

Baskets of Majors, Minors, OE, VSE, AEC etc.

Abbreviation	Semester	Subject Name	Subject Code
Major	SEM I	Fundamentals of Mass Communication	FMC-101
	SEM II	History of Mass Media	HMM-201
Minor	SEM II	Media & Society	MS-202
OE	SEM I	Introduction to Photography	OE-IP-102
		Introduction to Advertising	OE-IA-103
	SEM II	Mobile Journalism and New Media	OE-MJNM-203
		Copy Writing	OE-CW-204
VSC	SEM I	Effective Communication I	VSC-EC-I-104
		Writing and Editing Skills	VSC-WES-105
	SEM II	Effective Communication II	VSC-EC-II-205
		Content Writing	VSC-CW-206
SEC	SEM I	Social Media Video Production	SEC-SMVP-106
		Voice Over Skills	SEC-VOS-107
	SEM II	Film Appreciation	SEC-FA-207
		Cyber Crime	SEC-CJ-208
AEC	SEM I	Public Speaking Skills	AEC-PSS-108
		Creative Thinking	AEC-CT-109
	SEM II	Stress Management	AEC-SM-209
		Professional Presentation Skills	AEC-PPS-210
VEC	SEM I	Social Media Marketing	VEC-SMM-110
		Environmental Communication	VEC-EC-111
	SEM II	Fake News and Fact Checking	VEC-FNFC-211
		Socio Economic Challenges in India	VEC-SECI-212
IKS	SEM I	Indian Traditional Oral Communication	IKS-ITOC-112
		Indian Folk Media	IKS-IFM-113

BA MASS COMMUNICATION FIRST YEAR

SEMESTER I

Abbreviation	Subject Name	Subject Code
Major	Fundamentals of Mass Communication	FMC-101
OE	Introduction to Photography	OE-IP-102
	Introduction to Advertising	OE-IA-103
VSC	Effective Communication I	VSC-EC-I-104
	OR	
	Writing and Editing Skills	VSC-WES-105
SEC	Social Media Video Production	SEC-SMVP-106
	OR	
	Voice Over Skills	SEC-VOS-107
AEC	Public Speaking Skills	AEC-PSS-108
	OR	
	Creative Thinking	AEC-CT-109
VEC	Social Media Marketing	VEC-SMM-110
	OR	
	Environmental Communication	VEC-EC-111
IKS	Indian Traditional Oral Communication	IKS-ITOC-112
	OR	
	Indian Folk Media	IKS-IFM-113

FUNDAMENTALS OF MASS COMMUNICATION

4 Credits

Subject Code : FMC-101

Total Lectures : 60

Theory

80 Marks

COURSE OUTCOME :

- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.
- To understand the concept of New Media and Media Convergence and its implications.

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|---------------|--|---|
| UNIT 1 | Introduction and overview | 1. Meaning and importance of Mass Communication
2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.
3. Models of Communication: Gerbner's Model, Gatekeeping Model etc. |
| UNIT 2 | History of Mass communication | 1. From oral to communication (kirtan, Davandi, Powada, Nagara)
2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape |
| UNIT 3 | Major forms of mass media | 1. Traditional & Folk Media
2. Print: Books, Newspapers, Magazines
3. Broadcast: Television, Radio
4. Films
5. Internet |
| UNIT 4 | Impact of Mass Media on Society | A. I. Social Impact (With social reformers who have successfully used mass communication)
II. Political Impact (With political leaders who have successfully used mass communication)
III Economic Impact (With how economic changes were brought about by mass communication)
IV. Developmental Impact (With how the government has successfully used mass communication)
B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development. |

INTERNAL ASSESMENT

20 Marks

1. **ORAL & PRACTICAL PRESENTATIONS**
2. **PROJECTS / ASSIGNMENTS**
3. **DEBATES /GROUP DISCUSSION**
4. **OPEN BOOK TESTS**
5. **QUIZ**

REFERENCES:

1. Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta

6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Radio Journalism in India – Vartika Nanda

OE Open Elective (OE)

INTRODUCTION TO PHOTOGRAPHY

2 Credits

Subject Code: OE-IP-102

Total Lectures: 30

Theory

40 Marks

Course Objectives

By the end of this course, students will:

1. Understand the basic principles of photography, including exposure, aperture, shutter speed, and ISO.
2. Develop skills in composition and framing to create visually appealing photographs.
3. Gain proficiency in using digital cameras and basic editing software.
4. Explore different genres of photography, such as portrait, landscape, and street photography.
5. Build a personal portfolio of photographic work.

Unit 1: Introduction to Photography (Week 1-2)

- History of Photography
- Overview of Photographic Equipment
- Understanding Camera Types and Lenses

Practical Session:

- Hands-on with different types of cameras (DSLR, Mirrorless, Smartphone)
- Basic Camera Setup

Unit 2: Exposure Basics (Week 3-4)

- The Exposure Triangle: Aperture, Shutter Speed, ISO
- Understanding Light and Metering

Practical Session:

- Manual Mode Practice
- Controlling Exposure in Various Lighting Conditions

Unit 3: Composition Techniques (Week 5-6)

- Rule of Thirds
- Leading Lines, Symmetry, and Patterns
- Depth of Field and Perspective

Practical Session:

- Composition Exercises
- Photowalk to Apply Composition Rules

Unit 4: Digital Editing Basics (Week 7-8)

- Introduction to Photo Editing Software (Adobe Lightroom/Photoshop)
- Basic Editing Techniques: Cropping, Adjusting Exposure, Color Correction

Practical Session:

- Editing Workshop
- Before and After Editing Comparisons
- Portrait Photography
- Landscape Photography
- Street Photography
- Themed Photo Assignments

- Peer Review and Critique Sessions

Internal Assessment

10 Marks

Scrap book with collection of Photographs cropped from newspaper and Magazine
Shooting, i.e. actual working on given topics or themes.

Reference Books:

Collins Books series: Pentax Inc.
Taking successful pictures,
Making most of colour,
Expanding SLR system,
Lighting techniques
Minolta Photographer's handbook
Indoor Photography,
Outdoor photography: Life

Open Elective (OE)

INTRODUCTION TO ADVERTISING

2 Credits

Subject Code: OE-IA-103

Theory

40 Marks

Total lectures: 30

Learning Outcome:

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising, various departments, careers and creativity
4. To provide students with various advertising trends, and future.

