

**St. Xavier's University, Kolkata**

**Department of Mass Communication**

**2 Year PG & 1 Year PG Credit Framework for 2026**

Year	Sem	Discipline Specific Core (DSC)	Discipline Specific Elective (DSE)	Internship/ Project	Total Credits
1 <sup>st</sup> Year	I	5 Core papers (4 credits for each)			20
		Communication Theory			
		Print Media			
		Broadcast Media			
		Advertising and Public Relations			
		Photography			
	II	4 Core papers (4 credits for each)	1 Elective (4 credits) Event Management or Brand Management or Media and Artificial Intelligence Literacy or Indian Knowledge Systems: Communication Perspectives		20
		Communication Research Methods			
		Film Studies			
		Digital Media and Data Journalism			
Media Entrepreneurship Management					
2 <sup>nd</sup> Year	III	Communication for Social and Behavioural Change	<b>Specializations (16 Credits)</b>  <b>Specialization 1: Marketing Communication (Semester 3)</b> <ul style="list-style-type: none"> <li>● Consumer Behaviour and Market Research</li> <li>● Corporate Communication</li> </ul>		20

			<ul style="list-style-type: none"> <li>● Digital Media Marketing</li> <li>● Brand Portfolio Development</li> </ul> <p><b>Specialization 2: Digital Audiovisual Production</b></p> <ul style="list-style-type: none"> <li>● Audiovisual Production</li> <li>● Visual Storytelling</li> <li>● Animation and VFX</li> <li>● News and Documentary Production</li> </ul> <p><b>Specialization 3: Artificial Intelligence and Digital Media</b></p> <ul style="list-style-type: none"> <li>● Artificial Intelligence, Society and Digital Culture</li> <li>● Artificial Intelligence and Media</li> <li>● Multimedia Storytelling</li> <li>● Digital Media Campaign and Artificial Intelligence</li> </ul>		
IV	Dissertation As per specialization (4 Credits)			<p>Internship <b>(4 Credits)</b></p> <p><b>Media Project (12 Credits)</b></p> <p><b>Marketing Communication</b></p>	20

				Corporate Film Making Social Media Marketing  <b>Digital Audiovisual Production</b>  Non-fiction Project Fiction Project  <b>Artificial Intelligence and Digital Media</b>  Interactive Campaign  Multi-platform Storytelling	
				Total	80

**Detailed syllabi:**

### **SEMESTER I**

#### **PAPER – COMMUNICATION THEORY**

**Paper Code: Credits: 4 Total Marks: 100**

#### **Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.

- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### **Course Outcomes**

CO 1: Analyze classical and contemporary communication theories.

CO 2: Apply theoretical frameworks to media, culture, and communication contexts.

CO 3: Evaluate the impact of media technologies on society using theoretical approaches.

CO 4: Develop scholarly arguments grounded in communication theory.

### **Learning Objectives**

- LO1- Critically evaluate the relevance of classical models in contemporary contexts.
- LO2- Apply theories to contemporary media case studies.
- LO3- Interpret media texts using cultural theory.
- LO4- Evaluate the role of technology in shaping communication processes.
- LO5- Analyze intercultural communication challenges theoretically.
- LO6- Critically assess emerging trends in global communication.

### **Syllabus**

#### **Module 1: Foundations of Communication and Classical Models**

- Concept, nature, and scope of communication theory
- Evolution of communication thought
- Linear, Interactive, and Transactional Models
- Aristotle's Rhetorical Model
- Harold Lasswell's Formula

- Claude Shannon & Warren Weaver's Mathematical Model
- Wilbur Schramm's Interactive Model

## **Module 2: Critical and Cultural Theories of Communication**

- Hypodermic Needle Theory
- Two-Step Flow Theory
- Uses and Gratifications Theory
- Agenda-Setting Theory
- Cultivation Theory
- Spiral of Silence
- Political Economy of Communication
- Frankfurt School and Critical Theory
- Cultural Studies Approach
- Encoding/Decoding Model
- Ideology and Hegemony

## **Module 3: Interpersonal and Social Communication Theories**

- Symbolic Interactionism
- Social Penetration Theory
- Uncertainty Reduction Theory
- Social Exchange Theory
- Attribution Theory
- Organizational Communication Models
- Normative Theories of Press
- Systems Theory

## **Module 4: Contemporary and Digital Communication Theories**

- Intercultural Communication Theories
- Development Communication Models

- Participatory Communication
- Medium Theory
- Technological Determinism
- Media Ecology
- Network Society
- Participatory Culture
- Digital Public Sphere

### **Suggested Readings**

- A First Look at Communication Theory, Griffin, E. (2012). *A First Look at Communication Theory* (10th ed.). New York: McGraw-Hill.
- Theories of Human Communication, Littlejohn, S. W., & Foss, K. A. (2011). *Theories of Human Communication* (11th ed.). Long Grove, IL: Waveland Press.
- Introducing Communication Theory, West, R., & Turner, L. H. (2021). *Introducing Communication Theory: Analysis and Application* (6th ed.). New York: McGraw-Hill Education.
- Communication Theories, Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017).
- *Communication Theories: Origins, Methods, and Uses in the Mass Media* (11th ed.). Long Grove, IL: Waveland Press.
- Mass Communication Theory, McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). London: Sage Publications.
- Media Effects, Bryant, J., & Zillmann, D. (Eds.). (2002). *Media Effects: Advances in Theory and Research* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Public Opinion, Lippmann, W. (1922). *Public Opinion*. New York: Harcourt, Brace and Company.
- Personal Influence, Lazarsfeld, P. F., & Katz, E. (1955). *Personal Influence: The Part Played by People in the Flow of Mass Communications*. Glencoe, IL: Free Press.
- Dialectic of Enlightenment, Adorno, T. W., & Horkheimer, M. (1944). *Dialectic of Enlightenment*. Amsterdam: Querido Verlag. (English trans. 1972, New York: Herder & Herder).
- Encoding and Decoding in the Television Discourse, Hall, S. (1973). *Encoding and Decoding in the Television Discourse*. Birmingham: Centre for Contemporary Cultural Studies, University of Birmingham.



1	Foundations of Communication Models	<ul style="list-style-type: none"> <li>● Concept, nature, and scope of communication theory</li> <li>● Evolution of communication thought</li> <li>● Linear, Interactive, and Transactional Models</li> </ul> <p><b>Classical Models:</b></p> <ul style="list-style-type: none"> <li>● Aristotle’s Rhetorical Model</li> <li>● Harold Lasswell’s Formula</li> <li>● Claude Shannon &amp; Warren Weaver’s Mathematical Model</li> <li>● Wilbur Schramm’s Interactive Model</li> </ul>			25%		CO1
2	Mass Communication Theories	<ul style="list-style-type: none"> <li>● Hypodermic Needle Theory</li> <li>● Two-Step Flow Theory</li> <li>● Uses and Gratifications Theory</li> <li>● Agenda-Setting Theory</li> <li>● Cultivation Theory</li> </ul>			25%		CO2

		<ul style="list-style-type: none"> <li>● Spiral of Silence (Key scholars include Paul Lazarsfeld, Elihu Katz, and Elisabeth Noelle-Neumann.)</li> </ul> <p><b>Critical and Cultural Theories of Communication</b></p> <ul style="list-style-type: none"> <li>● Political Economy of Communication</li> <li>● Frankfurt School and Critical Theory</li> <li>● Cultural Studies Approach</li> <li>● Encoding/Decoding Model</li> <li>● Ideology and Hegemony</li> </ul> <p>(Key thinkers include Theodor Adorno, Max Horkheimer, and Stuart Hall.)</p>					
3	Interpersonal and Social Communication Theories	<ul style="list-style-type: none"> <li>● Symbolic Interactionism</li> <li>● Social Penetration Theory</li> <li>● Uncertainty Reduction Theory</li> <li>● Social Exchange Theory</li> <li>● Attribution Theory</li> </ul>			25%		CO3

		<p>(Key contributors include George Herbert Mead and Charles Berger.)</p> <p><b>Organizational, Intercultural and Development Communication Models</b></p> <ul style="list-style-type: none"> <li>● Organizational Communication Models</li> <li>● Normative Theories of Press</li> <li>● Systems Theory</li> <li>● Intercultural Communication Theories</li> <li>● Development Communication Models</li> <li>● Participatory Communication</li> </ul>					
4	Contemporary and Digital Communication Theories	<ul style="list-style-type: none"> <li>● Medium Theory</li> <li>● Technological Determinism</li> <li>● Media Ecology</li> <li>● Network Society</li> <li>● Participatory Culture</li> </ul>			25%		CO4

		<ul style="list-style-type: none"> <li>Digital Public Sphere (Associated scholars include Marshall McLuhan, Manuel Castells, and Henry Jenkins.)</li> </ul>					
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**CO-PO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	H			H		
CO 2				H			H
CO 3			M				
CO 4				H	H		
TOTAL	3	3	2	3	3		3

H- High relevance, M- Medium relevance, L- Low relevance

<b>CIA PLAN (out of 30 marks)</b>			
<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
<b>TOTAL</b>		30	
<b>END SEMESTER EXAMINATION (out of 70 marks)</b>			
<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>

End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7
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## PG SEMESTER I

### PAPER – PRINT MEDIA

**Paper Code: Credits: 4 Total Marks: 100**

#### Programme Outcomes

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

#### Course Outcomes

- CO1: Understand the evolution, structure, and functioning of print media, including newspapers, magazines, and journals.

- CO2: Analyze news values, reporting techniques, and editorial processes in print journalism.
- CO3: Develop skills in writing, editing, and designing content for print media platforms.
- CO4: Evaluate the role, impact, and ethical responsibilities of print media in society.

### **Learning Objectives**

- **LO1-** To develop understanding of industry standards and forms of content writing in Print Media.
- **LO2-** To study the ethics related to writing and coverage in Print Media.
- **LO3-** To understand the functioning of various personals of Print Media.

### **Syllabus**

#### **MODULE 1: Concept of News and Basics of Reporting**

- Concept and definition of news, news process, news values and elements.
- Basic components of a news story, Inverted pyramid structure.
- News angles, News scoop, Broadsheet and Tabloid.
- Role and responsibilities of a reporter, News sources.
- Techniques of gathering facts.
- Verification and fact-checking.

#### **MODULE 2: Reporting and Writing**

- Different types of beat reporting.
- Investigative and Interpretative reporting.
- Trend, In-depth, Advocacy reporting.
- Curtain raisers, Interviewing techniques.
- Building and using background information.
- Writing headlines and leads.

- Conducting interviews.

### **MODULE 3: Editorial Department and News Editing**

- Organizational structure of the editorial department.
- Writing different types of copies.
- Different news desks and other sections.
- Photojournalism.
- Rewriting, translation, integrating, updating news.
- News Editing and Proofreading.
- Stylebook / style sheet.
- Evolution of technology in news editing.
- Copy editing practice.

