphics, Bubble plots, interactive visualization	
III	Data interpretation for journalism		12
	9	Data Journalism: Case studies - Contemporary examples	
	10	Wikileaks . Panama papers – Paradise papers - Collaborations – Media organizations and individuals	
	11	Computational Journalism- AI and Data Analytics in Journalism	
	12	Real time Analytics and insights	
IV	AI Apps and Tools, AR and V		12
	13	AI in journalism –AI Tools for media-AI Apps for Media	
	14	Content creation and Generation –Automated editing and production	
	15	VR and AR- Content moderation and safety	
	16	Automated Content Creation	
	17	Predictive analytics and Forecasting	
V	Practicum		12
	18	Prepare data driven news story	
	19	AI content driven stories	

Assignments

- Write a data driven news story having all elements - Publish it online as an article or blog post
- Prepare AI content driven stories and present it .

Reference

1. Jonathan Stray, *The Curious Journalist's Guide to Data*, 2016.
2. Fred Vallance-Jones and David McKie, *The Data Journalist: Getting the Story*, 2017
3. Brant Houston, *Computer-Assisted Reporting: A Practical Guide*, 2014.
4. David Herzog, *Data Literacy: A User's Guide*, 2016.
5. *The Data Journalism Handbook*, eds. Gray, Bonnegru, Chambers, 2019.
6. Alberto Cairo, *The Functional Art: An Introduction to Information Graphics and Visualization*, 2013.
7. John W. Foreman, *Data Smart: Using Data Science to Transform Information Into Insight*, 2014.
8. Lawrence Marzouk and Crina Boros, *Getting Started in Data Journalism* <https://birn.eu.com/wp-content/uploads/2018/08/Data-journalism-single-page.pdf>
9. Tamara Munzner, *Visualization Analysis and Design*, 2014.
10. Philip Meyer, *The New Precision Journalism*, 1991.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Define key terms and concepts related to data journalism, data visualization, data analysis, data sources and data ethics	U	PSO-1
CO-2	Understanding the principles and methods in context of journalism	R, U	PSO-3,4
CO-3	Apply data journalism techniques to specific news stories or topics	R, U	PSO-2
CO-4	Create data driven news stories or investigative reports	R, U, Ap, An, E, C	PSO-6,8

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C	L	
				P	L	
				F,C	L	P
				P	LP	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-		3				
CO 2	2	3	-	1	-	-			1			
CO 3	-	-	1	-	-	3				2		
CO 4	-	-	2	3	-	-		3				
CO 5	-	1	-	-	1	-			1			
CO 6	-	-	-	3	-	2					2	

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK6SECJMC300 Digital Story Telling

3 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK6SECJMC300				
Course Title	Digital Story Telling				
Type of Course	SEC - Skill Enhancement Course				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Fundamental understanding of storytelling principles. 2. Basic knowledge of digital media platforms. 3. Basic understanding in using digital tools for text, photography, videography, and audio recording. 				
Course Summary	Digital storytelling is a skill enhancement course that explores the art and techniques of creating compelling narratives using digital media tools. Through lectures and projects students will learn to craft engaging stories using text, images, audio, photography, video and interactive elements.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Digital storytelling		15
	1	Definition and significance of Digital storytelling	
	2	Overview of storytelling principles and narrative techniques (5p's and 5c's of storytelling)	
	3	Understanding the digital audience	
	4	Understanding different digital platforms	
II	Digital storytelling process		15
	5	Steps in Digital Storytelling-Idea, Planning, Research, Scripting, Storyboard, creating text, audio, image and video	
	6	Narrative structure in digital storytelling	
	7	Incorporating user interaction and choice in digital stories (Backpack reporting, User generated content and feedback)	
	8	Accuracy and fairness in digital storytelling, Ethical concerns	
III	Tools and Techniques for digital storytelling		15
	9	Basic tools for making stories (Text, Digital Photography, Digital videography, Digital audigraphy, Graphics and animation)	
	10	Aesthetics in digital storytelling (Composition, lighting, visual grammar)	
	11	Editing software's for Digital storytelling (Video, Audio, Photography)	
	12	Basic Equipment's in Digital media	
	13	AI and Digital media challenges and opportunities,	
	14	Monetisation and revenue generating strategies	
IV	Practicum		15
	18	Hands on creation of digital stories using chosen multimedia tools	
	19	Case studies of successful digital storytelling projects	
	20	Create a project in the form of Micro vlogging or Interactive social media content	

