AC - 07/07/2023 Item No. -8.17(N)

# As Per NEP 2020

# University of Mumbai



### Title of the program

**A**-P.G. Diploma in Journalism & Mass Communication-Strategic & Integrated Communication

2023-24

- **B**-MA (Journalism & Mass Communication-Strategic
  - & Integrated Communication) (Two Year)
- C-MA (Journalism & Mass Communication-Strategic
  - & Integrated Communication) (One Year) -2027-28

# Syllabus for

Semester -I and II

PG GR dated 16<sup>th</sup> May, 2023 for Credit Structure of PG

#### **Preamble**

#### 1) Introduction:

MA (Journalism & Mass Communication-Strategic & Integrated Communication) MA (JMC-S & IC) (Choice based) Semester – I & II new Syllabus to be sanctioned & implemented from 2023-24. It is a 2 years long postgraduate fulltime program. It is generally studied by the learner who want to know about the Persuasion Studies, Strategic and Integrated Communication, Media Management and Economics, Digital Media Marketing, Introduction to Interpersonal Communication, Corporate Social Responsibility, Writing for the Media part 1 and 2, etc.

Most importantly, this MA JMC-S & IC learner will be trained to critically analyse and understand the world of Strategic & Integrated Communication.

#### 2) Aims and Objectives:

- i) PO1: Acquire theoretical understanding of the various phenomena arising out of content creation and dissemination across communication, journalism, media technologies and audiences.
- ii) PO2: Critically evaluates, in terms of the ethics and aesthetics, the range of activities involving creators to users/consumers of content.
- iii) PO3: Explore and understand the economics of content creation and dissemination across media technologies and audiences.
- iv) PO4: Take a review of research of the various phenomena involving content creation and dissemination.
- v) PO5: Explore, understand and acquire knowledge and skill in the range of activities involving communication, media and journalism.
- vi) PO6: Apply the knowledge and skill in the creation and dissemination of content across media technologies and audiences.

#### 3) Learning Outcomes:

- Experiential learning will help the learner to apply skills of various arts and crafts that will increase their employability for working in the field of Communication, Media and Journalism.
- ii) Learners will be exposed to various equipment that are used for Production for the Print Media, Production for the audio-visual media.
- iii) Learners will be exposed to the latest software and theories used for Communication, Media and Journalism Content Production.
- iv) Learners will be able to develop the portfolio during the execution of their practical course projects.
- v) Learners will get an overview of content development processes for various platforms.

#### 4) Any other Points:

- i) Internal assessment (Total Marks 50): It can be classroom presentation, classroom test, subject concerned assignments, etc.
- ii) Question Paper Patterns:

Total Marks 50: 1) Question No. 1 is compulsory (10 marks.)

2) Attempt any <u>five</u> more questions from Questions 02 to Question 10. Each question carries 08 marks. The English version of the paper shall be the correct version.

1)- A:

OR 1)- B:

2)

3)

4)

5)

6)

7)

8)

9)

10) Write short notes on ANY TWO.

## MA (Journalism & Mass Communication-Strategic & Integrated Communication)

Credit Structure R Year Level Major OJT RP Cum.Cr. Degree (2 Yr PG) RM /FP **Electives** MA(J & Mandatory\* (Any one) MC) Course 1: Credits 4 PG Persuasion Social Diploma Sem: I 6.0 Studies Course 1: Science 22 (after (Credits 4) Research Production for (1Year the Print Media Design Course 2: Strategic and (Credits 4) Integrated OR Communication (Credits4) Course 2: Course 3: Preparing a Media Public Management and Relations Economics Campaign (Credits 4) Course 4: Writing for the Media- 1 (Credits 2) Course 1: Credits 4 Digital Organisational Media Sem- II Behaviour Course 1: Marketin (Credits 4) Production for the audio-visual 22 Course 2: media (Credits Digital 4) Technologies OR and Strategic Communication (Credits4) Course 2: Preparing an Course 3: Advertising Advanced Campaign Strategic and Integrated Communication (Credits 4)

## MA (Journalism & Mass Communication-Strategic & Integrated Communication)

		Integrated Communication	
I		Communication	
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Sign of HOD

Prof. (Dr.) Sunder Rajdeep Dept. of Communication & Journalism.

Sign of Dean, Name of the Dean

Faculty of Interdisciplinary.

# SEM - I

Course De Outcome 5	Course Al	Course Id Outcome 3	Course D Outcome 2	Course D Outcome 1	Outcomes (CO)	Course	Semester 1	Credits	Total 4	Course Title P	Code	Course	
Demonstrate communication skills necessary for effective performance as a producer and consumer of persuasive communication.	Analyze, critique, and report on persuasive attempts that you observe and/or experience.	Identify and discuss contexts of persuasion: interpersonal, public/mediated, advertising.	Discuss major theoretical perspectives and concepts associated with persuasion.	Define persuasion and discuss the differences among information, expression, and persuasion as forms of communication.						Persuasion Studies Persuasion Studies			

	Ц	Number
	Persuasion theory	
actions, Social Judgment theory, Functional approaches to attitude, Persuasion and propaganda	Persuasion,	
	4	Hours
cincin de la constant	Remembering,	Objective (SO)
	CO1, CO2	Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage
	PPT, Book	material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audiovisual link, link to blog etc. If no material is shared then please mention NA
	Lecture	of Session (Lecture/La b Work/Proje ct Guidance)
assignment		method - Please Indicate whether written test, oral or audio- visual presentatio n etc. If no assessment is done please mention NA
Nesearch. SAGE Publications, Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications.Cull, N. J., Welch, D., & Culbert, D. H. (2003). Propaganda and Mass Persuasion: A Historical Encyclopedia, 1500 to the Present. ABC-CLIO.	O'Keefe, D. J. (2015). Persuasion: Theory and	papers, journals etc (all references in APA sixth Edition Style)

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Persuasion theory and research	Persuasion theory and research	Persuasion theory and research	Persuasion theory and research	
Communicator, Message, Receiver Factors	Study of persuasive effects	Stage models, ELM	Belif-based models of attitude, cognitive dissonance theory, reasoned action theory	
4	4	4	4	
Remembering, understanding, applying	Remembering, understanding, applying	Remembering, understanding	Remembering, understanding	
co1, co2	CO1, CO2	CO1, CO2	CO1, CO2	
PPT, Book	PPT, Book	PPT, Book	PPT, Book	
Lecture	Lecture	Lecture	Lecture	
Written assignment	written	Written assignment	Written assignment	
O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications, Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications	O'Keefe, D. J. (2015). Persuasion: Theory and RescO'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications, Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publicationsarch. SAGE Publications.	O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications, Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications	O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications, Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications.	

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Negotiating effectively	Negotiating effectively	Resistance and persuasion	persuasion
Congruent behaviour, the cultural context	A negotiation framework	Strategies for overcoming resistance	Nature of resistance in persuasion
	4	4	4
Analysing and evaluating	Analysing and evaluating	Analysing and evaluating	Analysing and evaluating
CO3, CO4,	co3, co4,	CO1, CO2,	CO1, CO2, CO3
PPT, Book	PPT, Book	PPT, Book	PPT, Book
Lecture	Lecture	Lecture	Lecture
Written assignment	Written assignment	Written assignment	Written assignment
Hoffman, B. (1990). Conflict, Power, and Persuasion: Negotiating Effectively. Captus Press.	Hoffman, B. (1990). Conflict, Power, and Persuasion: Negotiating Effectively. Captus Press.	Knowles, E. S., & Linn, J. A. (Eds.). (2004). Resistance and Persuasion. Lawrence Erlbaum Associates. Lakhani, D. (2008). Subliminal Persuasion: Influence and Marketing Secrets They Don't Want You To Know. Wiley. Levine, R. V. (2006). The Power of Persuasion: How We're Bought and Sold. Oneworld Publications.	Knowles, E. S., & Linn, J. A. (Eds.). (2004). Resistance and Persuasion. Lawrence Erlbaum Associates. Lakhani, D. (2008). Subliminal Persuasion: Influence and Marketing Secrets They Don't Want You To Know. Wiley. Levine, R. V. (2006). The Power of Persuasion: How We're Bought and Sold. Oneworld Publications.