### **MODULE 4: Newspaper Design and Production**

- Principles of newspaper layout.
- Visual hierarchy in design, Page planning.
- Headline hierarchy and typography.
- Use of images, graphics, and infographics.
- Basic image editing, designing of pages.
- Introduction to AI tools in newspaper design.
- Practical: creating a complete newspaper page / mini newspaper.
- Overview of modern newspaper printing and production processes.

#### **Suggested Readings**

- Stovall, J. G. (2015). *Journalism: Who, what, when, where, why, and how* (10th ed.). PHI Learning.
- Westley, B. H. (1972). *News editing*. Houghton Mifflin.
- Evans, H. (1972). *Editing and design*. Heinemann.

- Natarajan, J. (1955). *History of Indian journalism*. Publications Division.
- Mencher, M. (2010). *News reporting and writing* (12th ed.). McGraw-Hill.
- Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism* (3rd ed.). Crown Publishers.
- Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House.
- Parthasarathy, R. (1984). *Basic journalism*. Macmillan India.
- MacDougall, C. D. (1977). *Interpretative reporting* (8th ed.). Macmillan.
- Smith, R. F., & O'Connell, L. K. (2008). *Editing today* (2nd ed.). Wiley-Blackwell.
- Westley, B. H. (1972). *News editing*. Houghton Mifflin.
- Keeble, R. (2006). *The newspaper handbook* (3rd ed.). Routledge.
- Garvey, R. (1996). *Headline writing*. NTC Publishing.
- Kumar, K. J. (2003). *Indian journalism*. Jaico Publishing House.
- Parthasarathy, R. (1997). *Journalism in India*. Sterling Publishers.
- Natarajan, J. (1955). *History of journalism in India*. Publications Division.
- Bhatia, P. (1996). *Reporting India: An Indian perspective*. Vikas Publishing House.
- Thomas, S. (2004). *Writing for the media*. McGraw-Hill.
- Associated Press. (2020). *The Associated Press stylebook*. Basic Books.
- University of Chicago Press. (2017). *The Chicago manual of style* (17th ed.). University of Chicago Press.

### Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Concept of News and Basics of Reporting	<ul style="list-style-type: none"> <li>• Concept and definition of news, news process, news values and elements.</li> <li>• Basic components of a news story, Inverted pyramid structure.</li> <li>• News angles, News scoop, Broadsheet and Tabloid.</li> <li>• Role and responsibilities of a reporter, News sources.</li> <li>• Techniques of gathering facts.</li> <li>• Verification and fact-checking.</li> </ul>		15 hrs	20%	1	CO1
2	Reporting and Writing	<ul style="list-style-type: none"> <li>• Different types of beat reporting.</li> <li>• Investigative and Interpretative reporting.</li> <li>• Trend, In-depth, Advocacy reporting.</li> <li>• Curtain raisers, Interviewing techniques.</li> <li>• Building and using background information.</li> <li>• Writing headlines and leads.</li> </ul>		15 hrs	35%	1	CO2

		<ul style="list-style-type: none"> <li>• Conducting interviews.</li> </ul>					
3	Editorial Department and News Editing	<ul style="list-style-type: none"> <li>• Organizational structure of the editorial department.</li> <li>• Writing different types of copies.</li> <li>• Different newsroom desks.</li> <li>• Introduction to photojournalism.</li> <li>• Editing process: symbols and techniques.</li> <li>• Rewriting, translation, integrating, updating news.</li> <li>• Proofreading.</li> <li>• Stylebook / style sheet.</li> <li>• Evolution of technology in news editing.</li> <li>• Copy editing practice.</li> </ul>		15 hrs	30%	1	CO3
4	Newspaper Design and Production	<ul style="list-style-type: none"> <li>• Principles of newspaper layout.</li> <li>• Visual hierarchy in design, Page planning.</li> <li>• Headline hierarchy and typography.</li> <li>• Use of images, graphics, and infographics.</li> <li>• Basic image editing, designing of pages.</li> <li>• Introduction to AI tools in newspaper design.</li> </ul>		15 hrs	15%	1	CO4

		<ul style="list-style-type: none"> <li>• Practical: creating a complete newspaper page / mini newspaper.</li> <li>• Overview of modern newspaper printing and production processes.</li> </ul>					
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**CO-PO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	H			H		
CO 2				H			H
CO 3			M			H	
CO 4				H	H		
TOTAL	3	3	2	3	3	3	3

H- High relevance M- Medium relevance L- Low relevance

<b>CIA PLAN (out of 30 marks)</b>			
<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
<b>TOTAL</b>		<b>30</b>	

**END SEMESTER EXAMINATION (out of 70 marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
End Semester Exam (Exam to be conducted by COE)	Individual	45 (Theory), 25 (Practical)	PO1, PO2, PO3, PO4, PO5, PO7

**BROADCAST MEDIA**

**SEMESTER 1**

**Paper Code: Credits: 4 Total Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

**Course Outcomes**

- **CO1:** Understand the fundamentals, history, and evolution of broadcast media, including radio and television.
- **CO2:** Analyze production processes, formats, and content strategies used in radio and television broadcasting.
- **CO3:** Develop practical skills in scriptwriting, audio-visual production, and presentation for broadcast platforms.
- **CO4:** Evaluate the social impact, regulations, and ethical responsibilities of broadcast media in contemporary society.

### Learning Objectives

- To familiarize the students with television and radio as a medium of mass communication.
- To give thorough training of camera operations so that the students can develop a good understanding of both still and video camera.
- To develop the practical skills of the students so that they can work in audio-visual production.

### Syllabus

#### **Module 1: Introduction to Radio**

- Radio as Mass Media.
- History of AIR (All India Radio).
- Characteristics of Radio.
- Prasar Bharati.
- Emerging trends in radio broadcasting.
- Revival of radio with FM broadcasting.
- Community Radio in India.
- Structure of a Radio Station.
- Roles and Responsibilities of different professionals.

#### **Module 2 : Radio Program Formats & Practical**

- Different Program Formats of Radio
- Radio Programme Production Process and Techniques
- Scripting for Radio
- Making Radio Report, Radio Features and Documentaries on Social Issues
- Conducting Radio Interviews

- Sound Recording Process and Microphones - Types and Uses

### **Module 3: Introduction to Television**

- Television as a medium of mass communication.
- Characteristics, Advantages and Disadvantages of TV.
- Basic Shots, Basic Camera Movements and Composition.
- Principles of Visual Editing.
- Television Reporting.
- Scripting for Television News.
- New Trends in Television.

### **Module 4: TV Program Formats & Practical**

- Different Program Formats of Television
- Outside Broadcast (O.B.) Production
- Key Elements in TV News Production
- Interview Techniques for TV
- Piece to Camera (PTC)
- Field Recording Skills & Hot Switching
- Studio Chain and Workflow
- Production of News Capsules.

### **Suggested Readings**

- Bhatt, S. C. (2024). *Broadcast journalism: Basic principles* (Rev. ed.). Har Anand Publications.
- Bhatia, A. K., & Singhal, G. (2025). *The foundation of journalism and media: A complete handbook*. Swaraj Prakashan.
- Chaturvedi, R. (2016). *Broadcast journalism*. Indian Books & Periodicals.
- McLeish, R. (1988). *The technique of radio production: A manual for broadcasters*. Focal Press.

- Siegel, E. H. (1992). *Creative radio production*. Focal Press.
- Keith, M. (1990). *Radio production: Art and science*. Focal Press.
- Shrivastava, K. M. (1989). *Radio and TV journalism*. Sterling Publishers.
- Kaushik, S. (2000). *Script to screen: An introduction to TV journalism*. Macmillan India.
- Lewis, B. (1966). *The technique of television announcing*. Hastings House.
- Kaminsky, S. M., & Walker, M. (1988). *Writing for television*. Dell Publishing.
- Douglas, R. L. (1988). *Satellite communications technology*. Prentice Hall.
- Tyrrell, R. (1981). *The work of the television journalist*. Focal Press.
- Fleming, C. (2002). *The radio handbook*. Routledge.
- Hudson, G., & Rowlands, S. (2007). *The broadcast journalism handbook*. Routledge.

### Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	<b>Introduction to Radio</b>	<ul style="list-style-type: none"> <li>● Radio as Mass Media.</li> <li>● History of AIR (All India Radio).</li> <li>● Characteristics of Radio.</li> </ul>		15	25%		<b>CO1</b>

		<ul style="list-style-type: none"> <li>● Prasar Bharati.</li> <li>● Emerging trends in radio broadcasting.</li> <li>● Revival of radio with FM broadcasting.</li> <li>● Community Radio in India.</li> <li>● Structure of a Radio Station.</li> <li>● Roles and Responsibilities of different professionals.</li> </ul>					
2	<b>Radio Program Formats &amp; Practical</b>	<ul style="list-style-type: none"> <li>● Different Program Formats of Radio</li> <li>● Radio Programme Production Process and Techniques</li> <li>● Scripting for Radio</li> <li>● Making Radio Report, Radio Features and Documentaries on Social Issues</li> <li>● Conducting Radio Interviews</li> <li>● Sound Recording Process and Microphones - Types and Uses</li> </ul>		15	25%		<b>CO2</b>

3	<b>Introduction to Television</b>	<ul style="list-style-type: none"> <li>● Television as a medium of mass communication.</li> <li>● Characteristics, Advantages and Disadvantages of TV.</li> <li>● Basic Shots, Basic Camera Movements and Composition.</li> <li>● Principles of Visual Editing.</li> <li>● Television Reporting.</li> <li>● Scripting for Television News.</li> <li>● New Trends in Television.</li> </ul>		15	25%		<b>CO3</b>
4	<b>TV Program Formats &amp; Practical</b>	<ul style="list-style-type: none"> <li>● Different Program Formats of Television</li> <li>● Outside Broadcast (O.B.) Production</li> <li>● Key Elements in TV News Production</li> <li>● Interview Techniques for TV</li> <li>● Piece to Camera (PTC)</li> <li>● Field Recording Skills &amp; Hot Switching</li> </ul>		15	25%		<b>CO4</b>

		<ul style="list-style-type: none"> <li>• Studio Chain and Workflow</li> <li>• Production of News Capsules.</li> </ul>					
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**CO-PO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
<b>CO 1</b>	<b>H</b>				<b>M</b>		
<b>CO 2</b>		<b>H</b>					<b>M</b>
<b>CO 3</b>		<b>H</b>	<b>M</b>			<b>H</b>	
<b>CO 4</b>	<b>H</b>			<b>M</b>			
<b>TOTAL</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>

H- High relevance=3 M- Medium relevance=2 L- Low relevance=1

<b>Examination</b>	<b>Type</b>	<b>Marks</b>	<b>Total Marks</b>
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	(5+5+10) = 20	20
	<i>Other Component</i>	10	10
<i>End Semester Theory</i>	<i>Written</i>		45
<i>End Semester Practical</i>	<i>Practical/Viva-Voce</i>		25
<i>Total</i>			100

**SEMESTER I**

**Advertising and Public Relations**

**Paper Code: Credit: 4 Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

**Course Outcomes**

CO 1: To Understand the language of advertising and Public Relations.

