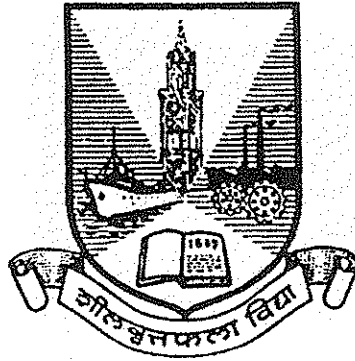


As Per NEP 2020

University of Mumbai



Title of the program

- | | | |
|---|---|---------|
| A-P.G. Diploma in Journalism & Mass Communication | } | 2023-24 |
| B-MA (Journalism & Mass Communication) (Two Year) | | |
| C-MA (Journalism & Mass Communication) (One Year)-2027-28 | | |

Syllabus for

Semester -I and II

PG GR dated 16th May, 2023 for Credit Structure of PG

Preamble

1) Introduction :

MA (Journalism & Mass Communication) 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 Communication Studies, Journalism Studies, Production for the audio-visual media, Digital Media Marketing, Introduction to Interpersonal Communication, Writing for the Media part 1 and 2, etc.

Most importantly, this MA J&MC learner will be trained to critically analyse and understand the world of Communication, Media & Journalism.

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 :

- i) 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 five 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)

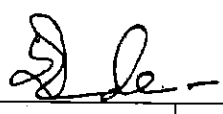
7)

8)

9)

10) Write short notes on **ANY TWO**.

MA (Journalism & Mass Communication)

R **Credit Structure** 

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

MA (Journalism & Mass Communication)



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

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

SEM – I

Course	
Code	
Course Title	Communication Studies
Total Credits	4
Semester	1
Course	
Outcome (CO)	
Course Outcome 1	Describe the Communication Discipline and its Scholarly Traditions
Course Outcome 2	Critically Analyse and Create Messages Appropriate to the Audience, Purpose, and Context
Course Outcome 3	Identify and describe the foundations and characteristics of mass media.
Course Outcome 4	Interpret, evaluate, and apply media studies scholarship
Course Outcome 5	Create and critique media content

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Weak, Moderate, the No linkage	Study Material (Lecture/Lab/Work/Project/Guidance)	Assessment method - please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, Journals etc (all references in APA Sixth Edition Style)
1	Communication theories and models	Origins, the Speech Act, Redundancy and entropy, channel-medium-code, Feedback	4	Remembering, understanding	CO1	Lecture	Written assignment	Fiske, J. (1990). Introduction to Communication Studies. Routledge. Denis McQuail, S. W. (1993). Communication Models for the Study of Mass Communication. Routledge.
2	Communication theories and models	Basic models, personal influence, diffusion and short-term effects and effects on culture	4	Remembering, understanding	CO1	PPT, Book, Lecture	Written assignment	Fiske, J. (1990). Introduction to Communication Studies. Routledge. Denis McQuail, S. W. (1993). Communication Models for the Study of Mass Communication. Routledge.

3	Communication theories and models	Limited effects paradigm and audience centred models, barriers to communication	4	Remembering, understanding, applying	CO1	PPT, Book	Lecture	Written assignment	Fiske, J. (1990). <i>Introduction to Communication Studies</i> . Routledge. Denis McQuail, S. W. (1993). <i>Communication Models for the Study of Mass Communication</i> . Routledge.
4	Communication, meaning and signs	Semiotics, codes, ideology and meaning	4	Analysing and evaluating	CO2	PPT, Book	Lecture	Written assignment	Fiske, J. (1990). <i>Introduction to Communication Studies</i> . Routledge. Denis McQuail, S. W. (1993). <i>Communication Models for the Study of Mass Communication</i> . Routledge.
5	Digital media and the information society	Introduction, convergence, information society and network society	4	Analysing and evaluating	CO2	PPT, Book	Lecture	Written assignment	Castells, M. (2011). <i>The Rise of the Network Society</i> . Wiley-Blackwell. Dijk, J. V. (2012). <i>The Network Society</i> . Sage.
6	Planned communication	Communication campaigns, four models of public relations, marketing communication	4	Analysing and evaluating	CO2	PPT, Book	Lecture	Written assignment	Denis McQuail, S. W. (1993). <i>Communication Models for the Study of Mass Communication</i> . Routledge.
7	Advertising as communication	Origins and development, effects, ideology and meaning, language and rhetoric	4	Analysing and evaluating	CO2	PPT, Book	Lecture	Written assignment	Dyer, G. (1982). <i>Advertising as communication</i> . Routledge.
8	Foundations of media studies	Reading the media, media text and context, representation, intertextuality and ideology	4	Analysing, evaluating, creating	CO3, CO5	PPT, Book	Presentation	Written assignment	Philip Rayner, P. W. (2004). <i>Media Studies: the essential resource</i> . Routledge. Valdivia, A. N. (2003). <i>A companion to media studies</i> . Blackwell.

