M.SC. ELECTRONIC MEDIA (2 YEARS)

PROGRAMME OBJECTIVES:

- To impart specialized skills in dissemination of messages through diverse media and to serve as agents of change.
- To inculcate scientific temper through communication for development.
- To develop critical thinking about the media and its processes.
- To learn and practice how to undertake media research.
- To accelerate social development effectively through communication methods.

PROGRAMME OUTCOMES:

- The student should be able to use the skills in the creative industry – be it television channels, information technology, public relations, or corporate communication.
- The students should be able to produce independently content for electronic media.
- The students should be able to simplify technical content in simple language and multimedia as part of technical communication.
- The students should be well-equipped to be media teachers and researchers.
- The students should be equipped with lots of soft skills required of many of the managerial and high-profile jobs.
- The students can plan, develop and implement communication for development projects at local, regional and global levels.
# M.Sc. Electronic Media (2 Years)

## Semester I

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OBJECTIVES:
- To understand different media industries and their management challenges.
- To create awareness of the unique and pragmatic aspects of the media management process.
- To gain insight into ethical decision-making and into the human relations aspects of managing people.

OUTCOMES:
- To familiarize the students with the theories of management.
- To make students understand human resource management.
- To introduce students to broadcast promotion and marketing.

UNIT I MANAGEMENT IN MEDIA
An overview of electronic media, management – Skills, roles, and functions – Levels of management, strategic alliances and the electronic media industries – Mergers & acquisition.

UNIT II THEORIES OF MANAGEMENT
Management as process – Classical school of management – Administrative management – Bureaucratic management – Human relations school of management – Maslow's Hierarchy of Needs – Herzberg’s hygiene and motivator factors’ theory x & theory y, theory z – Modern approaches to management – System approaches to management – Total quality management.

UNIT III HUMAN RESOURCE MANAGEMENT

UNIT IV BROADCAST PROMOTION AND MARKETING
Defining the market – Dual product market – Geographic market – Market structure – Concentration in the market – Product differentiation – Audience research and analysis – Demographic research data – Psychographic research data – Geo-demographic research – Sources of audience research data – Internal research departments.

UNIT V PROGRAMMING: STRATEGY AND MEDIA ECONOMICS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To learn the evolution of technologies of electronic media.
- To understand the basics of broadcasting technologies.
- To know the radio and TV transmission standards and systems.
- To introduce students to the emergent technologies in electronic media.

OUTCOMES:
- The students will be able to appreciate the purpose of using applied electronics in media.
- The students will get introduced to the basics of broadcasting, transmission standards and transmitter systems.
- The students will be able to develop an understanding the functionality of different electronic media technologies.

UNIT I \hspace{2cm} EVOLUTION OF APPLIED ELECTRONICS IN MEDIA \hspace{1cm} 9

UNIT II \hspace{2cm} BROADCASTING BASICS \hspace{1cm} 9

UNIT III \hspace{2cm} TRANSMISSION STANDARDS AND SYSTEMS \hspace{1cm} 9

UNIT IV \hspace{2cm} TRANSMITTER SYSTEMS \hspace{1cm} 9
Satellite distribution – Uplink terminals – Transmitter power system equipment – Masts, towers and antennas – Earth station types: Uplink earth stations, Downlink earth stations – Outside broadcasting vehicles and mobile controlroom – Microwave links for OB and ENG – Power generators and electrical system for OB – Battery systems.

UNIT V \hspace{2cm} MOBILE AND EMERGENT TECHNOLOGIES \hspace{1cm} 9
Information technology: Computer storage, Computer networks, Internet streaming, Web Streaming, Audio and video streaming, Flash streaming, MP3 streaming (radio), Peer to Peer distribution – Digital video broadcasting via satellite services to handhelds (DVB-SH) Technology, Geo-spatial technology, Wi-fi and Wi-Max, podcasting, i-Pod, Information superhighways, Interactive portals.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To understand the importance of the development models with respect to communication.
- To understand the importance of the communication models.
- To find ways to tackle the issue of development via media in India.

OUTCOMES:
- To familiarize the students with the theories and models of communication for development.
- To make students understand the role of communication for development.
- To get students introduced to community media and folk media.

UNIT I COMMUNICATION
Communication: Definition, elements – Nature and process of human communication, functions of communication – Kinds of mass communication; history and communication today – Landmarks in mass communication – Scope of Science Communication – Popular communication down the ages.

UNIT II THEORIES AND MODELS OF DEVELOPMENT
Definition – Nature and concept of development – Indicators of development – Issues and sub-issues of development – Emergence of development theories and issues since the 1940s – Expansion of the Marshall Plan to parts of the world beyond Europe – Dominance of economic growth – Old and alternative paradigms of development: Interdependent model, Dependency model, Basic Needs Model, Decentralization model, Technology model, participatory models, etc – Bandura’s Social Learning Theory – Contemporary development issues and strategies – Gap between developed and developing societies – Communication perspective on development.

UNIT III THEORIES AND MODELS OF COMMUNICATION

UNIT IV ROLE OF COMMUNICATION IN DEVELOPMENT
Social systems and media responsibility – Philosophy and influence – Role of communication in Family Welfare, National Integration, Green Revolution, Uplift of weaker sections, Education and literacy, Pulse Polio, Global Warming, Pollution, urbanization, population migration, rural development, etc. – Problems and impact of urbanization and NREGA, RTI etc – Kheda & SITE projects – UNESCO’s Millennium Development Goals – Effective communication strategy for development.

UNIT V COMMUNITY AND FOLK MEDIA
Mid media – Traditional media: puppetry, theatre, street plays, folk songs, folk dance, jatha, music, road shows, etc. – Case studies of community approaches – Plan, implement, and evaluate various community mobilization efforts using proven tools of community-led approaches to development – Interpersonal and small group approaches: Large group approaches, Buzz Techniques, Advocacy approaches, Capacity building approaches – Traditional media for development – Traditional and modern media as vehicles of inter-cultural communication.

TOTAL: 45 PERIODS
TEXTBOOKS

REFERENCES

EA8152 RADIO PRODUCTION

OBJECTIVES:
- To train the students in recognizing various audio aesthetics.
- To understand basic audio recording techniques.
- To familiarize the fundamentals of audio and post-production techniques with more emphasis on advanced optional techniques.