CO 2: To Familiarize with the concept of targeting, positioning and segmentation.

CO 3: To develop proper marketing communication in the digital era.

CO 4: To familiarize with the concept of crisis communication and CSR.

**Learning Objectives**

- To develop a comprehensive understanding of the principles, functions and scope of advertising and public relations in contemporary communication environments. To examine the role of advertising and public relations in shaping brand image, public opinion and organizational reputation.
- To analyse the role of digital media, social media and integrated communication strategies in advertising and public relations.

- To equip students with analytical and professional skills necessary for strategic communication, crisis management and reputation management.
- To examine ethical, legal and social issues related to advertising and public relations practices.

## Syllabus

### **Module 1: Foundations of Advertising and Public Relations**

- Evolution of advertising and public relations.
- Marketing Mix.
- Role and functions of advertising and PR in modern society.
- Concepts Integrated Marketing Communication (IMC).
- Legal and ethical aspects of advertising and PR.
- Socio-cultural impact of persuasive communication.
- Socio-cultural impact of persuasive communication.

### **Module 2: Advertising Strategy, Creativity, and Media Planning**

- Segmentation, targeting, and positioning (STP).
- Advertising campaign planning process.
- Creative strategy: copywriting, art direction, storytelling.
- Types of appeals and message strategies.
- Media planning and media buying (traditional and digital) and Metrics.
- Emerging trends: influencer marketing, programmatic advertising.
- Role of advertising in brand image.

### **Module 3: Public Relations Strategy and Corporate Communication**

- PR as a strategic management function, Public in PR.
- PR planning: research, objectives, strategies, evaluation.
- Tools of PR: press releases, media relations, events, corporate communication, etc.
- Crisis communication and reputation management.
- Corporate Social Responsibility (CSR) and sustainability communication.
- Political PR, advocacy, and public affairs.
- Role of PR in brand image and organizational identity.

## Module 4: Digital Communication, Ethics, and Contemporary Issues

- Digital transformation of advertising and PR.
- Social media strategy and content marketing.
- Online reputation management and digital branding.
- Influencer culture and participatory media.
- Data analytics and performance measurement.
- Ethical issues: misinformation, privacy, data security.
- Impact of AI and emerging technologies on communication.

### Suggested Readings

- Argenti, P. (2007). *Corporate communication* (4th ed.). Boston: McGraw-Hill/Irwin.
- Baskin, O., Aronoff, C., & Lattimore, D. (2003). *Public relations: The profession and practice*. Dubuque, IA: Brown & Benchmark.
- Batra, R., Myers, J. G., & Aaker, D. A. (1996). *Advertising management*. Prentice Hall.
- Chunawalla, S. A., & Sethia, K. C. (2002). *Foundations of advertising: Theory & practice*. Himalaya Publishing House.
- Coombs, W. T. (1999). *Ongoing crisis communication: Planning, managing, and responding*. Thousand Oaks, CA: Sage.
- Fearn-Banks, K. (1996). *Crisis communications: A casebook approach*. Routledge.
- Grunig, J. E., & Hunt, T. (1984). *Managing public relations* (6th ed.). Orlando, FL: Harcourt Brace Jovanovich.
- Jefkins, F. (1991). *Advertising made simple*. Butterworth-Heinemann Limited.
- Kotler, P. (2009). *Marketing management*. Pearson Education India.
- Newsom, D., Turk, J. V., & Kruckeberg, D. (1999). *This is PR: The realities of public relations*. Wadsworth, Belmont, USA.
- Ogilvy, D. (2007). *Ogilvy on advertising*. Prion.
- Pandey, P. (n.d.). *Pandeymonium: Piyush Pandey on advertising*. Penguin Books.
- Seitel, F. P. (2007). *The practice of public relations* (10th ed.). Pearson Prentice Hall.
- Wilcox, D. L., Cameron, G. T., Ault, P. H., & Agee, W. K. (2003). *Public relations: Strategies and tactics*. Allyn & Bacon, Boston.

### Modular Structure

Module	Module Name	Topic(S)	Descript	No. of Hours	Marks	Credit of each	Associat ed
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No.			ion	Allocated	Allotted	module	Course Outcome
1	<b>Foundations of Advertising and Public Relations</b>	<p>Segmentation, targeting, and positioning (STP)</p> <p>Advertising campaign planning process</p> <p>Creative strategy: copywriting, art direction, storytelling</p> <p>Types of appeals and message strategies</p> <p>Media planning and media buying (traditional and digital) and Metrics</p> <p>Emerging trends: influencer marketing, programmatic advertising</p> <p>Role of advertising in brand image</p>		15	30%	1	CO1, CO2
2	<b>Advertising Strategy, Creativity, and Media Planning</b>	<p>Segmentation, targeting, and positioning (STP)</p> <p>Advertising campaign planning process</p> <p>Creative strategy: copywriting, art</p>		15	20%	1	CO2, CO3

		<p>direction, storytelling</p> <p>Types of appeals and message strategies</p> <p>Media planning and media buying (traditional and digital) and Metrics</p> <p>Emerging trends: influencer marketing, programmatic advertising</p> <p>Role of advertising in brand image</p>					
3	<b>Public Relations Strategy and Corporate Communication</b>	<p>PR as a strategic management function, Public in PR</p> <p>PR planning: research, objectives, strategies, evaluation</p> <p>Tools of PR: press releases, media relations, events, corporate communication, etc</p> <p>Crisis communication and reputation management</p>		15	30%	1	CO1, CO3

		<p>Corporate Social Responsibility (CSR) and sustainability communication</p> <p>Political PR, advocacy, and public affairs</p> <p>Role of PR in brand image and organizational identity</p>					
4	<b>Digital Communication, Ethics, and Contemporary Issues</b>	<p>Digital transformation of advertising and PR</p> <p>Social media strategy and content marketing</p> <p>Online reputation management and digital branding</p> <p>Influencer culture and participatory media</p> <p>Data analytics and performance measurement</p> <p>Ethical issues: misinformation, privacy, data security</p> <p>Impact of AI and emerging technologies on communication</p>		15	20%	1	CO4

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**CO-PO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H						
CO 2		M				H	
CO 3			M				H
CO 4					H		
<b>TOTAL</b>	<b>3</b>	<b>2</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>3</b>

**CIA (30 Marks)**

Evaluation Components	Mode	Full Marks
CIA Others Component	Individual/ Group	10
CIA Exam (Exam to be conducted by COE)	Individual	20
<b>TOTAL</b>		<b>30</b>

**End Semester Examination (70 Marks)**

Evaluation Components	Mode	Full Marks
End Semester Exam (Exam to be conducted by COE)	Individual	70

**PG SEMESTER I**

**PAPER – Photography**

**Paper Code: Credits: 4      Total Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### **Course Outcomes**

**CO1:** Understand the fundamental principles of photography, including camera operations, exposure, lighting, and composition.

**CO2:** Apply technical skills to capture high-quality images using different photographic techniques and equipment.

**CO3:** Analyze visual storytelling through photographs, including framing, aesthetics, and meaning.

**CO4:** Evaluate ethical, cultural, and professional practices in photography, including editing and image manipulation.

### **Learning Objectives**

**LO1** – To develop technical understanding of camera operations and photographic techniques.

**LO2** – To study the aesthetic and narrative principles of photography as a visual communication medium.

**LO3** – To develop practical skills in photographic production and digital image editing.

### Syllabus

#### **Module 1: Technical Foundations of Photography**

- Introduction to still photography and its role in visual communication.
- Types of cameras and lenses.
- Exposure triangle and its theoretical and practical applications.
- Depth of field and its use in visual storytelling.
- Focusing techniques and shutter effects.
- Use of camera filters to enhance visual mood and atmosphere.

#### **Module 2: Aesthetics and Visual Language of Photography**

- Principles of photographic aesthetics and visual communication.
- Use of camera angles, visual balance, perspective and visual hierarchy.
- Meaning of colours in visual narratives; colour temperature and white balance.
- Light and shadow in visual storytelling.
- Long exposure light trails, stop-motion photography.
- Depth-of-field manipulation for expressive photography.

#### **Module 3: Practical Execution of Photography**

- Practical field and studio photography practices.
- Indoor and outdoor photography techniques.
- Natural light photography and artificial lighting techniques.
- Studio lighting setups and equipment.
- Use of light modifiers, including reflectors, diffusers, and softboxes.
- Planning and executing photographic assignments.



				<b>Allocat ed</b>			<b>Outcom e</b>
1	<b>Techni cal Founda tions of Photog raphy</b>	<ul style="list-style-type: none"> <li>● Introduction to still photography and its role in visual communication;</li> <li>● Types of cameras and lenses</li> <li>● Exposure triangle and its theoretical and practical applications</li> <li>● Depth of field and its use in visual storytelling</li> <li>● Focusing techniques and shutter effects</li> <li>● Use of camera filters to enhance visual mood and atmosphere</li> </ul>		15 hrs	25%	1	CO1
2	<b>Aesthet ics and Visual Langua ge of Photog raphy</b>	<ul style="list-style-type: none"> <li>● Principles of photographic aesthetics and visual communication</li> <li>● Use of camera angles, visual balance, perspective and visual hierarchy</li> <li>● Meaning of colours in visual narratives; colour temperature and white balance</li> <li>● Light and shadow in visual storytelling</li> </ul>		15 hrs	25%	1	CO2

		<ul style="list-style-type: none"> <li>● Long exposure light trails, stop-motion photography</li> <li>● Depth-of-field manipulation for expressive photography</li> </ul>					
3	<b>Practical Execution of Photography</b>	<ul style="list-style-type: none"> <li>● Practical field and studio photography practices</li> <li>● Indoor and outdoor photography techniques</li> <li>● Natural light photography and artificial lighting techniques</li> <li>● Studio lighting setups and equipment</li> <li>● Use of light modifiers, including reflectors, diffusers, and softboxes</li> <li>● Planning and executing photographic assignments</li> <li>● Shooting for photo features and photo essays</li> <li>● Visual storytelling through photo narratives and photo fiction.</li> </ul>		15 hrs	30%	1	CO3

4	<b>Photo Editing and Digital Image Processing</b>	<ul style="list-style-type: none"> <li>● Introduction to digital photography workflow and image management</li> <li>● Image selection and editing for storytelling</li> <li>● Basic photo editing techniques</li> <li>● Colour correction and white balance adjustment</li> <li>● Retouching and clarity enhancement</li> <li>● Creative colour grading and mood creation</li> <li>● Preparing photographs for print media and digital publication</li> <li>● Ethical considerations in photo editing and image manipulation</li> </ul>		15 hrs	20%	1	CO4
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**CO-PO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	H			H		
CO 2				H			H
CO 3	M		M			M	

CO 4		M		H	H		
TOTAL	2.5	2.5	2	3	3	2	3

H- High relevance M- Medium relevance L- Low relevance

<b>Examination</b>	<b>Type</b>	<b>Marks</b>
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	20
<i>End Semester</i>	<i>Written Theory 25, Practical 45</i>	70
<i>Total</i>		100

## **PG Semester II**

### **Communication Research Methods**

**Paper Code: Credit: 4 Marks: 100**

#### **Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.

- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### **Course Outcomes**

CO 1: To explain major philosophical paradigms and theoretical traditions in communication research.

