

University of Mumbai




No. AAMS (UG)/131 of 2021

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities.

They are hereby informed that the recommendations made by the Board of Studies in **English** at its meeting held on 30th April, 2021 **vide** item No. 3(x) and subsequently passed by the Board of Deans at its meeting held on 11th June, 2021 **vide** item No. 5.13 have been accepted by the Academic Council at its meeting held on 29th June, 2021, **vide** item No. 5.13 and subsequently approved by the Management Council at its meeting held on 29th July, 2021 **vide** item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6653 & 6654 Regulations 9396 & 9397 and the syllabus of **Diploma in Information and Media Literacy** has been introduced and the same have been brought into force with effect from the academic year **2022-23**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
25th October, 2021


(Sudhir S. Puranik)
REGISTRAR

To,

The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities. (Circular No. UG/354 of 2017-18 dated 9th January, 2018.)

A.C/5.13/29/06/2021
M.C/16/29/07/2021


No. AAMS (UG)/131-# of 2021

MUMBAI-400 032

25th October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean Faculty of Humanities,
- 3) The Chairman, Board of Studies in English,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Sudhir S. Puranik)
REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

(Appendix 'B')

New ordinances 6653 & 6654 relating to the Diploma in Information and Media Literacy

1. Necessity of Starting this course:

This Diploma Program in Information and Media Literacy is designed to enable the learner to identify different types of media and understand the messages they're sending. There are text messages, memes, viral videos, social media, video games, advertising, and more. The digital age has made it easy for anyone to create media, this makes media literacy tricky to learn and teach. Nonetheless, media literacy is an essential skill in the digital age. This program will enable the learner to think critically evaluate media; they decide whether the messages make sense, why certain information was included, what wasn't included, and what the key ideas are. Besides, it makes the learner to be a smart consumer of products and information. Media literacy helps kids learn how to determine whether something is credible. It allows the learner to recognize point of view, as a result, it creates media responsibility by recognizing point of view. In addition, this program is designed to identify the role of media in our culture and understand the author's goal.

Thus, the topics that cover this program includes understanding print media and literacy, language and image in print media and digital media, Ideologies and the role of ideologies in Content Formation, Dissemination and Deciphering Meaning, ethics, copyright laws, social media and many more.

A Diploma Course in Information and Media Literacy will definitely help to:

- Get an exposure to print media
- Be prepared for a wide variety of careers in business and media related industry
- Be equipped with the required skills for future careers in the interconnected society.
- Understand the process from the print media production to its publication.
- Develop software skills to be employable in the industry.

2. Whether UGC has recommended to start the said Courses?

UGC has given guidelines for introduction of career oriented courses

(<https://www.ugc.ac.in/oldpdf/xiplanpdf/revisedcareerorientedcourses.pdf>).

Universities are allowed to run the diploma / certificate courses and with due approval of its governing councils/ statutory council wherever required (Ref: <https://www.ugc.ac.in/faq.aspx>). However, u/s 5(16) under Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), Universities are empowered to start to prescribe the courses of instruction and studies in choice based credit system for the various examinations leading to specific degrees, diplomas or certificates in a stand-alone format or joint format with other State or national or global universities.

3. Whether all the courses have commenced from academic year 2020-21?

The above Diploma course is recommended by the BoS in English, and further approved by the statutory bodies is to be introduced from the Academic Year 2021- 2022.

4. The courses started by the University are self-financed, whether adequate numbers of eligible permanent Faculties are available?

The diploma course is purely self-financed. The department/affiliated colleges interested in its affiliation need to comply with the norms laid down as above.

5. To give details regarding duration of the course and is it possible to compress the course?

The duration of the course is maximum 6 month for each semester i.e. not extending beyond two semesters {6 Months (July-December / January-June)} with total 40+20 contact hours for each course which is consist of maximum 4 Credits on completion of total 60 hours and 16 Credits on completion of entire diploma course.

6. The intake capacity of each course and no. of admissions given in the current academic year (2021-22)

The intake capacity is set to maximum 40 students per batch.