OUTCOMES:
- To familiarize the students with different radio programming formats.
- To make students understand the principles of production management.
- To get students introduced to the innovative developments in radio communication.

UNIT I HISTORY OF RADIO

UNIT II RADIO FORMATS

UNIT III PROGRAMME ANALYSIS
Discourses as a function of each radio broadcast type: Radio broadcast styles depending on the epoch or the season of the year – Analysis of existing formats – Its form and contents as a distinctive characteristic of certain radio styles: News, interview, reportage, debate, open line, entertainment, opinion – Characteristics and goals: Functions of sound with respect to speech, special effects and music – Strategies in designing sound.
UNIT IV PRODUCTION MANAGEMENT
Principles of production planning and course of production: Pre-production, Production and Post-production – Management of personnel – Improve work team leadership ability in studio environment – Financial and technical resources – Budgetary planning – Control – Direct and Indirect costs – Draw up a work plan to identify all technical, human and physical needs at logistic and budgetary level for radio production: Subject – Research – Conducive and Non-conducive production conditions.

UNIT V INNOVATIONS IN RADIO COMMUNICATION

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8153 REPORTING AND WRITING

OBJECTIVES:
- To know the basic principles, characteristics of journalism and writing the news accordingly.
- To develop news concept and the critical thinking skills to recognize when news lacks fairness and credibility in reporting.
- To develop an understanding on the ethics in news reporting and writing.
- To understand the concept of social development through journalism.

OUTCOMES:
- To get students introduced to the functioning of news media organizations.
- To develop practical skills in reporting and writing for different media.
- To familiarize the students with print and broadcast journalism.

UNIT I PRINCIPLES AND CHARACTERISTICS JOURNALISM
Definition – Meaning and scope of journalism – Fundamental values and principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, minimizing harm, and justice – Functions – Western and Eastern approaches – Various characteristics – Role of Journalism in democratic society.
UNIT II  REPORTING AND NEWS GATHERING

UNIT III  WRITING AND EDITING

UNIT IV  FEATURE WRITING
Features – Interview and observation – Different types of features: an extended news story, a human interest story, a personality piece, a backgrounder, etc. – Types of feature leads and endings – Book reviews – Film reviews.

UNIT V  NEWS ETHICS, LAW AND SOCIETY

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:

- To develop listening and speaking skills of students for a variety of purposes like making presentations, conducting interviews and participating in discussions.
- To enhance the non-verbal and social interaction skills of students for becoming effective oral communicators.
- To improve the analytical and problem solving skills of students through biographies of great personalities and real life social issues through projects.

OUTCOMES:

- To familiarize the students with soft skills particularly involving use of language.
- To make students understand the importance of group dynamics.

TOPICS:

- Sociability skills
- Listening skills
- Pronunciation skills
- Non-verbal communication skills
- Presentation skills
- Narrating skills
- Group dynamics
- Interview skills
- Biographies of great people (scientists, sports persons, leaders, etc.)
- Project work

TOTAL: 60 PERIODS

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OBJECTIVES:

- To learn the techniques of audio mixing consoles.
- To produce audio programmes on various themes.
- To try out various formats of radio programming.

OUTCOMES:

- To make students produce radio programmes of different genres.
- To introduce students to the radio programmes for development of community.

TOPICS:

- Scripting for radio
- Radio jingles
- Radio interviews
- Radio dramas
- Radio features
- Radio documentaries
- Radio quiz
- Discussion programmes
- Game shows
- Special audience programmes
- Radio programmes for development of community
- Radio commercials and PSA
- Radio news

TOTAL: 60 PERIODS
REPORTING SKILLS LAB

OBJECTIVES:

- To know the news identification and selection and different formats.
- To understand the values of the news and writing.
- To make the students to conduct the news interviews and programmes.
- To enable students to put into practice the principles of communication they have learnt.

OUTCOMES:

- To get students introduced to various news formats and news styles.
- The students will be able to develop their reporting skills.
- The students will be able to produce newsletters.

TOPICS:

- News identification and news selection
- News formats, news styles
- Headline & lead formation
- Body writing, news finishing
- Feature writing & news documentation
- Sub-editing & proof reading
- Oral presentation
- Interviewing skills
- Talk shows
- Panel discussions
- Debates
- Anchoring techniques

TOTAL: 60 PERIODS

COMPUTER GRAPHICS FOR MEDIA

OBJECTIVES:

- To train students with a sound understanding of multimedia.
- To create a basic web page.
- To train students with sound knowledge of multimedia.

OUTCOMES:

- The students will be able to understand the basics of graphics and design.
- The students get introduced to the web advertisements, photo editing and processing tool, page layout and design tool.
- The students can design, edit, colour correct the images along with designing a brochure, a newsletter and a web advertisement.

UNIT I  BASICS OF GRAPHICS

UNIT II PHOTO EDITING AND PROCESSING

UNIT III PAGE LAYOUT AND DESIGN

UNIT IV INFOGRAPHICS
Preparing illustrations for news reports in newspapers starting from simple graphs such as bar diagram, pie charts – Illustrations particularly when photographs of an event is not available or photographs do not give the details clearly.

UNIT V WEB ADVERTISEMENTS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
UNIT II  PERSPECTIVES AND FOUNDATION OF HUMAN RIGHTS 9

UNIT III  HUMAN RIGHTS LAWS IN INDIA 9

UNIT IV  HUMAN RIGHTS AND DEVELOPMENT ISSUES 9

UNIT V  HUMAN RIGHTS AND MEDIA 9

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8203  TELEVISION JOURNALISM 3 0 0 3

OBJECTIVES:
- To develop writing skills for TV News.
- To learn the aptitude for TV reporting.
- To understand the structure of TV newsroom and its functioning.
- To familiarize with OB live reporting.
- To understand the importance of technology aided news coverage.
OUTCOMES:
- At the end of the semester, the students will be able to develop the skills for TV news writing.
- The students will learn the aptitude for TV reporting by understanding the importance of visual and sound.
- The students will also get familiar with TV newsroom setup and its functioning.
- The students will be able to understand the importance of technology-aided reporting.

UNIT I  BASICS OF TV JOURNALISM  9

UNIT II  TV NEWS REPORTING  9

UNIT III  TV NEWS WRITING  9
Difference between Inverted pyramid and Hour-glass structure – Writing TV leads and types of leads, headlines – Writing Tickers, Preparing the run-order, TV news feature, Text for Graphics – Developing content for online poll – Anchor links, Scripting voiceovers – Research content for debates and talk shows – Writing for pictures techniques.