CO-2: To Design quantitative, qualitative and mixed-method research studies relevant to media and communication contexts.

CO-3: To Analyse research data using appropriate statistical and interpretive techniques.

CO-4: To Prepare structured research proposals and academic reports following standard citation styles and research ethics.

### **Learning Objectives**

- To develop a comprehensive understanding of the theoretical foundations and philosophical paradigms that guide communication research.
- To familiarize students with the principles, processes, and ethical considerations involved in conducting scholarly research in media and communication studies.
- To enable students to identify research problems, formulate research questions and hypotheses, and design appropriate research frameworks.
- To provide knowledge of quantitative, qualitative, and mixed-method approaches used in communication research.
- To equip students with the skills required for data collection, sampling, measurement, and analysis in communication-related studies.

### **Syllabus**

#### **Module 1: Foundations and Theoretical Paradigms:**

- Foundational communication models and evolution of communication theories
- Uses and Gratifications approach
- Cultural Studies and audience interpretation
- Political Economy of Media and Public Sphere theory
- Identification of research gaps in communication studies
- Formulation of research problems and objectives

- Development of theoretical frameworks in media research
- Construction of hypotheses and research questions
- Variable construction and linking theory with methodology
- Ethical considerations, research integrity, plagiarism norms, and responsible data practices

### **Module 2: Quantitative Research Methods in Communication:**

- Survey research design and types of surveys
- Sampling techniques: probability and non-probability methods
- Questionnaire construction and design principles
- Scaling techniques
- Experimental research designs in communication studies
- Content analysis: concept, types, and applications
- Audience measurement techniques
- Media effects studies using quantitative methods
- Statistical tools for data analysis
- Reliability, validity, and measurement accuracy

### **Module 3: Qualitative Research Methods in Communication:**

- Ethnography and participant observation
- In-depth interviews and focus group discussions
- Case study research in media and communication
- Discourse analysis and semiotic analysis
- Narrative analysis and visual analysis techniques
- Grounded theory approach
- Thematic analysis and coding processes
- Digital ethnography and participatory research methods
- Reflexivity and researcher subjectivity

- Triangulation and interpretation in media research

#### **Module 4: Data Analysis and Dissertation Preparation:**

- Mixed methods research design and integration
- Policy research in communication studies
- Development communication research
- Social media analytics and digital research tools
- Proposal writing and research design formulation
- Citation styles (APA/MLA) and academic writing standards
- Plagiarism ethics and academic publishing norms
- Data interpretation, report writing, and presentation of findings
- Dissertation/thesis preparation and submission guidelines
- AI-assisted research tools, digital data mining, and research transparency

#### **Suggested Readings**

- Berger, A. A. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage Publications.
- Bryman, A. *Social Research Methods*. Oxford University Press.
- Creswell, J. W. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Flick, U. *An Introduction to Qualitative Research*. Sage Publications.
- Jensen, K. B. (Ed.). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. Routledge.
- Kothari, C. R. *Research Methodology: Methods and Techniques*. New Age International.
- McQuail, D. *McQuail's Mass Communication Theory*. Sage Publications.
- Neuman, W. L. *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson.
- Wimmer, R. D., & Dominick, J. R. *Mass Media Research: An Introduction*. Cengage Learning.

#### **Modular Structure**

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	<b>Foundations and Theoretical Paradigms</b>	<p>Foundational communication models and evolution of communication theories</p> <p>Media effects research: early to contemporary perspectives Uses and Gratifications approach</p> <p>Cultural Studies and audience interpretation</p> <p>Political Economy of Media and Public Sphere theory</p> <p>Identification of research gaps in communication studies</p> <p>Formulation of research problems and objectives</p> <p>Development of theoretical frameworks in media research</p> <p>Construction of hypotheses and research questions</p> <p>Variable construction and linking theory with methodology</p>		15	30%	1	CO1

		Ethical considerations, research integrity, plagiarism norms, and responsible data practices					
2	<b>Quantitative Research Methods in Communication</b>	<p>Survey research design and types of surveys</p> <p>Sampling techniques: probability and non-probability methods</p> <p>Questionnaire construction and design principles</p> <p>Scaling techniques</p> <p>Experimental research designs in communication studies</p> <p>Content analysis: concept, types, and applications</p> <p>Audience measurement</p> <p>Media effects studies using quantitative methods</p> <p>Statistical tools for data analysis</p> <p>Reliability, validity, and measurement accuracy</p>		15	20%	1	CO2, CO3

3	<b>Qualitative Research Methods in Communication</b>	<p>Ethnography and participant observation</p> <p>In-depth interviews and focus group discussions</p> <p>Case study research in media and communication</p> <p>Discourse analysis and semiotic analysis</p> <p>Narrative analysis and visual analysis techniques</p> <p>Grounded theory approach</p> <p>Thematic analysis and coding processes</p> <p>Digital ethnography and participatory research methods</p> <p>Reflexivity and researcher</p>		15	20%	1	CO2, CO3
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		<p>subjectivity</p> <p>Triangulation and interpretation in media research</p>					
4	<b>Data Analysis and Dissertation Preparation</b>	<p>Mixed methods research design and integration</p> <p>Policy research in communication studies</p> <p>Development communication research</p> <p>Social media analytics and digital research tools</p> <p>Proposal writing and research design formulation</p> <p>Citation styles (APA/MLA) and academic writing standards</p> <p>Plagiarism ethics and academic</p>		15	30%	1	CO3, CO4

		<p>publishing norms</p> <p>Data interpretation, report writing, and presentation of findings</p> <p>Dissertation/thesis preparation and submission guidelines</p> <p>AI-assisted research tools, digital data mining, and research transparency</p>					
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**CO-PO Mapping**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>
<b>CO 1</b>	<b>H</b>						
<b>CO 2</b>		<b>M</b>				<b>H</b>	
<b>CO 3</b>							<b>H</b>
<b>CO 4</b>			<b>M</b>		<b>H</b>		
<b>TOTAL</b>	<b>3</b>	<b>2</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>3</b>

**CIA (30 Marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>
CIA Others Component	Individual/ Group	10
CIA Exam (Exam to be conducted by COE)	Individual	20
<b>TOTAL</b>		<b>30</b>

**End Semester Examination (70 Marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>
End Semester Exam (Exam to be conducted by COE)	Individual	70

**SEMESTER II**

**PAPER – FILM STUDIES**

**Paper Code: Credits: 4 Total Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.

- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### Course Outcomes

- CO1: Understand- Students will be able to criticise and analyse films and review them.
  - CO2: Understand- Students will be able to understand the film theories and its impact on the society.
- CO3: Apply-** To utilize the knowledge of film and production technique by following the necessary steps involved in it.
- CO4: Create-** To create a short film/film script with a proper format.

### Learning Objectives

- **LO1-** Birth of narrative Cinema : Birth of narrative in film; Griffith and Porter; Chaplin and Silent Comedy; Classical Hollywood Cinema; Major Directors
- **LO2-** To learn about the Studio system of Film Production : Pre-Hollywood Production structure; Hollywood Studio System; Star System.
- **LO3-** To study Cinemas' response to Social Issues: Neo Realism; Soviet Montage; German Expressionism; French new wave.
- **LO4-** To develop an insight into Indian Cinema: Pan Indian Cinema; Auteur of Indian Cinema.

## Syllabus

### **Module 1: Basic Aspects of Film Language and Film Aesthetics**

- Image
- Space
- Time
- Mise-en-scene

- Sound
- Narrative
- Reality, Representation, Realism

### **Module 2: Film Theories**

- Classical Film Theory (Special focus on Andre Bazin and Sergei Eisenstein)
- Theories of Authorship
- Genre Theories
- Film Semiotics
- Apparatus Theory
- Feminist Film Theories
- Queer Studies in Film

### **Module 3: Film Practices across the World**

- Early Film Form to Classical Hollywood
- European Art movements (Impressionism, Expressionism, Surrealism)
- Soviet Cinema
- Italian Neorealism
- French New Wave
- Cinema in East Asia
- New Latin American Cinema
- The Second and Third Waves in Iranian Cinema

### **Module 4: Indian Cinema**

- From Silent Films to the Talkies
- The Studio Era
- Popular Melodramas of the 1950s and 60s
- The Indian New Wave and its Legacies
- Hindi Cinema in the 1970s-80s
- Regional Cinemas in India
- Bengali Cinema

- Globalization, Cinephilia and the Contemporary Indian Cinema

### Suggested Readings

- Dasgupta, D., & Roy, P. (Eds.). (2021). *Film studies: A beginner's guide*. In-Depth Communication.
- Stam, R. (2000). *Film theory: An introduction*. Blackwell Publishing.
- Stam, R., & Miller, T. (Eds.). (2000). *Film and theory: An anthology*. Blackwell.
- Hill, J., & Gibson, P. C. (Eds.). (2000). *Film studies: Critical approaches*. Oxford University Press.
- Hayward, S. (2000). *Cinema studies: The key concepts*. Routledge.
- Miller, T., & Stam, R. (Eds.). (1999). *A companion to film theory*. Blackwell.
- Donald, J., & Renov, M. (Eds.). (2008). *The SAGE handbook of film studies*. Sage.
- Maltby, R., & Craven, I. (1995). *Hollywood cinema: An introduction*. Blackwell.
- Nichols, B. (1985). *Movies and methods: An anthology*. University of California Press.
- Lothe, J. (2000). *Narrative in fiction and film: An introduction*. Oxford University Press.
- Ray, S. (1976). *Our films, their films*. Orient Longman.
- Das Gupta, B. (1994). *Cinema, literature and the language of scenario*. Seagull Books.
- Tiwari, S. (2023). *Film studies*. Research India Press.
- Bazin, A. (1967). *What is cinema?* University of California Press.
- Turner, Graeme. 1999. *Film as Social Practice*. London & New York: Routledge.
- Mani Kaul. 2008. *Beneath the Surface, Cinematography and Time*, Indian Horizons.
- Ritwik Kumar Ghatak. 2000. *Sound in Film in Rows and Rows of Fences*.
- Thompson, Kristin & Bordwell, David. 2003. *Film History: An Introduction*, London: McGraw-Hill. (Chapter 9).
- Edward Branigan. 1993. *The Point-of-View Shot*, in Bill Nichols (ed), *Movies and Methods vol. 1*.

### Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	<b>Basic Aspects of Film Language</b>	<ul style="list-style-type: none"> <li>• Image</li> <li>• Space</li> <li>• Time</li> </ul>					CO1

	<b>and Film Aesthetics</b>	<ul style="list-style-type: none"> <li>• Mise-en-scene</li> <li>• Sound</li> <li>• Narrative</li> <li>• Reality, Representation, Realism</li> </ul>					
2	<b>Film Theories</b>	<ul style="list-style-type: none"> <li>• Classical Film Theory (Special focus on Andre Bazin and Sergei Eisenstein)</li> <li>• Theories of Authorship</li> <li>• Genre Theories</li> <li>• Film Semiotics</li> <li>• Apparatus Theory</li> <li>• Feminist Film Theories</li> <li>• Queer Studies in Film</li> </ul>					CO2
3	<b>Film Practices across the World</b>	<ul style="list-style-type: none"> <li>• Early Film Form to Classical Hollywood</li> <li>• European Art movements (Impressionism, Expressionism, Surrealism)</li> <li>• Soviet Cinema</li> <li>• Italian Neorealism</li> <li>• French New Wave</li> <li>• Cinema in East Asia</li> <li>• New Latin American Cinema</li> </ul>					CO3

		<ul style="list-style-type: none"> <li>• The Second and Third Waves in Iranian Cinema</li> </ul>					
4	<b>Indian Cinema</b>	<ul style="list-style-type: none"> <li>• From Silent Films to the Talkies</li> <li>• The Studio Era</li> <li>• Popular Melodramas of the 1950s and 60s</li> <li>• The Indian New Wave and its Legacies</li> <li>• Hindi Cinema in the 1970s-80s</li> <li>• Regional Cinemas in India</li> <li>• Bengali Cinema</li> <li>• Globalization, Cinephilia and the Contemporary Indian Cinema</li> </ul>					CO4

### CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics

CO 1			M				
CO 2				H	H		
CO 3		H		H	H		H
CO 4	H	H	H	H			
TOTAL	3	3	2.5	3	3		3

H- High relevance M- Medium relevance L- Low relevance

<b>CIA PLAN (out of 30 marks)</b>			
<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
TOTAL		30	

<b>END SEMESTER EXAMINATION (out of 70 marks)</b>			
<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>

End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7
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**SEMESTER: II**

**PAPER – DIGITAL MEDIA AND DATA JOURNALISM**

**Paper Code: Credits: 4 Total Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

**Course Outcomes**

**CO1:** Understand the concepts, tools, and platforms of digital media and the fundamentals of data journalism.

**CO2:** Analyze digital content, audience engagement strategies, and the role of data in storytelling.

**CO3:** Apply skills in data collection, analysis, visualization, and multimedia storytelling using digital tools.

**CO4:** Evaluate ethical issues, data privacy concerns, and the impact of digital media and data-driven journalism on society.

### **Learning Objectives**

After completing the course, students will be able to:

LO 1: Define the concepts of artificial intelligence, machine learning and data journalism.

LO 2: Identify various digital tools and technologies used in contemporary journalism.

LO 3: Analyse datasets and interpret patterns for digital communication.

LO 4: Demonstrate the ability to present data through visualizations such as charts, maps and infographics.

LO 5: Evaluate ethical issues related to digital bias in journalism.

LO 6: Produce data-driven news stories using digital tools and digital storytelling techniques.

### **Syllabus**

#### **Module 1: Introduction to Digital Media**

- Meaning, nature and scope of digital technologies in media.
- Evolution of digital technologies and its application in journalism.
- Basic concepts of information society, knowledge society and network society.
- Application of digital technologies to the changing landscape of media newsroom.
- Ethical concerns in digital media.
- Algorithmic bias and transparency.
- Issues of data privacy and surveillance, misinformation and deepfakes.
- Regulatory frameworks and responsible use of digital technologies in media.
- Challenges and emerging trends.

#### **Module 2: Applications in Digital technologies in Journalism**

- Technology assisted news gathering and news production.
- Automated journalism and algorithmic reporting.
- Role of digital technologies in media production and content generation.
- Digital technologies in newsroom.

#### **Module 3: Data Journalism: An Introduction**

- Concept, nature and relevance.
- Critique.
- Resources of data for stories.
- Analysing Data – Compile, Clean, Context, Combine, Communicate.
- Data journalism.
- Newsroom team.

#### **Module 4: Data Collection, Interpretation and Case Studies**

- Government as a major source of data collection.
- Primary and secondary source of data collection.
- Data from NGO.
- Assembling and reassembling of data.
- Data Gathering techniques.
- Sorting Data – Tools and Techniques.
- Ethics and Concerns.
- Visualization of Data – Infographics, Bubble plots, interactive visualization.

#### **Suggested Readings**

- Bonegru, L., Chambers, L., & Gray, J. (2012). *The data journalism handbook*. O'Reilly Media.
- Craig, D., & Zion, L. (2015). *Ethics for digital journalists: Emerging best practices* (1st ed.). Routledge.
- Mair, J., & Keeble, R. L. (Eds.). (2014). *Data journalism*. Arima Publishing.
- Lesage, F., & Hackett, R. A. (2014). Between objectivity and openness: The mediality of data for journalism. *Cogitatio Press*.
- Murray, S. (2013). *Interactive data visualization for the web*. O'Reilly Media.
- Meyer, P. (2002). *Precision journalism: A reporter's introduction to social science methods*. Rowman & Littlefield.
- Rajasekar, P. (2014). India's media: Missing the data journalism revolution. *American Press Institute*.

- Susman-Peña, T. (2014). *Understanding data: Can news media rise to the challenge?* Center for International Media Assistance.
- Wong, D. (2014). *The Wall Street Journal guide to information graphics: The dos and don'ts of presenting data, facts, and figures.* W. W. Norton & Company.

### Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Digital Media	<ul style="list-style-type: none"> <li>● Meaning, nature and scope of digital technologies in media.</li> <li>● Evolution of digital technologies and its application in journalism.</li> <li>● Basic concepts of information society, knowledge society and network society.</li> <li>● Application of digital technologies to the changing landscape of media newsroom.</li> <li>● Ethical concerns in digital media.</li> <li>● Algorithmic bias and transparency.</li> </ul>			25%	1	CO 1, CO 2

		<ul style="list-style-type: none"> <li>● Issues of data privacy and surveillance, misinformation and deepfakes.</li> <li>● Regulatory frameworks and responsible use of digital technologies in media.</li> <li>● Challenges and emerging trends.</li> </ul>					
2	<b>Applications in Digital technologies in Journalism</b>	<ul style="list-style-type: none"> <li>● Technology assisted news gathering and news production.</li> <li>● Automated journalism and algorithmic reporting.</li> <li>● Role of digital technologies in media production and content generation.</li> <li>● Digital technologies in newsroom.</li> </ul>			25%	1	CO 3

3	Data Journalism: An Introduction	<ul style="list-style-type: none"> <li>● Concept, nature and relevance.</li> <li>● Critique.</li> <li>● Resources of data for stories.</li> <li>● Analysing Data – Compile, Clean, Context, Combine, Communicate.</li> <li>● Data journalism.</li> <li>● Newsroom team.</li> </ul>			25%	1	CO 2, CO 4
4	Data Collection, Interpretation and Case Studies	<ul style="list-style-type: none"> <li>● Government as a major source of data collection.</li> <li>● Primary and secondary source of data collection.</li> <li>● Data from NGO.</li> <li>● Assembling and reassembling of data.</li> <li>● Data Gathering techniques.</li> <li>● Sorting Data – Tools and Techniques.</li> <li>● Ethics and Concerns.</li> </ul>			25%	1	CO 5

		<ul style="list-style-type: none"> <li>• Visualization of Data – Infographics, Bubble plots, interactive visualization.</li> </ul>					
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**CO-PO Mapping**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	H			H		
CO 2			H	H		M	H
CO 3			M			M	
CO 4				H	H		
TOTAL	3	3	2.5	3	3	2	3

H- High relevance M- Medium relevance L- Low relevance

**CIA PLAN (out of 30 marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
<b>TOTAL</b>		<b>30</b>	

**END SEMESTER EXAMINATION (out of 80 marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7

**SEMESTER 2**

**PAPER – MEDIA ENTREPRENEURSHIP MANAGEMENT**

**Paper Code: Credits: 4      Total Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

**Course Outcomes**

**CO1:** Understand the principles of entrepreneurship and management within the media industry.

**CO2:** Analyze business models, revenue strategies, and market opportunities in media enterprises.

**CO3:** Develop skills to create and manage media ventures, including planning, budgeting, and marketing strategies.

**CO4:** Evaluate legal, ethical, and sustainability aspects of running media businesses in a dynamic environment.

### **Learning Objectives**

LO1. To understand the ownership patterns of different media organizations.

LO2. To apprehend the organizational and economic structures of the major electronic media.

LO3. To learn basic knowledge of marketing.

LO4. To know programming methods and strategies used in media industries.

LO5. To have knowledge on convergence, new technologies and their impact on different media landscape.

LO6. To have idea on legal, ethical and other regulatory challenges faced by the media industries.

LO7. To make an analysis of models related to management.

### **Syllabus**

#### **MODULE 1: Foundations of Media Entrepreneurship Management**

- Definition, nature and principles of management.
- Organisational hierarchy in media organisations.
- Functions of departments in Print media, Audiovisual media, Broadcast media
- General management functions: Finance, Circulation, Advertising, Personnel management, Production.
- Media as an industry and profession.
- Ownership patterns in media organisations.
- Editorial management.
- Apex bodies of media: DAVP, INS, ABC, Editors Guild of India, PRGI, NBA, BCCC, IBF, MRUC, IRS, TRAI.

#### **MODULE 2: Media Policy, Ownership and Economics**

- Types of media ownership.

- Foreign Direct Investment (FDI) in Indian media.
- Policies related to media ownership & regulation.
- Launching media ventures: Policy formulation, Planning, Control.
- Media scheduling.
- Problems and challenges in media management.
- Solutions to management challenges.
- Economics of different media.
- Management metrics: Business, legal and financial.