7. Opportunities of employability/employment available after undertaking these courses:

1. Employed as Media Management Professionals in Media houses
2. Proficient Media Analyst
3. Employed as Proficient Journalist

UNIVERSITY OF MUMBAI



Syllabus for the
Diploma in Information and Media Literacy

(to be introduced with effect from the academic year 2022-23)

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Program O. 6653	Diploma in Information and Media Literacy
2	Eligibility for Admission O. 6654	Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination
3	Passing Marks R - 9396	The candidate must obtain 40 % of the total marks in external and internal examination to pass the course
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters R - 9397	One Year-Two Semesters
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2022-2023

Name of BOS Chairperson / ~~Dean~~:

Dr. Sudhir Nikam

Date: 30th April, 2021



University of Mumbai

Diploma in Information and Media Literacy

(With effect from the academic year 2022-23)

Board of Studies in English

Dr. Sudhir Nikam (Chairperson)

Dr. Rajesh Karankal (Member)

Dr. Santosh Rathod (Member)

Dr. Bhagyashree Varma (Member)

Dr. Deepa Mishra (Member)

Dr. B. N. Gaikwad (Member)

Dr. Dattaguru Joshi (Member)

Dr. Satyawan Hanegave (Member)

Dr. Deepa Murdeshwar-Katre (Member)

Syllabus Sub-Committee

Dr Satyawan Hanegave (Convener), Vice Principal, K J Somaiya College of Arts & Commerce, Mumbai. Email ID: satyahanegave@gmail.com Mob.: +919820387557

Bhaswati Parasar(Member), Head, Department of English, Rizvi College, of Arts, Science and Commerce, Mumbai. Email ID: bhaswatiparasar@gmail.com Mob.: +919892280575

Dr Shweta Salian (Member), Assistant Professor, Department of English, Mithibai College, Mumbai. Email ID: subramanian.shweta@gmail.com Mob.: +919820038126

Jayanta Ghorpade (Member), Assistant Professor, Department of English, Mulund College of Commerce, Mumbai. Email ID: jayanta.ghorpade@mccmulund.ac.in Mob.: +919224779037

Mr. Mukesh Patil (Member), Assistant Professor, Department of English, Pragati College Dombivali, Thane District, Maharashtra. Email ID: mppatilpragati@gmail.com Mob.:+918380974933

Dr Sangita Kongre (Member), Assistant Professor, Department of English, Maharshi Dayanand College of Arts, Science & Commerce, Parel, Mumbai. Email ID: sangitapatil16@gmail.com Mob.:+919960929844

Syllabus

1	Title of the Course	Diploma in Information and Media Literacy
2	Eligibility for Admission	Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination
3	Intake Capacity	40 Students per batch
4	Passing Marks	The candidate must obtain 40 % of the total marks in external and internal examination to pass the course
5	Selection	First Come First Served Basis
6	Credits	16 Credits
7	Duration of the Course	One year
8	Number of Contact Hours	40(lectures) + 20 (tutorial) Per Theory Paper
9	Fee Structure	Rs. 5000/- (The fee covers tuition fee, remuneration of teacher, infrastructural expenses, books, stationery, examination fee etc.)
10	Teaching Faculty Qualification	As per UGC Guidelines
11	Remuneration of Teacher	As per University / Government Guidelines
12	Centre	Any College/Department/Institution under the purview of the University of Mumbai
13	Level	U.G. / Diploma
14	Pattern	Semester
15	Status	To be implemented from the Academic Year 2022-2023



University of Mumbai

Diploma in Information and Media Literacy

Semester I

Course: Theory

Course Title: Introduction to Print Media Literacy

Course: I

(With effect from the academic year 2022-23)

01	Syllabus as per Choice Based Credit System	
I	Name of the Program	Diploma in Information and Media Literacy
II	Course Code	
III	Course Title	Introduction to Information and Print Media Literacy
IV	Course Contents	Enclosed a copy of the syllabus
V	References and Additional References	Enclosed in the Syllabus
VI	Credit Structure (No. of Credits)	04
VII	No. of lectures per Unit	15
VIII	No. of lectures per week	04
IX	No. Tutorials per week	01
X	Total Marks	100
02	Scheme of Examination	Theory Examination + Internal Evaluation (60+40)
03	Special notes, if any	No
04	Eligibility, if any	HSC or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Diploma in Information and Media Literacy

Preamble:

This Diploma Program in Information and Media Literacy is designed to enable the learner to identify different types of media and understand the messages they're sending. There are text messages, memes, viral videos, social media, video games, advertising, and more. The digital age has made it easy for anyone to create media, this makes media literacy tricky to learn and teach. Nonetheless, media literacy is an essential skill in the digital age. This program will enable the learner to think critically evaluate media; they decide whether the messages make sense, why certain information was included, what wasn't included, and what the key ideas are. Besides, it makes the learner to be a smart consumer of products and information. Media literacy helps kids learn how to determine whether something is credible. It allows the learner to recognize point of view, as a result, it creates media responsibility by recognizing point of view. In addition, this program is designed to identify the role of media in our culture and understand the author's goal.