9	Media organisation, selection and production	Gieber and Johnson's model of source-reporter relationships, McNelly's model of news flow, Bass's 'Double Action' model for internal news flows, gatekeeping	4	Remembering, understanding	CO3, CO5	PPT, Book	Oral assignment	Written assignment	Phillip Rayner, P. W. (2004). Media Studies: the essential resource. Routledge. Valdivia, A. N. (2003). A companion to media studies. Blackwell.
10	Media audiences	Encoding and decoding, fragmentation and segmentation, audience	4	Analysing, evaluating, creating	CO3, CO5	PPT, Book	Presentation	Written assignment	Phillip Rayner, P. W. (2004). Media Studies: the essential resource. Routledge. Valdivia, A. N. (2003). A companion to media studies. Blackwell.
11	Media institutions	Ownership, the news media, public service broadcasting, entertainment, media Imperialism	4	Remembering, understanding	CO3	PPT, Book	Lecture	Written assignment	Phillip Rayner, P. W. (2004). Media Studies: the essential resource. Routledge. Valdivia, A. N. (2003). A companion to media studies. Blackwell.
12	Media perspectives	Marxist, Feminist, Nationalist, Alternative media	4	Remembering, understanding	CO4	PPT, Book	Lecture	Written assignment	Valdivia, A. N. (2003). A companion to media studies. Blackwell. Wayne, M. (2003). Marxism and Media Studies: Key concepts and contemporary trends. Pluto Press.
13	Approaches to media history and ethics	Approaches to history, ethics in production, digital capitalism	4	Remembering, understanding	CO4	PPT, Book	Lecture	Written assignment	Valdivia, A. N. (2003). A companion to media studies. Blackwell. Wayne, M. (2003). Marxism and Media Studies: Key concepts and contemporary trends. Pluto Press.
14	International media studies	Fixity of nation, postcolonial media, competing networks, hybrid identities, politics of research, Asian media studies,	4	Remembering, understanding, applying	CO4	PPT, Book	Lecture	Written assignment	McMillin, D. C. (2007). International Media Studies. Blackwell. John Nguyet Erni, S. K. (2005). Asian Media Studies Politics of Subjectivities. Blackwell. James Curran, M.-J. P. (2005). De-Westernizing Media Studies. Routledge.

15	Media reform	Effects of liberalisation, globalisation and privatisation on media, democratic change, silences and	4	Remembering, understanding, applying	CO4	PPT, Book	Lecture	Written assignment	Monroe Price, B. R. (2004). Media Reform: Democratizing the media, democratizing the state. Routledge.
			Total						
			Hours						

Course Code										
Course Title (Mandatory)	Journalism Studies									
Total Credits	4									
Semester	1									
Course Outcomes (CO)										
Course Outcome 1	i) The students will get an Introduction to the basics of Journalism.									
Course Outcome 2	ii) It will help students understand various aspects of media practices, the organisational structure of a newspaper establishment, editorial department work, and news-gathering techniques.									
Course Outcome 3	iii) It also trains students to write news pieces, letters to editors for English newspapers, press notes for a corporate house, sub-editing and page designing.									
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	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	Pedagogy of Session (Lecture/lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	
1	The history and development of Journalism Studies	Journalism studies, role & Unrility	4	Remembering, understanding	CO1, CO2	PPT, Book mention NA	Lecture	Written assignment	1) Key Concepts in Journalism Studies, By Bob Franklin, Martin Harner, Mark Hanna, Marie Kinsey, John E Richardson. Sage Publication Ltd. 2) RRC Triet 17007h1 Banner of the Independent Panel for	

15	Journalism Ethics		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
			Total Hours = 60						

Course									
Course	Media Management and Economics								
Total	4								
Semest	1								
Course									
Outcom	Teach how economic theories and concepts apply to all aspects of media.								
Course									
Outcom	Equip the learner to understand how economic forces affect the operation of media industry and explore innovation.								
Course									
Outcom	Learner must be able to apply economic theories and concepts to the mass media and mass communication.								
Course									
Outcom	Understand the media market production, consumption and distribution								
Course									
Outcom	Learner must be able to conceptualize media content based on market demands and functions								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO	Study	Pedagogy	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Introduction to media economics	and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics, Gillian Doyle, Sage, 2013
2	Concepts of Media Economics	What is so special about economics of the media, key economic characteristics of the media. Economics of scale, of scope and	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics, Gillian Doyle, Sage, 2013

3	Understanding media market	Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics, Gillian Doyle, Sage, 2013
4	Role of technology	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal expansion,	4	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Media Economics: Theory and Practice, edited by Alison
5	Media distribution	Economics of networks, broadcasting networks, online content distribution, social networks and microblogging. The economics of print, film, media economics and public policy, the Indian media business	4	Analysing and evaluating	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	the Age of Giants: Business Dynamics of Journalism, Dennis F.
6	The Indian media business	What is media management, Market segmentation, Marketing mix	4	Understanding and Applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Business, Vanita Kohli-Khandekar, Response,
7	Introduction to media	Effect of Globalisation, Liberalisation and Privatisation on media business	4	Analysing, evaluating, creating	CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Business, Vanita Kohli-Khandekar, Response,
8	History and evolution of media business-	Understanding Indian consumerism, what works and what doesn't, factors affecting Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation of content and audience	4	Analysing, evaluating, creating	CO2	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	Indian Media in a Globalised World, Maya Ranganathan, Usha M
9	Media consumers	Media Basics, Reach, Frequency and Distribution	4	Remembering, understanding	CO4	PPT, Book, Audio Visual Link	Presentati on	Written assignment	The New Media Monopoly, Ben H.
10	Media management	Preparing a Media Strategy, Defining the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media Management and Economics, edited by
11	Media management	Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation	4	Analysing, evaluating, creating	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media Management and Economics, edited by
12	Understanding media market	Budget Setting, Budget allocation, Solutions Approach	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media Management and Economics, edited by
13	Media buying and selling	Understanding media business models in the context of Artificial Intelligence, Auditing and evaluation techniques, risk management	4	Remembering, understanding, applying	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media Management and Economics, edited by
14	Budget setting								
15	Evaluation systems								
			Total Hours =						