### **MODULE 3: Media Business Models and Broadcast Production Management**

- Budgeting in media organisations: Capital costs, Production costs, Commercial planning.
- Advertising and sales strategies.
- Competition and survival in media markets.
- Changing business models: traditional vs digital media.
- Planning and execution of broadcast programme production.
- Production terminology.
- Control practices and procedures.
- Operational management, Production scheduling, Evaluation techniques
- Taxation and labour laws relevant to media.
- Role of Public Relations (PR) in media business.
- Audience engagement strategies.

### **MODULE 4: Media Administration and Entrepreneurship**

- Administration in media organisations: Scheduling, Transmission, Record keeping, Quality control, Cost-effective techniques.
- Employee–employer relationships, Customer relationship management.
- Brand promotion, Space & time management, Audience reach, Market survey techniques.

- Media research practices in India.
- Concept and characteristics of entrepreneurship.
- Media entrepreneurship in India: Case studies, Problems and solutions.
- Theories and types of entrepreneurs.
- Types of entrepreneurial ventures.
- Business planning & resource mobilisation.
- Managerial aspects of entrepreneurship.

### **Suggested Readings**

- Chaturvedi, B. K. (2014). *Media management*. Global Vision Publishing House.
- Kohli-Khandekar, V. (2013). *The Indian media business* (4th ed.). SAGE Publications India.
- Rayudu, C. S. (2010). *Media and communication management*. Himalaya Publishing House.
- Ravindranath, P. K. (2008). *News media management*. Authors Press.
- Stradling, L. (2010). *Production management for TV and film: The professional's guide*. A&C Black.
- Albarran, A. B. (2010). *Management of electronic media*. Wadsworth Publishing.
- Spurgeon, C. (2007). *Advertising and new media*. Routledge.
- Mathur, A. (2011). *Entrepreneurship and new venture planning*. Taxmann Publications.

### **Modular Structure**

<b>Module No.</b>	<b>Module Name</b>	<b>Topic</b>	<b>Description</b>	<b>No. of Hours Allocated</b>	<b>Marks Allotted</b>	<b>Credit of each module</b>	<b>Associated Course Outcome</b>
1	<b>Foundations of Media Entrepreneurship Management</b>	<ul style="list-style-type: none"> <li>• Definition, nature and principles of management.</li> <li>• Organisational hierarchy in media organisations.</li> <li>• Functions of departments in Print media, Audiovisual media, Broadcast media</li> <li>• General management functions: Finance, Circulation, Advertising, Personnel management, Production.</li> <li>• Media as an industry and profession.</li> <li>• Ownership patterns in media organisations.</li> <li>• Editorial management.</li> <li>• Apex bodies of media: DAVP, INS, ABC, Editors Guild of India, PRGI, NBA, BCCC, IBF, MRUC, IRS, TRAI.</li> </ul>		15 hrs	25%	1	CO1
2	<b>Media Policy, Ownership and Economics</b>	<ul style="list-style-type: none"> <li>• Types of media ownership.</li> <li>• Foreign Direct Investment (FDI) in Indian media.</li> <li>• Policies related to media ownership &amp; regulation.</li> </ul>		15 hrs	25%	1	CO2

		<ul style="list-style-type: none"> <li>• Launching media ventures: Policy formulation, Planning, Control.</li> <li>• Media scheduling.</li> <li>• Problems and challenges in media management.</li> <li>• Solutions to management challenges.</li> <li>• Economics of different media.</li> <li>• Management metrics: Business, legal and financial.</li> </ul>					
3	<b>Media Business Models and Broadcast Production Management</b>	<ul style="list-style-type: none"> <li>• Budgeting in media organisations: Capital costs, Production costs, Commercial planning.</li> <li>• Advertising and sales strategies.</li> <li>• Competition and survival in media markets.</li> <li>• Changing business models: traditional vs digital media.</li> <li>• Planning and execution of broadcast programme production.</li> <li>• Production terminology.</li> <li>• Control practices and procedures.</li> </ul>		15 hrs	25%	1	CO3

		<ul style="list-style-type: none"> <li>• Operational management, Production scheduling, Evaluation techniques</li> <li>• Taxation and labour laws relevant to media.</li> <li>• Role of Public Relations (PR) in media business.</li> <li>• Audience engagement strategies.</li> </ul>					
4	<b>Media Administration and Entrepreneurship</b>	<ul style="list-style-type: none"> <li>• Administration in media organisations: Scheduling, Transmission, Record keeping, Quality control, Cost-effective techniques.</li> <li>• Employee–employer relationships, Customer relationship management.</li> <li>• Brand promotion, Space &amp; time management, Audience reach, Market survey techniques.</li> <li>• Media research practices in India.</li> <li>• Concept and characteristics of entrepreneurship.</li> <li>• Media entrepreneurship in India: Case studies, Problems and solutions.</li> <li>• Theories and types of entrepreneurs.</li> </ul>		15 hrs	25%	1	CO4

		<ul style="list-style-type: none"> <li>• Types of entrepreneurial ventures.</li> <li>• Business planning &amp; resource mobilisation.</li> <li>• Managerial aspects of entrepreneurship.</li> </ul>					
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### CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	<b>Problem Analysis and Solutions</b>	<b>Message Designing</b>	<b>Modern tool usage</b>	<b>Life-long learning</b>	<b>Media and society</b>	<b>Environment and Sustainability</b>	<b>Ethics</b>
<b>CO 1</b>	M				H	H	
<b>CO 2</b>	M				H	H	
<b>CO 3</b>							M
<b>CO 4</b>		H	H	H			
<b>TOTAL</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>

H- High relevance, M- Medium relevance, L- Low relevance

Examination	Type	Marks
CIA	Written Test	20
	Other Component	10
End Semester Theory	Written	70
Total		100

### SEMESTER: II

#### Discipline Specific Core Course

#### PAPER – EVENT MANAGEMENT

**Paper Code:      Credits: 4      Total Marks: 100**

### **Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### **Course Outcomes**

**CO1:** Understand the fundamentals, types, and processes involved in event planning and management.

**CO2:** Analyze logistics, budgeting, marketing, and risk management strategies for successful events.

**CO3:** Develop practical skills in organizing, coordinating, and executing events efficiently.

**CO4:** Evaluate the impact, sustainability, and ethical considerations in event management practices.

### **Learning Objectives**

- LO1: Understand the foundational concepts of event management, its scope, history, and its significance in the mass communication industry.
- LO2: Develop skills in event planning, budgeting, scheduling, venue selection, and resource mobilisation for various event categories.

- LO3: Gain practical knowledge of sponsorship acquisition, media relations, public relations, and audience engagement strategies for events.
- LO4: Analyse risk assessment methodologies, crisis communication plans, legal compliance, and safety protocols essential for event execution.
- LO5: Evaluate post-event analysis techniques, measuring return on investment (ROI), audience feedback, and media impact of events.

## Syllabus

### **Module 1: Introduction to Event Management**

- Definition, nature and scope of Event Management
- History and evolution of the events industry
- Types of events: Corporate, Social, Cultural, Sports, Political
- Role of Event Manager in Mass Communication
- Event Management as a profession
- Stakeholders in event management
- Event lifecycle
- Key trends in the global and Indian events industry

### **Module 2: Event Planning and Production**

- Event conceptualisation and theme development
- Project planning
- Venue selection and management
- Budgeting and financial planning for events
- Vendor management
- Technical production
- Logistics and transport management
- Ticketing, registration, and crowd management
- Green events and sustainable practices

### **Module 3: Sponsorship, Media and Marketing**

- Sponsorship
- Sponsorship proposals and negotiation strategies
- Event marketing
- Social media marketing for events
- Public Relations and media coordination
- Press releases, press conferences, and media kits
- Celebrity management and brand endorsements
- Audience engagement and experience design
- Event branding and identity

### **Module 4: Risk Management, Legal Aspects and Post-Event Analysis**

- Risk identification and assessment in events
- Crisis communication planning for events
- Safety and security protocols

- Legal and ethical aspects
- Post-event reporting and evaluation
- Measuring ROI and audience feedback analysis
- Case studies of successful and failed events
- Event Management software and digital tools

### **Suggested Readings**

- Goldblatt, J. (2010). *Special events: A new generation and the next frontier* (6th ed.). John Wiley & Sons.
- Shone, A., & Parry, B. (2013). *Successful event management: A practical handbook* (4th ed.). Cengage Learning.
- Bowdin, G., Allen, J., O’Toole, W., Harris, R., & McDonnell, I. (2011). *Events management* (3rd ed.). Butterworth-Heinemann.
- Getz, D. (2012). *Event studies: Theory, research and policy for planned events* (2nd ed.). Routledge.
- Singh, S. R. (2009). *Event management*. APH Publishing Corporation.
- Raj, R., Walters, P., & Rashid, T. (2013). *Events management: Principles and practice* (2nd ed.). SAGE Publications.
- Hoyle, L. H. (2002). *Event marketing: How to successfully promote events, festivals, conventions, and expositions*. John Wiley & Sons.
- Allen, J. (2009). *Event management* (3rd ed.). Wiley.
- Sondhi, M. (2016). *Event management: A professional and developmental approach*. PHI Learning.
- Tum, J., Norton, P., & Wright, J. N. (2006). *Management of event operations*. Butterworth-Heinemann.

### **Modular Structure**

<b>Module No.</b>	<b>Module Name</b>	<b>Topic(s)</b>	<b>No. of Hours Allocated</b>	<b>Marks Allotted</b>	<b>Credit of each module</b>	<b>Associated Course Outcome</b>
1	Introduction to Event Management	<ul style="list-style-type: none"> <li>• Definition, nature and scope of Event Management</li> </ul>	15 hrs	25%	1	CO1

		<ul style="list-style-type: none"> <li>• History and evolution of the events industry</li> <li>• Types of events: Corporate, Social, Cultural, Sports, Political</li> <li>• Role of Event Manager in Mass Communication</li> <li>• Event Management as a profession</li> <li>• Stakeholders in event management</li> <li>• Event lifecycle</li> <li>• Key trends in the global and Indian events industry</li> </ul>				
2	Event Planning and Production	<ul style="list-style-type: none"> <li>• Event conceptualisation and theme development</li> <li>• Project planning</li> <li>• Venue selection and management</li> <li>• Budgeting and financial planning for events</li> <li>• Vendor management</li> <li>• Technical production</li> <li>• Logistics and transport management</li> <li>• Ticketing, registration, and crowd management</li> <li>• Green events and sustainable practices</li> </ul>	15 hrs	25%	1	CO2