Course Objectives:

- To introduce to the knowledge of Media and Media Literacy
- To exposure the learner to the information and Media
- To literate students about the Print media and Digital Media
- To impart knowledge of Media
- To equip the learners with professional skills essential for making career in print media and digital Media
- To improve the learners' self-confidence professional skills required in the field of Information and media.

Course Learning Outcomes:

By the end of the course, the learner should:

- Get an exposure to print media
- Be prepared for a wide variety of careers in business and media related industry
- Be equipped with the required skills for future careers in the interconnected society.
- Understand the process from the print media production to its publication.
- Develop software skills to be employable in the industry.

Semester -I

Course- I

Introduction to Information and Print Media Literacy

Unit 1 : Understanding Print Media

- a. Defining Print Media
- b. Nature and Scope of Print Media
- c. Types of Print Media
- d. Print Media in 21st Century

Unit 2 : Making Sense of the Language and the Image in Print Media

- a. Understanding the nature of language –‘constructed-ness of language (representation) and the generation of meaning
- b. Understanding the context of a text
- c. Understanding Inference - Presence or Absence of meaning hidden in a written text/ image, Reading between the lines/ implications of the language used/ focus/ angle of a given image.
- d. Role of Language in Print Media

Unit 3: Ideologies and the role of ideologies in Content Formation, Dissemination and Deciphering Meaning.

- a. Understanding Media Ideology
- b. Understanding Hegemony and Representation of Gender, Culture and Politics.
- c. Understanding Commercial Culture
- d. Understanding Impact of Ideologies on Reader

Unit 4 : Ethics in Print Media

- a. Defining Ethics
- b. Ethics in Content Creation and Disseminating Information like maintaining- impartiality, objectivity, balance, privacy and public interest
- c. Legal aspects in print media -Copy Rights, plagiarism stereotyping, defamation, obscenity...
- d. Plagiarism and Ethical Issues

Evaluation Pattern: (For theory)

Internal Assessment (40 Marks):

Sr. No.	Particulars	Marks
1	Classroom Attendance & Participation	10
2.	Oral Presentation (10 Minutes with or without PowerPoint)	10
3	Test/Written Assignment	20

Suggested topics for Internal Assessment:

1. Interviewing entrepreneurs
2. Mock interview
3. Group Discussion
4. Presentations (group/pair/individual) with ICT
5. SWOC Analysis

Semester End Examination (60 Marks):

Evaluation: Semester End Examination Pattern 60 Marks Hours: 02

The Semester End Examination for 60 marks will have 4 questions of 15 marks each (with internal choice):

Question 1	Objective (15/20)	15 Marks
Question 2	Short Notes (3/5)	15 Marks
Question 3	Short Answer (3/5)	15 Marks
Question 4	Application/Long answer (2/3)	15 Marks



University of Mumbai

Diploma in Information and Media Literacy

Semester I

Course: Practical

Course Title: Project

Course: II

(With effect from the academic year 2022-2023)

SYLLABUS

01	Syllabus as per Choice Based Credit System	
I	Name of the Program	Diploma in Information and Media Literacy
II	Course Code	
III	Course Title	Project
IV	Course Contents	Enclosed a copy of the syllabus
V	References and Additional References	Enclosed in the Syllabus
VI	Credit Structure (No. of Credits)	04
VII	No. of Learning Hours	60
VIII	No. of Learning hours per week	04
IX	No. Tutorials per week	01
X	Total Marks	100
02	Scheme of Examination	Internal Evaluation (75+25)
03	Special notes, if any	No
04	Eligibility, if any	HSC or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Semester I

Course - II

Title: Project

The purpose of this course is to engage learners through the mode of project to reinforce the ideas, concepts and skills that are introduced in the theory paper. Students choose a topic for the project in consultation with the project guide. The project may be carried out individually or in collaboration with other students.