UNIT 1 Introduction to Advertising

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|---|---|
| 1. Introduction to advertising | Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising |
| 2. Types of advertising | Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy |
| 3. Ethics and Laws in Advertising | Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations |
| 4. Social, Cultural and Economic impact of Advertising | Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising |
| 5. Theories | Stimulus theory, AIDA, Hierarchy, Means-End Theory |

UNIT 2 Integrated marketing communication and tools

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|--|---|
| 1. Integrated marketing communication | Emergence, Role, Tools, Communication process, The IMC Planning Process |
| 2. Print Media and Out-of-Home Media | Basic concepts, Types of Newspapers advertising, advantages and disadvantage of Newspaper advertising, Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising, Transit advertising, Posters, Directory advertising |
| 3. Broadcast Media | Radio advertising Advantages and Disadvantages of Radio advertising, Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages |
| 4. Public Relation | Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity |
| 5. Sales Promotion and Direct marketing | Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages |

UNIT 3 Creativity in advertising

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|---|---|
| 1. Introduction to Creativity | Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals |
| 2. Role of different elements in ads | Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc. |
| 3. Elements of copy | Headline, Sub headline, Layout, Body copy, Types of copy and slogan, creating story board |

UNIT 4 Types of advertising agency, department, careers and latest trends in advertising

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|--|---|
| 1. Types of advertising agency | Full service, Creative boutique, Media buying agency, In-house agency, Specialized Agencies and others |
| 2. Various departments in an agency | Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others |
| 3. Latest trends | Rural advertising, Ambush advertising, Internet advertising, email advertising Advertainment, advertorial, mobile advertising |

Internal Assessment

10 Marks

- | Sr no | Project/Assignment |
|-------|--|
| 1 | Individual/ group project should be given to develop an advertising strategy on any product or service |

- 2 Write a story board/ type of copy.
- 3 Big Idea – Group project

Bibliography:

- 1) 1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
- 2) Adland: Global History of advertising by mark Tungate
- 3) Copy paste : How advertising recycle ideas by Joe La Pompe
- 4) Indian Advertising: Laughter & Tears by Arun Chaudhuri
- 5) Adkatha The Story Of Indian Advertising by Halve Anand
- 6) Pandeymonium by Piyush Pandey
- 7) Introduction to Advertising – Amita Shankar
- 8) Contemporary Advertising – Loudon & Britta
- 9) Advertising – Pearson Education
- 10) www.afaqs.com
- 11) www.exchange4media.com
- 12) www.adweek.com

VSC

EFFECTIVE COMMUNICATION-I

2 Credits

Subject Code : VSC-EC-I-104

Total lectures : 30

Theory

40 Marks

COURSE OUTCOME:

1. To make the students aware of functional and operational use of language in media.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

UNIT 1

Introduction to Communication

1.The concept of communication

Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.

2.Types of Communication

Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.

BIBLIOGRAPHY:

1. **Word Power Made Easy** by Norman Lewis
2. **Six Hats of thinking** by Edward de Bono **Communication Skills** by Sanjay Kumar
3. **Wren and martin for English Grammar**
4. **Tarkhadkar Bhashantarmala**
5. **Essential English for Journalists, Editors, Writers – Harold Evans**

WRITING and EDITING SKILLS

2 Credits

Subject Code : VSC-WES-105

Total Lectures : 30

Theory

40 Marks

COURSE OUTCOME:

1. To provide learners with tools and techniques of editing and writing.
2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.

UNIT 1 Tools and Techniques of Editing

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|-----------------------------|---|
| 1. Brevity | Brevity: the soul of communication
Eliminating redundancy in communication |
| 2.Functional Grammar | Refreshing Grammar, Common Errors |
| 3. Word power | Working with words |
| 4. Punctuations | For media usage |
| 5. Style book | Use of numbers, abbreviations, names and terms |

UNIT 2 Crisp writing

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|-----------------------------|---|
| 1. News Sense | Finding the right story angle |
| 2. Saying it in bold | Writing headlines, captions, leads and intros |
| 3.Podcast | Writing for the ear |
| 4. Net cast | Writing for visuals |
| 5. Web writing | Story Compiling
Difference between writing for print and real time writing |

UNIT 3 Social Media Writing & AI applications

Fundamentals of Social Media Writing
Writing for Different Platforms
AI for Content Creation: Tools and Techniques
AI for Social Media Analytics and Insights

UNIT 4 Feature Writing

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|---------------------------|--|
| 1.Features stories | Human Interest Stories |
| 2. Reviews | Books, Films, App |
| 3. Columns | Analytical, Interactive, Agony Aunt |
| 4.Editorials | Importance, Voice of the publication, Format |
| 5.Obituaries | Writing obituaries
Need for factual verification and tone.Can |

Interviews	obituaries be critical?
	Types of subjects
	Preparing for interviews
	Preparing a questionnaire
	Protocol and Ethical Issues
	Writing the interview copy

Internal Assessment

Flip Class assignment, Writing and Editing assignments

10 Marks

Reference:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.
5. News Reporting & Writing – Melvin Mencher

SEC

Social Media Video Production

Course Code: SEC-SMVP-106

Total lecture:30

Credit 2

Theory

40 marks

Course Objectives:

- Master advanced video production techniques including filming, lighting, sound, and editing.
- Develop high-impact content strategies tailored to YouTube and Instagram.
- Gain expertise in audience engagement and growth tactics.
- Learn monetization strategies and legal considerations for content creators.
- Build a comprehensive portfolio of videos and a content calendar for continued growth.

Unit 1: Video Production Techniques

Filming Techniques

- In-depth camera settings and manual controls
- Advanced composition and framing techniques
- Utilizing different types of lighting for mood and effect
- Professional sound recording and microphone techniques

Advanced Editing and Post-Production

- Advanced editing techniques in software like Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve
- Color grading and correction for cinematic quality
- Advanced sound editing and design
- Integrating advanced motion graphics and visual effects

Unit 2: Content Strategy and Audience Engagement, Developing a Content Strategy

- Identifying niche markets and target audiences
- Creating a content calendar and planning content series
- Storytelling techniques for long-term engagement
- Cross-platform content strategy: Integrating YouTube and Instagram efforts

Audience Growth and Engagement

- Deep dive into YouTube analytics and insights

- Advanced SEO strategies for YouTube: Metadata, thumbnails, and CTR optimization
- Instagram analytics: Understanding insights and engagement metrics
- Strategies for audience interaction: Comments, live sessions, and community posts

Unit 3: Platform-Specific Techniques and Best Practices, YouTube Mastery

- Deep dive into the YouTube algorithm and trends
- Creating effective YouTube thumbnails and titles
- Collaborations, partnerships, and leveraging other channels
- Live streaming on YouTube: Best practices and technical setup

Instagram Excellence

- Maximizing engagement with Instagram Stories, Reels, IGTV, and posts
- Creating viral content on Instagram: Techniques and trends
- Leveraging Instagram's shopping features and brand partnerships
- Strategies for running successful Instagram ads

Unit 4: Monetization, Legal, and Ethical Considerations

Monetization Strategies

- YouTube Partner Program: Requirements and best practices
- Exploring alternative revenue streams: Sponsorships, merch, and crowdfunding
- Instagram monetization: Brand deals, sponsored posts, and affiliate marketing
- Building a sustainable revenue model

Legal and Ethical Considerations

- Understanding copyright, fair use, and creative commons
- Navigating legal issues: Contracts, terms of service, and compliance
- Ethical content creation: Transparency, authenticity, and responsibility
- Case studies of legal challenges in the social media landscape

Final Project Preparation

- Planning and outlining your final project
- Peer feedback and iteration
- Technical preparation: Ensuring high production value
- Content strategy presentation: Defending your approach

Final Project Presentation and Review

- Submission of final video projects for both YouTube and Instagram
- Class presentations and peer reviews
- Instructor feedback and grading
- Course wrap-up and next steps for continued growth

Internal Assessment:

10 Marks

- Active participation in class discussions and activities
- Engagement in peer review sessions
- Weekly assignments related to the lecture topics
- Quizzes to test understanding of key concepts
- Submission of a final video project for both YouTube and Instagram
- Presentation and of the project

Voice Over Skills

2 Credits

Course Code: SEC-VOS-107

Total lecture:30

Theory

40 marks

Course Objectives:

1. To provide an overview of the voice-over industry and its various applications.
2. To introduce students to basic voice acting techniques and performance principles.