Reference

- Lambert, J. (2010). Digital Storytelling: Capturing Lives, Creating Community. Routledge. ISBN: 9780415871913
- Ohler, J. (2013). Digital Storytelling in the Classroom: New Media Pathways to Literacy, Learning, and Creativity. Corwin. ISBN: 9781452204378
- Alexander, B. (2008). The New Digital Storytelling: Creating Narratives with New Media. Praeger. ISBN: 9780275990087
- Robin, B. R. (2016). The Educational Uses of Digital Storytelling: An Introduction for Teachers of All Disciplines. Rowman & Littlefield. ISBN: 9781475829916
- Hartley, J., & McWilliam, K. (2009). Story Circle: Digital Storytelling Around the World. Wiley-Blackwell. ISBN: 9781405178186
- Standal, Ø. F., & Klastруп, L. (Eds.). (2013). Digital Storytelling, Mediatized Stories: Self-Representations in New Media. Peter Lang AG. ISBN: 9783631638357
- Alexander, B. (2011). The New Digital Storytelling, Second Edition: Creating Narratives with New Media. Praeger. ISBN: 9780313387494
- Lambert, J. (2009). Digital Storytelling Cookbook. Digital Diner Press. ISBN: 9780981550702
- Hodgson, P., & Standal, Ø. F. (Eds.). (2018). Digital Storytelling: Form and Content. Springer. ISBN: 9789811076618
- Hannon, C., & Flynn, R. (Eds.). (2013). Creative Education, Teaching and Learning: Creativity, Engagement and the Digital Age. Routledge. ISBN: 9780415829273

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding the principles and elements of storytelling in digital context include narrative structure, character development and audience engagement strategies.	U	PSO-1,2

CO-2	Gain proficiency in using digital tools and multimedia platforms to create compelling and immersive narratives.	R, U	
CO-3	Develop critical thinking skills to analyse and evaluate digital stories including their effectiveness in conveying messages and eliciting emotions.	An, E	
CO-4	Identify AI and Digital media challenges and opportunities	U	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

SEMESTER - VII

Discipline Specific Core (DSC)		
UK7DSCJMC400	Mass Media Research	4
UK7DSCJMC401	Development Communication	4
Discipline Specific Elective (DSE)		
UK7DSEJMC400	Communication Campaign	4

UK7DSCJMC400 Mass Media Research

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK7DSCJMC400				
Course Title	Mass Media Research				
Type of Course	DSC - Discipline Specific Core				
Semester	VII				
Academic Level	400-499				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	<ol style="list-style-type: none"> 1. Fundamentals of research. 2. Foundational knowledge on social science research 3. Basic understanding of mass communication theories and concepts. 4. Familiarity with research terminology and methodologies. 5. Writing and critical thinking skills. 				
Course Summary	<p>To learn the academic process of conducting research on relevant Media and Communication field. Students will learn various media domains for research study, including media production, content, consumption, and audiences. The course delves into the elements of research, such as concepts, constructs, variables, and measurement, emphasizing the importance of validity and reliability.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Mass Communication Research		12
	1	What is Research, relevance of Social Science Research	
	2	Communication Research	
	3	Fundamentals of Mass Communication Research	
	4	Familiarising Different Media Domains for Research study – Media Organisation, Media production, Media Content, Media Consumption, Media Audiences, Media Content and Audiences, Media and Socio, Economic and Cultural Studies.	
II	Elements of Mass Communication Research		12
	5	What is a concept, construct, variable and measurement	
	6	How Validity and reliability is attained	
	7	Different scales used in media research	