Course Code										
Course Title	Writing for the Media - 1									
Total Credits	2									
Semester	1									
Course Outcomes (CO)										
Course Outcome 1	The students should be able to develop an insight into storytelling skills									
Course Outcome 2	The students should be able to think, analyse and write in a structured manner									
Course Outcome 3	The students should be able to use creativity and imagination in order to write in a logical manner									
Course Outcome 4	The student should be able to provide critical editorial assessment for reviews									
Course Outcome 5	The student should be able to write and present for varied media and audiences									
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	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	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	

1	Ideation	A voice of your own, Brainstorming of ideas, Developing a practice, taking inspiration from every day	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Wardrip-Fruin, P. H. (2009). Third Person: Authoring and Exploring Vast Narratives. MIT Press. Prose, F. (2006). READING Like a WRITER. Harper Collins
2	Ideation	Writing about personal experiences, what makes a story a story.	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Wardrip-Fruin, P. H. (2009). Third Person: Authoring and Exploring Vast Narratives. MIT Press. Prose, F. (2006). READING Like a WRITER. Harper Collins
3	Characterisation	Developing characters, understanding mise-en-scene, exposition	6	Understanding and applying	CO1-CO5		Lab work	Written assignment	Wardrip-Fruin, P. H. (2009). Third Person: Authoring and Exploring Vast Narratives. MIT Press. Prose, F. (2006). READING Like a WRITER. Harper Collins Biggs, J. E. (2001). Cliffs Quick Review Writing: Grammar, Usage and Style. Hungry Minds.

4	Characterisation	Behaviour, mannerism, language	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Field, S. (2005). <i>Screenplay: The Foundations of Screenplay</i> . Delta Sandler, E. (2008). <i>The TV Writer's Handbook: A Creative Approach to Television Scripts</i> . Random House. Douglas, P. (2011). <i>Writing the TV Drama Series: How to Succeed as a Profession TV Writer</i> . Michael Wiese Production.
5	Conflict	What is conflict?	6	Understanding and Applying	CO1-CO5		Lab work	Written assignment	Field, S. (2005). <i>Screenplay: The Foundations of Screenplay</i> . Delta Sandler, E. (2008). <i>The TV Writer's Handbook: A Creative Approach to Television Scripts</i> . Random House. Douglas, P. (2011). <i>Writing the TV Drama Series: How to Succeed as a Profession TV Writer</i> . Michael Wiese Production.

6	Context	Social, political, economic, spiritual, physical, mental context of story and character	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Field, S. (2005). Screenplay: The Foundations of Screenplay. Delta Sandler, E. (2008). The TV Writer's Handbook: A Creative Approach to Television Scripts. Random House. Douglas, P. (2011). Writing the TV Drama Series: How to Succeed as a Profession TV Writer. Michael Wise Production.
7	News stories	What makes news, what is a good news report, the lead.	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Mencher, M. (2011). News Reporting and Writing. McGraw Hill. Follow and evaluate with help of rubrics
8	Essay writing	What is an opinion, theorisation, hypothesising.	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Follow and evaluate with help of rubrics
9	Writing reviews	Book, film, TV show, play	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Follow and evaluate with help of rubrics
10	Writing reviews	Food, eating places, products, services	6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Follow and evaluate with help of rubrics
			Total hours = 60						

60/90 60 in case of theory courses, 30+60 in case of lab courses of these 30 are theory and 60 are lab work.

Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Copying	Annotating	Acting out	Calculating	Arguing	Creating
Defining	Tweeting	Articulating	Categorising	Validating	Blogging
Finding	Associating	Reenact	Breaking down	Testing	Building
Locating	Tagging	Loading	Correlating	Scoring	Animating
Quoting	Summarising	Choosing	Deconstructing	Assessing	Adapting
Listening	Relating	Determining	Linking	Criticising	Collaborating
Googling	Categorising	Displaying	Mashing	Commenting	Composing
Repeating	Paraphrasing	Judging	Mind-Mapping	Debating	Directing
Retrieving	Predicting	Executing	Organising	Detecting	Devising
Outlining	Comparing	Examining	Appraising	Defending	Podcasting
Highlighting	Contrasting	Implementing	Advertising	Experimenting	Wiki Building
Memorising	Commenting	Sketching	Dividing	Grading	Writing
Networking	Journaling	Experimenting	Deducing	Hypothesising	Filming
Searching	Interpreting	Hacking	Distinguishing	Measuring	Programming
Identifying	Grouping	Interviewing	Illustrating	Moderating	Simulating
Selecting	Inferring	Painting	Questioning	Posting	Role playing
Tabulating	Estimating	Preparing	Structuring	Predicting	Solving
Duplicating	Extending	Playing	Integrating	Rating	Mixing
Matching	Gathering	Integrating	Attributing	Reflecting	Facilitating
Bookmarking	Exemplifying	Presenting	Estimating	Reviewing	Managing
Bullet-pointing	Expressing	Charting	Explaining	Editorialising	Negotiating
					Leading

1	Introduction to print media	Print Media Production Method	4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment
2	History of printing		4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment
3	Production of Print Media		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
4	Printing Technologies		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
5	The reporter on the job, what makes news, how to read a newspaper, how to follow news?		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
6	Components of a news story, the lead, the story structure, what are features, long stories, series.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
7	Sound observations, building and using		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
8	Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
9	Reporting accidents and disasters, writing obituaries.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
10	Writing a crime story, reporting on the courts.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
11	Writing sports and business stories.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment
12	What is investigative journalism, principles and practices?		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment

Helmut Kipphan (Ed.), Handbook of Print Media Technologies and Production Methods, Springer Publisher.
 News Reporting and Editing, K M Shrivastava, Sterling Publishers, 2008.
 Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009.
 Melvin Mencher's News Reporting and Writing, McGraw-Hill Education, 2010.
 Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005.
 Political Discourse, Media and Translation, edited by Christina Schaeffer and Susan Bassnett, Cambridge Scholars Publishing, 2010.
 The Associated Press Stylebook 2016, By The Associated Press.