UNIT IV  TV NEWS PACKAGING AND PRODUCTION  9
Shooting a story – Importance of establishing shot, Cut aways, recording on-field sound, injecting and managing rushes for TV story – News studio setup – On-air design of news channels – Production aspect of Debate shows, talk shows and current affairs programmes – PCR control during live bulletins – Final run-order packaging.

UNIT V  TECHNOLOGY IN TV NEWS GATHERING  9

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To understand the role of traditional and modern media in development.
- To discuss various paradigms of social and behaviour change communication (SBCC).
- To learn the Indian experiences in C4D.

OUTCOMES:
- To familiarize the students with the communication approaches to development.
- To make students understand how to communicate science and development.
- To get students introduced to South Asian experiences and experiments on communication for development.

UNIT I INTRODUCTION TO DEVELOPMENT COMMUNICATION
- Traditions in development communication – Theories of dominant paradigm – Paradigm shift – Dominant paradigm to alternative paradigms – Relevance of participatory approaches – Paulo Freire’s contribution to development communication – Social and behavioural change communication – Social norms.

UNIT II COMMUNICATION APPROACHES TO DEVELOPMENT

UNIT III SCIENCE AND DEVELOPMENT
- Eradication of superstition – Issues such as reproductive rights, public health and entrepreneurship – Science popularization among children – Development of science museums – Science clubs – People’s Science Movements: Jan Vigyan Jatha, Kerala Sasthra Sahitya Parishad, Tamil Nadu Science Forum, Planetarium – Science City – Quiz – Caricatures – Scientoons – Mid media – Traditional media: puppetry, theatre, street plays, folk songs, folk dance, jatha, music, road shows, etc.

UNIT IV SATELLITE-BASED INITIATIVES
- Satellite Instructional Television Experiment (SITE) – Educational broadcasts – Telemedicine – Village resource centres and village knowledge centres – Early warning systems for disaster management.

UNIT V SOUTH ASIAN EXPERIENCES
- Indian experiences and experiments in communication for development – Development initiatives of the union government (DRDA projects – Poverty alleviation programmes etc..) – Success stories such as Amul – Development initiatives of World Bank – Initiatives of NGOs like Grameen Bank of Bangladesh – e-Governance for development – Community radio in Nepal, Sri Lanka, India.

TOTAL: 45 PERIODS

TEXTBOOKS
REFERENCES

EA8252 TELEVISION PRODUCTION

OBJECTIVES:
- To learn the pre-production stage of video shooting.
- To know different techniques of video shooting.
- To know how to use voiceover.
- To know how to manage a video production.

OUTCOMES:
- To make the students familiar with the pre-production techniques involved in television programme production.
- To develop an understanding of the different shooting techniques followed for different genres of television programmes.
- The students will be able to understand the techniques involved in post production and production management.

UNIT I PRE-PRODUCTION STAGE
Brainstorming – What is TV production – ENG, EFA – Types of television systems (NTSC, PAL), Concept idea, Creative thinking patterns, Script writing – Script writing techniques – Types of script (documentary, short film, advertisement film, corporate film, etc.) – Planning – Research: the basic script, budget, logistics, crew, location survey, talents – Roles of the production crew like the producer, production assistant, camera personnel, and the studio crew (both production and technical) and other outdoor crew: who is who – For studio and outdoor shows: set design: backdrop and properties to be used – Role of the art director or set designer – Props, wardrobe, make-up – Storyboard.

UNIT II SHOOTING STAGE
Camera equipment and accessories – Shooting techniques – Composition and framing – Types of shots – Types of camera angles – Basics of lighting – Colour, space, time, motion, and sound – Taking notes – writing the dope sheets – Importance of time codes – Different types of video recording formats (MiniDV, DVC pro, HD, etc.) – Shooting techniques for current affairs programmes, documentaries, features, live-shows, events and shows – Microphones – Different types of microphones and their uses – Techniques of live audio recording – Framing interviews – Chromakeying – Creative productions like studio plays and outdoor short films – Technical inputs equipment required for various shows and crew required for the various shows – Difference between shooting for television and film.

UNIT III POST-PRODUCTION STAGE
UNIT IV PRODUCTION MANAGEMENT

UNIT V VIDEO GENRES

TEXTBOOKS

REFERENCES

EA8211 GRAPHICS LAB

OBJECTIVES:
- To develop and demonstrate their understanding and skillful use of the elements and principles of visual design.
- To gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.
- To create a multiple graphics design.

OUTCOMES:
- To familiarize the students with the digital tools for creating a graphic design.
- To enable the students to design logo, brochure, poster and other graphic design.
- To make the students understand the principles of design and appreciate the difference between them.

TOPICS:
- Logo designing
- Brochure designing
- Poster designing
- Letter head design
- Visiting card design
- Book cover design
- Newsletter designing
- Creating a web banner
- Developing a web advertisement
- Infographics design

TOTAL: 60 PERIODS

EA8261  COMMUNICATION FOR DEVELOPMENT LAB  L T P C  0 0 4 2

OBJECTIVES:
- To create evidence-based strategy for social and behavioural change using media effectively for implementation, monitoring and effectiveness analysis.
- To organize a comprehensive communication solution involving the use of diverse media including emergent ones.
- Practical skills shall involve video documentaries, audio recording, group discussions, puppetry, street plays, exhibitions, campaigns, and new media on social themes.

OUTCOMES:
- The students will familiarize themselves with the evidence-based strategies for social and behavioural change using media.
- To students will have practical knowledge on various developmental issues and the use of media in communicating them to different target groups.

TOPICS:

TOTAL: 60 PERIODS

EA8262  TELEVISION PRODUCTION LAB  L T P C  0 0 4 2

OBJECTIVES:
- To learn the techniques of video mixing consoles.
- To produce video and television programmes.
- To digitize and edit video rushes.

OUTCOMES:
- The students will practice different types of lighting.
- To students will explore higher level editing programmes.