3. To familiarize students with essential vocal warm-up exercises and vocal health practices.
4. To explore different genres and styles of voice-over work.
5. To allow students to practice and receive feedback on their voice-over performances.

Unit 1: Introduction to Voice Over

- Overview of the voice-over industry: opportunities and career paths.
- History and evolution of voice acting in film, television, radio, animation, and gaming.
- Essential equipment and technology for voice-over recording.
- Ethics and professionalism in voice-over work.

Unit 2: Vocal Techniques and Warm-Up Exercises

- Understanding the mechanics of the voice: breathing, resonance, pitch, and tone.
- Vocal warm-up exercises to improve flexibility, range, and articulation.
- Techniques for maintaining vocal health and preventing vocal strain.
- Exploring the role of emotion and expression in voice acting.

Unit 3: Character Development and Script Interpretation

- Techniques for creating distinct character voices and personas.
- Strategies for script analysis and interpretation.
- Understanding character motivations and intentions.
- Practical exercises in bringing characters to life through voice acting.

Unit 4: Genre Exploration and Performance Practice

- Exploring different genres and styles of voice-over work: commercial, narration, animation, video games, audiobooks, etc.
- Practice sessions for voice-over performances in various genres.
- Receiving constructive feedback on voice acting performances.
- Reflection and self-assessment: identifying strengths and areas for improvement.

Assessment Methods:

10 Marks

- Participation and attendance
- Vocal warm-up exercises and practice sessions
- Midterm voice-over performance assessment
- Final voice-over project and presentation

Reading List:

- Alburger, J. (2010). *The Art of Voice Acting: The Craft and Business of Performing for Voiceover*. Focal Press.
- Blum, S. (2019). *Voiceover Techniques for Actors: Professional Edition*. Routledge.
- Rodriguez, A., & Munson, J. (2014). *Voice Over for Animation*. Michael Wiese Productions.
- Baker, J. W. (2017). *Secrets of Voice-Over Success: Top Voice-Over Actors Reveal How They Did It*. M. Wiese Productions.

Additional Resources:

- Online tutorials and instructional videos on voice-over techniques and performance.
- Voice-over workshops and seminars with industry professionals.
- Peer feedback sessions and collaborative voice-over projects.

AEC

Public Speaking Skills

Course Code AEC-PSS-108

Total lectures: 30

Theory

Credits: 2

40 marks

Course Objectives:

1. To understand the fundamental principles of public speaking and presentations.
2. To develop techniques for crafting and organizing effective speeches.
3. To enhance verbal and non-verbal communication skills.

4. To learn to use visual aids effectively.
5. To build confidence and manage public speaking anxiety.
6. To handle audience interaction and questions professionally.

Unit 1: Fundamentals of Public Speaking

- Introduction to public speaking: Importance and benefits.
- Types of speeches: Informative, persuasive, and special occasion.
- Understanding the audience: Demographics, interests, and expectations.
- Setting objectives and goals for speeches.

Unit 2: Crafting and Organizing Speeches

- Researching and gathering information.
- Structuring speeches: Introduction, body, and conclusion.
- Developing a clear and engaging thesis statement.
- Creating outlines and note cards for speeches.
- Techniques for developing compelling introductions and conclusions.
- Using storytelling and anecdotes to enhance speeches.
- Incorporating evidence and examples to support key points.
- Crafting transitions and signposts to guide the audience.

Unit 3: Delivery Techniques

- Verbal communication: Tone, pitch, pace, and volume.
- Non-verbal communication: Body language, facial expressions, and gestures.
- Practicing effective eye contact and audience engagement.
- Techniques for improving vocal variety and clarity.
- Managing public speaking anxiety: Strategies and exercises.
- Practicing relaxation and breathing techniques.
- Building confidence through rehearsal and constructive feedback.
- Handling unexpected situations and maintaining composure.

Unit 4: Visual Aids and Audience Interaction

- The role of visual aids in presentations.
- Designing effective slides using PowerPoint or other software.
- Using props, charts, and videos to enhance presentations.
- Best practices for integrating visual aids seamlessly into speeches.
- Techniques for engaging the audience and encouraging participation.
- Handling audience questions and comments professionally.
- Managing group dynamics during presentations.
- Delivering presentations in diverse settings: In-person, online, and hybrid.

Internal Assessment:

10 Marks

Participation and attendance

- Delivering practice speeches and presentations in class.
- Peer evaluations and self-assessments.
- Providing and receiving constructive feedback.
- Final presentation project: Preparing and delivering a polished speech.

Reading List:

- Carnegie, D. (2012). *The Art of Public Speaking*. Simon & Schuster.
- Duarte, N. (2012). *Resonate: Present Visual Stories that Transform Audiences*. Wiley.
- Lucas, S. E. (2015). *The Art of Public Speaking*. McGraw-Hill Education.
- Reynolds, G. (2011). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders.

Additional Resources:

- Online tutorials and webinars on public speaking and presentation software.
- Guest lectures from experienced public speakers and communication experts.
- Workshops on specific aspects of public speaking and presentation skills.

Creative Thinking
Course Code: AEC-CT-109
Total Lectures :30
Theory

Credits: 2

40 Marks

Course Objectives:

1. To understand the principles and processes of creative thinking.
2. To develop techniques for generating and evaluating creative ideas.
3. To explore the role of creativity in problem-solving and decision-making.
4. To cultivate an open-minded and flexible approach to thinking.
5. To apply creative thinking skills in various personal and professional scenarios.

Unit 1: Foundations of Creative Thinking

- Definition and importance of creative thinking.
- The psychology of creativity: cognitive and emotional aspects.
- Myths and misconceptions about creativity.
- The creative process: stages and characteristics.

Unit 2: Techniques for Enhancing Creativity

- Brainstorming and mind mapping.
- SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse) technique.
- Lateral thinking and Edward de Bono's Six Thinking Hats.
- Role-playing and improvisation exercises.

Unit 3: Overcoming Barriers to Creativity

- Identifying and overcoming mental blocks.
- Dealing with fear of failure and criticism.
- Techniques for fostering a creative mindset: curiosity, risk-taking, and persistence.
- Environmental and organizational factors that influence creativity.
- Case studies of famous creative breakthroughs.
- Group activities to practice overcoming creative barriers.
- Reflection exercises on personal creative challenges.

Unit 4: Creative Problem-Solving and Decision-Making

- The role of creativity in problem-solving.
- Problem identification and definition techniques.
- Divergent and convergent thinking in problem-solving.
- Creative problem-solving models: CPS (Creative Problem Solving), TRIZ, and Design Thinking.
- Applying creative thinking in real-world scenarios.
- Group projects on solving complex problems creatively.
- Peer reviews and feedback sessions.

Internal Assessment:

10 Marks

- Participation and attendance
- Assignments and quizzes
- Project (application of a creative thinking technique)
- Final project (development and presentation of a personal creative project)

Reading List:

- de Bono, E. (1970). *Lateral Thinking: Creativity Step by Step*. Harper & Row.

- Michalko, M. (2006). *Thinkertoys: A Handbook of Creative-Thinking Techniques*. Ten Speed Press.
- Kelley, T., & Kelley, D. (2013). *Creative Confidence: Unleashing the Creative Potential Within Us All*. Crown Business.
- Robinson, K. (2009). *The Element: How Finding Your Passion Changes Everything*. Viking.

Additional Resources:

- Online workshops and webinars on creative techniques.
- Guest lectures from creative professionals and innovators.
- Collaborative group exercises and peer feedback sessions.