13	Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media.	4	Analyzing and evaluating	COS	PPT, Book	Lecture	Written assignment	
14	Modern news editing, layout and design.	4	Analyzing and evaluating	COS	PPT, Book	Lecture	Written assignment	
15	Style books, grammar, syntax of news.	4	Analyzing and evaluating	COS	PPT, Book	Lecture	Written assignment	
		Total Hours = 60						

Course Code										
Course Title (Electives)	Preparing Public Relations Campaign									
Total Credits	4									
Semester	1									
Course Outcomes (CO)										
Course Outcome 1	1. To know about public relations and its function.									
Course Outcome 2	2. To understand the tools and techniques for handling public relations campaign.									
Course Outcome 3	3. To understand the essence of PR as a practical discipline within the organization.									
Week Number	Topics	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Moderate, No linkage	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	Pedagogy of Session (Lecture/Lab/Work/Project/Guidance)	Assessment method - please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	
1	What is the point of planning?	Print Media Production Method	4	Remembering, understanding	CO1, CO2	PPT, Book mention NA	Lecture	Written assignment	Planning and Managing Public Relations Campaigns: A	

2	The role of PR in organisations and for individuals		4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment
3	Public Relations contexts		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
4	What is public opinion?		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
5	Making a PR policy, why planning is important		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
6	Stages of planning – from taking the brief to preparing the plan		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
7	Research and analysis – analyzing the environment, the organization, the stakeholder		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
8	What is communication, setting aims and objectives		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
9	Who shall we talk to, what shall we say, when, in what medium and to what effect?		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
10	Media relations		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
11	How to prioritise publics?		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment
12	Constructing the content, crafting		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment

13	Strategy and tactic-different strokes for different folks		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
14	What is risk in PR?		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
15	Evaluation techniques		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
			Total Hours = 60						

Course Code									
Course Title	Social Science Research Design								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	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 Outcome 2	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.								
Course Outcome 3	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.								
Course Outcome 4	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.								
Course Outcome 5	Develop skills to interpret research findings critically, connect them to the research questions, and draw meaningful conclusions that contribute to the field's understanding.								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	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	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)

1	Basic concepts of research	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Moulton, J., Marais, H. C (1988). Basic Concepts in the Methodology of the Social Sciences. Afghanistan: Human Sciences Research Council.
2	Basic concepts of research	Research Approaches and Research paradigms in social science research, Research methods and tools	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.
3	Basic concepts of research	Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
4	Critical thinking	What is critical thinking, different types of reasoning, What is logic in research, Styles of thinking	4	Understanding, Evaluating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Nardi, P. M. (2017). Critical Thinking: Tools for Evaluating Research. United States: University of California Press.
5	Research ethics	Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy	4	Remembering, understanding, applying	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
6	Reviewing literature	Understanding plagiarism, Meta Analysis, Annotation, citing, referencing	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.
7	Understanding research tools	How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist	4	Remembering, understanding, applying	CO1, CO2, CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.

8	Understanding research tools	Action Research, Case Studies, Experimental research design, Ethnography and observation studies	4	Remembering, understanding, applying	CO1, CO2, CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.
9	Data analysis techniques	Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics.	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.
10	Data analysis techniques	Mean, median, mode, variance, standard deviation, covariance, correlation and regression	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.
11	Data analysis techniques	Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables.	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.
12	Data analysis techniques	Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.
13	Interpreting research findings	Different types of Graphs and diagrams, How to read data, getting insights and inferences, how to conclude	4	Evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Wimmer, R. D., Dominicke, J. R. (2013). Mass Media Research. United States: Cengage Learning.
14	Interpreting research findings	Identifying themes, evaluating data, Establishing causal relationships	4	Evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Lincoln, Y. S., Guba, E. G. (1985). Naturalistic inquiry. India: SAGE Publications.

15	Research writing	understanding research integrity at the writing stage, research writing approaches, understanding different styles of writing	4	Applying, Evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Assignment	Written assignment	Northey, M., Tepperman, L., Russell, J. M. (2005). Making Sense: A Student's Guide to Research and Writing : Social Sciences. United Kingdom: Oxford University Press.
			Total Hours = 60 CLASS ROOM						

SEM - II

Course Code	Audience Studies								
Course Title (Mandatory)	Audience Studies								
Total Credits	4								
Semester	II								
Course Outcomes (CO)									
Course Outcome 1	i) Demonstrate knowledge of the key issues, problems and contexts for understanding audiences within Media and Communication Studies.								
Course Outcome 2	ii) Demonstrate an evaluation of empirical and theoretical approaches to the study of media audiences.								
Course Outcome 3	iii) Demonstrate an understanding of the importance of multi-method research and interdisciplinary research in contemporary audience studies.								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s are matched and choose between Strong, Week, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab/Work/Project/Guidance)	Assessment Method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Compare different types of audience	Print Media Production Method	4	Remembering understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	Boyle, Raymond, and Kelly, Lisa. (2012) The Television Entrepreneurs. Ashgate: 176pp. Butsch, Richard. (2008) The Citizen Audience: Crowds, Publics and Individuals, London and New York: Routledge: 200pp. Hermes, Joke. (2005) Re-reading Popular Culture, London: Blackwells: 196pp. Hill, Annette (2005) Reality TV: Audiences and
2	Analyze the history of audience		4	Remembering understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	