Students will be required to produce at least one short film, one reality show, one interview based programme, one feature, one campus story, apart from other video formats as and when assigned by the faculty. They will be gaining hands-on experience to handle one live shoot, should be able to edit the outputs by using any one video software.
TOPICS:
- Production charts and shot lists
- Script development
- Set design
- Framing/composition
- Tripod/dolly use
- Lighting, microphone use and audio mixing
- Explore higher level editing programmes: Adobe Premiere Pro and Final Cut Pro and emphasize more refined editing techniques using special effects, exposure control, transitions, audio mixing, multiple tracks, etc.

TOTAL: 60 PERIODS

EA8301 COMMUNICATION CAMPAIGNS

OBJECTIVES:
- To understand the role of traditional and modern media to make campaigns effective.
- To study static and dynamic models for communication campaign.
- To learn the techniques of organizing communication campaigns, museums and exhibitions.

OUTCOMES:
- The students will familiarize themselves with the campaign approaches and theories.
- To students will develop practical knowledge on the organization and evaluation of campaigns.

UNIT I CAMPAIGNS APPROACHES

UNIT II CAMPAIGN THEORIES
McGuire’s Classic Input – Output Framework for Constructing Persuasive Messages – Sense-Making Methodology as an approach to understanding and designing for campaign audiences – A turn to communicating communicatively – Inducing fear as a public communication campaign strategy – Social norms marketing campaigns.

UNIT III SHAPING THE CAMPAIGN COMMUNICATION
SMART goals: specific, measurable, attainable, realistic, and timely – Knowledge / awareness about an issue – Saliency or perceived importance of the issue – Media framing – Attitudes about the issue and behaviours surrounding it – Social norms or perceived standards of acceptable attitudes – Level of intention to carry out a certain behaviour – Skills necessary to perform a particular behaviour – Incidence of the behaviour – Environmental factors affecting the behaviour.

UNIT IV MODELS AND TOOLS
**UNIT V  EVALUATION OF CAMPAIGNS**

Planning and budgeting – Monitoring and evaluation at the start of programme – Methods for ongoing monitoring and evaluation – Measuring impacts and outcomes at the end of programme – Sources of further information.

**TOTAL: 45 PERIODS**

**TEXTBOOKS**

**REFERENCES**

**EA8302  SCIENCE COMMUNICATION**

**OBJECTIVES:**
- To understand the scientific developments in India and the media’s role in disseminating them.
- To know different sources of scientific information.
- To know the employment opportunities in science communication.

**OUTCOMES:**
- The students will gain knowledge on different approaches to science communication.
- The students will develop practical knowledge on using ICT as a tool for science communication.

**UNIT I  SCIENCE AND COMMUNICATION**


**UNIT II  SCIENCE POLICY AND S&T INFRASTRUCTURE**

Approaches to science communication – Community approach – Governmental approach – Approach by government agencies – Policies of government on science and technology – Fund allocations – Technology infrastructure in India – Concentration on rural areas, women, tribals and Dalits – Various media that government use for science propagation – Media as a tool for science development – Government’s media tools for science communication.

**UNIT III  POPULARIZATION OF SCIENCE**

Eradication of superstition – Role in improvement of quality of life of masses in rural and urban areas – Improving human development index – Science popularization among children, women, villagers – Role of traditional and modern media – Production of media content.
UNIT IV WEB SURFING AND INTERNET RESOURCES 9

UNIT V SCIENCE AND CONVERGENCE 9

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8351 ICT FOR DEVELOPMENT

OBJECTIVES:
- To understand the information and communication technology developments in India and their role in creating social change.
- To know the different tools of ICT.
- To know the benefits of the tools of ICT for development.

OUTCOMES:
- To familiarize the students with the adoption and implementation of ICT initiatives in different sectors such as Health and Agriculture.
- To make students to appreciate the importance of using ICT for development.
- To enable the students to use different ICT tools.

UNIT I INTRODUCTION 9

UNIT II ICT IN HEALTH 9
UNIT III ICT IN AGRICULTURE


UNIT IV ICT IN HOLISTIC DEVELOPMENT


UNIT V ICT IN SUSTAINABLE DEVELOPMENT


TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8352 MEDIA RESEARCH

OBJECTIVES:
• To provide insights about communication research.
• To try out quantitative and qualitative research approaches.
• To provide students with tools to conduct situation assessments that are informed by participatory, human-rights principles.
• To make the students able to analyze data to guide strategic decisions.
• To understand how to monitor and evaluate communication for development programmes.

OUTCOMES:
• The students will familiarize themselves with the basics of research.
• The students will develop practical knowledge on quantitative and qualitative methods of research.
• The students will be able to take up independent research.
UNIT I  
BASICS OF RESEARCH  
9  

UNIT II  
REVIEW OF LITERATURE  
9  
Writing review of literature – Meaning – Need and scope – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Primary Sources – Secondary Sources – Tertiary Sources – Need of critical thinking.

UNIT III  
QUANTITATIVE METHODS  
9  
Quantitative research methods – Goal / aim of the research, usage, type of data and approach; Data collection techniques – Survey, Interviews – Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation co-efficient, t-test, chi-square, ANOVA, MANOVA, regression – SPSS.

UNIT IV  
QUALITATIVE METHODS  
9  
Qualitative research – Definition – Types of Methods – Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Discourse analysis – Cultural studies. Formative research – Processes and stages, problem grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT V  
MONITORING AND EVALUATION  
9  
Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To give practical experience in creating public awareness on any 6 topics from the following issues.
- To have a thematic approach in campaign practice.

OUTCOMES:
- The students will get familiarized with the different thematic approaches in campaign practice.
- The students will gain practical knowledge by conducting campaigns on various developmental issues.

TOPICS:
- Issues related to agriculture
- Issues related to health
- Problems concerned with natural disaster
- Problems concerned with environment.
- To identify the social issues.
- To do awareness campaign inside their college premises.
- To submit a case study on public awareness campaign done by a corporate.
- To submit a case study on the role of media in creating public awareness with respect to solid waste management.
- To conduct an awareness campaign on violence against women.
- To conduct an awareness campaign on child labour.
- To conduct an awareness campaign on energy conservation.
- To conduct an awareness campaign on water conservation.
- Any other development topic of the day.

TOTAL: 60 PERIODS

OBJECTIVES:
- To create awareness on different thematic areas of development through ICT.
- To attain new media skills related to ICT for development.
- To practically deploy an ICT initiative in Education.