VEC

SOCIAL MEDIA MARKETING

2 Credit

Course code : VEC-SMM-110

Total lectures : 30

Theory

40 Marks

COURSE OUTCOME

1. Learn to communicate and tell stories through the web.
2. Students learn real-world skills from leading designers, artists, and entrepreneurs.
3. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
4. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
5. Identify and apply strategies to improve and succeed no matter what their initial skills .
6. Solve problems and learn from creative risks by using people skills, design principles & processes.

UNIT 1 Digital ERA

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|-------------------------------|--|
| 1.Introduction to E-Marketing | What is the E-marketing? The changing marketing landscape. The internet and business. |
| 2.E-Marketing | E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2C and C2B) E –marketing and Online advertising. E- marketing and Consumer segmentation , E- marketing and Sales and Trade promotions |
| 3.Types of Digital Marketing | Types E- mail marketing, Types Internet marketing Types of Mobile marketing |
| 4.Generation Y | Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India |

UNIT 2 Social Media Marketing

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|---|---|
| 1.Introduction to Social Media Marketing | Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing |
| 2.Content Strategy For Social Media Marketing | 10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms |

	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .
UNIT 3	1.Instagram Marketing 2.Linked In Marketing 3.Pinterest Marketing 4.Youtube Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins How to build foundation for your YouTube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements
UNIT 4	Social Media Marketing Plan, and Campaign management 1.Social Media Marketing Plan 2.Campaign Marketing	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success What is campaign management? Solutions, How to use campaign management for Facebook, Twitteretc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?

Internal Assessment:

10 Marks

Project/Assignment Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn

References

1. Digital marketing by Vandana Ahuja
2. Social Media Marketing: a strategic approach by Barker and Barker

Environmental Communication

Credits: 2

Course Code: VEC-EC-111

Total lectures 30

Theory

40 Marks

Course Objectives

By the end of this course, students will:

1. Understand the multidisciplinary nature and importance of environmental communication.
2. Analyze social and environmental issues related to human population, resources, and pollution.
3. Comprehend the structure and function of different ecosystems.
4. Discuss biodiversity, conservation efforts, and global environmental challenges.
5. Conduct field visits to document and analyze environmental assets and issues.

Unit 1: The Multidisciplinary Nature of Environmental Communication

Definition, scope, and importance of environmental communication
Concept of environmental communication in relation to science, agriculture, and health, The need for public awareness

Practical Sessions:

Case studies on environmental communication campaigns
Developing public awareness strategies

Unit 2: Social Issues and the Environment

Human population and environmental impacts
Renewable and non-renewable resources
Natural resources and associated problems

Practical Sessions:

Analyzing the impact of human activities on natural resources
Group discussions on sustainable resource management

Unit 3: Ecosystems

Concept, structure, and function of ecosystems
Producers, consumers, and decomposers
Energy flow, ecological succession, food chains, food webs, and ecological pyramids
Detailed study of forest, grassland, desert, and aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Practical Sessions:

Exploring local ecosystems through field visits
Documenting and analyzing ecosystem components

Unit 4: Biodiversity and Its Conservation

Importance of biodiversity and conservation methods
Environmental pollution: types, causes, and effects
Global warming and carbon emissions

Practical Sessions:

Conducting biodiversity assessments in local areas
Developing conservation plans and strategies

Internal Assessment: Marks

10

- Visit to a local area to document environmental assets (river, forest, grassland, hill, mountain)
- Visit to a local polluted site (urban, rural, industrial, agricultural)
- Study of common plants, insects, birds

- Study of a simple ecosystem (pond, river, hill slopes)
- Report submission on any one of the above visits

Suggested Readings

1. Agarwal, K.C. (2001). Environmental Biology. Nidi Publishing Ltd., Bikaner.
2. Bharucha, Erach. The Biodiversity of India. Mapin Publishing Pvt. Ltd., Ahmednagar.
3. Brunner, R.C. (1989). Hazardous Waste Incineration. McGraw Hill Inc.
4. Clark, R.S. Marine Pollution. Clanderson Press Oxford.
5. Cunningham, W.P., Cooper, T.H., Gorhani, E., & Hepworth, M.T. (2001). Environmental Encyclopaedia. Jaico Publishing House, Mumbai.

IKS

Indian Traditional Oral Communication

2 Credits

Course Code: IKS-ITOC-112

Total lecture 30

Theory

40 Marks

Course Objectives:

1. To understand the significance of oral communication in Indian culture.
2. To analyze various forms of Indian oral traditions.
3. To explore the historical development and preservation of these traditions.
4. To assess the impact of modernity on traditional oral communication.
5. To develop skills in documenting and interpreting oral traditions.

Unit 1 : Introduction to Indian Oral Traditions

- Definition and scope of oral traditions.
- Importance of oral communication in Indian culture.
- Overview of various forms of oral traditions: folk tales, epics, songs, and speeches.

Historical Context and Evolution

- Historical development of oral traditions in India.
- Role of oral traditions in preserving history and cultural values.
- Evolution of oral traditions over time.

Unit 2 : Folk Tales and Storytelling

- Analysis of popular Indian folk tales.
- The role of the storyteller in Indian society.
- Techniques and styles of storytelling.

Epics and Mythologies

- Study of major Indian epics like Mahabharata and Ramayana.
- Oral transmission of mythological stories.
- Cultural and moral significance of these epics.

Unit 3 : Oral Poetry and Songs

- Exploration of various forms of oral poetry and songs across different regions.
- The role of music and rhythm in oral traditions.
- Performance and audience interaction in oral poetry.

Speeches and Public Oratory

- Examination of famous speeches in Indian history.
- The art of public speaking and persuasion.
- Influence of oral speeches on social and political movements.

Unit 4 : Modern Challenges and Adaptations

- Impact of literacy and digital media on oral traditions.
- Contemporary forms of oral traditions.
- Efforts to preserve and revive traditional oral communication.

Documentation and Interpretation

- Methods for documenting oral traditions.
- Ethical considerations in preserving oral traditions.
- Interpreting and analyzing oral narratives.

Internal Assessment:

10 Marks

Participation and attendance

Oral presentations, PPT on analysis of an oral tradition, Final project (documentation and interpretation of an oral tradition)

Reading List:

- Blackburn, S. H., Claus, P. J., Flueckiger, J. B., & Wadley, S. S. (Eds.). (1989). *Oral Epics in India*. University of California Press.
- Ramanujan, A. K. (1991). *Folktales from India*. Pantheon.
- Narayan, R. K. (2006). *The Mahabharata: A Shortened Modern Prose Version of the Indian Epic*. University of Chicago Press.
- Nair, R. B. (1999). *Narrative Gravity: Conversation, Cognition, Culture*. Routledge.

Additional Resources:

- Documentaries and recordings of traditional performances.
- Guest lectures from practitioners of oral traditions.
- Field visits to communities practicing oral traditions.

Indian Folk Media

2 Credits

Course Code: IKS-IFM-113

Total lecture 30

Theory

40 Marks

Course Objectives:

1. To understand the significance of folk media in Indian culture.
2. To analyze various forms of Indian folk media.
3. To explore the historical development and cultural contexts of these media.
4. To assess the impact of modernity on traditional folk media.
5. To develop skills in documenting and interpreting folk media performances.

Course Outline:

Unit 1: Introduction to Indian Folk Media

- Definition and scope of folk media.
- Importance of folk media in Indian culture.
- Overview of various forms of folk media: folk theatre, puppetry, dance, and music.