3	Use the various methods in audience measurement		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
4	Analyze the challenges of audience research in the digital media era		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
5	Assess the significance of audience research in media industries		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
6	Use the basic concepts in audience measurement		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
7	Used in sampling design and audience measurement		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
8	Utilize the skills in the audience data production		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
9	Utilize the metrics used in quantitative online research		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
10	non theories explaining audiences' behavior		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
11	Utilize cumulative measures used in audience research		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment

Popular Factual Television, London: Routledge: 223pp.
Hill, Annette (2007) Restyling Factual TV: Audiences and News, Documentary and Reality Genres, London: Routledge: 210pp.
Hill, Annette. (2011) Paranormal Media: Audiences, Spirits and Magic in Popular Culture, London: Routledge: 263pp. Napoli, Phillip. (2010) Audience Evolution, Columbia University Press: 272pp.
Nightingale, Virginia, ed. (2011) The Handbook of Media Audiences, London: Blackwells: 562pp.
Sandvoss, Corneil. (2005) Fans, Cambridge: Polity Press: 198pp.
Stalger, Janet. (2005) Media Reception Studies, New York: NYU Press: 262pp.

12	Utilize gross measures used in audience research.		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment
13	Compare the paradigms of audience research		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment
14	Use the concepts and theories to study transnational audience from a critical perspective		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment
15	Use the theories to understand the audiences from a global perspective		4	Analyzing and evaluating	CO5	PPT, Book	Lecture	Written assignment
			Total Hours = 60					

Course Code	
Course Title	Entertainment Studies
Total Credits	4
Semester	1
Course Outcomes (CO)	

Course Outcome 1	Analyze the evolution of Indian entertainment industry: Students will be able to critically evaluate the historical development and transformation of the Indian entertainment industry, including cinema, television, music, and performing									
Course Outcome 2	Understand the cultural significance of Indian entertainment									

Course Outcome e 3	Evaluate the role of technology in Indian entertainment:											
Course Outcome e 4	Explore the business aspects of Indian entertainment:											
Course Outcome e 5	Critically analyze contemporary issues in Indian entertainment:											

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate	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 link to blog	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Rise of Entertainment	What is entertainment? Emergence of entertainment market, structure of	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Bose, M. (2008) . Bollywood: A History. India:
2	Entertainment Industrialised	International market integration: firms versus trade, Industrialising the discovery process, At the	4	Remembering, understanding, Applying	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Bakker, G. (2008). Entertainment Industrialised:
3	Indian TV and Cinema	Bollywood film industry, Regional cinema, Film aesthetics, Celebrity culture,	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Encyclopedia of Indian Cinema. (2014).
4	Music and Performing Arts in India	Indian classical music, Popular music genres, Influence of regional music traditions, Fusion music and cross-cultural collaborations,	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Taylor, M. (2016). Musical Theatre, Realism and Entertainment.

5	Technology and Digitalization in	Digital platforms and streaming services, Impact of social media on celebrity culture, Virtual reality and	4	Remembering, understanding, applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Sigismondi, P. (2011). The Digital Globalization of
6	Indian Entertainment and Globalization	entertainment, Cultural exchange and cultural imperialism, Impact of international collaborations	4	Remembering, understanding	CO2, CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Encyclopedia of Indian Cinema. (2014). United
7	The Digital Globalization of Entertainment	Disruptive changes in entertainment due to digital technology, The regulatory issues in digital media	4	Remembering, understanding, applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Sigismondi, P. (2011). The Digital Globalization of
8	Television and Non-fiction Media in India	Documentary filmmaking in India, Social issue-based programming on television, Documenting cultural	4	Remembering, understanding, applying	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Beatrice, K. (2004). Documentary screens : non-fiction film and
9	Indian Entertainment and Politics	Influence of entertainment on political discourse, Celebrity activism and social movements, Portrayal of politics in films and	4	Remembering, understanding, applying	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Levy, M. S. (2015). Celebrity and Entertainment Obsession:
10	Indian Entertainment and Tourism	Film tourism and shooting locations, Influence of entertainment on travel trends, Promotion of	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Beeton, S. (2005). Film-induced Tourism. United
11	Branding in Indian Entertainment	Product placement and brand integration in films and TV shows, Celebrity endorsements and brand	4	Analysing, evaluating, creating	CO3, CO5	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	17). Entertainment Marketing. United States: Now

12	and Controversies in Indian Entertainment	Film certification and regulatory bodies, Controversies surrounding films and TV shows, -	4	Understanding , Applying, Evaluating	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	of Censorship: Clarifying Rating Systems for
13	Emerging Trends in Indian Entertainment	Web series and digital content production, Influencer culture and social media influencers,	4	Analysing, evaluating, creating	CO3, CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	S. (2010). Entert ainment and Society: Influences,
14	Social and Cultural Impact of Indian	Representation and diversity in Indian entertainment, Gender and sexuality in Indian films and television,	4	Analysing, evaluating, creating	CO2, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	, B. B. (2009). An Introduction to the Entertainment
15	Critiquing entertainment studies	The social construction of happiness through entertainment, Mapping	4	Analysing, evaluating, creating	CO2, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Brien, M. (20 06). Nazi Cinema as
			Total Hours =						

Course Code	
Course	Strategic & Integrated Communication
Total Credits	4
Semester	1
Course Outcomes (CO)	
Course Outcome	To understand the basic concepts of communication
Outcome	To establish the connection between the theory and the practice of mass communication and mass media
Course Outcome	To make learner apply the communication theory in order to analyse their own communication universe, their media sphere, their social, political and economic environment.
Outcome	To understand the importance of inclusion and ethics in strategic communication
Course Outcome	To study the domains of practice of strategic communication. To make the learner understand how communication contributes to shaping discourses and practices associated with leadership within organisations and across them.
Outcome	