Ideas for Project:

The following are only suggested topics. Similar topics in line with the learning objectives and local context may be given to the students.

a. Introduction to Print Media

- Create a scrap book with the pictures cropped from various sources of print media i.e. Newspaper cuttings, magazines, hoardings, promotional leaflets etc.

b. Types of Print Media

- Collect the samples/ cuttings of- Newspaper and Weeklies, billboards and posters, letters and postcards
- Prepare a magazine or series of posters

c. Production Process of Print Media

- Newsprint, technology, production process
- Visit (in a group of 5 or 7) to a print office / company to understand the basics of printing

d. Blue Print Design:

- Typing details, pattern, focus, wordings, sentence construction
- Editing
- Proof reading

e. Print Media Content Analysis

- Discussion on the existing ads available in print media
- A small write-up explaining the content of the chosen topic
- Representation of the truth and fictional reality in the print media

f. Understanding Language of Visuals:-

- Significance of signs, logos, letters, words, pictures, symbols
- Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space etc.
- Headlines, sub headlines, captions, body matter and slogans

g. Impact of Print Media on Human Psychology / Public

- Merits and Demerits of the Print media
- Impediments / Decline in Print Media
- Emergence and development of the Electronic Media and its impact on the Print media

h. Understanding the rules in designing Print media:

- **Vocabulary, Grammar, words influence, emphasis, syntax etc.** The students may be encouraged to use strategies such as interviews, online/offline surveys, field visits, collection of documents such as menu cards, photographs, brochures etc.

Guidelines for reporting and presenting project

The report may be submitted in Print (type-written) format or in Non-Print (Blog/Vlog /Web-page) format

Format of the Print Report:

- The full content of the report must be bound together so that the pages cannot be removed or replaced.
- The cover of the report must contain, title, name of the candidate, the award and the year of submission.
- Page numbers must be mentioned at the bottom of each page and Margin should be 1.5” on the left and 1” on the three sides.

- Use separate index sheets for all chapters should start from a new page.
- Report must contain all the necessary documents such as. Certificate of the guide, training completion Certificate by the institute/ organization, student declaration certificate, acknowledgements, table of contents, bibliography, appendix (if any) etc.
- Students should use simple and good English while writing the report. Avoid grammatical errors.
- No aspects of the structure of the report should be omitted.

Guidelines for the instruction and assessment

- Students may be allotted project mentors to guide them through the process.
- Students may be allotted a co-guide in case of availability and necessity.
- Students may be encouraged to take up a project in pair or group (depending on the context)
- Students may be trained to present final project to improve their presentation skills,
- A well-planned rubric and additional guidelines may be prepared by the study centre keeping in view the core content, quality of the project and presentation of work.

Evaluation Pattern: Internal Assessment (100 Marks):

Sr. No.	Particulars	Marks
1	Project Field Work (minimum 25 hours) Report (Up to 2500 words- 20 pages including images, graphs, appendix etc.)	75
3	Presentation (Using ICT tools)	25



University of Mumbai

Diploma in Information and Media Literacy

Semester II

Course: Theory

Course Title: Information and Digital Media Literacy

Course: III

(With effect from the academic year 2022-2023)

SYLLABUS

01	Syllabus as per Choice Based Credit System	
I	Name of the Program	Diploma in Information and Media Literacy
II	Course Code	
II	Course Title	Introduction to Information and Digital Media Literacy
IV	Course Contents	Enclosed a copy of the syllabus
V	References and Additional References	Enclosed in the Syllabus
VI	Credit Structure (No. of Credits)	04
VII	No. of lectures per Unit	15
VIII	No. of lectures per week	04
IX	No. Tutorials per week	01
X	Total Marks	100
02	Scheme of Examination	Theory Examination + Internal Evaluation (60+40)
03	Special notes, if any	No
04	Eligibility, if any	HSC or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Introduction to Digital Media Literacy

Course –III

Semester II

Unit I: Understanding Digital Media

- a. Defining Digital Media and Scope of Digital Media
- b. Types of Digital Media
- c. Features of Digital Media Literacy
- d. Laws Governing Digital Media

Unit II: Information and Digital Media

- a. Information Literacy- features
- b. Collection and Dissemination of information
- c. Sources- websites, forums, blogs, other
- d. Refurbishing /Publishing information

Unit III : Digital Media: An Emerging Medium of Mass Communication

- a. Media consumption
- b. Role of writers in Digital Media
- c. Digital Media Laws
- d. Plagiarism and Copyright Act

Unit IV Social Media: Information and Literacy

- a. Definition, Scope and Nature of Social Media
- b. Types of Social Media
- c. Collecting and collating information on Social Media
- d. Writing for social media, Language and appeal of information on social media

Instructional Guidelines:

This course attempts to move beyond the basic skills of reading and writing to an advanced approach that is focused on expanding the skills already acquired by the learner. This course will introduce focused areas that are specific to the domain of media and information. It covers an understanding on the broad ambit of information and its ever expanding horizons.