	Research Methods		12
III	8	Method and Methodology – Distinctions, Characteristics	
	9	Different types of media research – Field Observation, Focus groups, case studies, interviews, ethnographic studies, Textual, Visual, Semiotic, Discourse, content analysis.	
	10	Philosophical frameworks of research	
	11	Importance of theoretical validations	
	12	Research Problem, Objectives, Research Design, Demography, population and Sample, Hypothesis, Null and Alternate, Hypothesis testing	
	13	Data collection process and Data Analysis using Software's like SPSS and R	
	Ethics in Mass Communication Research		12
IV	14	Addressing ethics in planning, conduction and evaluation	
	15	Guidelines to protect human rights and other persisting rights while conducting research, problem identification.	
	16	What is Plagiarism, how to avoid it, borrowing and attributing other research works	
	17	Autonomy of participants, minimal harms, and focus on benefits and justice	
	18	No Deliberate Exclusion of Gender differences, Community difference or indigenous groups while collecting relevant data or selecting research topics.	
	Research Writing		12
V	20	Review of Literature (RoL) and how to select RoL, Familiarising the Guidelines and format (APA, MLA) provided by the University for research writing	
	21	Maintaining Research Language while writing the Thesis	
	22	Compiling, editing each chapter and finalising the Thesis	

References

1. David Silverman (2004). *Doing Qualitative Research: A Practical Handbook*, 2nd Revised Edition: Sage
2. Roger D Wimmer & Joseph R. Dominick. (2005). *Mass Media Research: An Introduction*: Wadsworth Pub Co
3. Arthur Asa Berger. (2004). *Media Analysis Techniques*. Sage CommText Series
4. M. Q Patton. (2002). *Qualitative research & evaluation methods* (3rd ed.) Sage

Suggested readings

1. Klaus Bruhn Jensen (2002). *A handbook of Media and Communication Research*. Routledge
2. Arthur Asa Berger. (2000) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage
3. Denzin, N.K., & Lincoln, Y.S. (Eds.). (2000) *Handbook of Qualitative Research*. Sage
4. Anselm L. Strauss & Juliet M. Corbin. (1998). *Basics of Qualitative Research; Techniques and Procedures for Developing Grounded Theory*, 2nd Revised Edition (Paperback). Sage
5. Anders Hansen et al. (1998). *Mass Communication Research Methods*. Macmillan
6. John Corner et al (eds). (1997). *International Media Research*. Routledge
7. Dennis McQuail (1997) *Audience Analysis*. Sage
8. Susanna Hornig Priest. (1996). *Doing Media Research: An Introduction*. Sage
9. David L. Altheid. (1996) *Qualitative Media Analysis*. Sage
10. Shearon A. Lowery and Melvin De Fleur. (3rd ed 1995). *Milestones in Mass Communication Research*. Longman
11. Arthur Asa Berger. (1991) *Media Research Techniques*. Sage
12. William J. Goode and Paul K.Hatt. (1952) *Methods in Social Research*. McGraw Hill

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand what is Mass Communication Research	R,U	PSO-4,5
CO-2	Understand the elements and methods of Mass Communication Research	R, U	PSO-4,5,7
CO-3	Understand the importance of ethics in application level of different techniques particularly in data collection and data analysis	R,U, Ap	PSO-4,5
Co-4	Learn how to write a thesis	Ap, An, E and C	PSO-4,5

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understanding different Research methods and how to choose them for different studies.	PO-3,4,5, PSO-4,5	R,U	P	L	
2	Understanding Qualitative research method	PO-4,1,9 PSO-6,5,4	R, U	F	L	
3	Data Collection and Data Analysis	PO-4,9, PSO-4,5	R,U, Ap	C	L	
4	Formulating a research frame work to resolve the existing research gap	PO-4,7,8	Ap, An, E and C	F		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	1		2	3		2	2		2		3	3	
CO 2	1	2	2					2		3		3	3	
CO 3	1	3			3			3		3		3	3	
CO 4	1			2	3			3		3		3	3	3

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓		✓	
CO 2	✓		✓	
CO 3	✓		✓	
CO 4		✓	✓	

UK7DSCJMC401 Development Communication

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK7DSCJMC400				
Course Title	Development Communication				
Type of Course	DSC - Discipline Specific Core				
Semester	VII				
Academic Level	400-499				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Understanding of basic communication principles. 2. Familiarity with social and economic concepts. 3. Knowledge of global development issues. 4. Awareness of media platforms and their impact on society. 				
Course Summary	This course provides solid foundation on development communication, holistic development, media and communication and campaigns for development. It delves into the role of communication in addressing key challenges such as health, education, and poverty.				