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, Moderat e, No linkage please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content papers, journals etc (all references in APA Sixth Edition Style)
1	Basic concepts of communication	What is communication, communication theory, communication models, meaning and signs, codes, signification	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Introduction to Communication, John Fiske, Routledge, 1990
2	Basic concepts of communication	Semiotic methods and applications, Structuralist theory and applications, Empirical methods, ideology and meanings	4	Remembering, understanding, Applying	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Introduction to Communication, John Fiske, Routledge, 1990
3	Understanding concepts of strategic communication	Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984

4	Institutional and Organizational Dimensions	Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015
5	Implementing Strategic Communication	Why People Respond to Messages—Finding the Right Motivating Strategy, Relationship Cultivation	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Public Relations, James Gruning and Todd Hunt, Holt, Rinehart
6	Understanding media content structures	Media content issues, concepts and methods of analysis, media genres and texts	4	Remembering, understanding	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
7	Theories for Creating Effective Message Strategies	Theory of Media and Society, Media and culture, Media content- public opinion and political communication.	4	Remembering, understanding, applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
8	Theories for Creating Effective Message Strategies	A Theoretical Framework for Strategic Communication Messaging, Framing as a Strategic Persuasive Message Tactic	4	Remembering, understanding, applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
9	Media and Communication Theories	Cognitive Dissonance theory, Adaptive Structuration theory, Attraction-Selection-Attrition Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications, Theory of Rasa, Four theories of the Press.	4	Remembering, understanding, applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010

10	Role of digital media	Strategic Communication in Participatory Culture: From One- and Two-Way Communication to Participatory Communication Through Social Media	4	Analysing, evaluating, creating	CO3, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
11	Role of digital media	Strategic Communication During Change, Social Media and Strategic Communication, Global Strategic Communication: From the Lens of Coordination, Control, Standardization, and Localization	4	Analysing, evaluating, creating	CO3, CO5	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
12	Ethics in strategic communication	Fundamentals of ethics in business communication, Ethical dilemmas, Understanding ethics in the management context, Right decision making process	4	Understanding, Applying, Evaluating	CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
13	Strategies for inclusive communication	Need and importance of inclusive communication, Best practices of diverse and inclusive communication, Politics of inclusion	4	Analysing, evaluating, creating	CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
14	Domains of Practice	Strategic Health Communication, Strategic Communication Practice of International and National Non-governmental Organizations	4	Analysing, evaluating, creating	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge

15	Domains of Practice	Strategic Activism for Democratization and Social Change, Strategic Dimensions of Public Diplomacy, International relations and strategic communication	4	Analysing, evaluating, creating	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
			Total Hours = 60 CLASS ROOM						

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

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please	Study material to be shared with students	Pedagogy of Session (Lecture/Lab Work/Project)	Assessment method - Please indicate whether	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Narrative theory core concepts and critical debates: An Introduction		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Bassnett, S. (2002). Translation studies. Routledge.
2	Narrative dynamics, Communication writing and design		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Bassnett, S. (2011). Reflections on Translation (S. Bassnett, Ed.). Multilingual Matters.
3	News reporting and writing		6	Understanding and Evaluating	CO1-CO5		Lab work	Written assignment	Bassnett, S. (2014). Translation. Routledge.
4	News reporting and writing		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Bassnett, S., & Trivedi, H. (Eds.). (1999). Post-colonial Translation: Theory and Practice (S. Bassnett, Trans.). Routledge.
5	News reporting and writing		6	Understanding and Applying	CO1-CO5		Lab work	Written assignment	Bielisa, E., & Bassnett, S. (2008). Translation in Global News. Taylor & Francis.
6	Writing about and for business		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Bonea, A. (2016). The News of Empire: Telegraphy, Journalism, and the Politics of Reporting in Colonial India, C. 1830-1900. Oxford University Press.
7	Writing about and for business		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Brooks, B. S. (2013). News Reporting and Writing. Bedford/St. Martin's.
8	Writing about and for business		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Collings, A. (2010). Capturing the News: Three Decades of Reporting Crisis and Conflict. University of Missouri Press.
9	Translation		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	DiMarco, J. (2017). Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations (J. DiMarco, Ed.). Wiley.
10	Translation		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Eilak, V. E. (2018). Dynamics of News
			Total hours = 60						

Course	Production for the audio-visual media								
Course	Production for the audio-visual media								
Total	4								
Semester	2								
Course									
Outcomes	Analysing and evaluating audio and visual content								
Course	Analysing and evaluating audio and visual content								
Outcome 1	Critiquing audio and visual content								
Course	Understanding the production process								
Outcome 2	Creating audio content								
Course	Creating audio content								
Outcome 3	Creating audio visual content								
Course	Creating audio visual content								
Outcome 4	Creating audio visual content								
Course	Creating audio visual content								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping	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	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Analysing, evaluating audio visual content	Basic terms - auteur, diegesis, editing, flashback/flashforward, focus, genres, mise-en-scene, story/plot, scene sequence, shot	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	

2	Analyzing, evaluating audio visual content	Mise-en-scene - Décor, lighting, space, costume, acting	8	Analyzing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
3	Analyzing, evaluating audio visual content	Cinematography - Quality, framing, scale, movement	8	Analyzing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
4	Analyzing, evaluating audio visual content	Editing - Devices, style	8	Analyzing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
5	Analyzing, evaluating audio visual content	Sound - sound editing, source, quality	8	Analyzing and evaluating	CO2, CO3, CO4	PPT, Book	Lab work	Written assignment	
6	Analyzing, evaluating audio visual content	Analysis	8	Analyzing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
7	Song and music	NA	8	Analyzing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	