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						Total Hours = 60			
	Written assignment	Lecture	PPT, Book	CO3, CO4, CO5	Analysing, evaluating, creating	4	NA	Advertising	
	Written	Lecture	PPT, Book	co3, co4,co5	Analysing, evaluating, creating	4	5	130000	5
•	Written assignment	Lecture	PPT, Book	CO3, CO4, CO5	Analysing, evaluating, creating	4	2	Entertainment media	14
큐티	Written	Lecture	PPT, Book	CO3, CO4, CO5	Analysing, evaluating, creating	4	Persuasion and propaganda	tion	13
그.	Written	Lecture	PPT, Book	C03, C04,	Analysing, evaluating, creating	4	Logic, dialect and rhetoric	Media argumentation Logic, dialect and rhetoric	i ii
5 I	Written assignment	Lecture	PPT, Book	co3, co5	Analysing, evaluating, creating	4		Dynamics of persuasion, communication and attitudes in the 21st century	ō

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	2	Week Number	e S	Outcome 4	Course Outcome 3	Course Outcome 2	Course Outcome I	(CO)	Course	Semester	<b>Total Credits</b>	Course Title	Course Code
	History and evolution of PR  Basic concents of PR	Topic	10 give vasic orientation of research based strategic communication	To assist learner understand change agent in the organization	To make learner discover how to apply communication strategy	To build theoretical understanding of PR	To introduce learner to the concepts and theories of PR			1	4	Strategic & Integrated Communication	
Propaganda, Public Opinion & Publicity, PR publics, what are	ing ling	Subtopics	research based strategic c	change agent in the organ	ow to apply communication	anding of PR	concepts and theories of I					munication	
4	4	Contact Hours	communi	nization	on strate,		ž						
understanding	Remembering, understanding	Contact Session Objective Hours (SO)	cation		gy								
COI	COI	CO Mapping with SO -please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage											
PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	·										
Lecture	Lecture	Pedagogy of Session (Lecture/Lab Work/Projec t Guidance											
Written assignment	Written assignment	Assessment method - method - Please indicate whether written test, oral or audio- visual presentation etc. If no assessment is done please mention NA											
Handbook of Public Relations, Robert L. Heath, Sage, 2001	Handbook of Public Relations, Robert L. Heath, Sage, 2001	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)											

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		Strategic Planning	Strategic Communication	PR theorries and models	PR theorries and models	PR theorries and models	Using theory for practical guidance
Accountable Manager	Management by Objectives, The	Where the Strategic Manager Begins, Taking Stock,	The Need for Strategic 4 Public Relations Management, Surviving Amid Fierce Competition, Strategic Versus Tactical	Relationship management with specific reference to Ballinger's (1991) Relational Model of Public	Public Relations: 4 catalyst, persuasion and motivation, Reputation management	Group dynamics definition and theory, Grunig's four models. Events and pseudo- events, social exchange theory	What Theory Is and 4 Why It Is Useful, What Is a Theory?, Finding a Good Theory, Theoretical
		ev.	ev	» U			
		Analysing, evaluating, creating	Analysing and evaluating	Understanding and Applying	Analysing and evaluating	Remembering, understanding, applying	Remembering, understanding, applying
		CO3	C03	C02	C02	coı, coz	co1
		PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link
		Presentation	Lecture	Lecture	Lecture	Lecture	Lecture
		Written	Written assignment	Written assignment	Written assignment	Written assignment	Written assignment
Erlbaum Associates	Management. London: Lawrence	Pinkleton, E. W. (2006). Strategic Public Relations	Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya	# F 8 8 8 1	Managing Public Relations, James Grunig and Todd Hunt, Holt,	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinchart and Winston, 1984	Handbook of Public Relations, Robert L. Heath, Sage, 2001

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	Research and strategic communication		Research and strategic communication	Research and strategic communication	Elements of campaigns	Elements of campaigns	Tiantework for planning
<u> </u>	Revised situtation 4 analysis, Benefits of research, Evaluation	Testing the Information Sources, Developing a Research Strategy, Developing a Realistic Research Proposal	Determining Program Outcomes, Testing Communication Channels, Testing the		Initiating the Planning Process, Sources of	The Situation Analysis, Tactics, The Strategic Planning Ladder	The Mission Statement, Mission Versus Vision and Values, The Problem Statement
Hours		4	4	4	4	4	4
	Applying, evaluating	Applying, evaluating	Analysing, evaluating, creating	Analysing, evaluating, creating	Analysing, evaluating, creating	Remembering, understanding	Understanding, Analysing, Applying
	co4, cos	co4, cos	CO4, CO5	CO4, CO5	CO4, CO5	C04	E CO3
	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link
	Lecture	Lecture	Lecture	Lecture	Lecture	Presentation	Oral assignment
	Written assignment	Written assignment	Written assignment	Written assignment	Written	Written assignment	Written assignment
	Pinkleton, E. W. (2006). Strategic Public Relations Management London: Lawrence Erlbaum	Pinkleton, E. W. (2006). Strategic Public Relations Management . London: Lawrence Erlbaum	Pinkleton, E. W. (2006). Strategic Public Relations	Pinkleton, E. W. (2006). Strategic Public Relations Management. London: Lawrence Erlbaum Associates.	Pinkleton, E. W.	Pinkleton, E. W. (2006). Strategic Public Relations Management.	Pinkleton, E. W. (2006). Strategic Public Relations Management. London: Lawrence Erlbaum Associates.

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· · · · · · · · · · · · · · · · · · ·	Week Number	5	Course Outcome		Course Outcome		Course Outcome		2		Course Outcome	Outcomes (CO)	Course		•	Ì	Course Code
	Topic	Learner must be able to conceptualize media content based on market demands and functions		Understand the media market production, consumption and distribution		Learner must be able to apply economic theories and concepts to the mass media and mass communication.		Equip the learner to understand how economic forces affect the operation of media industry and explore innovation.		leach now economic theories and concepts apply to all aspects of lifeting				1	4	Media Management and Economics	
	Subtopics	: media content based on market den		tion, consumption and distribution		ic theories and concepts to the mass		economic forces affect the operation		is apply to all aspects of media.	to and, to all apports of modin						
Hours	Contac	nands and				media an	•	of media i									
Objective (SO)	Contact Session	functions				d mass communica		ndustry and explor									
please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	CO Mapping					tion.		e innovation.									
students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Study material to																
(Lecture/La Please b indicate Work/Proje whether ct written t Guidance oral or au visual presenta etc. If no assessm done ple mention	Pedagogy																
method - Please indicate whether written test, oral or audio- visual presentation etc. If no assessment is done please mention NA	Assessment																
may include books, web content, papers, journals etc (all references in APA Sixth Edition	Referen																

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Written	Lecture Written	PPT, Book, Audio Lect Visual Link	CO1	Analysing, evaluating, creating	Building a Plan, Evaluating Media 4 Buys, The buying process, Plan Implementation	Media buying and selling	13
Written assignment			4, CO5	- 16 60 - 16 60	the target audience, market 4 prioritisation, Media Weights, Media Mix decisions, Scheduling	Understanding media market	12
Written assignment		PPT, Book, Audio Lecture Visual Link	4, CO5	Analysing, evaluating, creating	Media Basics, Reach, Frequency and Distribution	Media management basic concepts	臣
Written assignment	Presentatio Written n assignm	PPT, Book, Audio Pres Visual Link		Remembering, understanding	Mechanics of Media buying and 4 selling: Role and structures, Segmentation and Fragmentation	Media management basic concepts	10
Written assignment	nment	PPT, Book, Audio Oral Visual Link assig	CO2	Understanding, Analysing, Applying and	Understanding indian consumerism, what works and what doesn't, factors affecting	Understanding media consumers	9
Written assignment	Presentatio Writ n assi	PPT, Book, Audio Pres Visual Link n	CO2	Analysing, evaluating,	Effect of Globalisation, Liberalisation and Privatisation on	History and evolution of media business- pre and post globalisation	8
Written assignment	Lecture Writ	PPT, Book, Audio Lect Visual Link	CO4	Analysing and evaluating	What is media management, 4 Market segmentation, Marketing	Introduction to media management	7
Written assignment	Lecture Writ	PPT, Book, Audio Lect Visual Link	CO3	Understanding and Applying	Media economics and public policy, 4 the Indian media business	The Indian media business	.6
written assignment	Lecture wri	Visual Link	63	Analysing and evaluating	broadcasting networks, online content distribution, social networks and microblogging. The	Media distribution	v
assignment					edia rizontal	voie of reculionsky	
assignment						Belo of the belong	2
Written assignment	Lecture Wri	PPT, Book, Audio Lect Visual Link	CO1	Remembering, understanding	What is so special about economics of the media, key economic characteristics of the media. Economies of scale, of	Concepts of Media Economics	N
Written assignment	Lecture Wri		<u> </u>	Remembering, understanding	macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure	Introduction to media economics	1