OUTCOMES:
- To enable the students to analyze and evaluate critically an ICT initiative.
- To make the students brainstorm and deploy a new ICT initiative with regard to education.
- To acquaint the students with different tools for Information and Communication Technology for Development.

TOPICS:
- Analyzing on any four ICT thematic areas
  - Smart spaces
  - Smart energy systems
  - Health
  - Intelligent transportation systems
  - Future media
  - Content delivery
  - Digital cities
  - Mobile audio and voice messages
Preparing IEC materials on development.
Observing / Evaluating the already existing ICT Projects.
Brainstorming on identifying any new ICT thematic areas.
Learning the different tools for Information and Communication Technologies for Development.
Deploying ICT in Education - using Infrastructure and functioning of Smart Class Room.

TOTAL: 60 PERIODS

EA8313	SUMMER INTERNSHIP	L T P C
0 	0 4 2

OBJECTIVES:
- To impart practical media skills.
- To have a real world knowledge of the media.

OUTCOMES:
- The students will get familiarized with the structure and organization of various media industries.
- The students will gain practical knowledge on any one of the media skills.

The students shall undertake an internship for a minimum of four weeks in any media organization during the summer vacation (after the end semester examination of second semester) and submit a consolidated report of the work done within a fortnight after the beginning of the third semester. The students will be evaluated through presentation and oral examination.

TOTAL: 60 PERIODS

EA8411	PROJECT WORK	L T P C
0 	0 20 10

OBJECTIVES:
- To do a research project in a media related area.
- To put to practice the research skills already acquired.
- To develop critical thinking for analyzing media practices.

OUTCOMES:
- The student will be able to do conduct research through developing research tools.
- The gained research experience will make them to work for the development of society in future.

The research project will be of one semester duration. The students will have to carry out a research related to the media and submit a report at the end of the semester. The students shall defend their research in front of experts during viva-voce.
OBJECTIVES:

- To learn the basic concepts of animation as an art.
- To produce exercises as well as a final project in animation using Flash.
- To understand the basic animation techniques and concepts covered in the films and projects viewed in class.

OUTCOMES:

- To develop an understanding of the tools used for creating two dimensional (2D) Graphics and Animation.
- To facilitate the students to design 2D Graphics, 2D character modelling and Animation.
- To make the students create a CBT presentation.

UNIT I  INTRODUCTION TO 2D GRAPHICS
Multimedia and information – Basics of 2D graphics: Tools, Designing of graphic products – Application of multimedia.

UNIT II  ANIMATION & CONCEPTS
Different types of animation: Animation principles, designing elements, styles and formats, properties of multimedia systems.

UNIT III  FLASH – 2D ANIMATION

UNIT IV  FLASH – ACTION SCRIPT

UNIT V  ADVANCED TECHNIQUES

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OUTCOMES:

- To make the students appreciate the purpose of modelling, texturing, lights and cameras in 3D Graphics and Animation.
- To develop an understanding of the standard techniques in 3D Graphics and Animation.
- To enable the students to use 3D Animation tools in creating different 3D Animation.

UNIT I
INTRODUCTION TO 3D GRAPHICS
9

UNIT II
MODELING AND TEXTURING
9
Object Modelling – Character Design and Setup – Backgrounds – Materials and Texturing – Applying material on surfaces – Texture Mapping – Bitmap material creating mirror & Glossiness – Colour concepts texturing with bitmap files – Motion Capture Technology – Graph Editor.

UNIT III
LIGHTS AND CAMERAS
9

UNIT IV
ANIMATION
9

UNIT V
RENDERING AND SPECIAL EFFECTS
9

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

OBJECTIVES:

- To learn the basics of good image-making through the study of frame composition, timing, colour theory and editorial techniques.
- To attain mastery of compositing tools and techniques found in Adobe After Effects, AVID and a variety of post-production software tools.
- To gather elements for compositing film, video, and still pictures and the variety of techniques used to manipulate and combine them.
OUTCOMES:
- To familiarize the students with the concepts of image making using frame composition, timing, colour theory and editorial techniques.
- To make the students understand the basics of colours, formats and transitions.
- To enable the students to carry out screen correction, Rotoscoping and stabilize the footage.

UNIT I BASES OF COLOURS, FORMATS, TRANSITIONS

UNIT II SCREEN CORRECTION AND ROTOSCOPE
4:2:2 YUV sampling correction – Screen correction, aura and screen correction – Effect and screen correction – Shake and screen correction – Cleaning up film – Digital compositing plug-ins, zbig, rig removal with an effect mask – Rotoscoping and time shifting a clean plate.

UNIT III STABILIZATION AND DESTABILIZATION

UNIT IV COLOUR SAMPLING AND FOOTAGE CREATION

UNIT V MEMORY MANAGEMENT AND OUTPUT ISSUES

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To know about various disasters, climate change & risk assessment.
- To know about environmental impacts of disasters and climate change.
- To use the media for adaptation and mitigation of climate change.
- To know the means to sensitize journalists on disaster management and climate change.

OUTCOME:
- The students will be able to understand the fundamentals of disasters and climate change.
- To familiarize the students with the policy initiatives on disaster management and climate change.
- To develop an understanding on the role of media in disaster management.

UNIT I INTRODUCTION TO DISASTER AND CLIMATE CHANGE
Components of earth system – Natural forces of life – Atmospheric temperature and heat – Fundamentals of disasters – Greenhouse effect – Disaster and development – Climate change and development.

UNIT II APPROACHES TO RISK MANAGEMENT

UNIT III POLICY INITIATIVES

UNIT IV ROLE OF MEDIA
Societal issues and Global warming – Indigenous knowledge – Scientific knowledge – Disaster and Climate Change warning mechanism – Mitigation and Adaptation – Media coverage of disaster and climate change – Sensitizing journalists on disaster management and climate change.

UNIT V CASE STUDIES
Community participation – PRA techniques – Role of Central, State and Local Government in Disaster Management and Climate Change Adaptation – Case studies – Field oriented studies.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
2. TERI. Environmental threats, Vulnerability, and Adaptation: Case Studies from India, TERI Press, New Delhi, 2003.
OBJECTIVES:
- Students will be guided by the faculty, in a step by step procedure in making a documentary of their topic.
- At the end of the course, students will produce a documentary as part of their assessment.