8	Song and music	NA	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
9	Song and music	NA	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Production	
10	Producing audio content	NA	8	Analysing, evaluating,	CO4, CO5	PPT, Book	Lab work	Production	
11	Producing audio content	NA	8	Analysing, evaluating,	CO4, CO5	PPT, Book	Lab work	Production	
12	Producing audio content	NA	8	Analysing, evaluating,	CO4, CO5	PPT, Book	Lab work	Production	
13	Producing audio visual content	NA	8	Analysing, evaluating,	CO4, CO5	PPT, Book	Lab work	Production	
14	Producing audio visual content	NA	8	Analysing, evaluating,	CO4, CO5	PPT, Book	Lab work	Production	
15	Producing audio visual content	NA	8	Analysing, evaluating,	CO4, CO5	PPT, Book	Lab work	Production	
			Total						

Course Code	
Course Title	Preparing an Advertising Campaign
Total Credits	4
Semester	1
Course Outcomes (CO)	
Course Outcome 1	To learn different steps of designing advertising campaign.
Course Outcome 2	To create effective advertisements that achieve your advertising goals.
Course Outcome 3	To set up advertising campaigns and determining within appropriate budget and using segmented approach.
Course Outcome 4	To get hands on practical training of creating designs and understand the production process.
Course Outcome 5	To understand the effectiveness of creative management process.

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong Week, Mode rate, No linkage	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	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Basic concepts and terminologies	Overview of the advertising scene in India, the current practice of this profession, social and economic impact of advertising, agency operations, and client agency interface.	8	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Strausbaugh- Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.
2	Advertising concepts	PLC, USP, Branding process, brand positioning, brand equity, The art of oral, written and visual communication	8	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Strausbaugh- Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.
3	Advertising copy	Develop a creative concept, Writing for different media, Elements of good copy, writing effective ad copy, How to read a storyboard	8	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Strausbaugh- Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.

4	Strategy Planning and Brand Management	Role and relevance of strategy in advertising. The strategy planning process, Various theories and models in brand management and case studies	8	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	ADVERTISING: PLANNING AND IMPLEMENTATION, THIRD EDITION. (2021). (n.p.): PHI Learning Pvt. Ltd..
5	Setting advertising campaign goals	Strategic planning, product development, Marketing and Communication objective, Create an advertising brief	8	Applying, creating	CO2	PPT, Book, Audio Visual Link	Project	Written assignment	ADVERTISING: PLANNING AND IMPLEMENTATION, THIRD EDITION. (2021). (n.p.): PHI Learning Pvt. Ltd..
6	Setting advertising campaign goals	Pitching mechanism in advertising, various appeals in ads, Language of ad claims, agency revenue process,	8	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Assignment	Written assignment	ADVERTISING: PLANNING AND IMPLEMENTATION, THIRD EDITION. (2021). (n.p.): PHI Learning Pvt. Ltd..
7	Segmentation, targeting and positioning	What is market segmentation, targeted advertising, product positioning, deciding the marketing mix, digital media and traditional media	8	Analysing and evaluating	CO3	PPT, Book, Audio Visual Link	Field work	Written assignment	Ind. N. (1995). Great Advertising Campaigns: Goals and Accomplishments. United Kingdom: NTC Business Books.
8	Case studies	International advertising strategies, appreciation and presentation of some of the great and failed campaigns, case studies	8	Analysing, evaluating, creating	CO3	PPT, Book, Audio Visual Link	Presentation	Written assignment	Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited.
9	Setting an ad budget	Budget allocation, types of budgeting, Optimum utilisation of resources, Best practices of ad budgeting, preparing a budget sheet	8	Understanding, Analysing, Applying and Evaluating	CO3	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited.
10	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Lab work	Written assignment	Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and Visualization in 3D. Germany: Wiley.
11	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Lab work	Written assignment	Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and Visualization in 3D. Germany: Wiley.
12	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Assignment	Written assignment	CLARK, N. (2019). CorelDRAW a Beginners Guide for Graphics Designers. (n.p.): Amazon Digital Services LLC - KDP Print US.

13	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Assignment	Written assignment	CLARK, N. (2019). CorelDRAW a Beginners Guide for Graphics Designers. (n.p.): Amazon Digital Services LLC - KDP Print US.
14	Execute an advertising campaign	Creative management process, Integrated Marketing Communication, Implementing advertising strategy, Understanding persuasive communication	8	Applying, creating	CO5	PPT, Book, Audio Visual Link	Assignment	Written assignment	Editorial, M. (2023). How To Create An Out of Control Viral Marketing Campaign. United Kingdom: Biblionundi.
15	Evaluate campaign effectiveness	need for evaluation, campaign metrics, pre and post testing, evaluating campaign objectives, ROI, understand the impact and reach of the campaign	8	Applying, evaluating	CO5	PPT, Book, Audio Visual Link	Assignment	Written assignment	Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited.
			Total Hours = 120 CLASSROOM						

Course	Digital Media Marketing						
Course Title	Digital Media Marketing						
Total	6						
Semester	1						
Course							
Outcomes							
Course Outcome 1	Students will analyze and apply theoretical frameworks from media and communication studies to understand the role of digital media in shaping consumer behavior, media consumption patterns, and communication dynamics in the digital age.						
Course Outcome 2	Students will critically examine the theoretical underpinnings of digital media marketing strategies, such as branding, storytelling, influencer marketing, and viral content, and assess their effectiveness in achieving communication goals and engaging target audiences.						
Course Outcome 3	Students will explore the social, cultural, and political implications of digital media marketing practices by drawing on theories of media power, media effects, cultural studies, and critical theory, and evaluate how digital marketing shapes perceptions, identities, and social relationships.						
Course Outcome 4	Students will analyze the impact of digital media on journalism, public relations, and advertising, drawing on theories of media convergence, participatory culture, and networked communication, and explore the challenges and opportunities that digital media present to these fields.						
Course Outcome 5	Students will engage in theoretical discussions on emerging trends and issues in digital media marketing, such as artificial intelligence, algorithmic bias, data privacy, and online activism, and assess the theoretical frameworks that can inform ethical and responsible digital marketing practices.						
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate	Study material to be shared with	Pedagogy of Session (Lecture/Lab Work/Project Guidance)
1	Media Effects and Digital Media Marketing	Theoretical perspectives on media effects Influence of digital media marketing on consumer behavior Psychological theories applied to digital marketing strategies	10	Remembering, understanding, evaluating	CO1	PPT, Book	Lecture

2	Communication Theories and Digital Media Marketing	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	10	Evaluating, understanding	CO2	PPT, Book	Lecture
3	Branding and Digital Media Marketing	Theoretical foundations of branding in digital spaces Building brand equity through digital media marketing Role of storytelling in digital brand communication	8	Remembering, understanding, applying and creating	CO2, CO3	PPT, Book	Lecture
4	Audience Reception and Digital Media Marketing	Theoretical perspectives on audience reception of digital marketing messages User-generated content and audience engagement in digital campaigns Consumer empowerment and participatory culture in digital marketing	6	Analysing, applying and evaluating	CO1, CO2, CO4	PPT, Book	Lecture
5	Social Media and Digital Media Marketing	Theoretical frameworks for understanding social media marketing Influencer marketing and its impact on consumer behavior Viral content and the spread of messages in social media	8	Applying, Analysing, creating and evaluating	CO2, CO3, CO4	PPT, Book	Lecture
6	Cultural Studies and Digital Media Marketing	Cultural theories applied to digital marketing practices Cross-cultural considerations in digital media campaigns Representation and diversity in digital advertising	6	Evaluating, understanding	CO1, CO2, CO5	PPT, Book	Lecture

7	Ethics and Digital Media Marketing	Theoretical perspectives on ethical issues in digital marketing Privacy concerns and data ethics in digital media campaigns Responsible advertising and social responsibility in the digital age	8 Analysing and evaluating	CO1, CO4	PPT, Book	Lecture
8	Media Convergence and Digital Media Marketing	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	6 Analysing, evaluating, creating	CO1	PPT, Book	Presentation
9	Online Activism and Digital Media Marketing	Theoretical frameworks for understanding online activism and social change Digital marketing campaigns for social causes and activism Challenges and ethical considerations in leveraging activism for marketing purposes	6 Remembering, understanding and creating	CO2, CO4	PPT, Book	Oral assignment
10	Media Power and Digital Media Marketing	Theoretical perspectives on media power and control in digital environments The role of algorithms and data-driven targeting in digital advertising Media concentration and its impact on digital marketing practices	8 Analysing, evaluating, creating	CO2, CO3, CO4	PPT, Book	Presentation

11	User Experience (UX) and Digital Media Marketing	Theoretical foundations of UX design in digital marketing Human-computer interaction theories applied to digital campaigns Optimizing user journeys and conversion funnels in digital marketing	8	Remembering, understanding	CO3, CO5	PPT, Book	Lecture
12	Data Analytics and Digital Media Marketing	Theoretical frameworks for analyzing and interpreting digital marketing data Data-driven decision making and optimization in digital campaigns	10	Remembering, understanding	CO4, CO3, CO5	PPT, Book	Lecture
13	Media Globalization and Digital Media Marketing	Theoretical perspectives on media globalization and its impact on marketing Cross-cultural communication and global branding in digital campaigns Localization strategies and adapting marketing messages to different markets	8	Remembering, understanding	CO1, CO4, CO5	PPT, Book	Lecture
14	Mobile Marketing and Digital Media	Theoretical foundations of mobile marketing strategies Location-based advertising and personalized mobile campaigns Mobile user behavior and its implications for digital marketing tactics	8	Remembering, understanding, applying	CO1, CO4, CO3, CO5	PPT, Book	Lecture
15	Artificial Intelligence (AI)	Theoretical foundations of AI strategies	10	Remembering, understanding	CO1, CO4	PPT, Book	Lecture

			Total Hours						

0000005

Table :

Letter Grades and Grade Points:


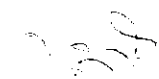


Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha – Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)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



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)
(Semester- I & II)

Team for Creation of Syllabus :

Name	Dept./College Name	Sign
Prof. (Dr.) Sunder Rajdeep	Dept. of Communication & Journalism	
Dr. Sanjay Ranade	Dept. of Communication & Journalism	
Mrs. Daivata Patil	Dept. of Communication & Journalism	
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

Name of the Faculty

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

Justification for MA (Journalism and Mass Communication)

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 year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	P.G. Diploma in Journalism and Mass Communication MA (Journalism and Mass Communication)
6.	The intake capacity of each course and no. of admissions given in the current academic year : 2023-24	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	Entire Media Industry is open for the career. However, Self employed, entrepreneur and encouragement of students their own startups.


Sign of HOD

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

Sign of Dean,



Name of the Dean
Name of the Faculty