Unit 2: Historical Context and Cultural Significance

- Historical development of folk media in India.
- Role of folk media in preserving cultural heritage and social values.
- Regional diversity in folk media traditions.

Unit 3: Forms of Indian Folk Media

Folk Theatre

- Analysis of popular folk theatre forms like Nautanki, Jatra, and

Tamasha, etc.

- The role of folk theatre in community life.
- Techniques and styles of performance.

Puppetry

- Study of different puppetry forms such as Kathputli, Togalu Gombeyatta, and Tholu Bommalata, etc
- Cultural and educational significance of puppetry.
- Construction and manipulation of puppets.

Folk Dance

- Exploration of various folk-dance forms like Bhangra, Garba, and Lavani.
- Social and ritual functions of folk dances.
- Costume, music, and choreography in folk dance.

Folk Music

- Examination of traditional folk music forms across different regions.
- The role of music in rituals and daily life.
- Instruments and vocal styles in folk music.

Unit 4: Modern Challenges and Preservation

- Impact of modernization and digital media on folk media.
- Contemporary adaptations of traditional forms.
- Government and non-government efforts in preserving and promoting folk media.
- Methods for documenting and archiving folk media.
- Ethical considerations in preserving folk traditions.
- Case studies of successful preservation projects.

Internal Assessment:

10 Marks

Participation and attendance

Oral presentations, PPT on analysis of an oral tradition, Final project (documentation and interpretation of a folk media performance)

Reading List:

- Dhananjayan, S. (2004). *Beyond Performing Arts: Indian Folk Music and Dance*. New Age International.
- Narayan, S. (2010). *Puppetry in India: A Sociocultural and Historical Overview*. Abhinav Publications.
- Baumer, R. (1985). *Traditional Folk Media in India*. Concept Publishing Company.
- Vatsyayan, K. (1996). *Traditional Indian Theatre: Multiple Streams*. National Book Trust.

Additional Resources:

- Documentaries and recordings of traditional performances.
- Guest lectures from practitioners and experts in folk media.
- Field visits to communities and festivals showcasing folk media.

Note: Students are encouraged to engage with local communities to experience and document live folk media performances. Active participation in discussions and presentations is crucial for a comprehensive understanding of the subject.

SEMESTER II

Abbreviation	Semester	Subject Name	Subject Code
Major	SEM II	History of Mass Media	HMM-201
Minor	SEM II	Media & Society	MS-202
OE	SEM II	Mobile Journalism and New Media	OE-MJNM-203
		OR	
		Copy Writing	OE-CW-204
VSC	SEM II	Effective Communication II	VSC-EC-II-205
		OR	
		Content Writing	VSC-CW-206
SEC	SEM II	Film Appreciation	SEC-FA-207
		OR	
		Cyber Crime	SEC-CJ-208
AEC	SEM II	Stress Management	AEC-SM-209
		OR	
		Professional Presentation Skills	AEC-PPS-210
VEC	SEM II	Fake News and Fact Checking	VEC-FNFC-211
		OR	
		Socio Economic Challenges in India	VEC-SECI-212

Major

HISTORY OF MEDIA

Subject code : HMM-201

Total Lectures : 60

Theory

4 Credit

80 Marks

COURSE OUTCOME

1. Learner will be able to understand Media history through key events in the cultural history
 2. To enable the learner to understand the major developments in media history.
 3. To understand the history and role of professionals in shaping communications.
 4. To understand the values that shaped and continues to influence Indian mass media.
 5. Learner will develop the ability to think and analyze about media.
- To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

UNIT I	EVOLUTION OF PRESS IN INDIA	<p style="text-align: center;">INTRODUCTION</p> <ul style="list-style-type: none"> a. Newspaper – the rise of the voice of India during British rule b. India's Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period
UNIT II	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	<p style="text-align: center;">LANGUAGE PRESS</p> <ul style="list-style-type: none"> a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act 1876
UNIT III	HISTORY OF DOCUMENTARIES AND FILMS	<p style="text-align: center;">DOCUMENTARIES & FILMS</p> <ul style="list-style-type: none"> a. Genesis of documentaries and short films, (screening of few documentaries is essential-like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe etc.</i>) Role of Documentarians Evolution of film making in India - brief history, Photography to moving films b. Origin of Hindi cinema c. Origin of Short films to what it is today, role of you tube and WhatsApp d. Great masters of world cinema
UNIT IV	HISTORY OF RADIO AND TELEVISION IN INDIA	<p style="text-align: center;">BROADCASTING</p> <ul style="list-style-type: none"> a. Radio & Television as Mass Media b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows <ul style="list-style-type: none"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India d. Internet Protocol Television
	ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA	<ul style="list-style-type: none"> 1. Raja Rammohan Roy 2. Bal Gangadhar Tilak 3. M.K. Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. Maulana Abul Kalam Azad 7. Balshastri Jambhekar 8. Lala Lajpat Rai

Internal Assessment:**20 Marks**

1. PROJECTS/ ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP INTERACTIONS
4. DEBATES & DISCUSSIONS
5. QUIZ

(Screening of Short Films and Documentaries are to be done in the classroom with history being discussed)

REFERENCE BOOKS/JOURNALS/MANUALS

1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILOPOSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. DOCUMENTARY FILMS AND INDIAN AWAKEN BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA
6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN
7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI
8. INDIA ON TELEVISION BY NALIN MEHTA (HARPER COLLINS PUBLISHERS)
9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN
10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)

Minor Subject**Media and Society****2 Credit****Course code :MS-202****Total Lectures : 30****Theory****40 Marks****Course outcome**

1. Analyze the Role of Media Houses
2. Understand the Historical Contributions of Local Media
3. Appreciate Cultural Movements
4. Recognize Key Social Reformers
5. Examine Social Movements

1. Media Streams

1. Prominent Media houses
2. Contribution of Pre-Independence Local Media
3. Contribution of Post-Independence Local Media
4. Contribution of AIR Nagpur & DD Nagpur

2. Cultural Streams

1. Theatrical movement- Jhadipatti etc.
2. Literary movement in Vidarbha region.
3. Musical traditions in Vidarbha region.
4. Yoga movements in Vidarbha region

3. Social Reformers

1. Rashtrasant Tukdoji Maharaj
2. Sant Gadge Baba

4. Social Streams

- 1 Dr Babasaheb Ambedkar Deeksha
- 2 Rashtriya Swayamsevak Sangh
- 3 Sarvodaya and Gandhian Sanstha

Internal Assessment

10 marks

Discussion , PPT, Seminar, Reports etc

Open Elective (OE)

MOBILE JOURNALISM AND NEW MEDIA

2 Credits

Course Code : OE-MJMM-203

Total lectures : 30

Theory

40 Marks

Course Outcome

1. Prepare media students with no prior experience for mobile journalism basics.
2. Understand how global mobile adoption has reshaped journalism in the era of New Media.
3. Learn to report and engage audiences effectively using mobile devices.
4. Acquire best practices for usability and product design in mobile journalism.
5. Gain insights into future trends and prepare for advancements in wearable technology and mobile media.

UNIT I THE STATE OF MOBILE

1. How mobile has influenced modern journalism
2. Mobile centric reporting and editing
3. Mobile as a 'Newsroom'.
4. Branding of News using social media
5. Mobile News catering to Niche beats
6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications

UNIT II Mobile Journalism

1. News Workflow and Mobile Journalism
 - a. How to identify the seven basic steps of mobile reporting.
 - b. How to create and share branded mobile journalism content.
 - c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo- essay.
 - d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets.
2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences)
3. Blog set-up Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc)

UNIT III DESIGNING FOR THE MOBILE EXPERIENCE

A. Designing

1. How good design is intuitive, making something immediately usable.

2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.
3. How mobile design differs from established desktop design.
(Options and choices for your content).
4. About best practices for process: How design, development and content best work together.
5. About Mobile Analytics: What is your audience using?
- B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content
- C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)
- D. Going Viral : being the Scavenger and Mobile Journalist
- E. M-learning: learning the Art of News Audit

UNIT IV **FUTURE OF MOBILE JOURNALISM and M-LEARNING :**

1. About the evolution of wearable
2. About the rise of Google Glass
3. About Glass Journalism
4. About augmented reality storytelling and journalism
 - a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc
 - b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning
 - c. Studying Social Media Analytics
 - d. M-learning the future of Newsrooms

Internal Assessment

10 marks

Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
Creation of Mobile News	5 one-minute news stories or 5 minutes news bulletin

REFERENCES :

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Douglas E .
5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning
7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn
8. *The Mobile Journalism Handbook Routledge text books.*

Open Elective (OE)
COPY WRITING
Course Code : OE-CW-204
Total lectures : 30
Theory

2 Credit

40 Marks

Course Outcome

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creativethinking in written expression.
5. In an ad agency, as a copywriter, one cannot "*Just be creative and express self*" – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

UNIT I

1.INTRODUCTION TO COPYWRITING

2.CREATIVE THINKING

- a. Basics of copy writing
- b. Responsibility of Copy writer
- a. How to inculcate a 'creative thinking attitude'.
- b. The idea incubation process
- c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative
- d. Crafting the reasons why consumers should believe your brand and act

3.IDEA GENERATION TECHNIQUES

Idea generation techniques:
eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics

4.TRANSCREATIVITY

- a. Introduction
- b. Purpose

UNIT II

1. BRIEFS

WRITING FOR ADVERTISING

2.WRITING PERSUASIVE COPY

- a. Marketing Brief
- b. Creative Brief
- a. Tone of Voice
- b. What's the Tone?
- c. Tonality and character matters,
- d. How to make your Writing, walk, Talk, and breathe
- e. Creating Breakthrough Writing
- f. How to Control the "Command Center" in Your
- g. Prospect's Mind
- h. How to Change Perception
- i. Emotionality, Storytelling

UNIT III

COPY WRITING STYLE OF CURRENT ADVERTISING

CURRENT ADVERTISING CAMPAIGNS

Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital

**CAMPAIGNS OF THE BEST
ADVERTISING AGENCIES
FOR THEIR CLIENTS.**

should be studied, and analyzed in the class room.

- a. JWT
- b. Ogilvy
- c. Lowe Lintas
- d. FCB Ulka
- e. DDB Mudra
- f. Publicize Worldwide
- At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room.
- Student to be taught the following when discussing the Campaigns:
 - a. Copy writing style
 - b. Idea and concept
 - c. How copy is varied for different media
 - d. Copy for children, youth, women, Senior citizens, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z
 - e. Advertising appeals
 - f. Tone of Voice
 - g. Story telling

UNIT IV

**1. WRITING COPY FOR
VARIOUS MEDIA**

MEDIA AND AUDIENCES

**2. WRITING COPY FOR
VARIOUS AUDIENCES**

- a. Print: Headlines, sub headlines, captions, body copy, and slogans
- b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals
| Power of silence, formats of TVS's
- c. Outdoor posters
- d. Radio
- e. Digital copy for social media like facebook, Instagram etc
- f. Copy for web page
- a. Children,
- b. Youth,
- c. Women,
- d. Senior citizen and
- e. Executives
- f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z

Internal Assessment

10 Marks

Producing the following:

- a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.
- b. A poster on any one social issue.

Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

Reference Book

1. Copywriting By J. by Jonathan Gabay
2. Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America's Top Copywriters Paperback -By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly

6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan
Sullivan , Sam Bennett , Edward Boches

VSC

EFFECTIVE COMMUNICATION SKILLS –II

2 Credit

Course Code : VSC-EC-II-205

Total lectures : 30

Theory

40 Marks

Learning Outcome:

1. To make the students aware of use of language in media and organization.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

UNIT I Writing

1. Report writing

Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report

2. Organizational writing

Organizational writing: (English, Hindi or Marathi) Internal communication, E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while

3. Writing a notice etc.

Writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.

4. Writing for Publicity materials

Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot

UNIT II Editing

Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,

Principles of Coherence and Cohesion), writing Synopsis, abstracts, précis writing, newspaper editing and magazine editing.

UNIT III Paraphrasing and Summarizing

1. Paraphrasing

Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation

2. Summarization

Summarizing content, the points and sub-points and the logical connection between the points

UNIT IV Interpretation of technical data

Interpret technical data

Read graphs, maps, charts, Write content based on the data provided

Internal Assessment

Clipping files on various current topics.
Publish letters to editors in news media.
Reporting of college events.

10 Marks

Bibliography:

- **Business Communication - Rhoda A. Doctor and Aspi H. Doctor**
 - Communication Skills in English – Aspi Doctor
- **Teaching Thinking - Edward De Bono De Bono's**
 - Thinking Course – Edward De Bono Serious Creativity –
- **Edward De Bono The Mind Map Book – Buzan Tony**
 - Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- **A Textbook of Translation - by Peter Newmark, Newmark**

CONTENT WRITING

Course Code : VSC-CW-206

Total lectures : 30

Theory

2 Credit

40 Marks

Learning Outcome:

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

UNIT I Foundation

1. Grammar Refresher

With special emphasis on use of punctuations, prepositions, capital letters and lower case

2. Vocabulary building

Meaning, usage of words, acronyms

3. Common errors

Homophones and common errors in English usage.

4. Essentials of good writing

With emphasis on writing with clarity, logic and structure

5. Phrases and idioms

Creative usage of phrases and idioms.

UNIT II 1. Redundant words

Identifying redundant words and phrases and eliminating these.

2.Editing sentences

Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

3.Editing captions

Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

4.Editing headlines

Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

5.Editing copy

Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error

UNIT III Writing Tips and Techniques

1.Writing tickers/ scrolls

For television news

2.Writing social media post

Twitter and for other social networks

3.Writing briefs/snippets

News briefs, Lifestyle and entertainment snippets

4.Caption Writing - Picture stories etc.

5.Writing headlines - News headlines and feature headlines

UNIT IV PRESENTATION TOOLS AND TECHNIQUES

1. Power Point Presentation

Use of Power Point tools Power Point to Pdf

Power Point to self-animated presentation Auto timing of Power Point presentation

2. Info graphic

Colour selection Use of clip art

Use of Power Point smart tools

Minimalist animation for maximum impact

3. Three-minute presentation

Content for single slide Uses of phrases Effective word selection Effective presentation

4. Google Advancesearch

How to select relevant information Locating authentic information

How to gather information for domestic and international websites

5. Plagiarism

How to do a plagiarism check paraphrasing

Citation and referencing style

Internal exercise

10 marks

1 Writing Captions and Headlines

Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions

- | | | |
|---|---|--|
| 2 | A three-minutes power point presentation | This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes |
| 3 | Word Game/ Quiz | This is an exciting way to get learners engaged in vocabulary building |

Bibliography

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris
4. Essential English for Journalist, Editors, Writers – Harold Evans

SEC

Film Appreciation

2

Credits

Course Code : SEC-FA-207

Total lectures : 30

Theory

40 Marks

Course Objectives

By the end of this course, students will:

1. Understand the historical development of cinema.
2. Learn the fundamental elements of film language and storytelling.
3. Explore significant film movements and genres.
4. Develop skills for critical film analysis and appreciation.