3	Sponsorship, Media and Marketing	<ul style="list-style-type: none"> <li>• Sponsorship</li> <li>• Sponsorship proposals and negotiation strategies</li> <li>• Event marketing</li> <li>• Social media marketing for events</li> <li>• Public Relations and media coordination</li> <li>• Press releases, press conferences, and media kits</li> <li>• Celebrity management and brand endorsements</li> <li>• Audience engagement and experience design</li> <li>• Event branding and identity</li> </ul>	15 hrs	25%	1	CO3
4	Risk Management, Legal Aspects and Post-Event Analysis	<ul style="list-style-type: none"> <li>• Risk identification and assessment in events</li> <li>• Crisis communication planning for events</li> <li>• Safety and security protocols</li> <li>• Legal and ethical aspects</li> <li>• Post-event reporting and evaluation</li> <li>• Measuring ROI and audience feedback analysis</li> </ul>	15 hrs	25%	1	CO4

		<ul style="list-style-type: none"> <li>• Case studies of successful and failed events</li> <li>• Event Management software and digital tools</li> </ul>				
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### CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	<b>Problem Analysis and Solutions</b>	<b>Message Designing</b>	<b>Modern tool usage</b>	<b>Life-long learning</b>	<b>Media and society</b>	<b>Environment and Sustainability</b>	<b>Ethics</b>
CO 1	H	H	M	M			
CO 2	H		H	M			H
CO 3					M	M	M
CO 4		H					
<b>TOTAL</b>	<b>3</b>	<b>3</b>	<b>2.5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2.5</b>

H - High relevance    M - Medium relevance    L - Low relevance

### **CIA PLAN (out of 30 marks)**

Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Component I: Assignment / Seminar Presentation on a chosen event concept	Individual	10	PO1, PO2
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO6, PO3

TOTAL		30	
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**End Semester Examination (out of 70 marks)**

Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE) – Written examination covering all four modules with short, medium, and long answer questions.	Individual 45 Theory, 25 Practical	70	PO1, PO2, PO3, PO4, PO5, PO7

**PG Semester II**

**Brand Management**

**Paper Code: Credit: 4 Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.

- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### **Course Outcomes**

CO 1: To Develop advanced understanding of brand theory and strategic brand building.

CO-2: To Examine consumer-brand relationships and brand equity models.

CO-3: To Analyse brand communication in digital and global contexts.

CO-4: To equip students with skills for brand evaluation, extension, and crisis management.

### **Learning Objectives**

- To develop a comprehensive understanding of the concepts, principles and strategic importance of branding in contemporary markets.
- To familiarize students with major theories and models of brand equity and brand building.
- To examine consumer behaviour and its influence on brand perception, brand loyalty and brand relationships.
- To equip students with knowledge of strategic brand management, including brand positioning, brand architecture and integrated brand communication.
- To develop analytical and practical skills required for brand evaluation, brand audit and strategic brand decision-making.

### **Syllabus**

#### **Module 1: Introduction to Branding**

- Concept, meaning, and evolution of branding
- Difference between product, brand, trademark, and logo
- Functions and importance of branding in competitive markets
- Types of brands: product, corporate, service, personal, and retail brands
- Brand identity vs brand image vs brand positioning
- Kapferer's Brand Identity Prism
- Customer-Based Brand Equity (CBBE) Model by Keller
- Dimensions of brand equity: awareness, loyalty, associations, perceived quality
- Brand elements: name, logo, tagline, packaging, color, typography

#### **Module 2: Brand Strategy and Positioning**

- Concept and importance of brand positioning
- Positioning strategies and perceptual mapping
- Points of Parity (POP) and Points of Difference (POD)
- Competitive analysis and positioning against rivals
- Brand architecture: branded house vs house of brands
- Sub-branding, endorsed brands, and hybrid branding strategies
- Brand portfolio management
- Brand personality dimensions (Aaker's model)
- Brand storytelling and narrative development

### **Module 3: Building and Managing Brands**

- Integrated Marketing Communication (IMC) and brand consistency
- Role of advertising, public relations, and digital media in branding
- Influencer marketing and content marketing strategies
- Brand engagement and relationship marketing
- Brand communities and user-generated content
- Brand extension: line extension and category extension
- Co-branding, brand alliances, and partnerships
- Risks, challenges, and failures in brand extension

### **Module 4 : Advanced Brand Management**

- Digital branding and social media strategies
- Personal branding and influencer branding
- Global branding: standardization vs adaptation
- Cross-cultural branding challenges and strategies
- Brand ethics and corporate social responsibility (CSR)
- Green branding and sustainability communication
- Brand activism and purpose-driven branding
- Crisis management and brand recovery strategies

- Future trends in branding (AI, data-driven branding, immersive experiences)

### Suggested Readings

- Aaker, D. A. *Building Strong Brands*. Free Press.
- Aaker, D. A. *Managing Brand Equity*. Free Press.
- Aaker, D. A., & Joachimsthaler, E. *Brand Leadership*. Free Press.
- Dutta, K. *Brand Management: Principles and Practices*. Oxford University Press.
- Kapferer, J.-N. *The New Strategic Brand Management*. Kogan Page.
- Keller, K. L. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- Kotler, P., & Keller, K. L. *Marketing Management*. Pearson.
- Miller, D. *Building a StoryBrand*. HarperCollins.
- Neumeier, M. *The Brand Gap*. New Riders.
- Wheeler, A. *Designing Brand Identity*. Wiley.

### Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	<b>Introduction to Branding</b>	<p>Concept, meaning, and evolution of branding</p> <p>Difference between product, brand, trademark, and logo</p> <p>Functions and importance of branding in</p>		15	30%	1	CO1, CO2

		<p>competitive markets</p> <p>Types of brands: product, corporate, service, personal, and retail brands</p> <p>Brand identity vs brand image vs brand positioning</p> <p>Kapferer's Brand Identity Prism</p> <p>Customer-Based Brand Equity (CBBE) Model by Keller</p> <p>Dimensions of brand equity: awareness, loyalty, associations, perceived quality</p> <p>Brand elements: name, logo, tagline, packaging,</p>					
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		color, typography					
2	<b>Brand Strategy and Positioning</b>	<p>Concept and importance of brand positioning</p> <p>Positioning strategies and perceptual mapping</p> <p>Points of Parity (POP) and Points of Difference (POD)</p> <p>Competitive analysis and positioning against rivals</p> <p>Brand architecture: branded house vs house of brands</p> <p>Sub-branding, endorsed brands, and hybrid branding strategies</p> <p>Brand portfolio management</p>		15	30%	1	CO2, CO3

		<p>Brand personality dimensions (Aaker's model)</p> <p>Brand storytelling and narrative development</p>					
3	<b>Building and Managing Brands</b>	<p>Integrated Marketing Communication (IMC) and brand consistency</p> <p>Role of advertising, public relations, and digital media in branding</p> <p>Influencer marketing and content marketing strategies</p> <p>Brand engagement and relationship marketing</p> <p>Brand communities and user-</p>		15	20%	1	CO2, CO3

		<p>generated content</p> <p>Brand extension: line extension and category extension</p> <p>Co-branding, brand alliances, and partnerships</p> <p>Risks, challenges, and failures in brand extension</p>					
4	<b>Advanced Brand Management</b>	<p>Digital branding and social media strategies</p> <p>Personal branding and influencer branding</p> <p>Global branding: standardization vs adaptation</p> <p>Cross-cultural branding challenges and strategies</p>		15	20%	1	CO3, CO4

		<p>Brand ethics and corporate social responsibility (CSR)</p> <p>Green branding and sustainability communication</p> <p>Brand activism and purpose-driven branding</p> <p>Crisis management and brand recovery strategies</p> <p>Future trends in branding (AI, data-driven branding, immersive experiences)</p>					
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**CO-PO Mapping**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>
<b>CO 1</b>	H						
<b>CO 2</b>		M				H	
<b>CO 3</b>				M			H

<b>CO 4</b>	M				H		
<b>TOTAL</b>	5	2		2	3	3	3

**CIA (30 Marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>
CIA Others Component	Individual/ Group	10
CIA Exam (Exam to be conducted by COE)	Individual	20
<b>TOTAL</b>		<b>30</b>

**End Semester Examination (70 Marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>
End Semester Exam (Exam to be conducted by COE)	Individual	70

**Semester II**

**Media and Artificial Intelligence Literacy**

**Paper Code: Credit: 4 Marks: 100**

**Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.

- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

### **Course Outcomes**

- **CO1:** Understand the fundamentals of artificial intelligence and its applications in media and communication industries.
- **CO2:** Analyze the role of AI in content creation, curation, personalization, and audience engagement.
- **CO3:** Apply basic AI tools and techniques for media production, data analysis, and digital storytelling.
- **CO4:** Evaluate ethical issues, bias, data privacy, and the societal impact of AI in media ecosystems.

### **Learning Objectives (LO)**

After completing the course, students will be able to:

**LO 1:** Explain the concepts of media literacy, digital literacy and artificial intelligence and their relevance in contemporary media ecosystems.

**LO 2:** Analyse how artificial intelligence technologies are used in journalism, advertising, entertainment and social media platforms.

**LO 3:** Critically evaluate the ethical, social and regulatory challenges associated with AI-driven media environments such as misinformation, algorithmic bias, surveillance and data privacy.

**LO 4:** Demonstrate the ability to use AI-assisted tools for media research, fact-checking, digital storytelling and content creation.

**LO 5:** Apply media literacy frameworks to identify misinformation, deepfakes and manipulated media content.

**LO 6:** Develop analytical and practical skills to engage responsibly with AI-enabled media technologies in academic and professional contexts.

### **Syllabus**

#### **Module 1: Foundations of Media and AI Literacy**

- Concept of media literacy
- Concept of digital literacy and AI literacy
- Evolution of media technologies and introduction to artificial intelligence and machine learning
- Media ecosystems in the digital age
- Role of AI in journalism, advertising, entertainment and communication industries
- Digital storytelling with AI
- Critical media consumption

#### **Module 2: AI Applications in Media and Communication**

- AI in journalism and automated news production
- AI-assisted reporting and newsroom automation
- AI in advertising, marketing and audience targeting;
- Recommendation algorithms and personalization;
- AI in film, OTT platforms and entertainment;
- AI-generated content (text, audio, video and images)
- Social media algorithms and engagement metrics

#### **Module 3: Ethics, Governance and Social Implications of AI Media**

- Algorithmic bias and discrimination; misinformation, disinformation and deepfakes
- AI and political communication; surveillance capitalism and data privacy
- AI and media regulation
- Digital divide and AI inequality
- Intellectual property and copyright issues in AI-generated content
- Ethical frameworks for responsible AI use
- Global policy debates on AI governance
- Media literacy approaches to combat fake news and digital manipulation.

## Module 4: AI Tools, Fact-Checking and Responsible Media Practices

- Fact-checking techniques and verification tools;
- AI tools in media research
- Audience data analysis and sentiment analysis
- Preparing analytical reports and AI-based media projects.