Since this is a skill development course, it is suggested that a communicative, learning and learner centric approach be adopted. Techniques such as case study/Caselet, role play, group discussion, seminars, peer teaching may be suited for this course. The emphasis at the input level will be on training students in using appropriate language and audience-appropriate presentations.

Evaluation Pattern: Internal Assessment (40 Marks):

Sr. No.	Particulars	Marks
1	Classroom Attendance & Participation	10
2.	Oral Presentation (10 Minutes with or without PowerPoint)	10
3	Test/Written Assignment	20

Suggested Topics for Internal Assessment:

1. Self-Assessment Questionnaire
(Time-Management skills or any other interpersonal skills)
2. Role-play based on situations and its documentation
3. Game-based situations (play & learn) and draft a report
4. Interviewing entrepreneurs
6. Group Discussion on relevant topics (such as who is a good leader?)
7. Presentations (group/pair/individual) with the use of ICT
8. SWOC

N.B.: Students may select other topics in consultation with and due approval from the instructor/s.

Semester End Examination (60 Marks):

Evaluation: Semester End Examination Pattern 60 Marks Hours: 02
--

The Semester End Examination for 60 marks will have 4 questions of 15 marks each (with internal choice):

Question 1	Objective (15/20)	15 Marks
Question 2	Short Notes (3/5)	15 Marks
Question 3	Short Answer (3/5)	15 Marks
Question 4	Application/Long answer (2/3)	15 Marks



University of Mumbai

Diploma in Information and Media Literacy

Semester II

Course: Practical

Course Title: On-the-Job Training/Internship

Paper: IV

(With effect from the academic year 2022-2023)

SYLLABUS

01	Syllabus as per Choice Based Credit System	
I	Name of the Program	Diploma in Information and Media Literacy
II	Course Code	
III	Course Title	On-the Job Training/Internship
IV	Course Contents	Enclosed a copy of the syllabus
V	References and Additional References	Enclosed in the Syllabus
VI	Credit Structure (No. of Credits)	04
VII	No. of Learning Hours	60
VIII	No. of Learning Hours per Week	04
IX	No. Tutorials per week	01
X	Total Marks	100
02	Scheme of Examination	Internal Evaluation (75+25)
03	Special notes, if any	No
04	Eligibility, if any	HSC or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Semester II

Course - IV

Title: On-the-Job Training/Internship

The purpose of this course is to engage learners through the mode of on-job training to reinforce the ideas, concepts and skills that are introduced in the theory course. Students choose a topic for the project in consultation with the project guide. The project may be carried out individually or in collaboration with other students.

Ideas for Internship:

The following is only a suggested topic. Similar topics in line with the learning objectives and local context may be given to the students.

Internship of minimum 30 hours in a Media house, corporate house, an NGO, Government office be undertaken by students. The internship should allow students to take up an assistant position that enables them to exercise their soft skills.

The students may be encouraged to use strategies such as Interview, online/offline Survey, On-field visits, collection of documents such as photographs, brochure etc.

Besides, the learner can pick up couple of activities given below and learn an art of understanding the information and digital media literacy.

1. Journal or assignment (Learners need to maintain a journal)
2. Picture analysis (Learners should select some pictures from the news and analyse them to create a draft of news)
3. Creating YouTube channel (Learners should create a YouTube channel and keep it updating with various news)
4. Comparison and contrast between any two news channels (or two reports on the same event)
5. Interviewing the Celebrity
6. Questionnaire and Survey (to know how many people are media literate)
7. Ground reporting
8. Creating a blog
9. Video editing

Guidelines for the study Centre:

Since the internship is an integral part of this diploma course, the study center should identify potential organizations/institutes/companies/Hotels etc. and either enter into an MoU with them or establish rapport with them so as to the students are taken as interns. It is necessary that the center issues a letter in this regard.

Guidelines for reporting and presenting project

The report may be submitted in Print (type-written) format or in Non-Print (Blog/Vlog/ /Web-page) format

Format of the Print Report:

- The full content of the report must be bound together so that the pages cannot be removed or replaced.
- The cover of the report must contain, title, name of the candidate, the award and the year of submission.
- Page numbers must be mentioned at the bottom of each page and Margin should be 1.5” on the left and 1” on the three sides.
- Use separate index sheets for all chapters should start from a new page.
- Report must contain all the necessary documents such as. Certificate of the guide, training completion Certificate by the institute/ organization, student declaration certificate, acknowledgements, table of contents, bibliography, appendix (if any) etc.
- Students should use appropriate language while writing the report. Avoid grammatical errors.
- No aspects of the structure of the report should be omitted.