Detailed Syllabus

Module	Unit	Content	Hrs
I		Understanding development	12
	1	The meaning of development – different approaches	
	2	Major theories of development –dominant paradigm	
	3	Alternative paradigm	
	4	Sustainable development	

II	Development communication		12
	5	World war and emergence of development communication - concepts and theories of development communication	
	6	Issues in development communication - addressing key challenges: health, education, agriculture, environment, poverty, hunger, gender equality	
	7	Development communication campaigns	
III	Holistic development		12
	8	Environmental, Psychological, Social, Happiness Development Index	
	9	Achieving the Millennium Development Goals (MDGs) - embracing participatory communication for inclusive development	
	10	Challenging existing gender and sexuality norms	
	11	Understanding socio-cultural shifts and the power dynamics	
IV	Media and development		12
	12	Role of various media platforms in development communication: folk media, print, radio, television, film, and new media	
	13	Case studies on development issues, with a focus on Kerala	
	14	Overview of key development agencies: UNESCO, UNDP, UNICEF, WHO, FAO, ILO, and environmental protection groups	
V	Contemporary perspectives and future directions (Practicum)		12
	15	Designing Communication Campaigns - integrating technology and innovation into development communication strategies	
	16	Analyzing the role of media in shaping development narratives and policies - identifying opportunities and challenges for sustainable development in the digital age	

Assignments

1. Design a development communication campaign targeting a specific issue such as healthcare, education, or environmental conservation.
2. Prepare an innovative communication strategy proposal for addressing a contemporary development issue, integrating technology and digital innovation.
3. Analyse a case study focusing on a successful development project or initiative, either locally or globally.

Reference

1. Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage .
2. D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka .
3. Dipankar Sinha (2013) Development Communication: Contexts for the 21st Century, New Delhi, Orient BlakSwan .
4. Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage . Linje Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage .
5. Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication .
6. Mridula Menon (2007), Development Communication and Media Debate, Kanishka .
7. P Sainath, Everybody Loves a Good Drought . Jan Servaes, Communication Development and Social Change . Kirk Johnson, Television and Social Change in Rural India .
8. Chua, P., Bhavnani. K & Foran. J. "Women, Culture and Development: A New Paradigm for Development Studies?" Ethnic and Racial Studies 23:5, pp. 820-841, 2000. .
8. Butler, Judith P. Gender-Trouble: Feminism and the Subversion of Identity. New York, Routledge, 1990. .
9. Thornham, Helen. Gender and Digital Culture: Between Irreconcilability and the Data logical. New York, Routledge, 2019.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand theories of development and sustainable development principles	U	PSO-2
CO-2	Address challenges in development communication	R, U	PSO-3
CO-3	Identify media's role in development through case studies	R, U	PSO-3
CO-4	Create innovative communication strategies and anticipate digital challenges	R, U, Ap, An, E, C	PSO-5,8.2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1				F, C	L	
2				P	L	
3				C,F,P	T	
4				P		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-	1					
CO 3	-	-	1	-	-	-		2				
CO 4	3	-	2	3	-	-						3

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK7DSEJMC400 Communication Campaign