Unit I: History of Cinema (8 Lectures)

- Early cinema and the invention of the motion picture
- Silent era and the transition to sound
- Golden Age of Hollywood
- International cinema and influential filmmakers

Practical Sessions:

- Screening and discussion of early films
- Analysis of significant films from different historical periods

Unit II: Elements of Film Language (8 Lectures)

- Mise-en-scène: Setting, costume, and lighting
- Cinematography: Camera angles, shots, and movement
- Editing: Continuity, montage, and pacing
- Sound: Diegetic and non-diegetic sound, music, and dialogue

Practical Sessions:

- Analyzing scenes for mise-en-scène and cinematography
- Editing and sound analysis exercises

Unit III: Film Movements and Genres (7 Lectures)

- Film movements: German Expressionism, French New Wave, Italian Neorealism, etc.

- Genre studies: Western, Film Noir, Science Fiction, Horror, etc.
- The impact of cultural and social contexts on film movements and genres

Practical Sessions:

- Screening and discussion of films from different movements and genres
- Comparative analysis of genre conventions

Unit IV: Film Analysis and Criticism (7 Lectures)

- Theoretical frameworks for film analysis: Formalism, realism, auteur theory, etc.
- Writing film reviews and critical essays
- Analyzing films from various perspectives: Social, cultural, political, and psychological

Practical Sessions:

- Film review writing workshops
- Group discussions and presentations on film analysis

Internal Assessment

10

Marks

- Participation and attendance
- Assignments and practical exercises
- Film Screenings: Regular screenings of significant films, followed by group discussions and analysis.
- Field Trips: Visits to film festivals or local cinemas to experience a variety of films.

Suggested Readings and Resources

1. Bordwell, D., & Thompson, K. (2013). Film Art: An Introduction. McGraw-Hill Education.
2. Cook, D. A. (2004). A History of Narrative Film. W. W. Norton & Company.
3. Monaco, J. (2009). How to Read a Film: Movies, Media, and Beyond. Oxford University Press.
4. Arnheim, R. (1957). Film as Art. University of California Press.
5. Kawin, B. (2011). How Movies Work. University of California Press.

Cyber Crime

2 Credits

Course Code : SEC-CC-208

Total lectures : 30

Theory

40 Marks

Course Objectives

By the end of this course, students will:

1. Understand the different types of cyber crime and their implications.
2. Learn about the legal frameworks and regulations addressing cyber crime.
3. Gain insights into cyber crime investigation techniques and digital forensics.
4. Develop strategies to prevent and respond to cyber crime incidents.

Unit I: Introduction to Cyber Crime (8 Lectures)

- Definition and scope of cyber crime
- Historical development and evolution of cyber crime
- Types of cyber crime: hacking, phishing, identity theft, cyber stalking, etc.
- Case studies of notable cyber crime incidents

Unit II: Legal Framework and Regulations (7 Lectures)

- National and international laws addressing cyber crime
- Overview of key regulations: GDPR, CCPA, IT Act (India), etc.
- Legal challenges in prosecuting cyber crimes
- Role of law enforcement and international cooperation

Unit III: Cyber Crime Investigation and Digital Forensics (8 Lectures)

- Basics of cyber crime investigation
- Digital forensics: collecting and preserving electronic evidence
- Tools and techniques for investigating cyber crimes
- Incident response and reporting

Unit IV: Cyber Security and Prevention Strategies (7 Lectures)

- Cyber security principles and best practices
- Risk assessment and management
- Preventive measures: firewalls, encryption, anti-virus software, etc.
- Developing a cyber security policy and response plan

Assessment and Evaluation

- **Internal Assessment: 20 Marks**
 - Participation and attendance
 - Weekly assignments
 - Midterm project
 - Final project submission and presentation

Suggested Readings and Resources

1. Wall, D. S. (2007). *Cybercrime: The Transformation of Crime in the Information Age*. Polity Press.
2. Casey, E. (2011). *Digital Evidence and Computer Crime: Forensic Science, Computers, and the Internet*. Academic Press.
3. Brenner, S. W. (2010). *Cybercrime: Criminal Threats from Cyberspace*. Praeger.
4. Holt, T. J., Bossler, A. M., & Seigfried-Spellar, K. C. (2015). *Cybercrime and Digital Forensics: An Introduction*. Routledge.
5. Goodman, M. (2015). *Future Crimes: Inside the Digital Underground and the Battle for Our Connected World*. Anchor.

Additional Activities

- **Cyber Crime Simulations:** Analyze hypothetical cyber crime scenarios to understand the investigative process.
- **Field Trips:** Visits to cyber crime units in law enforcement agencies to observe real-world applications.
- **Guest Lectures:** Sessions with cyber crime investigators, digital forensics experts, and legal professionals specializing in cyber law.

AEC

Stress Management

Course Code : AEC-SM-209

Total lectures : 30

Theory

2 Credits

40 Marks

Course Objectives:

1. To understand the nature and impact of stress on mental and physical health.
2. To identify common stressors and triggers in daily life.
3. To learn evidence-based stress management techniques and coping strategies.
4. To cultivate resilience and emotional intelligence in dealing with stress.
5. To apply stress management strategies to real-life situations.

Unit 1: Understanding Stress

- Definition and types of stress: acute stress, chronic stress, eustress, and distress.
- Causes and consequences of stress on mental and physical health.
- The stress response: physiological, psychological, and behavioral aspects.
- Impact of stress on cognitive function, productivity, and relationships.

Unit 2: Identifying Stressors and Triggers

- Common stressors in personal and professional life: work-related stress, financial stress, relationship stress, etc.
- Recognizing individual stress triggers and patterns.
- Stress assessment tools and techniques: self-assessment surveys, stress diaries, and cognitive appraisal.

Unit 3: Stress Management Techniques

- Relaxation techniques: deep breathing, progressive muscle relaxation, guided imagery, and mindfulness meditation.
- Cognitive-behavioural techniques: cognitive restructuring, reframing, and thought-stopping.
- Time management and organization skills to reduce stress.
- Healthy lifestyle habits: nutrition, exercise, sleep hygiene, and stress-reducing activities.

Unit 4: Building Resilience and Emotional Intelligence

- Understanding resilience and its role in stress management.
- Developing emotional intelligence: self-awareness, self-regulation, empathy, and social skills.
- Building a support network: seeking social support and fostering positive relationships.
- Cultivating optimism, gratitude, and adaptive coping strategies.

Assessment Methods:

- Participation and attendance
- Reflective journals and self-assessment exercises
- Midterm stress management plan
- Final project (implementation and evaluation of stress management strategies)

Reading List:

- Sapolsky, R. M. (2017). *Why Zebras Don't Get Ulcers: The Acclaimed Guide to Stress, Stress-Related Diseases, and Coping*. Holt Paperbacks.
- McGonigal, K. (2016). *The Upside of Stress: Why Stress Is Good for You, and How to Get Good at It*. Avery.
- Hanson, R., & Hanson, F. (2018). *Resilient: How to Grow an Unshakable Core of Calm, Strength, and Happiness*. Harmony.
- Kabat-Zinn, J. (2018). *Full Catastrophe Living: Using the Wisdom of Your Body and Mind to Face Stress, Pain, and Illness*. Bantam.