Guidelines for the instruction and assessment

- Students may be allotted project mentors to guide them through the process.
- Students may be allotted a co-guide in case of availability and necessity.
- Students may be encouraged to take up a project in pair or group (depending on the context)
- Students may be trained to present final project to improve their presentation skills,

- A well-planned rubric and additional guidelines may be prepared keeping in view the core content, quality of the project and presentation of work.
- The project report will be assessed by two examiners (Guide +1).
- These two examiners will also assess the student's presentation. The students will be awarded average marks given by the 02 examiners.

Evaluation Pattern:

Internal Assessment (100 Marks):

Sr. No.	Particulars	Marks
1	Internship Field Work (minimum 30 hours) Report: Up to 2500 words (It should include images, graphs, appendix etc.)	75
3	Viva Voce (Presentation should include the use of ICT tools.)	25

Recommended List of Books:

1. Alter, Adam. Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked. 2018
2. B N Ahuja, Theory And Practice of Journalism, SURJEET PUBLICATIONS, 1 January 2007.
3. Bas Princen, The Construction of an Image, Published by Bedford Press (London).
4. Bill Nichols, Ideology and the Image, Sage Publications.
5. Brian Winston, Matthew Winston, The Roots of Fake News -Objecting to Objective Journalism, Published September 2, 2020 by Routledge.
6. Broussard Mary Snyder Reading, Research, and Writing: Teaching Information Literacy with Process-Based Research Assignments
7. De Abreu, Belinha S. Teaching Media Literacy. 2019.
8. Ed. Cynthia Carter, Linda Steiner, Critical Readings: Media and Gender, (UK Higher Education OUP Humanities & Social Sciences Media, Film & Cultural Studies), 16 December 2003.

9. Edited by Shiv Sahai Singh, The Law of Intellectual Property Rights, Published by Deep and Deep, New Delhi, 2004.
10. Harrower Tim. Inside Reporting (B&B JOURNALISM). 2012
11. Hobbs, Renee. Mind Over Media: Propaganda Education for a Digital Age Paperback – October 20, 2020
12. Juhi P Pathak, Introduction to Media Laws and Ethics, Publisher: Shipra Publication, Edition: 2014
13. Keval J. Kumar, Mass Communication in India, Fifth Edition, Jaico Publishing House, Dec-2020
14. M.V. Kamath, Professional Journalism, Vikas Publishing, 2019 Edition.
15. Nick Stevenson, Understanding Media Cultures: Social Theory and Mass Communication, Published by University of Nottingham, UK, Sage Publications 2018.
16. Potter W. James. Introduction to Media Literacy. Sage Publications. University of California, Santa Barbara, USA.
17. S.K. Agarwal , Media and Ethics, Shipra Publications, 1993.
18. Savas Çoban , Media, Ideology and Hegemony, Published by Brill Academic Pub (20 September 2018).
19. Smith Julie. Master the Media: How Teaching Media Literacy Can Save Our Plugged-in World. 2015
20. The Routledge Companion to Media Education, Copyright, and Fair Use. ed. Hobbs Renee. 2018
21. Vyvyan Evans , How Words Mean: Lexical Concepts, Cognitive Models, and Meaning Construction (Oxford Linguistics).

Web Resources:

1. <https://www.jstor.org/stable/26430902?seq>
2. <https://mediaeducationlab.com/essential-question-4-how-are-language-sound-and-image-used-manipulate-message-part-1>
3. <http://unesco.mil-for-teachers.unaoc.org/modules/module-4/>
4. <https://yali.state.gov/media-literacy-five-core-concepts>
5. <https://www.jstor.org/stable/2083459?seq=1>
6. <https://www.tandfonline.com/doi/full/10.1080/10584609.2019.1674979>
7. <http://egyankosh.ac.in/bitstream/123456789/7188/1/Unit-1.pdf>
8. <https://www.servicenewspapers.amdigital.co.uk/Introduction/NatureAndScope>

9. https://www.zeepedia.com/read.php?types_of_print_media_newspapers_magazines_books_introduction_to_mass_communication&b=78&c=16
10. https://www.sagepub.com/sites/default/files/upm-binaries/5239_Croteau_Chapter_5.pdf
11. <https://brill.com/view/book/edcoll/9789004364417/BP000006.xml>
12. <https://gsdrc.org/topic-guides/gender/gender-and-media>
13. www.Prasarbharti.gov.in
14. Www.preescouncil.nic.in
15. www.thehoot.org