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK7DSEJMC400				
Course Title	Communication Campaign				
Type of Course	DSE - Discipline-specific Elective				
Semester	VII				
Academic Level	400-499				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Understanding of basic communication principles. 2. Knowledge of communication theories and models. 3. Familiarity with media platforms and audience analysis. 4. Proficiency in strategic planning and critical thinking. 5. Awareness of social and political issues. 				
Course Summary	<p><i>Communication Campaign</i> provides a comprehensive overview of planning, executing, and evaluating effective communication campaigns across various contexts. Students will learn campaign history and planning, strategic elements such as message development, audience targeting, and feedback evaluation. The course delves into political communication campaigns, emphasizing language use, rhetoric, and media selection.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction to Communication Campaign		12
	1	Campaign-Definition-History of Campaign-Communication Planning	
	2	Campaign Planning	
	3	Characteristics of strategic Planning	
	4	Elements Involved-Source-message-channel-target audience-feedback-evaluation	
II	Campaign Process		12
	5	Steps in communication campaign-Objectives	
	6	Selection of the media	
	7	Audience variables	
III	Political communication campaign		12
	9	Effective use of Language and Rhetoric-Political Communication Campaigns-Functions-Styles and strategies of Political communication Campaigns	

	10	Public speaking in Campaigns-Public safety and social welfare campaign Audience Adaptation of The Message	
	11	Preparation of Posters-Billboards-Brochures	
	12	Channel selection-social media in Political campaigns	
	Campaign Evaluation		12
IV	13	Monitoring Evaluation	
	14	Exposure-reception-retention of the message	
	15	Evaluating Diffusion of the message	
	16	Measuring change-Cognitive Level-Behavioural level change-Evaluation of the feedback-Modification of the Campaign	
	Practicum		12
V	17	Analysis of the Government Communication campaign	
		or	
	18	Prepare a Communication campaign for your Institution	

References

1. R. Wayne, Techniques for Effective Communication, Massachusetts: Addison- Wesley, 1979.
2. Molefi K. Asante, Contemporary Public Communication Applications, New York: Harper and Row, 1977.
3. Ronald E. Rice (ed.), Public Communication Campaigns, California: sage, 1992.
4. Robert Hopper, Communication Concepts and Skills, New York, harper and Row, 1979.
5. Roy M Berko, communicating : A Social and Carrer Focus, Boston: Houghton Mifflin, 1977.

Suggested Readings

1. James Anderson, Mediated Communication : A Social Action Perspective, Newbury Park: sage, 1988.
2. Jerry W Koehler, Public Communication, New York: Mac Millan, 1978.
3. Peter Panton, Communication skills, London:Hutchinson, 1980.
4. Kevin Murray, Communicate to Inspire, London:Kogan Page 2014.
5. K.C Verma, The Art of Communication, Delhi:Kalpaz publications, 2013.
6. Neeraj Khattri (Ed.) Interactive Media and Society, New Delhi: Kalpaz Publications 2014

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	To strengthen the skills in developing campaigns	U	PSO-1,2
CO-2	To achieve excellence in constructing and executing political communication	R, U	
CO-3	To create effective social welfare campaign		
CO-4	To identify areas of implementing communication campaign		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

SEMESTER - VIII

Discipline Specific Core (DSC)		
UK8DSCJMC400	Media, Society & Culture	4
UK8DSCJMC401	Academic Writing	4
Project / Internship		
UK8RCHJMC400	Mandatory Research Project for UG Honours with Research/ Internship Project for UG Honours	12

UK8DSCJMC400 Media, Society & Culture

4 Credits

Discipline	Mass Communication and Journalism				
Course Code	UK8DSCJMC400				
Course Title	Media, Society & Culture				
Type of Course	DSC - Discipline Specific Core				
Semester	VII				
Academic Level	400-499				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	1. General understanding on media, culture and society 2.				
Course Summary	Understanding Media, Culture and Society gain a holistic understanding of media's role in shaping culture, society, and individual perspectives.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Media- Cultural and Social Paradigm		12
	1	Introduction to the Media- Understanding the Mass Media, Characteristics of Mass Media, Effects of Mass Media on Individual, Society and Culture - Basic issues, Power of Mass Media. Media as Institution of Society	
	2	An overview on Birmingham School as a centre of Cultural studies-Centre for Contemporary Cultural Studies (CCCS)- Interdisciplinary approach: postcolonialism, poststructuralism, nationalism, feminism, gender and sexuality studies, science and technology studies, studies of race and ethnicity, Influencing global cultural studies	
	3	Brief introduction to Frankfurt School - Critical Theory, Public Sphere, Cultural Industry, Cultural Materialism, Influence on Media Culture, Hegemony	
	4	Basics of Intercultural communication practices, Multiculturalism, Cultural shock, High culture, Low culture, Mass culture, Popular culture	
II	Mediation, Representation and Identity		12
	5	Media And audience: Mass Audience, Mass Society, Segmentation, Polarization, TV and Dominant Culture.	
	6	Language and Social construction of reality, Mediation and Representation – texts, subtexts, critique to the idea of representation, Evolution of Subaltern	

		studies- Meanings and Audiences, Rules in Society Culture, and Media – Public images and private Practices.	
	7	Understanding the role of media in shaping culture and society, Press as Fourth Estate, Media freedom, Public service broadcasting, Alternative Discourse of Women Empowerment	
	8	Examination of media’s impact on democracy and social movements, Exploration of how media contribute to public discourse, Critical analysis of media representation and its effects	
III	Media as an Industry		12
	9	Study of media production, distribution, and consumption- Form and Content	
	10	Impact of digital technologies on media ecosystems- Digital Divide and Digital capitalism, Technological Determinism- Mc Luhan	
	11	Concept of Participatory Community Media Technology- Hot and Cool Media	
	12	Media as an entertainment industry- Media imperialism and cultural imperialism, Idea of Populism	
IV	Media Analysis – Patterns And Perspectives		12
	13	Approaches to Media Analysis – Brief understanding on the Frameworks of Marxism, Psychoanalysis, Feminism, Semiotics, Linguistics	
	14	Habitus and Popular Culture, Indigenous and Popular Culture.	
	15	Brief understanding on the works of Baudrillard, Bourdieu and Mc Luhan pertinent to Media analysis	
	16	Premises of Media enquiries- Media and Realism, Myths, Fandom, Post Truth	
V	Analytical Practices		12
	17	Identify a media content on thematic level, attempt an analysis based on the frameworks studied. Also if needed build a critique on the existing framework of analysis. (2000 words in English is recommended) OR Practical Component –Identify a social issue of your choice and visit to the field : Develop a digital media campaign for the issue. Outline the campaign’s objectives, target audience, key messages, and the types of media you would use. Create sample content for the campaign and explain how it addresses the issue. OR	
		Practical Component -Media and Democracy: Explore the relationship between media and democracy. Analyze how media supports or undermines democratic processes. Consider the role of media in elections, public discourse, and the formation of public opinion. (2000 words in English is recommended) OR	
		Practical Component -Cultural Production Case Study: Select a cultural product (e.g., a viral video, meme, or hashtag) and conduct a case study. Examine its origin, spread, and cultural significance. Discuss how it reflects or challenges societal norms and values. (2000 words in English is recommended)	

Reference

1. Asa Arthur Berger (1998), Media Analysis Techniques, Sage Publications.
2. James Potter (1998), Media Literacy, Sage Publications.
3. Roger Silverstone(1999), Why Study Media, Sage Publications.

Suggested Readings

1. Couldry, N., & Hepp, A. (2017). *The Mediated Construction of Reality*. Polity.
2. Hall, S. (1980). Encoding/Decoding. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, Media, Language: Working Papers in Cultural Studies, 1972-79* (pp. 128-138). London: Hutchinson.
3. Hebdige, D. (1979). *Subculture: The Meaning of Style*. London: Methuen.
4. Hodkinson, P. (2016). *Media, Culture and Society: An Introduction* (2nd ed.). SAGE Publications.
5. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York University Press.
6. Poepsel, M. (2018). *Media, Society, Culture and You*. Rebus Community. Available at Open Textbook Library.
7. University of Minnesota Libraries Publishing. (2016). *Understanding Media and Culture*.
8. Williams, R. (1980). *Culture and Materialism: Selected Essays*. London: Verso.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand various aspects of media, culture, and their interplay in society.	U	PSO-1,2
CO-2	Remember representation, cultural production, and audience engagement. Understand the Critical Approach: To understand media role in shaping culture.	R, U	
CO-3	Analyse: Learn to analyse media critically	An	
CO-4	Apply: Learn to illustrate the impact of media through the analysis of real-world examples, demonstrating an understanding of media's significance in cultural and societal contexts.	Ap	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	1		3	-	-			1		1			1		1
CO 2	1	1		3	-	-	1	1	1		2	1		1	2	1
CO 3	2	2		1	-	-			1		1	1				1
CO 4	2	2		3	-	-		1	1		1			1		