Additional Resources:

- Workshops and seminars on stress management techniques and resilience-building.
- Guided meditation sessions and relaxation workshops.
- Counselling services and support groups for stress management.

Professional Presentation Skills**Course Code: AEC-PSS-210****Total Lectures :30****Theory****Credits: 2****40 Marks****Course Objectives:**

1. To understand the role of appearance and physical presentation in professional success.
2. To develop skills in personal grooming, attire selection, and styling.
3. To learn techniques for confident body language and non-verbal communication.
4. To explore cultural and contextual considerations in appearance and presentation.
5. To apply appearance and presentation skills in various professional contexts.

Course Outline:**Unit 1: Introduction to Appearance and Professional Presentation**

- Importance of appearance and physical presentation in professional settings.
- Perceptions of professionalism and credibility based on appearance.
- The psychology of first impressions and impression management.
- Ethical considerations and diversity in appearance norms.

Unit 2: Personal Grooming and Dressing for Success

- Personal grooming practices: skincare, haircare, and hygiene.
- Understanding dress codes and professional attire standards.
- Selecting appropriate attire for different professional settings and occasions.
- Tips for building a professional wardrobe on a budget.

Unit 3: Body Language and Non-verbal Communication

- Understanding the impact of body language on communication.
- Techniques for confident posture, gestures, and facial expressions.
- Managing nervous habits and projecting confidence.
- Interpreting and responding to non-verbal cues in professional interactions.

Unit 4: Cultural and Contextual Considerations

- Cultural differences in appearance norms and expectations.
- Adapting appearance and presentation to different cultural contexts.
- Considerations for virtual and remote professional interactions.
- Navigating appearance biases and stereotypes in the workplace.
- Developing a personal appearance and presentation action plan.
- Reflection and self-assessment: evaluating progress and setting future goals.

Assessment Methods:

- Participation and attendance
- Personal grooming and appearance project
- Midterm presentation on body language and non-verbal communication
- Final presentation on personal branding and professional appearance

Reading List:

- Johnson, K. (2019). *Image Matters: First Steps on the Journey to Your Best Self*. Greenleaf Book Group Press.
- Molloy, J. T. (2011). *Dress for Success*. Random House.
- Pease, A., & Pease, B. (2012). *The Definitive Book of Body Language*. Bantam.
- Thompson, J. (2018). *Appearance Matters: The Importance of Looking Presentable in the Workplace*. Independently Published.

VEC

FAKE NEWS and FACT CHECKING

Course code : VEC-FNFC-211

Total lectures : 30

Theory

2 Credit

40 Marks

COURSE OUTCOME

1. To give media students the understanding of the differentiation between real news and fake news.
2. To make media students aware of information disorder.
3. To give students a thorough knowledge of information literacy and media.
4. To give students a hand on knowledge on fact checking.
5. To give students a practical overview of social media verification.

Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google, Internship in International Fact Checking Network, Jobs in social media as Fact Checkers

UNIT I Introduction

1. Concepts
2. News Integrity
3. Propaganda

Definition: News and Fake News,
Journalistic Integrity and News Production.

Propaganda, how to counter Propaganda,
Ways adopted by Media to avoid Propaganda

UNIT II

Information Disorder:

1. Digital Technology:
2. Social Media Platforms
3. Role of News Organization
4. Source credibility

News Industry's Transformation with reference
to Gatekeeping Theory and Agenda Setting
Theory

Digital convergence transforming content-
commissioning, production, publication and
distribution

Different Social Media Platforms

Covering 'fake news' and countering 'information
disorder.

Strategies for identifying real news and source
credibility in line with the ethical principles guiding
journalistic use of User Generated Content.

**UNIT III Media and Information
Literacy (MIL)**

1. Requisite Literacy
2. Detection method
3. Healthy Skepticism

Importance of acquiring the requisite literacy

Detection of both flawed journalism and fraudulent
news in various media

Development of healthy skepticism towards
veracity of reports, posts, feeds, photos, videos,
audio content, info-graphics, and statistics within
appropriate contexts

UNIT IV Fact Checking

1. Fact-checking organizations around the world
2. Basic image verification
3. Advanced verification

Brazil, Europe, Japan, South Korea, Latin
America,

America, Philippines, Britain and Indian Scenario
Common types of false imagery and basic
verification steps

Approaches for content analysis, including
metadata analysis and Geolocation of News

4. Reverse Image Search

Reverse Image Search using most reliable websites
such as Google Reverse Image Search

Social Media Verification

1.Verification tools

YouTube Data Viewer using most reliable websites
such as Amnesty's YouTube Data Viewer, In VID, News Check

2.Account Analysis

Facebook and Tweeter account analysis : fake news
generated on social media platforms

3.EXIF Viewer

EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture

Internal assessment

10 Marks

Project/Assignment

Launch an awareness of fake news campaign for Facebook, Instagram, YouTube and other social platforms

Reading and References:

- Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality
- Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"
- Edward Lucas and Peter Pomerantsev: "Winning the Information War"
- Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"

Socio-Economic Challenges in India

2 Credit

Course code : VEC-SEC-212

Total lectures : 30

Theory

40 Marks

Course outcome

1. Analyze the dimensions, causes, and consequences of poverty and inequality in India.
2. Understand unemployment patterns and challenges, especially in the informal economy, and evaluate employment generation strategies.
3. Assess environmental degradation impacts and India's progress towards Sustainable Development Goals (SDGs).
4. Examine social exclusion and marginalization, including caste discrimination, gender disparities, and tribal community challenges.

Unit 1: Poverty and Inequality

- Dimensions of Poverty: Income, Health, Education, and Access to Basic Services
- Causes and Consequences of Persistent Poverty

- Inequality in India: Wealth Disparities, Caste-Based Discrimination, and Gender Inequities
- Poverty Alleviation Programs and their Effectiveness

Unit 2: Unemployment and Informal Economy

- Patterns of Unemployment: Structural, Cyclical, and Seasonal
- Informal Economy: Characteristics, Challenges, and Policy Responses
- Skill Mismatch and Employment Generation Strategies
- Youth Unemployment: Challenges and Opportunities

Unit 3: Environmental Degradation and Sustainability

- Climate Change Impacts: Vulnerabilities and Adaptation Strategies
- Air and Water Pollution: Health Implications and Regulatory Measures
- Deforestation and Loss of Biodiversity
- Sustainable Development Goals (SDGs) and India's Progress

Unit 4: Social Exclusion and Marginalization

- Caste-Based Discrimination: Persistence and Contemporary Forms
- Gender Disparities: Education, Employment, and Health
- Tribal Communities: Land Rights, Identity, and Development
- Urbanization and Marginalization: Slums, Homelessness, and Access to Services

Internal Assessment:

10 Marks

- Class Participation and Engagement
- Individual Research Papers
- Group Projects and Presentations

Course Materials:

- Textbook: "The Argumentative Indian: Writings on Indian History, Culture and Identity" by Amartya Sen
- Academic Articles and Reports on Socio-Economic Challenges in India
- Case Studies on Successful Interventions and Programs
- Documentary Films and Multimedia Resources
- Policy Documents and Government Reports