



OFFICE OF THE REGISTRAR :: DIBRUGARH UNIVERSITY :: DIBRUGARH

Ref. No. DU/DR-A/137th AC/JMC/Syllabus(revised)/MA/2026/828

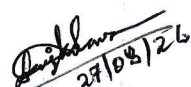
Date: 27.08.2026

NOTIFICATION

As recommended by the meeting of the **Board of Studies (BoS) in Journalism and Mass Communication** and 161st Meeting of the Post Graduate Board, D.U. held on 23.06.2026, the Academic Council, Dibrugarh University in its 137th meeting held on 29.06.2026 **vide Resolution No. 17** has approved the **revised syllabus of two year M.A. Programme in Mass Communication** with effect from 2026-2027 academic session.

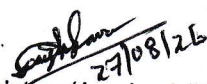
The syllabus is attached herewith.

Issued with due approval.


27/08/26
Deputy Registrar (Academic) i/c
Dibrugarh University

Copy forwarded for kind information and necessary action to:

1. The Hon'ble Vice-Chancellor, Dibrugarh University.
2. The Deans, Dibrugarh University.
3. The Registrar, Dibrugarh University.
4. The Controller of Examinations, Dibrugarh University.
5. The Inspector of Colleges, Dibrugarh University.
6. The Chairperson, Centre for Studies in Journalism and Mass Communication, Dibrugarh University.
7. The Heads / Chairpersons of the Teaching Departments / Centre of Studies, Dibrugarh University.
8. The Joint / Deputy Controller of Examinations – 'C' / 'A' & 'B', Dibrugarh University.
9. The Senior Programmer, Dibrugarh University with a request to upload the Notification along with attached syllabi on the DU website.
10. File.


27/08/26
Deputy Registrar (Academic) i/c
Dibrugarh University



Curriculum Outline
Under Choice Based Credit System (CBCS)

Course
MA in Mass Communication (MAMC)

Semesters I, II,
III, IV

Revised in 2026
(As per New Dibrugarh University Regulations for the Post Graduate Programmes in the
Choice Based Credit System 2018)

Centre for Studies in Journalism and Mass Communication DIBRUGARH UNIVERSITY
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THE PREAMBLE

Mass communication as a discipline is deeply rooted in the fundamental need of society to share, inform, engage, and evolve. Communication, in its myriad forms, shapes identities, influences public opinion, drives social change, and sustains democracy. As such, the study of mass communication is not merely about the transmission of information, but about critically understanding the world and actively participating in shaping it. In this context, the discipline holds the power to reflect, question, and transform societies.

The postgraduate curriculum in Mass Communication at Dibrugarh University is designed to deepen and advance the intellectual and professional formation of learners who seek to engage meaningfully with the media and communication industries. Building upon foundational knowledge acquired at the undergraduate level, this programme invites students into a more rigorous, reflective, and research-oriented engagement with the discipline. It acknowledges the cultural diversity, linguistic richness, and socio-political complexities of Northeast India while equipping learners with global perspectives and industry-relevant skills, bridging the local with the global, the theoretical with the practical, and the ethical with the entrepreneurial.

Recognising the dynamic and rapidly evolving nature of media and communication technologies, the syllabus places emphasis on critical inquiry, innovation, and experiential learning. It integrates core courses with discipline-specific electives, ability enhancement modules, and generic elective components, enabling students to develop both depth of specialisation and breadth of understanding. The structure of the programme follows the Choice Based Credit System, ensuring flexibility, academic rigour, and responsiveness to the diverse interests and aspirations of postgraduate learners.

This programme is committed to cultivating advanced competencies in communication research, media theory, digital and AI literacy, audio-visual production, strategic communication, and media entrepreneurship. Beyond technical and professional skills, it nurtures ethical awareness, social sensitivity, and an inclusive outlook qualities that are indispensable for media professionals operating in a diverse, pluralistic, and democratic society. Special attention is given to the media landscape of Northeast India, including the evolution and contemporary relevance of Assamese journalism and vernacular media traditions, ensuring that the curriculum remains both contextually grounded and nationally significant.

By offering a balanced and progressive integration of theory and practice across four semesters, the programme equips students to specialise in areas such as journalism, digital communication, audio-visual production, advertising, public relations, film studies, development communication, and political communication. Practical exposure through internships, dissertation work, and studio-based production projects ensures that learning extends beyond the classroom into the professional world.

This postgraduate programme is a commitment to nurturing responsible, creative, and skilled media professionals who are equipped to lead, innovate, and contribute with integrity. It seeks to

produce graduates who not only excel in their chosen fields but also serve as thoughtful and ethical voices in regional, national, and global communication environments.

AIM

By the end of this Two-Year Postgraduate Programme in Mass Communication, the curriculum aims to:

- Develop intellectually rigorous and reflective media professionals with an advanced and comprehensive understanding of the theories, practices, and evolving landscape of journalism and mass communication.
- Produce highly skilled, research-oriented, and industry-ready graduates capable of meeting the complex and dynamic demands of the contemporary media, communication, and creative industries.
- Foster critical thinking, analytical depth, and a strong research aptitude among students, enabling them to interrogate media systems, contribute to scholarly discourse, and lead with integrity in professional and public life.
- Nurture creative, ethical, and socially responsible communicators who are sensitive to the cultural, linguistic, and socio-political contexts of Northeast India while maintaining global awareness and professional competence.
- Equip students with entrepreneurial vision and digital fluency to innovate, adapt, and lead in an era defined by rapid technological change, platform convergence, and artificial intelligence.

GRADUATE ATTRIBUTES

- **Disciplinary Knowledge and Research Aptitude**
Capable of demonstrating advanced and in-depth knowledge of mass communication, journalism, and allied disciplines at the postgraduate level. Able to engage critically with theoretical frameworks, apply communication models to real-world contexts, and contribute meaningfully to academic and professional discourse through independent research, dissertation work, and evidence-based inquiry.
- **Communication Skills**
Able to express ideas, arguments, and narratives effectively across written, oral, and multimedia platforms with clarity, precision, and purpose. Proficient in adapting communication to diverse audiences and contexts from news writing and broadcast scripting to digital content creation and corporate communication while upholding the principles of accuracy, fairness, and coherence.
- **Ethical and Legal Awareness**
Committed to practising journalism and communication with integrity, social responsibility,

and professional accountability. Aware of the legal frameworks governing media including defamation, copyright, and privacy as well as the ethical challenges posed by misinformation, AI-generated content, and digital surveillance, and equipped to navigate these with sound judgement.

- **Critical Thinking and Media Literacy**

Able to apply analytical and evaluative thinking to media content, communication phenomena, and information systems. Capable of interrogating ideological assumptions, identifying bias and propaganda, assessing sources critically, and interpreting media narratives through cultural, political, and ethical lenses in both academic and professional settings.

- **Digital Fluency and Technological Adaptability**

Proficient in using digital tools, platforms, and emerging technologies including AI, data journalism tools, social media analytics, and audio-visual production software, to research, produce, and distribute media content. Able to adapt swiftly to the evolving technological landscape of the media industry with confidence and competence.

- **Creativity and Innovation**

Able to approach communication challenges from multiple perspectives and generate original, compelling, and contextually appropriate content across formats. Demonstrates creative thinking in storytelling, campaign design, media entrepreneurship, and audio-visual production, with the capacity to develop innovative solutions suited to diverse audiences and platforms.

- **Teamwork and Professional Collaboration**

Capable of working effectively in diverse, multidisciplinary, and multicultural teams across newsrooms, production environments, corporate settings, and research contexts.

Demonstrates interpersonal sensitivity, shared responsibility, and professional conduct while contributing constructively to collaborative projects and organisational goals.

- **Self-Directed and Lifelong Learning**

Able to work independently, manage complex projects from conception to completion, and take ownership of one's intellectual and professional development. Demonstrates the initiative to identify relevant resources, pursue emerging knowledge in media and communication, and adapt continuously to new industry practices, technologies, and scholarly developments.

- **Multicultural Competence and Regional Sensitivity**

Possesses an informed awareness of the cultural, linguistic, and socio-political diversity of India particularly Northeast India and the capacity to engage respectfully and effectively with communities across different backgrounds. Able to produce communication that is inclusive,

contextually grounded, and sensitive to the needs and voices of marginalised and underrepresented groups.

- **Entrepreneurial Vision and Leadership**

Equipped with the knowledge, skills, and mindset to identify opportunities, develop media ventures, and lead communication initiatives in traditional and digital environments. Able to apply principles of media management, monetisation, and strategic planning to build sustainable enterprises and contribute to the growth of the media and creative industries.

PROGRAMME OUTCOMES

After successful completion of the Two-Year Postgraduate Programme in Mass Communication under the Choice Based Credit System (CBCS), a learner will be able to:

PO1: Disciplinary Knowledge, Foundations of Mass Communication

Demonstrate a comprehensive understanding of the concepts, theories, history, and evolving scope of mass communication, journalism, and media systems, and their role in shaping public opinion, culture, and democracy at national and global levels.

PO2: Communication Proficiency, Writing, Editing and Storytelling

Acquire advanced writing, editing, and storytelling skills across print, digital, broadcast, and visual platforms with clarity, accuracy, and creativity, suitable for journalism, corporate communication, and media production contexts.

PO3: Media Theory and Critical Analysis, Applying Communication Theories

Critically analyse, compare, and apply major classical and contemporary theories and models of communication including media effects, cultural studies, Frankfurt School, and propaganda models to real-world media scenarios and audience behaviour.

PO4: Digital and Media Production, Multimedia Content Creation

Use professional media production tools audio, video, photography, graphic design, and web platforms to create standard-quality media content applying design principles, visual communication techniques, and multimedia storytelling.

PO5: Broadcast and Audio-Visual Skills, Radio, Television and Film Production

Understand the evolution and functioning of broadcast media, apply principles of radio and television production, script content for broadcast formats, and demonstrate hands-on skills in podcast creation, news bulletin preparation, and audio-visual storytelling.

PO6: Digital Literacy and AI Competence, Digital Tools and Emerging Technologies

Demonstrate proficiency in digital media platforms, social media management, AI-assisted journalism tools, and algorithmic content systems, while critically evaluating AI-generated content, deepfakes, and the ethical implications of automation in media.

PO7: Media Laws, Ethics and Policy, Legal and Ethical Awareness

Understand media laws, press freedom, regulatory frameworks, and professional codes of ethics;

apply principles of accuracy, fairness, objectivity, and social responsibility in journalistic and communication practice across platforms.

PO8: Advertising, Marketing and PR, Strategic and Promotional Communication

Apply principles of integrated marketing communication, advertising, and public relations to design campaigns, manage media relations, and build brand identity; differentiate between PR, advertising, publicity, and propaganda in professional contexts.

PO9: Research and Analytical Skills, Communication Research Methods

Formulate research questions, design media and communication research studies, conduct surveys and content analyses, and interpret findings using appropriate qualitative and quantitative methods in both academic and applied media contexts.

PO10: Media Entrepreneurship, Innovation and Venture Creation

Identify entrepreneurial opportunities in traditional and digital media, develop business models for media startups, apply content monetisation strategies, and design sustainable media enterprises drawing on knowledge of the creator economy and digital platforms.

PO11: Culture, Society and Development, Socially Responsive Communication

Examine the relationship between media, culture, and society; understand the role of development communication, political communication, and strategic messaging in addressing social issues and fostering civic participation in diverse communities.

PO12: Regional and Vernacular Media, Northeast India and Assamese Media

Analyse the historical development, cultural significance, and contemporary relevance of Assamese journalism and vernacular media in Northeast India, and create content for regional print, broadcast, and digital media platforms.

PO13: Visual Communication and Design, Graphic Design and Visual Literacy

Apply core principles of graphic design, typography, colour theory, and layout to produce print-ready and digital design artefacts for newspapers, magazines, social media, and web platforms, using industry-standard software such as Adobe Photoshop and InDesign.

PO14: Professional Readiness and Lifelong Learning, Industry Exposure and Adaptability

Demonstrate professional preparedness through mandatory internship experience, dissertation or production work, teamwork, and ethical conduct; maintain a commitment to continuous learning, adaptability to emerging media trends, and leadership in national and global communication environments.

TEACHING-LEARNING PROCESS

TEACHING PEADAGOGY

- Lectures, tutorials, practical, class debates and group discussions, small-group activities, seminars, field visits and special lectures should all be included in the teaching methodology.

- Students may be required to submit a group report or survey outcome data for the class.

CLASSROOM DISCUSSIONS

- Students are encouraged to voice their thoughts, observations, experiences, and questions during class discussions.
- This period should be utilised to seek clarification on any concepts that remain unclear or ambiguous.
- Personal matters such as test results and assignment grades will not be discussed during classroom sessions.
- Students with grievance-related concerns must follow the procedures outlined in the syllabus.

COURSE COMMUNICATION

- All students are required to maintain respect for faculty and adhere to the standards set by the University.
- At the start of each academic session, the instructor will post lecture notes; students may also post reports and relevant messages on the Centre's blog or group mail.
- All emails to faculty must include the student's full name, roll number, topic code, and title of the paper or assignment in the subject line.
- Students are required to furnish their active email addresses at the time of admission.

COURSE ASSIGNMENTS

- Assignments submitted for grading must be neatly typed, double-spaced, and printed on standard A4 paper.
- Assignments submitted via email will not be assessed; only physical paper copies are accepted for evaluation.
- Class assignments may be accepted through Google Classroom or an equivalent platform, at the discretion of the instructor.
- Deadline extensions will not ordinarily be considered unless a serious and valid reason is presented.

PENALTY FOR LATE WORKS

- Faculty members reserve the right to deduct marks for late submission of assigned work.
- No special consideration or deadline extension shall be granted except under exceptional circumstances, such as documented illness or participation in a professional conference.

INTERNSHIP/INDUSTRY EXPOSURE

- A compulsory internship is mandatory for all students as part of their industrial exposure requirement, in accordance with university guidelines.
- Students must apply for internship through the proper institutional channel and inform the Centre of their absence, the name of the organisation, and the duration of the internship.

- Internships are strongly encouraged during the winter break only, with a minimum duration of 30 days.
- A student who does not participate in or complete the prescribed Internship shall be awarded nil marks for the Internship component. No provision shall be made for reappearing, repeating or improving the Internship marks in any subsequent academic year.

PRACTICAL EXAMINATION

- A student who has not appeared for the Practical Examination will be deemed to have failed. Such a student will be required to appear in both the Practical Examination and the End Semester Examination in the following academic year.

GRIEVANCE REDRESSAL

- All academic grievances must be addressed strictly in accordance with the University's established guidelines and procedures.

ASSESSMENT METHODS

A variety of assessment methods will be used to assess the progress of the student in a particular course/subject. Priority will be given to both formative and summative assessments. Progress towards the achievement of learning outcomes will be assessed by:

- Home Assignment
- Project Report
- Class Presentation: Oral/Poster/Powerpoint
- Debates and group discussions
- In Semester Examinations
- End Semester Examinations
- Practical Examinations

Marks distribution:

Total marks: 100

End Sem: 60 marks / 30 + 30 marks (30: Theory, 30: Practical)

In Sem: 40 marks (20 marks: Sessional Tests & 20 marks: Assignment)

Two-Years Post-Graduate Programme in Mass Communication

Year	Semester	Course	Title of the course	Total Credit
Year 1	Semester I	C 101	Introduction to Mass Communication	4
		C 102	Introduction to Journalism	4
		C 103	Marketing, Advertising and Public Relations	4
		C 104	Broadcast Media – Radio and Television	4
		AEC 101	Assamese Journalism	2
		AEC 102	Graphic Design	2
				20
	Semester II	C 201	Communication Models and Theories	4
		C 202	Photography and Image Post-processing	4
		C 203	Digital Media and AI	4
		C 204	Media Entrepreneurship	4
		GEC 201	Understanding Cinema	4
				20
Year 2	Semester III	C 301	Communication Research	4
		C 302	Film Studies	4
		C 303	Media Laws and Ethics	4
		DSE 301	Critical Studies of Print Media	4
		DSE 302	Audio-Visual Production	4

		DSE 303	New Media Practices and Web Communication	4
		DSE 304	Strategic Public Relations and Corporate Communications	4
		AEC 301	News Reading and Anchoring	2
		AEC 302	Media and AI Literacy	2
		GEC 301	Basics of Journalism	4
				22
	Semester IV	C 401	Media, Culture and Society	4
		C 402	Development Communication	4
		C 403	Political and Strategic Communication	4
		DSE 401	Internship and Dissertation/Production	4
		DSE 402	Internship and Dissertation/Production	4
		DSE 403	Internship and Dissertation/Production	4
		DSE 404	Internship and Dissertation/Production	4
				16

**Syllabus of the Two-Year post-graduate Programme in Mass Communication
Semester: I**

Course Code	:	C 101	
Course Title	:	Introduction to Mass Communication	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Acquaint students with basics of mass media
- Trace the growth and development of mass media and understand the functions
- Acquaint students with global trends of mass media
- Acquaint students with media in northeast India
- Acquaint students with news agencies and other relevant topics

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Recall and explain the foundational concepts of communication and mass communication, including its meaning, functions, elements, and the ownership patterns of the media industry.

LO1.1: Identify key terms related to mass communication, communication processes, and media ownership.

LO1.2: Describe the functions, elements, and societal role of mass communication as a social institution.

CO2: Analyse global trends in mass media, including media consolidation, multinational media outlets, media tycoons, and the effects of globalised media on Indian society.

LO2.1: Outline the structure and functioning of major global media conglomerates and transnational media outlets.

LO2.2: Examine the cultural, social, and informational impact of globalised media on Indian audiences and media systems.

CO3: Trace the growth and development of print, electronic, and new media in India from the pre-independence period to the present digital era.

LO3.1: Outline the historical milestones in the development of print media, radio (AIR), television (Doordarshan), and private channels in India.

LO3.2: Evaluate the latest trends in new and digital media and their implications for the Indian media landscape.

CO4: Critically assess the growth, significance, and challenges of media in Northeast India, with particular attention to vernacular and digital media.

LO4.1: Identify the pioneers and milestones in the development of media in Northeast India.

LO4.2: Analyse the significance of vernacular and digital media in representing the socio-cultural and political realities of Northeast India.

CO5: Evaluate the role, significance, and latest trends of national and international news agencies and news syndicates in the global media industry.

LO5.1: Compare the functions and significance of major international and Indian news agencies and their role in the media supply chain.

LO5.2: Assess the relevance of news agencies in Northeast India and examine emerging trends in syndicated news and content distribution.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Basics of communication and Mass Communication	○ Historical overview ○ Traditional media ○ Communication Revolution ○ Meaning, Functions, Process & Elements of communication & mass communication ○ Basic models of communication ○ Ownership pattern ○ Media Industry	10	2	1		10
2	Global trends of Mass Media	○ Consolidation of media ○ Multinational media outlets ○ Media tycoons ○ Effect of globalized media in India	10	2	1		10
3	Growth and development of mass media in India	○ Print media Pre independent period Post independent period ○ Electronic media Radio (AIR), television (DD), SITE, KHEDA, - including growth and development of private radio and television channels ○ New media Growth and development	10	2	1		10

		Latest trends					
4	Media in Northeast India	○ Growth & development ○ Significance of vernacular media in Northeast India ○ Pioneers ○ Digital media in NE	10	2	1		10
5	News Agencies	○ International news agencies & its significance in media industry ○ Indian news agencies & its significance in media industry ○ News Agencies of Northeast India and its significance ○ Syndicated news-latest trends, agenda & significance	10	1	1		10
TOTAL CONTACT HOURS			64				
TOTAL MARKS							60

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1				
Conceptual Knowledge		CO1, CO2	CO3	CO2, CO4	CO5	
Procedural Knowledge		CO3	CO3, CO4	CO4	CO5	CO5
Meta Cognitive Knowledge				CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
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CO1	S	S		M		M					M	S
CO2	S	M	M	S						M	M	S
CO3	S	M		S			S				S	S
CO4	S	M		S		M			S		M	S
CO5	S	M	M	M				M		M	S	S

S = STRONGLY CORRELATED

M = MODERATELY CORRELATED

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination -

20 Marks

- Practicum -

20 Marks

- Case study
- Presentation
- Group Discussion
- Conception Note

LEARNING OUTCOMES

After completion of the course students will be able to:

- Analyse critically the basic concepts of mass communication, its significance and the growth and development in national and international perspective
- Apply their knowledge to understand the trends of mass communication in broader prospects
- Analyse the prospects of vernacular media in Northeast India
- Analyse the role of news agencies and news syndicate in media industry

KEY READINGS

- Bittner, J. R. (1980). *Mass communication, an introduction*.
- Chaney, D. C. (1972). *Processes of mass communication*.
- Emery, E., Ault, P. H., & Agee, W. K. (1973). *Introduction to mass communications*.
- Turow, J. (2009). *undefined*.
- Vivian, J. (2001). *The media of mass communication*. Allyn & Bacon.

**Syllabus of the Two-Year Post-Graduate Programme in Mass Communication
Semester: I**

Course Code	:	C 102	
Course Title	:	Introduction to Journalism	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objective of this course is to:

- Introduce students to the foundational concepts, principles, and practices of journalism and its role in a democratic society.
- Familiarize students with the history, evolution, and functions of journalism from global and Indian perspectives.
- Develop an understanding of news, news values, journalistic writing, and news production processes.
- Examine the ethical, legal, and professional dimensions that govern responsible journalism.
- Acquaint students with contemporary trends including digital journalism, data journalism, AI, and emerging challenges in the media landscape.

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the foundational concepts, evolution, and social functions of journalism across global and Indian contexts.

LO1.1: Define journalism and describe its meaning, nature, scope, types, and functional role as the Fourth Estate in shaping public opinion.

LO1.2: Trace the historical evolution of journalism from global and Indian perspectives and articulate its relationship with democracy.

CO2: Identify news values, apply news-gathering techniques, and demonstrate skills in news reporting and writing.

LO2.1: Define news, describe its types and elements, and explain the concept of newsworthiness and sources of news.

LO2.2: Apply structural formats such as the Inverted Pyramid, Nut Graph, and Narrative Storytelling, and use interviewing and specialised reporting techniques.

CO3: Evaluate the ethical and legal responsibilities of journalists and apply principles of accuracy, fairness, and fact-checking in practice.

LO3.1: Articulate the principles of journalistic ethics including accuracy, fairness, balance, objectivity, press freedom, and social responsibility.

LO3.2: Analyse legal dimensions such as defamation, contempt of court, privacy, copyright, and media self-regulation, and apply fact-checking techniques to counter misinformation.

CO4: Demonstrate understanding of digital and multimedia journalism tools and platforms in contemporary news production.

LO4.1: Describe the characteristics of digital journalism, multimedia storytelling, mobile journalism, and the role of social media as a journalistic tool.

LO4.2: Explore emerging formats such as podcasting, audio journalism, video journalism, and short-form content in the digital media environment.

CO5: Assess the role of data and artificial intelligence in journalism and analyse future trends and challenges in the profession.

LO5.1: Explain the principles of data journalism, identify open-data platforms, and describe how data is used in news reporting.

LO5.2: Critically evaluate the use of AI in journalism, the challenges of verifying AI-generated content, and emerging future trends in the field.

COURSE CONTENT

Units	Topics	Contents	L	T	P	Total Hours	Marks
1	Foundations of Journalism	• Meaning, nature, scope, functions, and Types of journalism. • Evolution of journalism: Global and Indian perspectives. • Journalism as the Fourth Estate; Journalism and Public opinion	10	2		12	10
2	Basics of News, Reporting and Writing	• Concept and definition of news; Types of news • News values or newsworthiness • Structure of news stories • Inverted Pyramid, Nut Graph, and Narrative Storytelling • Sources of news, • Interviewing techniques and reporting basics • Introduction to specialised reporting.	10	2	2	14	15
3	Media Ethics and Professional Standards	• Journalistic ethics • Accuracy, fairness, balance, and objectivity • Press freedom and social responsibility • Defamation, contempt of court, privacy, and copyright • Media self-regulation • Misinformation, disinformation, mal-information, and fake news • Fact-checking and verification techniques	10	1	1	12	15
4	Digital and Multimedia Journalism	• Digital journalism • Multimedia storytelling • Mobile Journalism • Social media as a journalistic tool • Podcasting and audio journalism	10		2	12	10

		Video journalism and short-form content					
5	Journalism, Data and AI	- Introduction to Data Journalism - Sources of data and open-data platforms - AI and Journalism - Verification of AI-generated content - Future trends in journalism.	8	2		10	10
Total						60	

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1				
Conceptual Knowledge		CO1, CO2	CO2	CO2, CO3	CO3, CO5	
Procedural Knowledge		CO4	CO2, CO3, CO4	CO3	CO5	CO4
Meta-Cognitive Knowledge				CO5	CO3, CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO1	S	S	M	M		M					M	S
CO2	S	M	S	S	M		M	S	M		S	S
CO3	S	M	M	S	S	S	S	M	S	M	M	S
CO4	M	S	S	M	S	M	M	S	S	M	S	S
CO5	S	M	S	S	S	S	M	S	S	M	S	S

S = STRONGLY CORRELATED

M = MODERATELY CORRELATED

MODES OF IN-SEMESTER ASSESSMENT:

- Two Internal Examination -

(40 Marks)

20 Marks

- Practicum (Any two) -

20 Marks

- News Writing Portfolio
- Interview and Reporting Assignment
- Multimedia Storytelling Project

KEY READINGS:

- Allan, S. (2010). *News culture* (3rd ed.). Open University Press.
- Briggs, M. (2019). *Journalism next: A practical guide to digital reporting and publishing* (4th ed.). CQ Press.
- Frost, C. (2021). *Reporting for journalists* (4th ed.). Routledge.
- Harcup, T. (2020). *Journalism: Principles and practice* (5th ed.). Sage Publications.
- Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism: What newspeople should know and the public should expect* (4th ed.). Crown.
- Mencher, M. (2017). *News reporting and writing* (12th ed.). McGraw-Hill Education.
- Parthasarathi, R. (2017). *Basic journalism* (2nd ed.). Macmillan Publishers India.
- Shrivastava, K. M. (2015). *News reporting and editing*. Sterling Publishers.
- Ward, S. J. A. (2019). *Disrupting journalism ethics: Radical change on the frontier of digital media*. Routledge.
- Zelizer, B. (2017). *What journalism could be*. Polity Press.
- Aggarwal, V. B., & Gupta, V. S. (Eds.). (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.
- Baran, S. J. (2021). *Introduction to mass communication: Media literacy and culture* (11th ed.). McGraw-Hill Education.
- Keeble, R. (2018). *The newspaper handbook* (5th ed.). Routledge.
- Ninan, S. (2007). *Headlines from the heartland: Reinventing the Hindi public sphere*. Sage Publications.
- Press Council of India. (2022). *Norms of journalistic conduct*. Press Council of India.
- UNESCO. (2021). *Journalism, fake news and disinformation: Handbook for journalism education and training*. UNESCO Publishing.
- Wahl-Jorgensen, K., & Hanitzsch, T. (Eds.). (2020). *The handbook of journalism studies* (2nd ed.). Routledge.

**Syllabus of the Two-Year Postgraduate Program in Journalism and Mass Communication
Semester: I**

Course Code	:	C 103	
Course Title	:	Marketing, Advertising and Public Relations	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this course are to:

- Introduce students to the concepts, principles and evolution of marketing, advertising and public relations
- Acquaint students with the role of marketing, advertising and PR in mass communication and society
- Develop an understanding of Integrated marketing communication
- Explain the role of public relations in image building, media relations and stakeholder communication
- Introduce students to contemporary trends in advertising and public relations in the digital age
- Enable students to critically analyse advertising campaigns and PR activities

COURSE OUTCOMES

After completion of the course, students will be able to:

CO1: Explain the fundamental concepts, principles, scope, and evolution of marketing and its role in communication and society.

LO1.1: Define marketing, its characteristics, orientations, and major formats.

LO1.2: Examine the nature of the Indian market and the role of marketing communication in contemporary business and media environments.

CO2: Analyse the concepts, functions, models, and ethical dimensions of advertising as a communication tool.

LO2.1: Explain the evolution, objectives, types, and functions of advertising.

LO2.2: Evaluate advertising models, brand-building strategies, and the ethical and regulatory framework governing advertising.

CO3: Assess the principles, functions, and structures of public relations in organizational and societal contexts.

LO3.1: Explain the concepts, objectives, and models of public relations, including the contributions of Ivy Lee, Edward Bernays, and Grunig.

LO3.2: Compare in-house PR and PR consultancies and evaluate the role of corporate and government public relations.

CO4: Examine the relationship among marketing, advertising, and public relations within the framework of Integrated Marketing Communication (IMC).

LO4.1: Differentiate between marketing, advertising, public relations, publicity, propaganda, and press agency.

LO4.2: Analyse stakeholder communication, media relations, and the use of PR tools such as press releases, media kits, and media tracking.

CO5: Apply principles of campaign planning and critically evaluate contemporary trends and practices in advertising and public relations.

LO5.1: Analyse advertising campaigns, PR campaigns, CSR initiatives, event management activities, and sponsorship programmes.

LO5.2: Evaluate digital PR, online reputation management, influencer communication, crisis communication, and emerging trends in the communication industry.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Fundamentals of Marketing	○ Concept, purpose and scope of Marketing ○ Marketing Orientation – Production & Product Concept, Selling Concept and Customer Concept ○ Types or formats of marketing ○ Characteristics of marketing ○ Case study of the Indian market: characteristics, nature, and scope ○ Role of Marketing Communication	10	3	0	13	12
2	Introduction to Advertising	○ Meaning, Definition, Nature and Scope of Advertising ○ Evolution and Growth of Advertising ○ Functions and Objectives of Advertising ○ Types of Advertising ○ Advertising as a Tool of Communication ○ Basic Advertising Models: AIDA and DAGMAR ○ Advertising and Brand Building ○ Social and Ethical Issues in Advertising ○ Advertising Regulations and ASCI	10	3	0	13	12

3	Introduction to Public Relations	○ Meaning, Definition, Nature and Scope of PR ○ Functions and Objectives of PR ○ Pioneers of PR: Ivy Lee and Edward Bernays ○ Introduction to Grunig's Models of PR ○ In-house PR: Structure, Scope, Role & Function ○ PR Consultancy: Structure, Role, Scope & Function ○ Difference between In-house PR and a PR Consultancy ○ Introduction to Corporate and Government PR	10	3	0	13	12
4	Marketing, advertising and PR in Media	○ Meaning, nature, definition, and components of Integrated Marketing Communication (IMC) ○ Differences and Similarities between PR, Marketing and Advertising ○ PR, press agency, publicity, propaganda and advertising ○ Defining publics/stakeholders ○ The Role and Importance of Media Relations in PR ○ Tools of Media relations: press releases, media kits, etc. ○ Media Tracking, PR Angle & Response	9	4	0	13	12
5	Campaigns and Contemporary Trends	○ Introduction to Advertising Campaigns ○ Introduction to PR Campaigns ○ CSR and Social Communication Campaigns ○ Event Management and Sponsorships ○ Digital PR and Online Reputation Management ○ Personal Branding and Influencer Communication ○ Introduction to Crisis Communication ○ Case Studies in Advertising and PR	9	3	0	12	12
○ TOTAL CONTACT HOURS			64				

○ TOTAL MARKS	60
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MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination - 20 Marks
- Practicum (Any two) - 20 Marks
 - Advertisement Analysis
 - Press Release Writing
 - Copywriting Exercises
 - PR Campaign Analysis

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO4	CO3, CO4	CO5	
Procedural Knowledge		CO2	CO4, CO5	CO4, CO5	CO3, CO5	CO5
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M		M					M	S
CO2	S	M	M	S			S			M	M	S
CO3	S	M		S		M			S		M	S
CO4	S	M	S	S	M		S			M		S
CO5	S	M	M	M	S	M	M	S		M	S	S

S = Strongly Correlated

M = Moderately Correlated

LEARNING OUTCOMES

After completion of the course, students will be able to:

- Understand the basic concepts and functions of advertising, marketing and public relations.

- Differentiate between advertising, publicity, propaganda, and public relations.
- Explain the role of media in advertising, marketing, and PR campaigns.
- Understand the fundamentals of campaign planning and execution.
- Analyse advertising messages and PR strategies.
- Apply basic advertising and PR skills in practical communication situations.

KEY READINGS

- Ahuja, B. N., & Chhabra, S. S. (2017). Advertising management. Surjeet Publications.
- Arens, W. F., Weigold, M. F., & Arens, C. (2013). Contemporary advertising and integrated marketing communications (14th ed.). McGraw-Hill Education.
- Belch, G. E., & Belch, M. A. (2024). Advertising and promotion: An integrated marketing communications perspective (13th ed.). McGraw-Hill Education.
- Bivins, T. H. (2018). Public relations writing: The essentials of style and format (9th ed.). McGraw-Hill Education.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). Effective public relations (9th ed.). Pearson Education.
- Jethwaney, J. N., & Sarkar, N. N. (2018). Public relations: Principles and practice (3rd ed.). Oxford University Press.
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- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
- McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
- Wells, W., Burnett, J., & Moriarty, S. (2018). Advertising: Principles and practice (11th ed.). Pearson.

**Syllabus of the Two-Year Post-Graduate Programme in Mass Communication
Semester: I**

Course Code	:	C 104	
Course Title	:	Broadcast Media - Radio and Television	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Introduce students to the evolution, structure and functioning of broadcast media.
- Familiarize students with radio and television systems in India and globally.
- Develop understanding of broadcast programming, audience measurement and content production.
- Provide practical exposure to script writing, programme planning and broadcast content analysis.

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the concepts, evolution, structure, and functioning of broadcast media in India and globally.

LO1.1: Describe the characteristics, development, and significance of radio and television broadcasting.

LO1.2: Explain broadcasting systems, production phases, standards, and the role of broadcast media in democracy and development.

CO2: Analyse the structure, functioning, and programming practices of radio broadcasting systems.

LO2.1: Examine the organizational structure and operations of AIR, private FM stations, community radio, internet radio, and podcasting platforms.

LO2.2: Evaluate radio programme formats and the tools and techniques used in radio production.

CO3: Assess the structure, content, and programming practices of television broadcasting.

LO3.1: Explain the functioning of Doordarshan, private television channels, and television newsroom operations.

LO3.2: Analyse television programme formats, scheduling, and programming strategies.

CO4: Apply broadcast writing and production techniques for radio and television content creation.

LO4.1: Develop scripts, news bulletins, interviews, and programme plans using standard broadcast formats.

LO4.2: Demonstrate knowledge of production workflow, editing, cinematography, and broadcast presentation techniques.

CO5: Evaluate contemporary issues, regulations, ethics, and career opportunities in the broadcasting industry.

LO5.1: Examine broadcasting regulations, frequency and bandwidth management, and ethical challenges in broadcast media.

LO5.2: Critically assess emerging trends and professional opportunities in radio, television, digital broadcasting, and mobile journalism.

COURSE CONTENT

Units	Topics	Contents	L	T	P	Total Contact Hours	Marks
1	Introduction to Broadcasting	- Meaning, concept and characteristics of broadcasting - Evolution of radio and television - Development of broadcasting in India (Radio & TV) - Prasar Bharati - Role of broadcast media in democracy and development - Phases of Production (radio and television) - Broadcasting standards: HDTV, NTSC, PAL, SECAM	10	4	2	16	15
2	Radio Overview	- Structure and functioning of radio stations - AIR and private FM - Community Radio, Internet Radio & Podcasting - Radio programme formats - Tools for Radio Production	8	3	5	16	15
3	Television Overview	- Doordarshan and private television - Programme formats - TV newsroom structure & it's different departments - Scheduling and programming	8	3	5	16	15
4	Broadcast Production and Writing	- Script formats - Anchoring and interviewing techniques - Production workflow - News bulletin preparation - Programme planning and scheduling - Frequency & Bandwidth - Basic Broadcasting regulations - Ethical issues - Careers in Broadcasting media - Basics of editing & cinematography	6	2	8	16	15

TOTAL CONTACT HOURS	64
TOTAL MARKS	60

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO4	CO3, CO5	CO5	
Procedural Knowledge		CO2	CO4	CO4	CO5	CO4
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M		M					M	S
CO2	S	M	M	S			S				M	S
CO3	S	M	M	S		M	S				M	S
CO4	S	M	S	S	M		S	M		M		S
CO5	S	M	M	M	S	M	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination - 20 Marks
- Practicum - 20 Marks
 - Podcast production
 - Studio News Presentation
 - Mobile journalism
 - Field reporting
 - Production of audio and video packages
 - Writing Scripts

LEARNING OUTCOMES

After completion of the course students will be able to:

- Explain the history, growth and development of radio and television broadcasting.
- Analyse the structure and functioning of public service, commercial and community broadcasting systems.
- Understand broadcast programme formats and production workflows.
- Write scripts for radio and television programmes.
- Critically evaluate contemporary trends in broadcasting.

KEY READINGS

- Browne, Steven E. (1998). Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing. Focal Press.

- Chandler, Gael. (2012). Cut by Cut: Editing Your Film or Video. Second Revised Edition. Michael Wiese Productions.
- Dix, Andrew. (2010). Beginning Film Studies, Viva Books
- Field Syd. (2005) Screenplay: The Foundations of Screenwriting. Paperback Field Syd. (2006) The Screenwriter's Workbook. Penguin Random House
- Goodman, Robert. McGrath, Patrick. (2002). Editing Digital Video: The Complete Creative and Technical Guide. McGraw-Hill Education.
- Harper Collins Stam, Robert. (2000). Film Theory: An Introduction, Black Well Publisher
- Hill, John and Gibson, Pamela. (2000). Film Studies, Oxford University Press
- Hood, W. John. (2000). The Essential Mystery – the major film makers of India Art Cinema, Orient Longman
- Hurkman, Alexis Van. (2013). Color Correction Look Book: Creative Grading Techniques for Film and Video. Peachpit Press
- Langford, Simon. (2013) Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One. First Edition. Focal Press
- Monaco, James. (1981). How to Read a Film, Oxford University Press
- Moylan, William. (2014) Understanding and Crafting the Mix: The Art of Recording. Third Edition. Focal Press
- Holman, Tomilson. (2010). Sound for Film and Television. Third Edition. Focal Press
- Weis, Elisabeth. Belton, John. (1985). Film Sound: Theory and Practice. Columbia University Press
- Nelmes, Jill. (2011). Introduction to Film Studies. Fifth edition. Routledge
- Raghavendra M. (2010). Director's Cut: 50 Major Film-makers of the Modern Era, Harper India
- Ray, Satyajit and Sandeep, Ray. (2013). Deep Focus – Reflections on Cinema,
- Ray, Satyajit. (2000). My Years with Apu: A Memoir. Penguin
- Saran, Renu. (2012). History of Indian Cinema, Diamond Books

E-RESOURCES

- Audio editing training tutorials: <http://www.infiniteskills.com/training/free-audio-editing-training-videos>
- Ebook on film studies http://www.peterlang.com/catpdf/Peter-Lang_Film-Studies_2013.pdf
- Video editing training tutorials: <https://www.lynda.com/Video-Editing-training-tutorials/82-0.html>

Syllabus of the Two-Year post-graduate Programme in Journalism and Mass Communication Semester: I

Course Code	:	AEC 101
Course Title	:	Assamese Journalism
Nature of the Course	:	Ability Enhancement Course
Total Credits	:	2
Marks	:	100 (End Semester : 30, Practical : 30, In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Trace the emergence and growth of Assamese Journalism
- Develop the skills of writing and developing Audio Visual content for Assamese media
- Develop creativity while working with media as a journalist
- Understand ethics of journalism

COURSE OUTCOMES

After completion of the course, students will be able to:

CO1: Explain the origin, growth, and development of Assamese journalism and its contribution to society.

LO1.1: Describe the historical evolution of Assamese journalism and the contributions of its pioneers.

LO1.2: Examine the role of Assamese newspapers, periodicals, and magazines in shaping public opinion and socio-cultural development.

CO2: Analyse the role and significance of Assamese journalism during different historical periods and in contemporary society.

LO2.1: Assess the contribution of Assamese journalism during the pre-independence and post-independence periods.

LO2.2: Evaluate contemporary issues, challenges, and opportunities in Assamese journalism in the digital age.

CO3: Examine ethical practices and emerging trends in Assamese print, electronic, and digital media.

LO3.1: Explain ethical principles and professional responsibilities in Assamese journalism.

LO3.2: Analyse the impact of technological advancements, digital media, and Artificial Intelligence on journalistic practices.

CO4: Apply journalistic writing and content development skills for Assamese media platforms.

LO4.1: Produce news stories, features, articles, interviews, and opinion pieces in Assamese.

LO4.2: Develop content suitable for print, broadcast, and digital media platforms.

CO5: Demonstrate practical media production skills and creativity in Assamese journalism.

LO5.1: Create media content for radio, television, newspapers, newsletters, and new media platforms.

LO5.2: Evaluate and refine journalistic content using professional standards of language, accuracy, and audience relevance.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	History of Assamese Journalism	19 th Century Journalism in Assam Origin Growth & Development Pioneers of Assamese Journalism Assamese newspapers, periodicals, magazines etc.	8	2	1	11	10
2	Role of Assamese Journalism and its contribution	Pre-Independent Period Post-Independent Period Contemporary issues Assamese journalism in digital era & Artificial Intelligence	7	2	2	11	10
3	Ethics and Latest Trends of Assamese Journalism	Print Electronic Digital media	6	2	2	10	10
TOTAL CONTACT HOURS					32		
TOTAL MARKS							30

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO4	CO3	CO5	
Procedural Knowledge		CO3	CO4, CO5	CO4	CO5	CO5
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M							M	S
CO2	S	M	M	S		M	S				M	S
CO3	S	M	M	S	M	M	S		S		M	S
CO4	S	M	S	S	M		S	M		M		S
CO5	S	M	S	M	S	M	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:**(40 Marks)**

- Two Internal Examination - 20 Marks
- Practicum (Any two) - 20 Marks
 - Writing for media
 - Develop news stories
 - Blog making

MODES OF PRACTICAL ASSESSMENT:**(30 Marks)**

- Writing for media (Assamese) –News, News Features, Articles, Opinion, Interview, etc.
- Electronic media production-Television, Radio
- New Media Platforms
- News based production (Radio-Television)
- Newspaper/newsletter works

LEARNING OUTCOMES

After completion of the course students will be able to:

- Analyse critically the basic concepts of Journalism
- Apply their creativity to develop content for media
- Analyse the historical significance and future of Assamese journalism
- Demonstrate insights about impact of latest technology on journalism

KEY READINGS

- Baruwā, P. C. (1997). *A short history of Assamese newspapers (1846-1947)*.
- Datta, A. (2006). *The encyclopaedia of Indian literature (Volume two) (Devraj to Jyoti)*. Sahitya Akademi.

Syllabus of the Two-Year Post-Graduate Programme in Mass Communication
Semester: I

Course Code	:	AEC 102
Course Title	:	Graphic Design
Nature of the Course	:	Ability Enhancement Course
Total Credits	:	2
Marks	:	100 (End Semester : 30, Practical : 30, In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Introduce students to the fundamental principles and elements of graphic design and visual communication
- Develop hands-on proficiency in industry-standard design software including Adobe Photoshop, InDesign, etc
- Enable students to apply design principles to both print media and digital platforms
- Familiarise students with contemporary digital advertising formats and infographic design
- Cultivate a professional design sensibility through practicum-based portfolio development

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the fundamental concepts, principles, and elements of graphic design and visual communication.

LO1.1: Identify the principles and elements of design, including balance, contrast, alignment, hierarchy, colour, typography, and visual composition.

LO1.2: Explain the role of colour theory, typography, and visual communication in effective design practices.

CO2: Apply industry-standard graphic design software and digital tools for creating visual communication products.

LO2.1: Demonstrate proficiency in Adobe Photoshop and Adobe InDesign for image editing, logo creation, and page layout design.

LO2.2: Select appropriate file formats and digital workflows for print and digital publishing.

CO3: Design and develop print media products using professional layout, typography, and visual design techniques.

LO3.1: Create newspaper, magazine, brochure, poster, and publicity materials using grid systems and typographic principles.

LO3.2: Produce visually effective layouts and infographics suitable for print media applications.

CO4: Create digital media designs for web, social media, and advertising platforms.

LO4.1: Develop digital design assets such as social media graphics, web visuals, and digital advertising creatives.

LO4.2: Apply platform-specific design requirements while maintaining brand consistency and visual identity.

CO5: Demonstrate professional design thinking through portfolio development and creative problem-solving.

LO5.1: Produce a portfolio of print and digital design projects that reflect industry standards.

LO5.2: Evaluate and refine design outputs based on usability, aesthetics, communication objectives, and audience needs.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Introduction to New Media	- History and Evolution of Graphic Design - Principles of Design: Balance, Contrast, Alignment, Repetition, Proximity, Hierarchy - Elements of Design: Line, Shape, Colour, Texture, Space, Typography - Colour Theory: Colour Wheel, Colour Psychology - Introduction to Typography: Typefaces, Readability and Legibility - Visual Communication in Design	6	2	0	8	8
2	Digital Design Tools and Software	- Introduction to Adobe Photoshop: Image Editing, Logo Design - Adobe InDesign: Page Layout for Print and Digital Publications - File Formats: JPEG, PNG, PDF, EPS	2	0	6	8	8
3	Design for Print Media	- Typography for Print: Newspaper, Magazine and Book Layout - News Page Layout and Grid Systems - Magazine Design: Cover Design, Feature	4	0	6	10	8

		Spreads and Infographics ○ Poster, Brochure and Publicity Design					
4	Design for Digital Media	○ Web Design Fundamentals ○ Social Media Graphics: Platform-Specific Dimensions, Visual Identity and Brand Consistency ○ Digital Advertising Creatives: Banners, Display Ads	2	0	4	6	6
TOTAL CONTACT HOURS			32				
TOTAL MARKS							30

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1				
Conceptual Knowledge	CO1	CO2	CO3	CO4	CO5	
Procedural Knowledge		CO2	CO2, CO3	CO4	CO5	CO3, CO4, CO5
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M							M	S
CO2	S	M	S	S	M		S				M	S
CO3	S	M	S	S	M		S	M		M		S
CO4	S	M	S	S	S		M	M		M		S
CO5	S	M	M	M	S	M	M	S		M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination - 20 Marks
- Practicum - 20 Marks
 - Redesign of a Newspaper/Magazine Front Page using Adobe InDesign
 - Logo Design for a Fictional Media Organisation

MODES OF PRACTICAL ASSESSMENT:

(30 Marks)

- Design Portfolio Project (Print or Digital)
- Social Media Campaign Visual Design
- Logo and Brand Identity Package for a Fictional Media Organisation

LEARNING OUTCOMES

After completion of the course students will be able to:

- Identify and apply core principles and elements of graphic design in visual communication contexts
- Use professional design software to produce print-ready and screen-optimised design artefacts
- Design publication layouts for newspapers and magazines adhering to industry standards of grid, typography and colour
- Create digital design assets for social media, web and mobile platforms with an understanding of platform-specific requirements
- Produce infographics and digital advertising creatives for new media environments
- Demonstrate design thinking and a professional portfolio of practicum work relevant to the contemporary media industry

KEY READINGS

- Adobe Creative Team. (2023). Adobe Photoshop Classroom in a Book. Adobe Press.
- Ambrose, G., & Harris, P. (2019). The Fundamentals of Graphic Design (2nd ed.). Bloomsbury Visual Arts.
- David, D., Sanra, S., & Zempel, E. (2014). Graphic Design School. Thames & Hudson.
- Ellen, P., & Jennifer, C. P. (2015). Graphic Design: The New Basics (2nd ed.). Princeton Architectural Press.
- Evans, P., & Aaris, S. (2013). The Graphic Design Reference and Specification Book (6th ed.). Rockport Publishers.
- Lidwell, W., Holden, K., & Butler, J. (2010). Universal Principles of Design. Rockport Publishers.
- Lupton, E. (2017). Thinking with Type: A Critical Guide for Designers, Writers, Editors and Students (2nd ed.). Princeton Architectural Press.
- Sharma, M. C. (2009). Corel Draw Graphics Suite X4. BPB Publications.
- Ware, C. (2021). Information Visualization: Perception for Design (4th ed.). Morgan Kaufmann.

**Syllabus of the Two-Year post-graduate Programme in Mass Communication
Semester: II**

Course Code	:	C 201	
Course Title	:	Communication Models and Theories	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this course are to:

- Introduce students to the foundational theories and classical models of communication and their relevance to mass media practice
- Enable students to trace the historical development of communication theory from linear models to interactive and critical frameworks
- Develop a critical understanding of media effects theories including hypodermic needle, two-step flow, gatekeeping, and multi-step flow
- Familiarise students with psychological and sociological theories such as cognitive dissonance, cultivation theory, uses and gratification and agenda setting
- Examine theories related to powerful media effects and visual communication including diffusion of innovation, spiral of silence, McLuhan's medium theory, gestalt, and semiotics
- Introduce students to cultural and critical media theories including the Frankfurt School, cultural studies, Marxist media theory and Chomsky's propaganda model
- Equip students to apply theoretical frameworks critically to analyse contemporary media practices, audiences, and communication phenomena

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the major classical models and normative theories of communication and their relevance to media systems and communication processes.

LO1.1: Describe the assumptions, components, and applications of major communication models such as Lasswell, Shannon and Weaver, Berlo, Schramm, Newcomb, Gerbner, Dance, Westley and MacLean, and De Fleur.

LO1.2: Explain Four Theories of the Press, Democratic Participant Theory, and Aristotle's concept of rhetoric in relation to communication practices.

CO2: Analyse media effects theories and their significance in understanding audience behaviour and media influence.

LO2.1: Differentiate among Hypodermic Needle Theory, Two-Step Flow Theory, Multi-Step Flow Theory, and Gatekeeping Theory.

LO2.2: Apply media effects theories to interpret contemporary communication and media scenarios.

CO3: Evaluate psychological and sociological perspectives on communication and media influence.

LO3.1: Explain Cognitive Dissonance, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Agenda Setting Theory, and Media Dependency Theory.

LO3.2: Assess the role of audiences, cognition, and social environments in shaping media consumption and interpretation.

CO4: Examine theories of powerful media effects and visual communication for understanding meaning-making processes.

LO4.1: Analyse Spiral of Silence Theory, McLuhan's Medium Theory, Constructivism, and Cognitive Theory of Visual Communication.

LO4.2: Apply Gestalt Theory and Semiotics to interpret visual media texts and communication messages.

CO5: Critically assess cultural and critical approaches to media, communication, ideology, and power.

LO5.1: Explain the contributions of the Frankfurt School, Toronto School, and Marxist Media Theory to communication studies.

LO5.2: Evaluate Chomsky and Herman's Propaganda Model and other critical frameworks for analysing media ownership, ideology, and representation.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Theories and Models of Communication	○ Four Theories of the Press ○ Democratic Participant Theory ○ Aristotle's Definition of Rhetoric ○ Berlo's SMCR Model ○ Shannon and Weaver's Mathematical Model of Communication ○ Westley and MacLean's Conceptual Model ○ Newcomb's Model of Communication ○ George Gerbner's Model ○ Schramm's Interactive Model ○ Dance's Helical Model ○ Harold D. Lasswell's Model ○ De Fleur's Model	10	04	04	18	12

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO2	CO3, CO4	CO5	
Procedural Knowledge		CO3	CO2, CO4	CO4, CO5	CO3, CO5	
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M		M					M	S
CO2	S	M	M	S			S			M	M	S
CO3	S	M	M	S		M			S		M	S
CO4	S	M	S	S	M		S	M		M		S
CO5	S	M	M	M	S	M	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:**(40 Marks)**

- Two Internal Examination -
- Practicum -

20 Marks

20 Marks

LEARNING OUTCOMES

After completion of the course students will be able to:

- Critically explain, compare, and contextualise the major classical and contemporary theories and models of communication
- Trace the intellectual history of communication theory and situate individual theorists within their historical and social contexts
- Apply media effects theories, hypodermic needle, two-step flow, gatekeeping, to analyse real-world media scenarios and audience behaviour
- Evaluate the psychological and sociological dimensions of media influence through cognitive dissonance, cultivation theory, uses and gratification, and agenda setting
- Analyse visual communication phenomena using theoretical frameworks such as gestalt theory, semiotics, and cognitive theory
- Engage critically with cultural and critical theories of media: Frankfurt School, cultural studies, Marxist media theory and the propaganda model to interrogate power, ideology, and representation in media

KEY READINGS

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Syllabus of the Two-Year Post-Graduate Programme in Mass Communication
Semester: II

Course Code	:	C 202	
Course Title	:	Photography and Image Post-processing	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Introduce students to the history, evolution, and theoretical foundations of photography as a mass communication medium
- Develop a thorough understanding of camera functions, exposure settings and the technical principles
- Cultivate visual literacy through the study of lighting, composition, shot sizes and camera angles for effective visual storytelling
- Familiarise students with the major genres of photography and their applications in journalism, documentary work, and media production
- Apply industry-standard post-processing software for image correction, colour grading and ethical manipulation
- Equip students with hands-on practicum skills in creating photo stories, photo features, photo sequences and writing accurate captions

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the historical development, concepts, and technical foundations of photography as a medium of mass communication.

LO1.1: Describe the evolution of photography and its role in journalism, communication, and visual culture.

LO1.2: Explain the principles of exposure and the relationship between photography and visual communication.

CO2: Apply camera operations and exposure controls to produce technically competent photographs in diverse environments.

LO2.1: Demonstrate the use of aperture, shutter speed, ISO, focal length, white balance, and lens selection in photographic practice.

LO2.2: Evaluate the impact of camera settings on image quality, depth of field, motion blur, and digital noise.

CO3: Analyse the role of lighting and composition in creating effective visual narratives.

LO3.1: Apply natural and artificial lighting techniques, including three-point lighting and portrait lighting setups.

LO3.2: Utilize compositional principles, shot sizes, and camera angles to communicate meaning and enhance visual storytelling.

CO4: Critically evaluate photographic genres, visual literacy, and ethical considerations in image-making.

LO4.1: Examine various genres of photography and their applications in journalism, documentary, and media production.

LO4.2: Analyse photographs for visual impact, representation, aesthetics, and ethical implications.

CO5: Demonstrate proficiency in image post-processing and ethical digital image management.

LO5.1: Use industry-standard software such as Adobe Photoshop and Adobe Lightroom for image correction, colour grading, and enhancement.

LO5.2: Evaluate ethical issues related to photo manipulation, digital editing, and responsible visual communication.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Introduction to Photography	○ Definition of Photography ○ A brief history of Photography ○ Photography as a Mass Medium ○ Understanding Exposure	8	3	2	13	12
2	Basic of Photography	○ Exposure Triangle: Shutter Speed, Aperture, ISO ○ Motion Blur, Depth of Field, Digital Noise ○ Types of Cameras ○ Types of Lenses ○ Focal Length ○ White Balance	7	3	3	13	12
3	Understanding Light	○ Natural Light and Artificial Light ○ The Nature of Light: Direct Light, Soft light, Hard light, Directional Light, etc. ○ Lighting Equipment: Soft Boxes, Umbrellas, Fresnel, Skimmers, Reflectors, etc. ○ Three Point Lighting Technique ○ Types of lighting: Flat lighting, Butterfly lighting, Loop lighting, Rembrandt lighting, Split lighting	4	2	7	13	12

4	Visual Literacy and Composition	- Types of Compositions: Rule of Third, Leading Lines, Framing, Symmetry and Balance, Negative Space, Fill the Frame, Rule of Odds, etc. - Genres of Photography: Landscape Photography, Portrait Photography, Wildlife Photography, Street Photography, Macro Photography, Astrophotography, Documentary Photography, Ariel Photography, etc. - Shot Sizes: Extreme Long Shot, Long Shot, Medium Long Shot, Medium Shot, Medium Close- Up, Close-Up, Extreme Close-Up - Camera Angles: Eye-Level Angle, High Angle, Low Angle, Bird's-Eye View, Worm's-Eye View, Dutch Angle, Over-the-Shoulder Angle	5	2	6	13	12
5	Image post-processing	- Need for post-processing - Introduction to photo-editing software such as Adobe Photoshop, Adobe Lightroom, etc. - Ways of post-processing: Image corrections, Composition Refinement, Color corrections - File Formats - Photo Manipulation - Use and misuse of technology	5	2	5	12	12
TOTAL CONTACT HOURS			64				
TOTAL MARKS							60

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
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Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO3	CO4	CO5	
Procedural Knowledge		CO2	CO2, CO3, CO5	CO4	CO5	CO3, CO5
Meta-Cognitive Knowledge			CO4	CO4, CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M							M	S
CO2	S	M	S	S	M		S				M	S
CO3	S	M	S	S	M		S	M		M		S
CO4	S	M	M	S	M	M	S		S		M	S
CO5	S	M	S	M	S	M	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination - 20 Marks
- Practicum (Any two) - 20 Marks
 - Shoot a series of ten photographs demonstrating deliberate control of aperture, shutter speed and ISO across different lighting conditions
 - Produce a set of eight portraits using different lighting setups with a written technical note for each
 - Create a ten to fifteen image photo story on a social or human-interest theme with captions
 - Submit twelve photographs across at least three genres demonstrating compositional principles

LEARNING OUTCOMES

After completion of the course students will be able to:

- Explain the historical evolution of photography and its significance as a mass communication medium
- Demonstrate mastery of camera operations, exposure controls and lens selection for varied photographic contexts
- Apply principles of light, composition and framing to produce visually compelling photographs across multiple genres
- Critically analyse photographs for visual literacy, shot design and ethical considerations in photojournalism
- Proficiently use Adobe Photoshop and Lightroom for post-processing, image correction, colour grading and ethical photo editing

KEY READINGS

- Adobe CreativeTeam (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Ang, T. (2013). *Digital photography masterclass*. DK Publishers.
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- Barnbaum, B. (2010). *The art of photography: A personal approach to artistic expression* (2nd ed.). Rocky Nook.
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**Syllabus of the Two-Year post-graduate Programme in Mass Communication
Semester: II**

Course Code	:	C 203	
Course Title	:	Digital Media and AI	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Introduce students to the landscape of digital media, its evolution and its impact on traditional mass communication
- Enable students to understand the role of the internet, social media and emerging platforms in shaping contemporary media practices
- Familiarise students with Artificial Intelligence and its applications in journalism, content production and media management
- Develop critical thinking about digital media ethics, misinformation, net neutrality, digital divide and online rights
- Equip students with practical skills in digital content creation, social media management and AI-assisted media tools

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the evolution, characteristics, and societal implications of digital media and networked communication.

LO1.1: Describe the development of digital media, its key characteristics, and its impact on traditional mass communication systems.

LO1.2: Analyse issues related to digital literacy, digital divide, credibility of online information, and net neutrality.

CO2: Analyse internet-based communication platforms and digital audience behaviour in contemporary media environments.

LO2.1: Examine the role of blogs, forums, wikis, social networking sites, and other internet-based communication platforms.

LO2.2: Apply audience analytics, search engine strategies, and engagement techniques for digital audience acquisition and management.

CO3: Evaluate the role of social media platforms in journalism, public discourse, and participatory communication.

LO3.1: Assess the significance of social media as a news medium, including user-generated content and citizen journalism.

LO3.2: Critically analyse influencer culture, platform economies, misinformation, fact-checking practices, and regulatory frameworks.

CO4: Assess the impact of emerging technologies and Artificial Intelligence on media production and journalism.

LO4.1: Explain the applications of IoT, AR, VR, automation, and algorithmic journalism in media industries.

LO4.2: Evaluate AI-generated content, deepfakes, synthetic media, and verification techniques in contemporary journalism.

CO5: Apply ethical, legal, and managerial principles to digital media practice and AI-assisted communication.

LO5.1: Demonstrate understanding of digital newsroom management, content monetization models, and intellectual property rights in digital environments.

LO5.2: Evaluate issues of privacy, cyber safety, digital rights, and ethics in AI-assisted journalism and media production.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Understanding Digital Media	○ Evolution and Development of Digital Media ○ Digital Media Revolution: Mass Media Adaptation, Trends, Revolution ○ Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence, Convergence ○ Understanding Credibility of Digital Media ○ Net Neutrality ○ Digital Literacy ○ Digital Divide	10	4	0	14	12
2	Internet as a Medium & Digital Audiences	○ Understanding the internet and network communication ○ Analyzing internet mediums: blogs, forums, wikis and social networking sites ○ Understanding Digital Audiences ○ Characteristics of Digital Audiences ○ Search Engine Strategies for Digital Audience Acquisition ○ Social Media Campaigns and	10	4	0	14	12

		- Engagement - Digital Audience Analytics					
3	Understanding Social Media	- Origins and Evolution of Social Media - Major Social Media Platforms: Facebook, Instagram, X (Twitter), YouTube, LinkedIn - Social Media as a News Medium - User-Generated Content and Citizen Journalism - Influencer Culture and Platform Economy - Social Media Ethics, Misinformation and Fact-Checking - Regulation of Social Media in India and Globally	10	2	0	12	12
4	Emerging Technologies in Media	- Internet of Things (IoT) - AR and VR Journalism - Artificial Intelligence and the Changing Face of News Media - Automation and Algorithmic Journalism - AI-Generated Content: Deepfakes, Synthetic Media and Verification	10	2	0	12	12
5	Digital Media Practice and Ethics	- Digital Newsroom Management and Workflow - Monetization of Digital Content: Subscriptions, Paywalls, Advertising - Intellectual Property and Copyright in the Digital Age	10	0	4	12	12

		- Online Safety, Cyberbullying and Digital Rights - Ethics in AI-Assisted Journalism					
TOTAL CONTACT HOURS			64				
TOTAL MARKS							60

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO3	CO3, CO4	CO4, CO5	
Procedural Knowledge		CO2	CO2, CO5	CO4	CO5	CO5
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M		M					M	S
CO2	S	M	S	S	M		S			M	M	S
CO3	S	M	M	S	M	M	S		S		M	S
CO4	S	M	S	S	S	M	M	S		M	S	S
CO5	S	M	M	M	S	S	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination -
- Practicum -

20 Marks

20 Marks

LEARNING OUTCOMES:

After completion of the course students will be able to:

- Critically analyse the evolution, characteristics and impact of digital media on journalism and mass communication
- Evaluate the role of social media and internet platforms as spaces for news, public discourse and audience engagement
- Demonstrate an understanding of Artificial Intelligence, algorithmic journalism and AI-generated content in media contexts
- Apply digital tools and platforms for content creation, distribution and audience analytics
- Engage with ethical, legal, and social dimensions of digital media including misinformation, privacy and digital rights

KEY READINGS

- Boczkowski, P. J., & Mitchelstein, E. (2013). *The News Gap*. MIT Press.
- Chadwick, A. (2017). *The Hybrid Media System: Politics and Power* (2nd ed.). Oxford University Press.
- Flew, T. (2021). *Regulating Platforms*. Polity Press.
- Kovach, B., & Rosenstiel, T. (2021). *The Elements of Journalism* (4th ed.). Three Rivers Press.
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- Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th ed.). Pearson.
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- Wardle, C., & Derakhshan, H. (2017). *Information Disorder: Toward an Interdisciplinary Framework*. Council of Europe Report.

**Syllabus of the Two-Year Postgraduate Program in Journalism and Mass Communication
Semester: II**

Course Code	:	C 204	
Course Title	:	Media Entrepreneurship	
Nature of the Course	:	Core	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this course are to:

- Introduce students to the concepts and principles of entrepreneurship in the media and communication industries.
- Develop an understanding of media startups, innovation, and entrepreneurial opportunities in the digital ecosystem.
- Familiarize students with business planning, market research, and media venture creation.
- Equip students with knowledge of content monetization, creator economy, and digital business models.
- Enable students to design sustainable media enterprises and entrepreneurial projects.

COURSE OUTCOMES:

After completion of the course, students will be able to:

CO1: Explain the concepts, principles, and significance of entrepreneurship in media and communication industries.

LO1.1: Define entrepreneurship, entrepreneur, enterprise, and media entrepreneurship and distinguish among these concepts.

LO1.2: Examine the evolution of media entrepreneurship and evaluate the relevance of Blue Ocean and Red Ocean strategies in media ventures.

CO2: Analyse media startups, innovation processes, and management practices in contemporary media organizations.

LO2.1: Explain the characteristics of media startups, emerging media business models, and funding opportunities for media ventures.

LO2.2: Assess the principles of media management, leadership, decision-making, and challenges associated with managing digital media enterprises.

CO3: Evaluate media economics, creator economy models, and digital content monetization strategies.

LO3.1: Analyse the economic dimensions of media industries and the opportunities and challenges within the creator economy.

LO3.2: Examine revenue generation models including advertising, sponsorships, subscriptions, audience analytics, and platform-based monetization.

CO4: Apply entrepreneurial skills to identify opportunities and develop sustainable media business ventures.

LO4.1: Conduct market research and audience analysis to identify entrepreneurial opportunities in media and communication sectors.

LO4.2: Develop branding, storytelling, and promotional strategies for media startups and digital content ventures.

CO5: Design and evaluate business plans and entrepreneurial projects for media enterprises.

LO5.1: Create viable business concepts for media ventures such as digital news platforms, podcasts, content studios, and community media initiatives.

LO5.2: Evaluate media startup case studies and apply entrepreneurial frameworks such as MVP for sustainable growth.

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Contact Hours	Marks
1	Introduction to Entrepreneurship and Media Industry	○ Meaning, Nature and Scope of Entrepreneurship ○ Entrepreneur, Entrepreneurship and Enterprise: Concepts and Differences ○ Need and Scope of Entrepreneurship in Media Industries ○ Evolution of Media Entrepreneurship ○ Media as a Creative Industry ○ Understanding - Blue Ocean and Red Ocean strategy	10	3	3	16	15
2	Media Startups, Innovation and Media Management	○ Understanding Media Startups ○ Evolving Media business models ○ Types of funding opportunities for Media Ventures ○ Meaning and Scope of Media Management ○ Principles and Functions of Media Management post-liberalisation ○ Leadership and Decision-Making in Media Enterprises ○ Challenges of Managing Digital Media Ventures	10	3	3	16	15

3	Media economy, Digital Platforms and Monetization	○ Meaning and scope of media economy. ○ Media as an industry and business ○ Meaning and concept of creator economy ○ Types of media ventures (Digital news platform, podcasts, YT channels, content studios, media agencies, community media, etc.) ○ Key components of content strategies ○ Opportunities and challenges in the creator economy ○ Revenue Models in Digital Media ○ Monetization through Advertising, sponsorships, and Subscriptions ○ Media Analytics and Audience Insights	10	3	3	16	15
4	Media Business Development and entrepreneurship in practice	○ Identifying opportunities in media and communication ○ Basics of branding and promotional activities for media ventures ○ Storytelling techniques for engagement ○ Strategies to sustain growth - MVP ○ Market research and audience analysis ○ Case Studies of Indian Media start-ups and content creation	10	3	3	16	15
TOTAL CONTACT HOURS			64				
TOTAL MARKS							60

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO4	CO3, CO4	CO5	
Procedural Knowledge		CO2	CO4	CO3, CO4	CO5	CO5
Meta-Cognitive Knowledge			CO4	CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M		M					M	S
CO2	S	M	M	S		M	S			M	M	S
CO3	S	M	M	S	M	M	S		S		M	S
CO4	S	M	S	S	M		S	M		M		S
CO5	S	M	S	M	S	M	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:**(40 Marks)**

- Two Internal Examination - 20 Marks
- Practicum (Any two) - 20 Marks
 - Case study analysis of successful media entrepreneurs
 - Designing a YouTube channel concept
 - Creating a podcast startup idea.
 - Creating a content studio startup idea

LEARNING OUTCOMES:

After completion of the course, students will be able to:

- Understand the fundamentals of entrepreneurship and media ventures.
- Identify entrepreneurial opportunities in traditional and digital media.
- Develop business models for media startups.
- Apply market research techniques for media products and services.
- Understand monetization strategies in the creator economy.
- Prepare basic business plans for media enterprises.

KEY READINGS

- Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. K&S Ranch.
- Briggs, M. (2012). *Entrepreneurial journalism: How to build what's next for news*. CQ Press.
- Deuze, M. (2007). *Media work*. Polity Press.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.
- Kawasaki, G. (2015). *The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything*. Portfolio.
- Meerman Scott, D. (2022). *The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly* (9th ed.). Wiley.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
- Picard, R. G. (2002). *The economics and financing of media companies*. Fordham University Press.
- Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Crown Business.

**Syllabus of the Two-Year Post-Graduate Programme in Mass Communication
Semester: II**

Course Code	:	GEC 201	
Course Title	:	Understanding Cinema	
Nature of the Course	:	Generic Elective Course	
Total Credits	:	4	
Marks	:	100 (End Semester : 60	In Semester : 40)

COURSE OBJECTIVES:

The objectives of this Course are to:

- Introduce students to cinema as a medium of communication, entertainment, and cultural expression.
- Develop basic skills in film appreciation and visual storytelling.
- Familiarize students with filmmaking processes through hands-on activities.
- Encourage creativity through short film, mobile filmmaking, and documentary exercises.
- Enable students to understand cinema through observation, practice, and analysis.

COURSE OUTCOMES

After completion of the course, students will be able to:

CO1: Explain the nature, evolution, and cultural significance of cinema as a medium of communication and artistic expression.

LO1.1: Describe the historical development of world, Indian, and regional cinema, including major film movements and genres.

LO1.2: Examine the role of cinema as a medium of communication, entertainment, and social influence.

CO2: Analyse the language and grammar of cinema through the study of visual storytelling techniques.

LO2.1: Identify and explain cinematic elements such as shots, scenes, sequences, camera angles, movements, lighting, and sound.

LO2.2: Apply principles of visual storytelling to analyse film scenes and cinematic narratives.

CO3: Critically evaluate films using principles of film appreciation and review writing.

LO3.1: Assess films based on story, character development, performance, cinematography, sound, and music.

LO3.2: Demonstrate the ability to write analytical film reviews and engage in critical discussions of cinema.

CO4: Apply basic filmmaking skills using mobile and digital technologies for content creation.

LO4.1: Demonstrate proficiency in smartphone filmmaking, framing, composition, audio recording, and video production.

LO4.2: Produce short-form audio-visual content such as advertisements, music videos, and social media videos.

CO5: Create short film projects using fundamental techniques of scripting, production, and editing.

LO5.1: Develop ideas, scripts, storyboards, and production plans for short films and documentaries.

LO5.2: Produce and present short films by applying basic shooting, editing, and collaborative filmmaking practices.

COURSE CONTENT

Units	Topics	Contents	L	T	P	Total Contact Hours	Marks
1	Introduction to Cinema	- Meaning and nature of cinema - Cinema as art, communication and entertainment - Evolution of cinema - Genres - Role of cinema in society - Cinema of World and India - Regional films of India - Different film movements	9	2	2	13	12
2	Understanding Film Language	- Shot, scene and sequence - Camera angles and movements - Lighting and sound - Visual storytelling - Practical exercises on shot identification and scene analysis - Syd Field	6	2	5	13	12
3	Film Appreciation and Review Writing	- How to watch a film critically - Story, character, performance, music and cinematography - Film review and appreciation techniques - Screening and discussion of regional films	7	2	3	12	12
4	Mobile Filmmaking and Content Creation	- Smartphone filmmaking - Framing and composition - Recording audio and video - Social media video production	4	2	7	13	12

		- Teamwork in filmmaking - Short films, Ads, Music Videos					
5	Basics of Filmmaking Project	- Idea generation - Script and storyboard - Shooting a short film - Basic editing - Film screening	2	1	10	13	12
TOTAL CONTACT HOURS			64				
TOTAL MARKS							60

Cognitive Map of Course Outcomes with Bloom's Taxonomy Knowledge:

Knowledge Dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge	CO1, CO2	CO2, CO3	CO4	CO3, CO4	CO3	CO5
Procedural Knowledge		CO2	CO4	CO4	CO5	CO5
Meta-Cognitive Knowledge			CO4	CO3, CO5	CO5	CO5

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S		M							M	S
CO2	S	M	S	S			S			M		S
CO3	S	M	M	S		M	S		S		M	S
CO4	S	M	S	S	M		S	M		M		S
CO5	S	M	S	M	S	M	M	S	S	M	S	S

S = Strongly Correlated

M = Moderately Correlated

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Internal Examination -

20 Marks

- Practicum -

20 Marks

- Film Clip Analysis and Presentation
- Film Review Writing
- Mobile Photography Assignment
- One-Minute Video Production
- Short Documentary/Short Film Project (3–5 Minutes)
- Film Screening and Group Discussion

LEARNING OUTCOMES

After completion of the course students will be able to:

- Understand the basic language and grammar of cinema

- Identify different film genres and storytelling techniques
- Analyse films using simple film appreciation methods
- Create short audio-visual content using smartphones and digital tools
- Demonstrate basic skills in scripting, shooting and editing

KEY READINGS

- Browne, Steven E. (1998). *Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing*. Focal Press.
- Chandler, Gael. (2012). *Cut by Cut: Editing Your Film or Video*. Second Revised Edition. Michael Wiese Productions
- Dix, Andrew. (2010). *Beginning Film Studies*, Viva Books
- Field Syd. (2005) *Screenplay: The Foundations of Screenwriting*. Paperback Field Syd. (2006) *The Screenwriter's Workbook*. Penguin Random House
- Goodman, Robert. McGrath, Patrick. (2002). *Editing Digital Video: The Complete Creative and Technical Guide*. McGraw-Hill Education.
- Harper Collins Stam, Rober. (2000). *Film Theory: An Introduction*, Black Well Publisher
- Hill, John and Gibson. Pamela. (2000). *Films Studies*, Oxford University Press
- Hood, W. John. (2000). *The Essential Mystery – the major film makers of India Art Cinema*, Orient Longman
- Hurkman, Alexis Van. (2013). *Color Correction Look Book: Creative Grading Techniques for Film and Video*. Peachpit Press
- Langford, Simon. (2013) *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*. First Edition. Focal Press
- Monaco, James. (1981). *How to Read a Film*, Oxford University Press
- Moylan, William. (2014) *Understanding and Crafting the Mix: The Art of Recording*. Third Edition. Focal Press
- Holman, Tomilson. (2010). *Sound for Film and Television*. Third Edition. Focal Press
- Weis, Elisabeth. Belton, John. (1985). *Film Sound: Theory and Practice*. Columbia University Press
- Nelmes, Jill. (2011). *Introduction to Film Studies*. Fifth edition. Routledge
- Raghavendra M. (2010). *Director's Cut: 50 Major Film-makers of the Modern Era*, Harper India
- Ray, Satyajit and Sandeep, Ray. (2013). *Deep Focus – Reflections on Cinema*,
- Ray, Satyajit. (2000). *My Years with Apu: A Memoir*. Penguin
- Saran, Renu. (2012). *History of Indian Cinema*, Diamond Books

E-RESOURCES

- Audio editing training tutorials: <http://www.infiniteskills.com/training/free-audio-editing-training-videos>
- Ebook on film studies http://www.peterlang.com/catpdf/Peter-Lang_Film-Studies_2013.pdf
- Video editing training tutorials: <https://www.lynda.com/Video-Editing-training-tutorials/82-0.html>