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK8DSCJMC401 Academic Writing

4 Credits

Discipline	Journalism and Mass Communication				
Course Code	UK8DSCJMC401				
Course Title	Academic Writing				
Type of Course	DSC – Discipline Specific Core				
Semester	VIII				
Academic Level	400-499				
Course Details	Credits	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	1		4
Pre-requisites	<ol style="list-style-type: none"> 1. Proficiency in written communication skills. 2. Familiarity with basic research methods and academic writing conventions. 3. Understanding of critical thinking and analytical skills. 4. Ability to summarize and paraphrase academic texts. 5. Knowledge of citation styles and referencing formats 				
Course Summary	<p><i>Academic Writing</i> offers a structured approach to mastering the fundamentals of scholastic writing. Students explore the scope of academic writing and learn techniques for expressing opinions and constructing arguments effectively. The course covers various forms of academic writing, including literature reviews, theses, and conference papers, emphasizing coherence and clarity in presentation. Through exercises and research article reviews, students practice critical analysis, summary writing, and citation of sources, preparing them for academic writing across disciplines.</p>				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Basics of Academic Writing		12
	1	Academic writing-Scope of Academic writing	
	2	Writing for Expression	
	3	Opinion and Argument	
	4	Statement of Inquiry	
II	Justification and Presentation		12
	5	Introduction-Research Inquiry	
	6	Statement of Problem-Coherence	
	7	Paraphrasing	
	8	Summary	
III	Categories of Academic writing		12
	9	Genres of Academic writing	
	10	Book Reviews-Theses Reviews	
	11	Literature Reviews	
	12	Conference papers	
	13	Film reviews-Newspapers-Magazines	
	14	Reviews of Magazine features-Reviews of Newspaper Articles	
IV	Exercises and Citing Research articles		12
	18	Cause and Effect-Compare and Contrast	
	19	Reading and Summary	
	20	Comprehensiveness and consolidations-case studies etc.	
	21	Types-Descriptive-Analytical-Persuasive-critical-Identifying claims-Differentiate voices and view points	
V	Practicum		12
	23	Submit a review of a Research article from Discipline specific Research Journals	
	25	Prepare a review on a Film/Feature/Book after conducting necessary research on the articles published in Newspapers or Magazines	

References

1. George D. Gopen and Judith A. Swan 1990 . "The science of scientific writing" *American Scientist*, 78.6: 550-558.
2. Joseph M. Williams. 1990. *Style: Towards Clarity and Grace*. Chicago: Chicago University Press.
3. Goodson, Patricia 2017. *Becoming an academic writer: 50 Exercises for Paced, Productive and Powerful Writing*. Sage: London.
4. Day, R. A. 1979. *How to Write and Publish a Scientific Paper*. Philadelphia: ISI Press.
5. Gunning, R. 1968. *The Technique of Clear Writing*. New York: McGraw-Hill.
6. Jordan, J. J. 1987. *English for Academic Writing*. Oxford: Oxford University Press.
7. Judith Butcher. 1992. *Copy-Editing: The Cambridge Handbook for Editors* 3rd edition Cambridge: Cambridge University Press
8. Michael Alley. 1996. *The Craft of Scientific Writing*. 3rd Edition. Springer Publishing Limited.

Journals

1. *The Language Question*
2. The Journal of Academic Writing
3. The **Journal** of English for **Academic** Purposes

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Ability to explain the History and types of Translation	U	PSO-1,2
CO-2	Pursue Translation as a profession.	R, U	
CO-3	Apply translation skills by undertaking work		
CO-4	Analyse Translated content		

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
				F, C		
				P		

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

UK8RCHJMC400 Project / Internship

12 Credits

Mandatory Research Project for UG Honours with Research/ Internship Project for UG Honours

Notes