### Suggested Readings

- Couldry, N., & Mejias, U. A. (2019). *The costs of connection: How data is colonizing human life and appropriating it for capitalism*. Stanford University Press.
- Zuboff, S. (2019). *The age of surveillance capitalism*. PublicAffairs.
- Manovich, L. (2019). *AI aesthetics*. Strelka Press.
- Pariser, E. (2011). *The filter bubble: What the Internet is hiding from you*. Penguin Press.
- Lewis, S. C., & Diakopoulos, N. (2018). Artificial intelligence and journalism. *Digital Journalism*, 6(1), 1–6.
- Oxford Internet Institute. (2020). *Research reports on AI and digital media*. University of Oxford.
- UNESCO. (2011). *Media and information literacy curriculum for educators*. UNESCO Publishing.
- UNESCO. (2019). *Artificial intelligence and education: Guidance for policy makers*. UNESCO Publishing.

### Modular Structure

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
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1	Foundations of Media and AI Literacy	<ul style="list-style-type: none"> <li>● Concept of media literacy</li> <li>● Concept of digital literacy and AI literacy</li> <li>● Evolution of media technologies and introduction to artificial intelligence and machine learning</li> <li>● Media ecosystems in the digital age</li> <li>● Role of AI in journalism, advertising, entertainment and communication industries</li> <li>● Digital storytelling with AI</li> <li>● Critical media consumption</li> </ul>	Introduces conceptual foundations of media literacy and artificial intelligence within contemporary media ecosystems.	15	30%	1	CO1
2	AI Applications in Media and Communication	<ul style="list-style-type: none"> <li>● AI in journalism and automated news production.</li> </ul>	Explores how artificial intelligence technology	15	20%	1	CO2

		<ul style="list-style-type: none"> <li>• AI-assisted reporting and newsroom automation.</li> <li>• AI in advertising, marketing and audience targeting;</li> <li>• Recommendation algorithms and personalization.</li> <li>• AI in film, OTT platforms and entertainment.</li> <li>• AI-generated content (text, audio, video and images).</li> <li>• Social media algorithms and engagement metrics.</li> </ul>	es are transforming media production, distribution and audience engagement.				
<b>3</b>	Ethics, Governance and Social Implications	<ul style="list-style-type: none"> <li>• Algorithmic bias and discrimination; misinformation, disinformation and deepfakes.</li> </ul>	Examines ethical challenges, policy debates and societal	<b>15</b>	<b>20%</b>	<b>1</b>	<b>CO3</b>

		<ul style="list-style-type: none"> <li>● AI and political communication; surveillance capitalism and data privacy.</li> <li>● AI and media regulation.</li> <li>● Digital divide and AI inequality.</li> <li>● Intellectual property and copyright issues in AI-generated content.</li> <li>● Ethical frameworks for responsible AI use.</li> <li>● Global policy debates on AI governance.</li> <li>● Media literacy approaches to combat fake news and digital manipulation.</li> </ul>	<p>implications of AI-driven media environments.</p>				
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<b>4</b>	AI Tools and Responsible Media Practices	<ul style="list-style-type: none"> <li>• Fact-checking techniques and verification tools.</li> <li>• AI tools in media research.</li> <li>• Audience data analysis and sentiment analysis.</li> <li>• Preparing analytical reports and AI-based media projects.</li> </ul>	Develops practical competencies in using AI tools for media analysis, verification and responsible content creation	<b>15</b>	<b>30%</b>	<b>1</b>	<b>CO3, CO4</b>
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**CO PO Mapping**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>
<b>CO 1</b>	<b>H</b>		<b>M</b>		<b>M</b>		
<b>CO 2</b>	<b>M</b>	<b>H</b>	<b>H</b>				
<b>CO 3</b>			<b>M</b>		<b>H</b>	<b>M</b>	<b>H</b>
<b>CO 4</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>			<b>M</b>
<b>TOTAL</b>	<b>2.3</b>	<b>3</b>	<b>2.5</b>	<b>2</b>	<b>2.5</b>	<b>2</b>	<b>2.5</b>

<b>Evaluation</b>	<b>Max. marks for which the exam is conducted</b>	<b>Remarks</b>
<b>CIA</b>	<b>30</b>	<b>Written test (20), Others Assignment (10)</b>
<b>End Semester Exam</b>	<b>70</b>	<b>Exam to be conducted by COE</b>

## **SEMESTER: II**

### **PAPER – Indian Knowledge Systems: Communication Perspectives**

**Paper Code: Credits: 4 Total Marks: 100**

#### **Programme Outcomes**

- PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.
- PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
- PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

## Course Outcomes

- CO1. Compare and evaluate Indian Knowledge Systems with modern scientific approaches to identify complementarities and differences.
- CO2. Apply principles of IKS to propose practical solutions, models, or community projects in fields like sustainable living, wellness, and indigenous technologies.
- CO3. Demonstrate cultural awareness and integrate indigenous perspectives into academic, social, and professional contexts.
- CO4. Create innovative ideas or projects that extend IKS knowledge into modern contexts, showing readiness for lifelong learning and research.

## Learning Objectives

- **LO1-** To examine the role of oral traditions, storytelling, folk media and performative practices as traditional modes of communication in Indian society.
- **LO2-** To evaluate the relevance of Indian epistemological and aesthetic concepts such as Rasa, Dhvani and Vakrokti in understanding communication, media narratives and audience reception.
- **LO3-** To compare western communication theories with Indian communication perspectives to identify similarities, differences and possibilities for theoretical integration.
- **LO4-** To apply principles of the Indian Knowledge System in analysing contemporary media, cultural communication and social discourse in India.

## Syllabus

### Module 1: IKS Foundations of Consciousness Communication

- Communication as a meaning event in Indian Knowledge Systems
- Prakāśa–Vimarśa: illumination and reflexive awareness as communicative ground
- Sphoṭa: holistic disclosure of meaning beyond sequential language
- Pratibhā: intuitive flash and pre-conceptual cognition
- Anuvyavasāya: reflexive cognition and self-awareness in communication
- Consciousness, intentionality, and meaning: IKS and phenomenological resonances

### Module 2: IKS Theories of Language and Meaning

- Four levels of Vāk: Parā, Paśyantī, Madhyamā, Vaikharī
- Dhvani: suggestion and layered meaning
- Vakrokti: obliqueness and stylistic deviation in communication
- Nyāya and Mīmāṃsā: inference, interpretation, and meaning validation
- Structured vs. emergent meaning in communicative cognition
- From expression to understanding: internal architecture of meaning formation.

### Module 3: IKS, Metacognition, and Reflexive Meaning

- Metacognition in communication: awareness and regulation of understanding
- Prakāśa–Vimarśa as metacognitive equivalence
- Pratibhā and intuitive cognition: pre-reflective processing
- Anuvyavasāya and higher-order awareness: cognition of cognition
- Illusions of understanding and failures of reflexive communication
- Operationalising consciousness: conceptual grounding for measurement

### Module 4: IKS Communication in the AI Age

- AI as computational communication: pattern without awareness
- Consciousness-centred communication vs. algorithmic mediation
- Absence of Prakāśa–Vimarśa in artificial systems
- Simulation vs. understanding: limits of AI communication
- Reinterpreting media and digital communication through IKS frameworks
- Towards an IKS-informed communication theory for contemporary contexts

### Suggested Readings:

- *Introduction to Indian Knowledge System: Concepts and Applications* by B. Mahadevan et al.
- *Indian Knowledge System* by Kapil Kapoor and Avadhesh Kumar Singh
- *Traditional Knowledge System in India* by Amit Jha

### CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	<b>Problem Analysis and Solutions</b>	<b>Message Designing</b>	<b>Modern tool usage</b>	<b>Life-long learning</b>	<b>Media and society</b>	<b>Environment and Sustainability</b>	<b>Ethics</b>
CO 1	H	H			H		
CO 2				H	H		
CO 3		H		H	H		H

Module No.	Module Name	Topic(s)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	<b>IKS Foundations of Consciousness Communication</b>	<ul style="list-style-type: none"> <li>• Communication as a meaning event in Indian Knowledge Systems</li> <li>• Prakāśa–Vimarśa: illumination and reflexive awareness as communicative ground</li> <li>• Sphoṭa: holistic disclosure of meaning beyond sequential language</li> <li>• Pratibhā: intuitive flash and pre-conceptual cognition</li> <li>• Anuvyavasāya: reflexive cognition and self-awareness in communication</li> <li>• Consciousness, intentionality, and meaning: IKS and phenomenological resonances</li> </ul>					CO1

<b>CO 4</b>	H	H	H	H			
<b>TOTAL</b>	<b>3</b>	<b>3</b>	<b>2.5</b>	<b>3</b>	<b>3</b>		<b>3</b>

H – High relevance M – Medium relevance L – Low relevance

2	<b>IKS Theories of Language and Meaning</b>	<ul style="list-style-type: none"> <li>• Four levels of Vāk: Parā, Paśyantī, Madhyamā, Vaikharī</li> <li>• Dhvani: suggestion and layered meaning</li> <li>• Vakrokti: obliqueness and stylistic deviation in communication</li> <li>• Nyāya and Mīmāṃsā: inference, interpretation, and meaning validation</li> <li>• Structured vs. emergent meaning in communicative cognition</li> <li>• From expression to understanding: internal architecture of meaning formation.</li> </ul>					CO2
3	<b>IKS, Metacognition, and Reflexive Meaning</b>	<ul style="list-style-type: none"> <li>• Metacognition in communication: awareness and regulation of understanding</li> <li>• Prakāśa–Vimarśa as metacognitive equivalence</li> <li>• Pratibhā and intuitive cognition: pre-reflective processing</li> <li>• Anuvyavasāya and higher-</li> </ul>					CO3, CO4

		<p>order awareness: cognition of cognition</p> <ul style="list-style-type: none"> <li>• Illusions of understanding and failures of reflexive communication</li> <li>• Operationalising consciousness: conceptual grounding for measurement</li> </ul>					
4	<b>IKS Communication in the AI Age</b>	<ul style="list-style-type: none"> <li>• AI as computational communication: pattern without awareness</li> <li>• Consciousness-centred communication vs. algorithmic mediation</li> <li>• Absence of Prakāśa–Vimarśa in artificial systems</li> <li>• Simulation vs. understanding: limits of AI communication</li> <li>• Reinterpreting media and digital communication through IKS frameworks</li> <li>• Towards an IKS-informed communication</li> </ul>					CO4

		theory for contemporary contexts					
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**CIA PLAN (out of 30 marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	20	PO1, PO2, PO3
<b>TOTAL</b>	<b>30</b>		

**END SEMESTER EXAMINATION (out of 70 marks)**

<b>Evaluation Components</b>	<b>Mode</b>	<b>Full Marks</b>	<b>PO (for Rubrics)</b>
End Semester Exam (Exam to be conducted by COE)	Individual	70	PO1, PO2, PO3, PO4, PO5, PO7