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				15			14
				Evaluation systems	•	1	Budget setting
		Intelligence, Auditing and	models in the context of Artificial	Understanding media business	Solutions Approach	Solutions Assessed	Budget Setting Budget allocation
Hours =	Total			4			4
		applying,	understanding,	Remembering,	applying	understanding,	Remembering,
				CO5			C02
			Visual Link	PPT, Book, Audio		Visual Link	PPT, Book, Audio
				Lecture			Lecture
			assignment	Written		assignment	Written
		месна	ΚO	Handboo	Media	ŝ	Handboo

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Course C Outcome 5	Outcome 4 A	1 e 3	Course 2		Outcome 1	Course	(co)	Outcomes	Course	Semester	Credits	Total	Course Title	Course Code
Conduct and write interviews, edit, paraphrase, precise writing, dictate and take dictation, translate.	Analyse, compare and critically evaluate non-news content in the media and write different non-news articles	Understand information flows and news beats and identify and gather information from various news sources and write copy for different beats.	media media reports and features from different areas such as politics, sports, capital markets etc. in different languages appearing in print and digital	Analyse, compare and critically analyses	Understand, through active discourse and discussion, the various methods, styles and forms of writing for print, electronic and digital media								Writing for the Media -	

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Week Number How to read and evaluate Topic check. What is information information. How to factof mis-information and disevent becoming news. Types to a piece of information or an evolution of what values lead authority, accuracy, and How to evaluate news stories purpose. The identification and for currency, relevance, Hours Contact evaluate news reports Know how to Objective (SO) Session Strong CO 1, CO 2 Strong, No linkage Week, with SO indicate which CO/s Moderate, between please and choose is matched CO Mapping 퀽 PPT+ etc. If Bold link to ijĶ visual Book, audio-PDF, Tdd can say e. We indicativ This is class. ‡ e before With to be material | Session Study student shared Discussion Lecture + t Guldance Pedagogy of | Assessment Work/Projec whether (Lecture/Lab | Please assignment Written mention NA is done please audio-visual oral or assessment etc. If no presentation written test, indicate method -Handbook for Journalism Education 'fake news' & disinformation Posetti, E. C. (2018). Journalism, Routledge. Correcting Misinformation, NEWS: Accepting, Sharing and elements of journalism. New York: Eds. Rainer Greifeneder, M. E. (2021). THE PSYCHOLOGY OF FAKE Three Rivers Press, Rosenstiel, B. K. (2014), The Style) web content, papers, journals etc References - may include books, (all references in APA Sixth Edition

Political reporting Identify bias and prejudice the historical background of language media and discuss around the world in different and non news stories from UN, the WHO, World Bank, MF. Follow up specific news movements from across the Westphalia). Political judiciary (treaty of the State and its three pillars around the world. History of world. World bodies like the legislature, bureaucracy, theory and political ideologies theory, international relations Introduction to political difference between reporting truth, what is theory, priming, fact, what is reality, what is and opinion pieces, what is framing and indexing. How reporters think leads and in reporting, identify confirmation bias, objectivity makes a well written story. conduct interviews. What Types of bias, types of and theory of political theory CO 4 apply basics of Know and evaluate news Know how to content Strong CO 3, Moderate CO 1, CO 2 Strong CO 1, CO 2 PDF+ Book Blog if PDF+ PPT+ Visits Projects + Lecture + Discussion Lecture + assignment Written Written assignment The Political Twittersphere in India. Routledge. Moinuddin, S. (2019). :New Challenges, New Practices. Kuhn, R. (2002). Political Journalism Routledge Companion to Political Journalism. Taylor and Francis. James Morrison, J. B. (2021). The Handbook for Journalism Education 'fake news' & disinformation Posetti, E. C. (2018). Journalism, Routledge. Correcting Misinformation. NEWS: Accepting, Sharing and (2021). THE PSYCHOLOGY OF FAKE Eds. Rainer Greifeneder, M. E. elements of journalism. New York: Rosenstiel, B. K. (2014). The Three Rivers Press.

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													Political reporting in India
regional political parties of India.	history of all national and	these events. Present the	language media and discuss	different states in different	non news stories from all the	Follow up on specific news and	reporting after Independence.	for Independence. Political	reporting during the Struggle	British period. Political	Political reporting during the	administration in India.	The evolution of the State and 4
	_								5		itical	apply the	Know and
									1	Moderate	CO 4	Strong CO 3,	CO 1, CO 2
		_										PDF	PPT+
					_		_				Interviews	Visits +	Lecture +
		_		_	_		-	_			0	assignment	Written
		Press.	Perspective. Cambridge University	Journalism in Comparative	Frik Alb'k A v (2014) Political	Springer International Bublishing	The Political Twittershop is India	Residual Maintain (2002)	Num, R. (2002). Political Journalism	With a (2002) Saliting II.	lournalism Taylor and Francis	Routledge Companion to Political	James Morrison   B (2021) The

Business reporting agreements, Stock and and multilateral trade Globalization, International development and Process of National Economic background of these events. stories from the national balance sheet. Follow up on Exchange Markets, Financial and monetary media and discuss historical markets in different language infrastructure and capital business, economy, budgets and state budgets, specific news and non news indicators. How to read a Infrastructure and economic Commodity Markets, Foreign institutions, Bilateral, regional Know and reporting business economy and apply basics of Strong CO 3, 604 Moderate CO 1, CO 2 PDF+ PPT + Visits + Interviews Lecture + assignment Presentation | Business and Economics. Apress. Visit reports + Written Hayes, K. (2013). Business Journalism A Critical Political Shaw, I. S. (2015). Business Journalism How to Report on Economy Approach. Taylor and

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																								Development reporting
																						models and theories. Human	development - concepts,	Communication for
																								4
												-							development	for	communication Moderate	basics of	apply the	Know and
											-										Moderate	CO 4	Strong CO 3,	CO 1, CO 2
																							PDF	PPT +
																				-		+ Discussions	Assignments   assignment	Lecture +
																							assignment	Written
Finance for India's Rural Poor.	India. Palgrave Macmillan .	Development: A Focus on Rural	Missouri.Governance for	Philippines. Columbia: University of	the Acquiescent Practice in the	Journalism The Fragile Theory and	Shafer, R. E. (1987). Development	Press. Kanishka Publishers.	What Next? An Agenda For The	(2006). Development Journalism:	Madon, S. (2009). e-Murthy, D. V.	Cambridge University Press.	Urban-Rural Struggles in India.	Development, and the Countryside_	Varshney - Democracy,	Varshney, A. (1995). Ashutosh	in India. University of Michigan.	Mūrti, K. R. (2003). Rural Reporting	Private Limited.	Penguin Random House India	Foot Soldiers of Indian Freedom.	Sainath, P. (2022). The Last Heroes	A Good Drought. Penguin Books.	Sainath, P. (1996). Everyone Loves

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Finance for India's Rural Poor			
Basu, P. (2006). Improving Access to			
India. Palgrave Macmillan .			
Development: A Focus on Rural			_
Madon, S. (2009). e-Governance for			
Cambridge University Press.			
Urban-Rural Struggles in India.			_
Development, and the Countryside_	-	_	_
Varshney - Democracy,			
Varshney, A. (1995). Ashutosh			V
in India. University of Michigan.			
Mūrti, K. R. (2003). Rural Reporting			
Private Limited.	background of these events.		
Penguin Random House India	and discuss historical		_
Foot Soldiers of Indian Freedom.	ווי מוויני פווי ומווקשפער וויפטומ		
Sainath, P. (2022). The Last Heroes	in different language modific		
renguin books.	storios from possos the could		_
Everyone Loves A Good Drought.	and non now up of ficers		_
ivissouri. Sainath, P. (1996).	continue color and color		
Philippines. Columbia: University of	international aid and		_
the Acquiescent Practice in the	development Delitics of		_
Journalism The Fragile Theory and	Decolorisation and		
Shafer, R. E. (1987). Development	Decolarisation and		
For The Press. Kanishka Publishers.	South divide with a rocus on		_
Journalism: What Next? An Agenda	Development Goals. Ine North-		
Murthy, D. V. (2006). Development	Development and Millennium		_

Shafer, R. E. (1987). Development For The Press. Kanishka Publishers. Philippines. Columbia: University of the Acquiescent Practice in the Journalism: What Next? An Agenda Murthy, D. V. (2006). Development Journalism The Fragile Theory and

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	Metropolitan reporting	Agricultural and rural reporting
	The 'national' and the 'regional' in the news media. Urbanisation. What makes cities. Crime and the city. Civic issues of cities. Politics of the city. Who does a city belong to? City and the problems of law and order. Follow up on news and non news reports related to cities from across the world in different language media and discuss historical background of these events.	across the world and within India. Significant annual weather events. Climate change effects. Migration. Environment policies and their impact. Follow up on news and non news agriculture-related and rural stories from across the world in different language media and discuss historical background of these events.
	4 Know and apply the basics of metropolitan reporting	apply the basics of agriculture and rural reporting
	CO 1, CO 2 Strong CO 3, CO 4 Moderate	Strong CO 3, CO 4 Moderate
-	PPT+ PDF+ Book	PPI + PDF + Intervie ws/Expe rience sharing
¥	Lecture + Assignments + Discussions	Assignments + Discussions
:	Written assignment	assignment
•	Sharma, K. (2010). Missing Half the Story: Journalism as If Gender Matters. Zubaan. Impe, AM. (2019). Reporting on violence against women and girls A handbook for journalists. UNESCO. Montiel, E. A. (2014). Media and gender: a scholarly agenda for the Global Alliance on Media and Gender. UNESCO.	Routledge Companion to Urban Media and Communication. Taylor and Francis group. Eds. Bill Reader, J. A. (2012). Foundations of Community Journalism. Sage. Nielsen, R. K. (2015). Local Journalism The Decline of Newspapers and the Rise of Digital Media. Bloomsbury Publishing.

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Community and civic engagement reporting	Gender responsive reporting
An introduction to community development theories, principles of community participation and civic engagement. Marginalisation in theory and practice. Majoritarianism and minoritarianism. Follow up on news and non news reports related to community issues from across the world in different language media and discuss historical background of these events.	introduction to gender studies, family studies, sexuality studies. Gender and development. Patriarchy. Exclusionary and Sexist Practices. Follow up on news and non news reports related to gender issues from across the world in different language media and discuss historical background of these events.
4	4
know and apply the basics of community reporting	Know and apply the basics of gender responsive reporting
CO 1, CO 2 Strong CO 3, CO 4 Moderate	CO 1, CO 2 Strong CO 3, CO 4 Moderate
PPT + PDF + Experien ce sharing	PPT + PDF + Book
Lecture + Interviews + Discussion	Assignments + Interviews
assignment assignment	assignment
Bielsa, E. E. (2021). The Routledge Handbook of Translation and Media. Taylor and Francis. Esperanca Bielsa, S. B. (2008). Translation in Global News. Taylor and Francis. Scammell, C. (2018). Translation Strategies in Global News What Sarkozy Said in the Suburbs. Springer International Publishing.	Stevenson, Z. K. (2015). The Stevenson, Z. K. (2015). The Routledge Companion to Urban Media and Communication. Taylor and Francis group. Eds. Bill Reader, J. A. (2012). Foundations of Community Journalism. Sage. Nielsen, R. K. (2015). Local Journalism The Decline of Newspapers and the Rise of Digital Media. Bloomsbury Publishing.

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12 11 Interviewing Franslation different news beats. Writing in Q&A form, writing What is interviewing, types interviews of people from an interview feature. Conduct and characteristics of Marathi-Hindi from media in interviews. Types of questions. what is lost or gained. world, compare and discuss been reported in different on various issues that have studies. Follow up on reports An introduction to translation reports between English-Translate news and non news languages from across the writing them Conducting apply interviews and Know and translation CO 5 Strong 604 Moderate Strong CO 3, CO 1, CO 2 PDF+ PPT + 뫋 Experien + Discussions and Written PPT+ Assignments Lecture + Assignments Lecture + + Projects interviews assignment, assignment Conducting Editing and Written translation and Training, UNESCO. Eds. Rainer Greifeneder, M. E. Handbook for Journalism Education 'fake news' & disinformation Posetti, E. C. (2018). Journalism, NEWS: Accepting, Sharing and Routledge. Correcting Misinformation. Three Rivers Press. elements of journalism. New York: (2021). THE PSYCHOLOGY OF FAKE Rosenstiel, B. K. (2014). The University of Missouri Press. World's First Journalism School. of Humanity A Candid History of the Weinberg, S. (2008). A Journalism Public Figures on the Air. News Interview Journalists and Steven Clayman, J. H. (2002). The Media Training. Kogan Page. Cambridge University Press. Techniques A Complete Guide to Taylor, R. (2015). Media Interview

13 14 ᅜ Entertainment and fashion reading Rewriting, editing and proof orientation Overview and future Longform journalism, writing An introduction to celebrity non news essays and features. What are pseudo events? of these events. different language media and to entertainment and fashion and non news reports related and news. Follow up on news famous personalities from dossiers on celebrities and fashion. Create profiles and studies. An introduction to paraphrase and precise. Using technology to headlines, captions, news and content across media, writing news and non news events? What is the future of reporting from across the world in discuss historical background various sources of information Total Hours = 60 Lecture = 15 hours, Tutorial = 45 hours apply reading skills & edit, proof Applying skills knowledge reporting skills entertainment Know and of rewrite, Revision of the and fashion CO 5 Strong | PPT + CO 1 to 5 2 Strong CO 1 and CO Moderate PPT+ 쭈 PDF+ Z Book Lecture + Lecture + Projects Lecture + Projects Discussion assignment Z assignment Written Written Communicating Fashion: Clothing, Entertainment Journalism in the Penney, J. (2022). Pop Culture, Journalists. Sourced Media. Carpet The World of Entertainment Culture, and Media. Bloomsbury Lascity, M. E. (2021). Polarized Media Landscape. OUP. Politics, and the News Brokaw, F. (2013). Beyond the Red Fashion Journalism, Routledge. Studies. Bloomsbury Publishing. B. (2014). The Handbook of Fashion Visual Arts.Eds. Agnès Rocamora, S. Reponen, R. F. (2022). Insights on

	Course Code Course Title	Production for the Print Media
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7 σ 5 ω 2 **\_** feelings and hunches, conferences, meetings and speeches, practices, principles and stereotypes. Interviewing to follow news? how to follow Reporting principles, getting in features, long story structure, a news story, newspaper, how stories, series. what are the lead, the Components of how to read a makes news, the job, what Printing Print Media Production of printing print media History of The reporter on Technologies Production Method 4 4 4 evaluating Analysing and Remembering, understanding Remembering, understanding understanding Remembering, Remembering, Remembering, understanding understanding Remembering, understanding understanding CO1, CO2, CO1, CO2, င္ဟဒ 8 CO1, CO2, CO1, CO2, CO3 co1, co2, CO1, CO2, CO1, CO2 PPT, Book recture Lecture Lecture Lecture Lecture Lecture Lecture assignment Written Written Written Written assignment assignment Written Written assignment | Technologies and Production Methods, Springer assignment assignment assignment | Melvin Mencher's News Reporting and Writing, Written assignment Political Discourse, Media and Translation, edited by Modern News Editing, Mark Ludwig, Gene Gilmore, Scholars Publishing, 2010. Wiley, 2005. McGraw-Hill Education, 2010. Bassnett, Routledge, 2009. By The Associated Press. The Associated Press Stylebook 2016, Christina Schaeffner and Susan Bassnett, Cambridge Translation in Global News, Esperanca Bielsa, Susan Publishers, 2008. News Reporting and Editing, K M Shrivastava, Sterling Publisher.

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15 14 13 12 11 10 editing, fayout and design. magazines, reporting for practices? Reporting in Reporting accidents and of news. Style books, Indian grammar, syntax Modern news digital media. India, writing for television in writing newspapers and principles and investigative What is and business crime story, journalism, Writing sports the courts. reporting on Writing a disasters, stories. obituaries. **Total Hours** 4 4 4 4 Analysing and evaluating Analysing and evaluating evaluating Analysing and Analysing and evaluating evaluating evaluating Analysing and evaluating Analysing and Analysing and 65 င္ပ 9 CO1, CO2, CO1, CO2, 9 8 PPT, Book Lecture Lecture Lecture Lecture Lecture Lecture Lecture Written Written Written assignment assignment Written Written assignment assignment Written assignment assignment assignment Written

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Total Hours = 60

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Number Topic	Course Der Outcome 5	Course Fos Outcome 4 app	Course Lea	Course Les Outcome 2 que	Course De Outcome 1 boo	Course Outcomes (CO)	Semester 1	Course Title Soc Total Credits 4	Course Code
<b>Pic</b>	Develop skills to interpret research findings critically, connect them to the research questions, and draw meaningful conclusions that contribute to the field's understanding.	Foster critical thinking skills to evaluate the strengths and weaknesses of various research methodologies, data sources, and analytical techniques, promoting a well-rounded approach to research.	Learn various data analysis techniques, such as statistical analysis, content analysis, thematic analysis, and coding, depending on the type of data collected and the research questions.	Learn how to do thorough literature review, formulate research questions, hypotheses, and objectives, and develop appropriate research designs, whether quantitative, qualitative, or mixed methods, based on the research goals.	Develop a comprehensive understanding of the fundamental principles of social science research, including its purpose, methods, ethics, and significance in contributing to the body of knowledge.			Course Title Social Science Research Design Total Credits 4	
Subtopics	h findings critically, connect tl	aluate the strengths and weak	ques, such as statistical analys	re review, formulate research osed on the research goals.	anding of the fundamental pri				
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7	6	5	4	3	2	<b>1</b>
Understanding research tools	Reviewing Literature	Research ethics	Critical thinking	Basic concepts of research	Basic concepts of research	Basic concepts of research
How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist	Understanding plagiarism, Meta Analysis, Annotation, citing, referencing	Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy	What is crticial thinking, different types of reasoning, What is logic in research, Styles of thinking	Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research	Research Approaches and Research paradigms in social science research, Research methods and tools	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science
4	4	4	4	4	4	4
Remembering, understanding, applying	Remembering, understanding, applying	Remembering, understanding, applying	Understanding, Evaluating	Remembering, understanding	Remembering, understanding	Remembering, understanding
CO1, CO2, CO3	C02	C01	C04, C05	C01, C02	co1, co2	C01, C02
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Interpreting research findings	Interpreting research findings	Data analysis techniques	Data analysis techniques	Data analysis techniques	Data analysis techniques	Understanding research tools
identfying themes, evluating data, Establishing causal relationshins	Different types of Graphs and diagrams, How to read data, getting insights and inferences, how to conclude	Type I error and Type II error, Spearman's rank correlation coefficient, chi- square test, Kendall Rank correlation, ANOVA	Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables.	Mean, median, mode, variance, standard deviation, covariance, correlation and regression	Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics.	Action Research, Case Studies, Experimental research design, Ethnography and observation studies
4	4	4	4	4	4	4
Evaluating, creating	Evaluating, creating	Understanding, Applying, Evaluating	Understanding, Applying, Evaluating	Understanding, Applying, Evaluating	Understanding, Applying, Evaluating	Remembering, understanding, applying
CO4, CO5	C04, C05	CO3, CO4,	cos, co4,	C03, C04, C05	cos, co4,	C01, C02, C03
PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link	PPT, Book, Audio Visual Link
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Written Lincoln, Y. S., Guba, E. assignmen G. (1985). Naturalistic inquiry. India: SAGE Publications.	Written Wimmer, R. D., Dominic assignmen k, J. R. (2013). Mass t Media Research. United States: Cengage Learning.	Written Sirkin, R. M. (1999). Sta assignmen tistics for the Social t Sciences. United Kingdom: SAGE Publications.	Written Sirkin, R. M. (1999). Sta assignmen tistics for the Social t Sciences. United Kingdom: SAGE Publications.	Written Sirkin, R. M. (1999). Sta assignmen tistics for the Social ciences. United Kingdom: SAGE Publications.	Written Sirkin, R. M. (1999). Sta assignmen tistics for the Social Sciences. United Kingdom: SAGE Publications.	Written O'Leary, Z. (2004). The assignmen Essential Guide to Doing t Research. India: SAGE Publications.

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15 Research writing undertsanding research integrity at the writing stage, research writing approaches, understanding different styles of writing CLASS ROOM Total Hours = 60 Applying, Evaluating, creating CO4, CO5 PPT, Book, Audio Visual Link Assignmen Written t Northey, M., Tepperman, assignmen L., Russell, J. M. (2005)

Making Sense: A Student's Guide to Research and Writing:
Social Sciences. United Kingdom: Oxford University Press.

# SEM-II

Week Number Outcome 2 Course Outcomes Semester Credits Outcome 1 Course <u>ල</u> Course Total (Mandatory Course Title Organisational Behaviour Course Code ш organizational The scope of Topic 2) The student may learn learning and personality theories in psychology, perception, motivation, satisfaction and performance theories, 1) The student may learn the scope of organizational behavior, organizational structures Production Print Media Subtopics leadership management, job design and human resource management principles. Contact 4 understanding Remembering, CO1, CO2 Objective (SO) | Mapping Week, No linkage Moderate, Strong, between and choose is matched which CO/s indicate please with so -PPT, Book Book, mention NA shared then visual link, indicative. before the Study material is etc. If no link to blog audio-PPT, PDF, We can say class. This is with please students be shared material to Lecture of Session Guidance) Pedagogy Work/Proje (Lecture/La assignment |2013. Written please is done mention NA visual audiowhether Please n etc. If no presentatio test, oral or Assessment | References - may include books, web content, assessment written method indicate P. Schultz, Sydney Ellen Schultz, Cengage Learning, papers, journals etc (all references in APA Sixth

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Organisational culture, stress a		Leadership Chanakya to the modern times.	Groups and group behavior, decision making and communication in groups.	Theories of learning	Motivation, Satisfaction and Performance.	Perception, values and attitudes.	Personality theories.	Organisation structuring – the human aspects.	Organisational structures – basic issues and classical responses.	
ulture, stress a				ning.						
	4	4	4	4	4	4	4	4	4	
	Analysing and	Analysing and evaluating	Analysing and evaluating	Remembering, understanding	Remembering, understanding	Remembering, understanding	Remembering, understanding	Remembering, understanding	Remembering, understanding	_
соз	CO1, CO2,	CO1, CO2,	CO1, CO2, CO3	CO1, CO2, CO3	CO1, CO2, CO3	CO1, CO2,	CO1, CO2, CO3	co1, co2,	, co1, co2	
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	Lecture	Lecture	Lecture	Lecture	Lecture	Lecture	Lecture	Lecture	Lecture	
assignment	Written	Written assignment	Written	Written assignment	Written assignment	Written assignment	Written assignment	Written assignment	Written assignment	_
								Practice, Michael Armstrong, Kogan Page, 2007 Human Resource Management: Key Concepts and Skills, P B Beaumont, Sage, 1993.	Understanding Organizational Culture, Mats Alvesson, Sage, 2012. Organizational Culture and Leadership, Edgar H. Schein, Wiley, 2017. A Handbook of Human Resource Management	Theorists In Their Own Words, edited by Knud Illeris, Routledge, 2009.

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Case studies of management.
Developing and Organisational behavior and behavior. organizational strategic and jobs. Organisational managing the Designing work change and development. **Total Hours** = 60 4 4 Analysing and evaluating Analysing and evaluating evaluating evaluating Analysing and evaluating Analysing and Analysing and CO5 85 CO5 <u>co</u>5 65 PPT, Book PPT, Book PPT, Book PPT, Book PPT, Book Lecture Lecture Lecture Lecture Lecture Written assignment Written assignment assignment Written assignment Written assignment Written

Course Code	
Course Title	Digital Technologies and Strategic Communication
<b>Total Credits</b>	
	4
Semester	2
Course	
Outcomes	
(co)	
Course	Understanding digital media and strategy
Outcome 1	
Course	Understanding and evaluating Digital media content
Outcome 2	
_	Understanding, evaluating stakeholders
Outcome 3	
Course	Understanding the relationships between digital media and institutions
1e 4	
Course	Evaluating digital relations
Outcome 5	

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Number **Veek** ш Digital strategy media and Topic Subtopics Contact Hours 4 understanding Remembering, Objective (SO) | Mapping 63 CO1, CO2, Week, Strong, please 8 Moderate, which CO/s No linkage between and choose is matched indicate with so -PPT, Book Study mention NA shared then material is etc. If no link to blog visual link, Book, audio-PPT, PDF, We can say indicative. class. This is |Guidance) before the students with please be shared material to Lecture of Session |Work/Proje |whether Pedagogy (Lecture/La Please written assignment Written please test, oral or method is done mention NA n etc. If no presentatio audio-visua indicate Assessment | References - may include assessment Connected: How the Young, P., & Falkheimer, J. Belk, R. W., & Llamas, R. (Eds.). Coombs, W. T., Heide, M., Public Sector Communication. (Eds.). (2020). The Handbook of Canel, M. J., & Luoma-aho, V. in Your Organization. Que. Blanchard, O. (2011). Social Oxford University Press. World's Largest Democracy. Smartphone is Transforming the Agrawal, R. (2018). India Measuring Social Media Efforts Media ROI: Managing and Consumption. Routledge. Companion to Digital (2013). The Routledge books, web content, papers, **APA Sixth Edition Style)** journals etc (all references in

12 11 10 ø 00 6 Ġ 4 ω Digital Digital Measuring Digital Digital social media managing media in media in Stakeholder Culture and with digital community Creating democracy media and ion, social Strategic media and ion, social Strategic communicat Strategic media and ndia theory media communicat communicat media and ion, social strategy media and new media democracy democracy strategy ĸ ₹ ₹ ₹ ₹ ₹ ž ξ 롨 ξ ž 4 4 4 4 4 4 evaluating Analysing and evaluating evaluating Analysing and Analysing and Analysing and Analysing and Remembering, understanding CO3 Remembering, evaluating evaluating understanding understanding Remembering, Remembering, Remembering, understanding Remembering, understanding understanding CO2, CO3, 605 CO3 CO3 9 CO1, CO2, CO3 င္ပဒ CO2, CO3, CO1, CO2, CO1, CO2, CO1, CO2, CO1, CO2, 8 C03 CO1, CO2, CO1, CO2, CO3 CO1, CO2, PPT, Book Lecture assignment assignment Written assignment Written Written assignment | SAGE Publications. Written assignment assignment Written Written assignment Written Written assignment assignment Written assignment Written assignment Kotler, P. (2016). Marketing 4.0: Mapping the Impact of New Press. Communication Beyond University Press. of digital communication. and Democracy: The Challenge Van Tassel, J. M., & Poe-Setiawan, I., Kartajaya, H., & (Eds.). (2016). India Connected: Boundaries. Business Expert Freberg, K. (2018). Social Media Digital. Wiley. Mehra, P. (2014). communication. Cambridge Fundamentals of digital New Media: Student Edition. M. (Eds.). (2006). Handbook of Gallager, R. G. (2008). Principles of the Art. Cambridge University Moving from Traditional to Media, SAGE Publications. Narayan, S. S., & Narayanan, S. Madhow, U. (2008). Stakeholder Theory: The State Creative Strategies and Routledge. Lievrouw, L. A., & Livingstone, S. Cambridge University Press. Freeman, R. E. (2010). SAGE Publications. Research-Based Applications. for Strategic Communication: Dewdney, A., & Ride, P. (2006) Routledge. of the Digital Naturals. Communication, Social Media (Eds.). (2016). Strategic The New Media Handbook.

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15 14 13 managing social media Moving from to digital traditional consumptio ng digital Understandi and Measuring Ϋ́ \$ Š Total Hours = 60 Analysing and evaluating evaluating Analysing and evaluating Analysing and CO1, CO2, CO2, CO3, CO5 PPT, Book PPT, Book Lecture PPT, Book | Lecture Lecture Written assignment assignment Written assignment Electronic Media: Making,
Marketing, and Moving Digital Written Content. Focal Press/Elsevier. Howfield, L. (2010). Managing

Week Number Outcome 5 Course Outcome 4 Course Outcome 3 Course Outcome 2 Outcomes 9 Semester Course Title Course Code Course Outcome 1 Course Course Total Credits Topic To study the domains of practice of strategic communication To understand the importance of inclusion and ethics in strategic communication To make learner understand how communication contributes to shaping discourses and practices associated with leadership within organisations and across them. To study organizations as communicators To develop effective communication strategies Advanced Strategic & Integrated Communication Subtopics Contact Session Hours Objective (SO) Strong, Week, e, Zo CO Study material to Mapping be shared with Moderat between and which choose matched CO/s is indicate with SO students before -please mention NA visual link, link to then please material is shared blog etc. If no indicative. We can Book, audiosay PPT, PDF, the class. This is Guidance oject Lab y of Work/Pr Pedagog Assessment method -(Lecture/ oral or audio-visual Session please mention NA assessment is done whether written test, presentation etc. If no Please indicate Sixth Edition Style) content, papers, references in APA journals etc (all include books, web References - may

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	Theories for Creating Effective Message Strategies				Effective Message Strategies		-	-			Continuatication	Implementing Strategic	Implementing Other in			Communication	Implementing Strategic						Organizational Dimensions	Institutional and					Strategic communication
Tactic	Messaging, Framing as a Strategic Persuasive Message	for	Source-Oriented Perspective. Limitations of the Domino Model	Persuasion), Problems With a	or "Domino" Model of	(McGuire's Hierarchy of Effects	People Respond to Messages	Assumptions for Success, How	Mendelsohn's Three	Communication	Cultivation Strategies in Strategic	Motivating Strategy, Relationship	Messages—Finding the Right	Why People Respond to	Objectives in Strategic	Goals and Communication	Strategizing Organizational	The Role of Communication	Study of Communication	Entrepreneurial Perspective in the	Communication, Adopting an	Governance and Strategic	Institutional Work, Good	Strategic Communication as	Communication	Influences on Strategic	Communication, Cultural	Theories for Strategic	Conceptual Foundations of Strategic Communication, Social
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		Written assignment				•		*** assignment	Written accomment				written assignment			•		Written assignment						Written assignment					Written assignment
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			Public Diplomacy, International relations and strategic communication	Strategic Activism for Democratization and Social Change, Strategic Dimensions of		National Non-governmental Organizations	Practice of International and	Strategic Health Communication, Strategic Communication		Government	Communicating Strategically in	Relations, The Strategic Context of Political Communication.	Institutionalization in Public	
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				-	Lecture	_			Lecture					Lecture
		i		C	Written assignment	-		_	Written assignment		-			Written assignment
			Strategic Communication. New York: Routledge	(2015). The Routledge	Zerface D H	Communication.  New York: Routledge	Strategic	Routledge Handbook of	Zerfass, D. H. (2015). <i>The</i>	Communication. New York: Routledge	Strategic	Routledge Handhook of	(2015). The	Zerfass, D. H.

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Course Outcome 5 Course Outcome 4 Course Outcome 2 Course Outcome 3 Course
Code
Course
Title
Total
Credits
Semester
Course
Outcomes
(CO) Outcome 1 Course The student should be able to write and present for varied media and audiences The student should be able to provide critical editorial assessment for reviews The students should be able to use creativity and imagination in order to write in a logical manner The students should be able to think, analyse and write in a structured manner The students should be able to develop an insight into storytelling skills Writing for the Media - 2

Redford/St Martin's				İ	Evaluating				
Brooks, B. S. (2013). News Reporting and Writing.	assignment				Applying and	60			
University Press.	Written	Lab work		CO1-CO5	Understanding,			Writing about and for business	
Reporting in Colonial India, C. 1830-1900. Oxford	assignment				Applying and				
Telegraphy, Journalism, and the Politics of	Written	Lab work		CO1-CO5	Understanding,	თ		Writing about and for business	
Bonea, A. (2016). The News of Empire:	assignment				and Applying				
Global News, Taylor & Francis.	Written	Lab work		CO1-CO5	Understandlang	თ		News reporting and writing	
Bielsa, E., & Bassnett, S. (2008). Translation in	assignment				Applying and				
Bassnett, Trans.). Routledge.	Written	Lab work		CO1-CO5	Understanding,	<u>ი</u>		News reporting and writing	
colonial Translation: Theory and Practice (S.	ent				and applying				
Bassnett, S., & Trivedi, H. (Eds.). (1999). Post-	Written	Lab work		CO1-CO5	Understanding	თ		News reporting and writing	
Bassnett, S. (2014). Translation. Routledge.	assignment				Applying and			Communication writing and design	
Bassnett, Ed.). Multilingual Matters.	Written	Lab work	<u>,</u>	CO1-CO5	Understanding,	6		Narrative dynamics,	
Bassnett, S. (2011). Reflections on Translation (S.					Evaluating			introduction	
Routledge.	assignment				Applying and	6		and critical debates: An	
Bassnett, S. (2002). Translation studies.	Written	Lab work		CO1-CO5	Understanding,			Narrative theory core concepts	
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					Lab work			Lab work			Lab work
				assignment	Written		assignment	Written		assignment	Written
			land Writing: Foundational Skills for a Digital Age.	assignment   Filak, V. F. (2018). Dynamics of News Reporting	Ed.). Wiley.	Advertising, and Public Relations (J. DiMarco.	assignment Design: The Integrated Manual for Marketing,	DiMarco, J. (2017). Communications Writing and	University of Missouri Press.	assignment   Decades of Reporting Crisis and Conflict.	Collings, A. (2010). Capturing the News: Three

	Written assignment	Lab work	PPT, Book	co2, co3, co4	Analysing and evaluating	8	Sound - sound editing, source, quality	Analysing, evaluating audio visual content	5
	Written assignment	Lab work	PPT, Book	CO1, CO2, CO3	Analysing and evaluating	60	Editing - Devices, style	Analysing, evaluating audio visual content	4
	Written assignment	Lab work	РРТ, Book	co1, co2, co3	Analysing and evaluating	00	Cinematography - Quality, framing, scale, movement	Analysing, evaluating audio visual content	ω
	Written assignment	Lab work	PPT, Book	CO1, CO2, CO3	Analysing and evaluating	- 00	Mise-en-scene - Décor, lighting, space, costume, acting	Analysing, evaluating audio visual content	2
	Written assignment	Lab work	PPT, Book	C01, C02, C03	Analysing and evaluating	co	Basic terms - auteur, diegesis, editing, flashback/flashforward, focus, genres, mise-en-scene, story/plot, scene sequence, shot	Analysing, evaluating audio visual content	1
References - may include books, web content, papers,	Assessment method - Please indicate	Pedagogy of Session (Lecture/L ab	Study material to be shared with	CO Mapping with SO -please indicate which CO/s is matched	Contact Session Hours Objective (SO)	Contact Hours	Subtopics	Topic	Week Number
1					•			Creating audio visual content	Course
								Creating audio content	Outcome 4
									Course
							SSS	Understanding the production process	Course Outcome 3
								Critiquing audio and visual content	Outcome 2
									Course
							d visual content	Analysing and evaluating audio and visual content	Outcome 1
									Course
									Outcomes
								2	Semester
								4	<b>Total Credits</b>
		•						Production for the audio-visual media	Course Title
			,		ļ				Course Code

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14 15 ы 12 1 6 9 ∞ 6 Producing audio visual content Producing audio visual content Producing audio visual content Producing audio content Producing audio content Producing audio content Song and music Song and music Song and music Analysing, evaluating audio visual Analysis content NA NA N N Σ× NA Ž ž ΑN Total œ evaluating, Analysing, evaluating, Analysing evaluating, Analysing, evaluating, evaluating, Analysing, Analysing and evaluating evaluating Analysing and evaluating evaluating, Analysing, Analysing, Analysing and evaluating Analysing and CO4, CO5 CO4, CO5 CO4, CO5 CO4, CO5 CO4, CO5 CO4, CO5 co1, co2, co3 CO1, CO2, CO3 CO1, CO2, CO3 CO1, CO2, CO3 PPT, Book Lab work Written Production Production Production Production Production Production Production Written Written assignment assignment assignment

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Setting advertising Brand Management campaign goals Strategy Planning and Advertising copy Advertising concepts terminologies Basic concepts and development, Marketing and Strategic planning, product advertising, The strategy Role and relevance of strategy in Communication objective, Create management and case studies theories and models in brand planning process, Various storyboard effective ad copy, How to read a Writing for different media, Elements of good copy, writing Develop a creative concept, The art of oral, written and visual brand positioning, brand equity, PLC, USP, Branding process, practice of this profession, social scene in India, the current Overview of the advertising communication advertising, agency operations, and economic impact of 8 g and creating Applying, Applying Understandin understandin Rememberin Rememberin CO1 understandin Rememberin understandin CO2 601 C02 601 Visual Link PPT, Book, Audio Visual Link PPT, Book, Audio Visual Link PPT, Book, Audio Visual Link Visual Link PPT, Book, Audio PPT, Book, Audio Project Lecture Lecture Lecture Lecture Written Written assignmeni assignment assignment Written assignment Written Written assignment ADVERTISING: PLANNING AND IMPLEMENTATION p.): PHI Learning Pvt. Hutchinson, K., Parent e, D. (2014). Advertisin EDITION. (2021). (n. IMPLEMENTATION PLANNING AND ADVERTISING: States: Cengage A Guide to Marketing g Campaign Strategy: Strausbaugh-Hutchinson, K., Parent e, D. (2014). Advertisin Hutchinson, K., Parent e, D. (2014). Advertisin THIRD Plans. United Communication States: Cengage Plans. United A Guide to Marketing g Campaign Strategy: Strausbaughg Campaign Strategy: Strausbaugh-A Guide to Marketing Communication

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	Production Techniques and Methods					_	Production Techniques and						Methods	Production Techniques and					,	Setting an ad budget				Case studies	:		positioning	Segmentation, targeting and	1.00	Setting advertising
	with the AV (audio-visual) equipment, photography, design software	<u></u>			software	equipment, photography, design	with the AV (audio-visual)	   Students will be familiarized				software	equipment, photography, design	with the AV (audio-visual)	Students will be familiarized			sneet	budgeting, preparing a budget	of resources, Best practices of ad	budgeting, Optimum utilisation	Budget allocation, types of	presentation of some of the great	strategies, appreciation and	International advertising	positioning, deciding the	rargered advertising, product	What is market segmentation,	ads, Language of ad claims,	advertising, various appeals in
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LLC - KDP Print US.	Beginners Guide for Graphics Designers. (n.p.): Ama zon Digital Services	CLARK, N. (2019). C orelDRAW a	3D. Germany: Wiley.	Visualization in	Modeling and	Hands-on Guide to	Alias StudioTools: A	earning Design with		3D. Germany: Wiley.	Visualization in	Modeling and	Hands-on Guide to	Alias StudioTools: A	earning Design with	Reisert F T (2006) 1		States: FB&C Limited.	Campaigns, United	vertising	Martin, M. (2015), Ad	Company Current	Campaions United	vertising	Martin M (2015) Ad	Campaigns; Goals and	Advertising	Ind, N. (1995). Great	IMPLEMENTATION,	ADVERTISING:

15 14 13 effectiveness Evaluate campaign campaign Execute an advertising Methods Production Techniques and with the AV (audio-visual) reaxh of the campaign evaluating campaign objectives, metrics, pre and post testing, ROI, understand the impact and need for evaluation, campaign communication Communication, Implementing advertising strategy, Understanding Integrated Creative management process, equipment, photography, design Students will be familiarized Marketing persuasive Total Hours = 120 Applying, creating Applying, creating evaluating Applying, 9 05 CQ PPT, Book, Audio Visual Link Visual Link PPT, Book, Audio PPT, Book, Audio Visual Link Assignment Assignment Assignment Written Written assignment Written assignment assignment Designers. (n.p.): Ama zon Digital Services LLC - KDP Print US. States: FB&C Limited. Martin, M. (2015). Ad Marketing of Control Viral ow To Create An Out Editorial, M. (2023). H Campaigns. United vertising Kingdom: Bibliomundi Campaign. United Graphics Beginners Guide for CLARK, N. (2019). C oreIDRAW a

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Course	
Course	Digital Media Marketing
Total	6
Semester	
Course	
Outcomes	
Course	Students will analyze and apply theoretical frameworks from media and communication studies to understand the role of digital media in shaping consumer behavior,
Outcome 1	Outcome 1 media consumption patterns, and communication dynamics in the digital age.
Course	Students will critically examine the theoretical underpinnings of digital media marketing strategies, such as branding, storytelling, influencer marketing, and viral

Outcome 4 networked communication, and explore the challenges and opportunities that digital media present to these fields Outcome 3 studies, and critical theory, and evaluate how digital marketing shapes perceptions, identities, and social relationships. Course Students will analyze the impact of digital media on journalism, public relations, and advertising, drawing on theories of media convergence, participatory culture, and

Outcome 2 content, and assess their effectiveness in achieving communication goals and engaging target audiences.

Course Students will explore the social, cultural, and political implications of digital media marketing practices by drawing on theories of media power, media effects, cultural

Outcome 5 Course and online activism, and assess the theoretical frameworks that can inform ethical and responsible digital marketing practices. Students will engage in theoretical discussions on emerging trends and issues in digital media marketing, such as artificial intelligence, algorithmic bias, data privacy,

2	L	Week Number
Communication Theories and I Theories of persuasion and their application in digital marketing Interpersonal communicatio theories in the digital marke context  Social influence theories an their relevance to digital me campaigns	Media Effects and Digital Medi Theoretical perspectives on media effects Influence of digital media marketing on consumer behavior Psychological theories applied to digital marketing strategical theorems.	Topic
Theories of persuasion and their application in digital marketing Interpersonal communication theories in the digital marketing context Social influence theories and their relevance to digital media campaigns	Theoretical perspectives on media effects Influence of digital media marketing on consumer behavior Psychological theories applied to digital marketing strategies	Subtopics
10	10	Contact Hours
10 Evaluating , understanding	10 Remembering, understanding, evaluating	Contact   Session Objective   Hours   (SO)
CO2	C01	CO Study Mapping material with SO to be please shared
РРТ, Воок	PPT, Book	<b>_</b> _
Lecture	Lecture	Pedagogy of Assess Session ment (Lecture/Lab method) - Please
Written assignm ent	Written assignm ent	Assess ment method - Please
Written Enge, E., Spencer, S., & assignm Stricchiola, J. (2015). The Art of ent SEO: Mastering Search Engine Optimization. O'Reilly.	Written Berger, J. (2014). Contagious: assignm How to Build Word of Mouth in ent the Digital Age. Simon & Schuster.	Pedagogy of Assess References - may include books, Session ment web content, papers, journals (Lecture/Lab method etc (all references in APA Sixth - Please Edition Style)

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Ethics and Digital Media Marke Theoretical perspectives on ethical issues in digital marketing Privacy concerns and data ethics in digital media campaigns Responsible advertising and	Cultural Studies and Digital McCultural theories applied to digital marketing practices Cross-cultural consideratio digital media campaigns Representation and diversidigital advertising	Social Media and Digital Media Theoretical frameworks for understanding social media marketing marketing Influencer marketing and iti impact or consumer behav Viral content and the sprea	Audience Reception and Digita Theoretical perspectives on audience reception of digital marketing messages User-generated content and audience engagement in digital campaigns	Branding and Digital Media Md Theoretical foundations of branding in digital spaces Building brand equity throu digital media marketing Role of storytelling in digital brand communication
Theoretical perspectives on ethical issues in digital marketing Privacy concerns and data ethics in digital media campaigns Responsible advertising and	Cultural theories applied to digital marketing practices Cross-cultural considerations in digital media campaigns Representation and diversity in digital advertising	Theoretical frameworks for understanding social media marketing marketing and its impact on consumer behavior Viral content and the spread of	Theoretical perspectives on audience reception of digital marketing messages User-generated content and audience engagement in digital campaigns	Theoretical foundations of branding in digital spaces Building brand equity through digital media marketing Role of storytelling in digital brand communication
8 Analysing and evaluating	6 Evaluating , understanding	8 Applying, Analysing , creating and evaluating	6 Analysing, applying and evaluating	8 Remembering, understanding, applying and creating
CO1, CO4	CO1, CO2,CO5	CO2, CO3, CO4	CO1, CO2, CO4	co2,co3
PPT, Book  Lecture	PPT, Book	PPT, Book	PPT, Book	CO2,CO3 PPT, Book Lecture
Lecture	Lecture	Lecture	Lecture	Lecture
Written assignm ent	Written assignm ent	Written assignm ent	Written assignm ent	Written assignm ent
Singh, N., Rana, N. P., S	Written McGruer, D. (2020). Dynamic assignm Digital Marketing: Master the ent World of Online and Social Media Marketing to Grow Your Business. Wiley.	Written Lieb, R. (2012). Content assignm Marketing: Think Like a Publisher - ent How to Use Content to Market Online and in Social Media. Que.	Jeffery, M. (2010). Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know. Wiley.	Written A., & Heinze, A. (Eds.). (2016).  In Digital and Social Media Marketing: A Results-Driven Approach. Taylor & Francis.

						Total Hours =			
	Written assignm ent	Lecture	PPT, Book	CO1, CO4	10 Remembering, understanding	<u> </u>	Theoretical foundations of Al strategies	Artificial Intelligence (AI)	15
	Written assignm ent	Lecture	PPI, Book	CO1, CO4, CO3,	understanding, applying		mobile marketing strategies Location-based advertising and personalized mobile campaigns Mobile user behavior and its implications for digital marketing tactics	Media	-
	Written assignm ent	Lecture					Theoretical perspectives on media globalization and its impact on marketing Cross-cultural communication		13
	Written assignm ent	Lecture	PPT, Book	CO4, CO3, CO5	10 Remembering, understanding		Theoretical frameworks for analyzing and interpreting digital marketing data  Data-driven decision making	Data Analytics and Digital Med	12
	Written assignm ent	Lecture	PPT, Book	CO3,CO5 PPT,	8 Remembering, understanding	_	Theoretical foundations of UX design in digital marketing Human-computer interaction	User Experience (UX) and Digit	11
	Written assignm ent	Presentation	PPT, Book	CO2, CO3,CO4	8 Analysing, evaluating, creating		Theoretical perspectives on media power and control in digital environments	Media Power and Digital Media Theoretical perspectives on media power and control in digital environments	10
	Written assignm ent	Oral assignment	PPT, Book	CO2,	6 Remembering, understanding and creating		Theoretical frameworks for understanding online activism and social change Digital marketing campaigns for	Online Activism and Digital Me Theoretical frameworks for understanding online activiand social change Digital marketing campaign	
Sponder, M. (2012). Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics. McGraw-Hill Education.		Presentation Written assignm ent	PPT, Book	COI	6 Analysing, evaluating, creating		Theoretical foundations of media convergence and its impact on marketing Integration of traditional and digital media in marketing strategies  Cross-platform storytelling and multi-channel marketing approaches	Media Convergence and Digitz Theoretical foundations of media convergence and its impact on marketing Integration of traditional an digital media in marketing strategies  Cross-platform storytelling approaches	ω

Table:
Letter Grades and Grade Points:

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha – Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)
4.00-<5.00	40.0-<50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
Ab (Absent)	-	Absent

Cign

Dr. SUNDER RAJDEEP
PROFESSOR & HEAD
DEPT OF COMMUNICATION & JOURNALISM
UNIVERSITY OF MUMBAI, VIDYANAGARI CAMPUS,
SANTACRUZ (E), MUMBAI - 400098
WWW.dcjmumbai.mu.ac,in

#### **Syllabus**

MA (Journalism & Mass Communication-Strategic & Integrated Communication)

#### (Semester- I & II)

### Note: It is attached in excel sheet format

## **Team for Creation of Syllabus:**

Name	Dept./College Name	Sign
Prof. (Dr.) Sunder Rajdeep	Dept. of Communication & Journalism	De-
Dr. Sanjay Ranade	Dept. of Communication & Journalism	23300
Mrs. Daivata Patil	Dept. of Communication & Journalism	32657
Mr. Sagar Karande	Dept. of Communication & Journalism	

Sign of HOD

Prof. (Dr.) Sunder Rajdeep Dept. of Communication &

Journalism.

**Sign of Dean,**Name of the Dean
Faculty of
Interdisciplinary.

# MA (Journalism & Mass Communication-Strategic & Integrated Communication)

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1.	Necessity for starting the course :	Skill based and employment
		generated course. More jobs
-		are available.
2.	Whether the UGC has	
	recommended the course:	Yes
3.	Whether all the courses have	
	commenced from the academic	Yes
	year 2023-24	
4.	The courses started by the	
	University are self-financed,	
	whether adequate number of	Yes
	eligible permanent faculties are	
	available?:	
5.	To give details regarding the	P.G. Diploma in Journalism and
	duration of the Course and is it	Mass Communication
}	possible to compress the course?:	
1		MA (Journalism and Mass
<u> </u>		Communication)
6.	The intake capacity of each course	
	and no. of admissions given in the	60
<u> </u>	current academic year : 2023-24	
7.	Opportunities of Employability /	Entire Media Industry is open
	Employment available after	for the career.
	undertaking these courses:	However, Self employed,
		entrepreneur and
		encouragement of students
		their own startups.

Sign of HOD

Prof. (Dr.) Sunder Rajdeep Dept. of Communication & Journalism. **Sign of Dean**, Name of the Dean Faculty of Interdisciplinary.