OUTCOMES:
- At the end of the course, students will be able to gain adequate skills to produce a documentary for broadcast.
- Students will be able to understand and apply principles of factual program production in their future productions.

UNIT I  GRAMMAR OF DOCUMENTARIES

UNIT II  DEVELOPING THE STORY – PREPRODUCTION
Understanding story, story basics, finding the story – Developing story ideas, story structure, time on screen, researching for documentaries, kinds of information, finding people as sources, information management, choosing a subject – Visual scope and visual evidence, permissions, funding, pitching your ideas – Proposals, elements of proposals, resources for writing proposals, attracting funding – Ethics in documentary filmmaking.

UNIT III  SHOOTING THE STORY – PRODUCTION
Treatment, unscripted and scripted documentaries, planning, and collecting the material – adapting the script, ways to tell a story – Interviews, recce, use of talents, re-enactments, reconstruction & docudrama. Choosing the team, bringing together right people, working together, getting the right camera & equipments, camerawork, producing, directing, directing the crew. Shooting, lighting, location sound, problems & issues.

UNIT IV  BUILDING THE STORY – POST PRODUCTION
Building the story in the editing table, working with an editor – Crafting the story, Finding your style – The paper edit, reviewing the footage, assembling of rushes, editing the footages, applying effects, transition – Adding sound effects and music, special effects dubbing, re-recording – Narration – Voiceover, using Music, titles and graphics – Colour exposure and colour correction – Credits & acknowledgements.

UNIT V  PROJECT – PRACTICE & SCREENING
Project involving the production and direction of an individually or group authored documentary film, accompanied by a research dossier, a proposal and a treatment. The students will also ensure the exhibition of their films for reviews.

TOTAL: 45 PERIODS

TEXTBOOKS
REFERENCES

EA8006 ENVIRONMENT AND MEDIA

OBJECTIVES:
- To know the implications of the Environmental (Protection) Act, 1986.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of environment versus development in the media.
- To sensitize students about the intricacies concerning environmental coverage in the media.

OUTCOMES:
- The students will get familiarized with the interdisciplinary nature of environmental studies.
- The students will gain knowledge on various social issues and environment.
- To make students understand the role of media in communicating environmental messages.

UNIT I NATURE OF ENVIRONMENTAL STUDIES

UNIT II NATURAL RESOURCES AND ASSOCIATED PROBLEMS

UNIT III ENVIRONMENTAL POLLUTION
Definition – Causes, effects and control measures of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards – Solid waste management: Causes, effects and control measures of urban and industrial wastes – Zero waste technologies – Role of an individual in prevention of pollution – Pollution case studies.

UNIT IV SOCIAL ISSUES AND ENVIRONMENT
UNIT V  ROLE OF MEDIA  9
Science, technology and environment – Major environmental production bodies and institutions in India and abroad – Development and environment – Designing environmental media programmes – Use of media for environmental messages – Moving from peripheral environmental coverage to holistic coverage – Media in environmental management.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8007  FILM STUDIES  L T P C
3 0 0 3

OBJECTIVES:
- To understand the functions of films as an institution for production and distribution of social knowledge and entertainment.
- To expose students to a variety of film styles, genres and analyze the dominant forms of popular cinema.
- To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative.

OUTCOMES:
- At the end of the course, students will be able to critically appreciate films from an historical perspective.
- Students will be able to apply various theories of film for studying films.
- Students will be able to identify various genres in films.

UNIT I  INTRODUCTION TO FILMS  9

UNIT II  FILM NARRATIVES  9
Film genres – Story archetypes – Structure of a narrative – Story, plot and screen duration, beginnings, middles and end, open and closed narratives, single and multistrand narratives, characters, narrative forms – Mise-en-scene – Film techniques – Film form and conventions – Mainstream and alternative narratives and film forms.

UNIT III  FILM THEORIES  9
UNIT IV  WORLD CINEMA

UNIT V  INDIAN CINEMA
Introduction to Indian films – Films as a source material for history, nationalism and Indian films – Rise of the Indian film industry – Structure of Indian films – Popular and award winning Directors and their works – National award winning films – Influence of films on social, cultural economic, political milieu in India.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8008 INTEGRATED MARKETING COMMUNICATION L T P C
3 0 0 3

OBJECTIVES:
- To introduce the concept and process of advertising and its role in marketing.
- To understand the individual elements of the marketing communications mix and how they are combined into an integrated promotional campaign.
- To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.

OUTCOMES:
- The students will gain knowledge on the role of integrated marketing communication in marketing process.
- The students will develop practical knowledge on campaigning and IMC evaluation.

UNIT I  ADVERTISING
Advertising: purpose, role, functions, types – Advertising vs marketing mix – Advertising appeal in various stages of PLC – Advertising Agency: type of agencies – Services offered by various agencies – Criteria for selecting the agencies and evaluation – Advertising objectives and budgeting – Goal setting – DAGMAR approach – Various budgeting methods used.

UNIT II  IMC OVERVIEW
UNIT III  ADVERTISING CREATIVITY  9
Types of print media: electronic, films, outdoor, transit, internal, traditional – Determining the message – Copy writing – Script writing for radio commercials – Audio and television – Spot or film for cinema – Creating the advertisement for print media – Advertising agency system – Types of agencies – Structure of advertising agency – Account executive – Creative copy and studio – Media production and servicing administration – Billing and Accounts Department – Media relationship – Advertising agencies in India.

UNIT IV  MEDIA PLANNING  9
Media planning: developing media plan, problems encountered – Media evaluation: print, broadcast media, support media in advertising – Media strategy: creativity, elements of creative strategies and its implementation – Importance of headline and body copy.

UNIT V  INTEGRATION AND EVALUATION  9
Direct marketing – Tools of direct marketing – Integrated direct marketing, sales promotion – Events and sponsorship – Public relations – Retail advertising – Business to business advertising – Social marketing – International marketing and marketing communication – Media evaluation – Campaign and IMC evaluation.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8009  MEDIA AND SOCIAL INCLUSION  L T P C
3 0 0 3

OBJECTIVES:
• To deeply analyze the concept of social inclusion.
• To discuss the necessity of social inclusion of socially-disadvantaged groups.
• To analyze the role of media in social inclusion.

OUTCOMES:
• The students will be able to understand the concept and derivatives of social inclusion.
• The students will gain knowledge on the media’s role and responsibility in bringing back socially excluded groups into the mainstream.

UNIT I  SOCIAL INCLUSION  9
Concept and derivatives of social inclusion – Socially excluded groups and the need and necessity of their inclusion – Social inclusion in global context – Social inclusion in Indian context.
UNIT II  GENDER ANALYSIS  
Discrimination against women and gender bias – A brief study of worldwide women’s Movements – Need for the gender mainstreaming – Social protection and social inclusion of women – Indian women and the importance of their empowerment.

UNIT III  CHILDREN’S ISSUES  

UNIT IV  SOCIAL AFFIRMATION  
Affirmation of socially excluded groups – The global initiatives – The steps and actions of the Indian government for social affirmation of neglected groups – Need for a cohesive policy framework.

UNIT V  MEDIA INTERVENTION  
Media and social inclusion – Media’s role and responsibility in bringing back socially excluded groups into the mainstream – Strategies to be adopted by Indian media to eliminate social rejection in India.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8010  MEDIA RELATIONS AND EVENT MANAGEMENT  L T P C 3 0 0 3

OBJECTIVES:
- To learn various strategies of media relations.
- To understand the importance of various media forums and events through case study.
- To write reports, captions, statements, speech notes and brochures, and demonstrate an ability to critically evaluate media coverage.

OUTCOMES:
- The students will gain knowledge on public relations and event management.
- The students will develop practical knowledge on managing crisis both internally and externally.
- Skills learnt will enable students to find careers in media relations and event management.

UNIT I  PUBLIC RELATIONS (PR)  
UNIT II  MEDIA RELATIONS

UNIT III  PR FUNCTIONS

UNIT IV  EVENT MANAGEMENT
Event management: New trends, organizing national and international events – Coordination with VIPs, celebrity, hotels and restaurants – Logistic support – Budget – Creativity – Props, sets, themes.

UNIT V  CASE STUDIES

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8011  TV COMMERCIALS

OBJECTIVES:
- To familiarize the students to different formats of TV commercials.
- To develop writing and creative skills for television and web commercials.
- To produce commercials by learning various techniques.

OUTCOMES:
- The students will be able to produce different types of commercials.
- The students will gain knowledge on copywriting and production techniques for radio, television, web and films.

UNIT I  TYPES OF COMMERCIALS
Commercials: Meaning and definition, historical development, social and economic benefits – Elements of a good advertisement – Types and importance of commercials in electronic media – Surrogate – Comparative – Ambient – Commercials and their functions.
UNIT II TARGET GROUPS

UNIT III COPYWRITING
Concept, Ideation, Copywriting and production techniques for radio, television, web and films – Writing for commercials (jingles and spots) – Visualization & Storyboard for TV commercials – Precautions to follow while making life insurance or stock market related commercials.

UNIT IV PLANNING AND EXECUTION
Research: Planning, execution, market research, ethical aspects, emerging trends – Advertising agency – Structure and functions – Creativity Relevance of TVC, infomercials and commotainment.

UNIT V WEB COMMERCIALS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

EA8012 WEB DESIGNING AND DEVELOPMENT L T P C 3 0 0 3

OBJECTIVES:
- Students will gain solid knowledge base to design, build, manage and deploy dynamic content for the web.
- This course focuses on the overall production process with particular emphasis on design elements involving layout, navigation and interactivity.
- The students will create effective web pages combining text, images and animation.

OUTCOMES:
- To make the students appreciate the importance of knowing web designing and development.
- To acquaint the students with the basics of designing and developing a dynamic website.
- To enable the students to create a website and use different interactive internet tools.
UNIT I  INTERNET TECHNOLOGY

UNIT II  STYLE AND FORMAT

UNIT III  WYSIWYG WEB DESIGN

UNIT IV  DATABASE CONCEPTS
Introduction to database: Database management, Database Systems concept and history, Logical and physical organization of data, database models, and data independence – Relational databases concepts – Embedding database languages in general programming languages – Introduction to Structured Query Language and its elements.

UNIT V  INTERACTIVE INTERNET TOOLS

TOTAL: 45 PERIODS

TEXTBOOKS
2. R. Lavanya. HTML 5, Ane Books Publisher, New Delhi, 2011.

REFERENCES
1. Jon Duckett. HTML and CSS: Design and Build Websites, John Wiley and Sons Publisher, 2011.

EA8071  E-CONTENT CREATION

OBJECTIVES:
• To know the basics, concepts and need of e-content in the media industry.
• To learn the production process and techniques of e-content.
• To produce effective e-content materials for different field.

TOTAL: 3 PERIODS
OUTCOMES:
- The students will be able to understand the new trends and opportunities in technology-enhanced learning systems.
- To familiarize the students with the management of e-content production.
- To develop an understanding on the present trends and future of e-content business.

UNIT I NATURE AND SCOPE

UNIT II E-CONTENT PRODUCTION

UNIT III E-LEARNING
e-Learning & e-learners, e-courses, e-learning ability – Open educational resources – Learning authoring – e-learning technologies – Learning authoring tools, Repository of educational content, Problem Based Learning – e-Learning Platforms, Production and Re-utilization – Learning processes and context, Management of e-content production (project) – Design of e-courses and e-content, Learning objects, Content creation tools, Online learning evaluation – Designing and creating e-courses for a certain learning context – Planning the learning content to be developed – Producing learning content according to international standards – Creating, integrating and exploring the learning content in the LMS – Building/selecting instruments to evaluate the learning content produced.

UNIT IV TECHNOLOGY LEARNING SYSTEMS

UNIT V E-CONTENT BUSINESS
Content business – Present trends & future – e-Content for different types of industries – Education, marketing, training, agriculture, etc. – Economics of e-content business, budget and market trends.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.
OBJECTIVES:
- To understand techniques for mapping conflict.
- To understand the role of media in post-conflict reconstruction.
- To analyze the role of media in war and conflict situation and its role in bringing peace.

OUTCOMES:
- To get students introduced to different types of conflict.
- To make the students understand conflict theories and terminologies.
- To equip students to practise conflict-sensitive journalism.

UNIT I INTRODUCTION
Peace journalism: Definition – Case studies on conflict – Difference between war journalism and peace journalism.

UNIT II CONFLICT ANALYSIS

UNIT III PROPAGANDA
Ways to recognize propaganda – Why propaganda works – Development strategies to resist propaganda – Psychology of propaganda and persuasion.

UNIT IV APPLICATION OF PEACE JOURNALISM

UNIT V THEORIES AND MODELS OF NEWS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

OBJECTIVES:
- To identify the users and learn various methods to collect user behaviour data.
- To develop a deep understanding of business-centred design.
- To create efficient prototype to communicate and validate the design definition.
- To apply UX process to mobile & small screen device.
OUTCOMES:

- To make the students understand the UX and differentiate between business-centred design and user-centred design.
- To acquaint the students with the prototyping for mobile and small screen devices.
- To enable the students to design and develop content for multiple mobile resolutions.

UNIT I CONCEPTUALIZING UX 9

UNIT II DATA COLLECTION & PROTOTYPING 9
Need for data collection & prototyping – Different methods of data connection & data analysis – Need for prototyping & different methods of prototyping – Detailed study to wire framing.

UNIT III VALIDATION 9
Fundamentals of usability testing & heuristic analysis – Fundamentals of field testing – Remote usability testing – Preparing test flow, questionnaire, scenarios with tasks list, recruiting participants.

UNIT IV UX FOR MOBILE & SMALL SCREENED DEVICE 9

UNIT V HTML5 & CSS3 9
Fundamentals of HTML5 & CSS3 – Need & Advantage for HTML5 – HTML for Mobile platform – Developing for Multiple mobile resolutions & Adaptive CSS – Introduction to Cross platform HTML5-JS mobile frameworks.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To provide specialized learning in the area of social purpose advertising with advertising and marketing as the broad base on which concepts are built.
- To give communication students the complete theoretical and practical knowledge on social purpose advertising.

OUTCOME:
- Students will be prepared and primed for higher studies in advertising, jobs in social marketing, CSR or CRM, communications department of large companies, advertising agencies, NGOs and PR departments of government.

UNIT I ORGANIZATIONAL STRUCTURE
Marketing, advertising, media, definitions and concepts – Organizational structure of advertising agency – Functions and responsibilities of different departments – Glossary of advertising terms – Types of advertising – Public service advertising (PSA).

UNIT II ROLE OF CSR
Communication for development (C4D) in advertising – Role of CSR (Corporate Social Responsibility) in large organizations – Social marketing – Theories in advertising and social marketing – Development communication though brand advertising – Role of advertising in grassroots development – Public service communication in TV commercials.

UNIT III CONTENT CREATION
Content creation – Creative strategy – Account planning – Creative brief – Copy writing (press, posters, hoardings, leaflets, TV scripts) – Internet content in C4D – Promotional events for awareness – Political propaganda through PSA – Media buying.

UNIT IV CAMPAIGN DEVELOPMENT
Campaign development from conceptualization to execution – Case studies in development communication in marketing – NGOs and advertising – Public sector advertising – Ethics in social purpose advertising – ASCI, AAAI and other governing bodies.

UNIT V CURRENT TRENDS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To empower the learners in terms of creating the content for communication for development issues.
- To understand how to select the content and theme for the developmental issues and its designing, various formats and techniques.

OUTCOME:
- To make the students understand the concept and importance of message design.
- To familiarize the students with message design appeals and formats.
- To develop an understanding of successful campaigns in India and other countries.

UNIT I MESSAGE DESIGN

UNIT II MESSAGE DESIGN LOGICS
The logic of message design – Individual differences in reasoning about communication – Cultural aspect – The invisible audience – Audience participation-based message design.

UNIT III MESSAGE DESIGN APPEALS, FORMATS
Developing the creative strategy or copy platform – Selection of message appeals – Message presentation formats – Selecting the leading medium and media mix – The concept of creativity – The big idea – Communication materials and media issues – Concept of attention in perception – Relationship between message design and attention, supported by eye movement studies – Exploring relationships between the semantics and the structure messages.

UNIT IV MESSAGE TESTING AND PRODUCTION
Managing the planning and implementation of the communication programme – Linking objectives and outputs – Organizing activities and responsibilities – Accounting for inputs and estimated budgets – Organizing all elements into a consistent workplan – Monitoring the communication process – Purpose and rationale of monitoring – Indicators and levels of measurement – External factors – Finalizing the overall evaluation of the project’s impact – Report and present the communication proposal.

UNIT V INTERPERSONAL COMMUNICATION
Dialogue-based methods and materials – Themes for dialogue – Dialogue-based methods – Documenting and interpreting of data – Formulating conclusion – Role of creativity, role playing brain storming, metamorphic thinking and other methods of idea generation – Case studies of successful campaign from India and other countries.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To educate the students on the principles of water supply and sanitation.
- To apply communication for development to water and sanitation problems.
- To import skills of creating IEC materials on water and sanitation.

OUTCOME:
- The students will gain knowledge on the water and sanitation issues.
- The students will develop practical knowledge on changing behaviour with regard to sanitation issues.
- To equip with the spirit of a multi-disciplinary team.

UNIT I  WATER AND SANITATION ISSUES

UNIT II  WASH INITIATIVES IN INDIA

UNIT III  SOCIAL & BEHAVIOURAL CHANGE COMMUNICATION
Social and Behavioural Change Communication (SBCC) – Definition and goals – Methods and processes – Importance – Capacity building – Behaviour change and communication theories – Social Learning Theory – Communication analysis and planning – Skills building – Community outreach – Participatory methods of community – Dialogue and empowerment – Theories – Research and frameworks to explain whether and why behaviours and norms change – Guides such as how to manuals and step-wise processes to guide programme planners – Courses: curricula and distance learning platforms to train communication specialists – Community mobilizers – Health educators and service providers – Counselling tools to help clients and practitioners improve their interactions – Community mobilization systems that are goal-oriented and linked to broader social movements – Advocacy strategies.

UNIT IV  INFORMATION, EDUCATION AND COMMUNICATION
Promoting the water and sanitation issues – Importance of promotion methods, techniques and tools – Information Education and Communication (IEC) – Message and Content – Mass media
Target groups – IEC production – Formats – Integration of various media platforms – Implementation – Communication strategy for sanitation.

UNIT V INNOVATIONS IN WATER AND SANITATION

Recent developments in the area of water and sanitation – Success stories – Replication of successes promotion – News coverage – Latest technologies used in the sector – Major debates – Discussions – Changes and approaches in the international agencies and governments.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES