M.S.C. (SCIENCE AND TECHNOLOGY COMMUNICATION)

PROGRAMME OBJECTIVES:
- To communicate science and technology through print media, electronic media and traditional media.
- To inculcate scientific temper through communication for development.
- To develop critical thinking about the media and its processes.
- To learn and practise how to undertake media research.
- To help students move from being users of communication devices to understanding general communication principles and appreciating opportunities and problems that come with these technologies.
- To undertake field programmes for demonstrating innovative ideas of science popularization, outreach and extension activities.

PROGRAMME OUTCOMES:
- The student should be able to use the skills in the industry – be it television channels, information technology, public relations, or corporate communication.
- The students should be able to produce content independently for the 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 should be able to develop scripts, films, video and radio programmes, books, slide sets, etc., on selected areas of science. The student should be able to facilitate dialogue and eventually empower people by using information in a practical and useful way.
SEMESTER I

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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.

OUTCOMES:
- To make the students understand the inter-disciplinary nature of environmental studies.
- The students will be able to understand the uses and conservation of natural resources.
- To gain knowledge on the importance of media and sustainable development.

UNIT I  NATURE OF ENVIRONMENTAL STUDIES  9

UNIT II  NATURAL RESOURCES AND ASSOCIATED PROBLEMS  9

UNIT III  ENVIRONMENTAL POLLUTION  9
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 – Role of an individual in prevention of pollution – Pollution case studies.

UNIT IV  SOCIAL ISSUES AND ENVIRONMENT  9

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
OBJECTIVES:
- To impart skills for researching for different types of audience.
- To know how to go about writing a technical report.
- To understand issues concerning patenting.

OUTCOMES:
- To develop an understanding of the unique features of technical writing.
- Students will be introduced to various forms of scientific writing.
- To make the students communicate technical information to non-experts.

UNIT I UNIQUENESS OF TECHNICAL WRITING

UNIT II SIMPLIFYING INFORMATION
Analyzing, classification, partition, formal definition, informal definition, expanded definition – Describing and illustrating: General vs specific description – Communicating technical information to non-experts.

UNIT III RESEARCHING
Research paper writing – Researching and abstracting – Basic types of research, original research, searching the literature, researching for different audiences – Plagiarism – Documentation – Writing for scientific journals – Thesis writing & assignments.

UNIT IV ORAL COMMUNICATION
Participating in conferences – Presenting research papers: oral presentation with powerpoint presentation – Speaking to large audiences – Organizing the speech – Paper presentation.

UNIT V PROJECT PROPOSALS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:

- To understand the importance of the development models with respects 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  9

UNIT III  WRITING AND EDITING  9

UNIT IV  FEATURE WRITING  9
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  9

TEXTBOOKS:

REFERENCES:

SC8111  TECHNICAL WRITING LAB  L T P C
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OBJECTIVES:
- To experiment with different media to communicate various social themes.
- To use traditional media such as puppetry or street theatre for social and technical communication.
- To organize a comprehensive social campaign involving the use of diverse media including emergent ones.
OUTCOMES:
- The students will be able to produce one-act plays.
- The students will have hands-on experience in archiving biographies of scientists and leaders from India and abroad.

TOPICS:
- Just a minute talk
- One-act plays
- Conducting and moderating debates
- Presentation skills
- Posters,
- Narrating skills
- Interview skills
- Presentation skills
- Group discussions
- Biographies of scientists and leaders from India and abroad
- Idioms and phrases

TOTAL: 60 PERIODS

EA8161 RADIO PRODUCTION LAB

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

MEDIA MANAGEMENT

OBJECTIVES:
- To learn the managerial function of a media organization.
- To rise students to a managerial state of mind and be fully capable of independent decisions, leadership, coordination, and motivation.
- To learn about media laws and ethics.

OUTCOMES:
- The students will be introduced to media concepts and history of media.
- To make the students understand the functioning of various media organizations.
- To develop an understanding of the relationship between advertising and media industry.

UNIT I MEDIA CONCEPTS AND HISTORY OF MEDIA
Key concepts relating to different media and their applications – Terminologies used commonly in media – Types of media – Sources of information for media – Source verification for news reporting – Sources of entertainment content and independent production houses – Origin of media – Communication for development – Inventions that helped growth of media – Advents of electronic media – Impact of World Wars on media – Industrial revolution and media boom – Revolution and privatization – New media, mobile and internet.
UNIT II  ORGANIZATIONAL STRUCTURE
Organizational structures of various media institutions like TV, radio, newspapers, magazines, internet, mobile telephony and advertising – Functions of different department in a media organization, the various personnel and their roles and responsibilities, skills required for different jobs in a media institutions and ethics involved – Comparison of Western and Eastern media management styles and detailed study of Indian media management – Ownership patterns, proprietorship and proprietors’ influence over policies.

UNIT III  MEDIA SPONSORSHIP AND ADVERTISING
Relation between industry and media – Interdependence of media and advertising – Sponsorship patterns, vertical and horizontal sponsorships on TV, newspaper space selling – Influence of sponsors and advertisers on content, creativity in media – Advertising agencies and their functions with respect to media – Ethical considerations in advertising creativity – Advertising Standards Council of India (ASCI) – Evaluation of media using theory of uses and gratifications on media, Nielson’s rating, TRP, ABC, content assessment and basic audience research techniques.

UNIT IV  PRINCIPLES OF MANAGEMENT
Basic concepts in management – Application of management concepts to media – Qualities of a manager, skills and qualifications of managers, managerial responsibilities – Goals and challenges of a media organization – Advertising management – Brand management – Theories and models in modern brand management – Theories of management and critical media theories with emphasis on communication and media practices, study of management practices in India and the West – Critical analysis of Asian and American management styles.

UNIT V  ETHICS AND LAWS OF MEDIA
An overview of laws governing media in India and other countries and a comparison between Indian, British and American media laws – Professional ethics of media organizations, their role in society, impact on development and disaster management – Various ombudsman and intermediary bodies enforcing media laws like INS, Media Council – Case studies and legal rulings – Drugs and Magical remedies Act and other important Acts and laws pertaining to obscenity and defamation.

TOTAL: 45 PERIODS

TEXTBOOKS:

REFERENCES:
OBJECTIVES:
- To recognize the role that the art elements and principles of design play in composing images.
- To learn the craft aesthetically and historically through the study of slides, critiques and readings.
- To enable students specialize in any of their interested form of Photography.

OUTCOMES:
- The students will be able to understand the nature of photography.
- To use both natural and artificial lights aesthetically.
- To understand the technicalities in digital photography.

UNIT I NATURE OF PHOTOGRAPHY

UNIT II CHARACTERISTICS OF LIGHT

UNIT III DAY LIGHT AND ARTIFICIAL LIGHT
Photographic Daylight – Artificial light sources – Colour temperature matching of artificial and sun lights – Purpose of lighting – 3-point lighting (key, fill and back lights) – Creative lighting techniques – Logic of lighting – Basic Filter theory – Special effects filters – Filter factor – Creative use of filters.

UNIT IV BASIC RULES OF COMPOSITION

UNIT V DIGITAL DARKROOM TECHNIQUES

TOTAL: 45 PERIODS

TEXTBOOKS:

REFERENCES:
OBJECTIVES:
- To create scientific communication based on data / content collected from scientists.
- To communicate expert knowledge to non-experts.
- To acquire the necessary language and style to develop content.
- To communicate in a way that accommodates technology to the user.

OUTCOMES:
- To develop an understanding of the effective writing required for science publications.
- To familiarize the students in writing for engineering fields.
- To make the students understand the nuances behind different fields like environment, healthcare and IT Industry.

UNIT I SCIENCE WRITING
Writer/Editor for science publications – Trainer or independent writing consultant (freelancing) – Teach effective writing: set the style and format – Presentation of data in the clearest possible way – Preparing manuals and brochures – Developing courses for corporate companies and scientific writers as part of continuing education.

UNIT II WRITING FOR ENGINEERING FIELDS

UNIT III WRITING ON ENVIRONMENT
Environmental educator – Environmental journalist – Proposal writer – Grant writer – Public information officer – Regulatory compliance specialist – Identifying information needed by the audiences to understand the environmental protection or natural resources management issues and provide that information in understandable, accurate and interesting ways.

UNIT IV MEDICAL AND HEALTHCARE
Medical writer – Freelance writer – Author’s editing – Copy editor, proof reader, medical journalist, medical meeting reporter, etc – Write, edit or manage publication of scientific manuscripts, articles, books – Documentation for medical equipment or medically-directed computer programs – Newsletters, journals – Manage medical projects and publications – Medical transcription – Writing manuals, literature and pamphlets for pharmaceutical industry.

UNIT V COMPUTER INDUSTRY
Software documentation using IEEE standards – Other types of software documents like configuration manuals, installation manuals, quick startup guides, functional and marketing specs, etc – Basic study of hardware documentation: documents a software – hardware “Integrated system” Eg: Home security system – Networking Documentation: Computer networks, including LAN and WAN – Understand how networks operate, how they are set up and configured, maintained, tested and repaired – Security Access Documentation: To generate user and maintenance guides to explain how to set up and operate these security access systems and cameras.

TOTAL: 45 PERIODS

TEXTBOOKS
REFERENCES:

EA8251 COMMUNICATION FOR DEVELOPMENT

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 make the students understand the paradigm shifts in development communication.
- The students will be able to understand the purpose behind creating science museums.
- The students will get introduced to creation of science clubs.
- The students will be introduced to satellite-based initiatives for development.

UNIT I INTRODUCTION TO DEVELOPMENT COMMUNICATION
Traditions in development communication – Theories of dominant paradigm – Paradigm shifts in development communication – 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
Historical Analysis, effects model, diffusion of innovation. Critical analysis, International dimension of development communication, dependency model, liberation theology and development, indigenous knowledge system, communication strategy for empowerment, Development reporting, development newspapers (eg. Grassroots) and development communication projects. Community Radio – Community TV – Narrowcasting – Cable Radio, Cable TV – Training for extension workers on media awareness.

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 / information kiosks – Early warning systems for disaster management.

UNIT V SOUTH ASIAN EXPERIENCES AND EXPERIMENTS
Indian experiences and experiments in development communication, development initiatives of the union government (DRDA projects, poverty alleviation programmes etc.,) development initiatives of World Bank and 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


TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

SC8211 PHOTOGRAPHY LAB

OBJECTIVES:
- To get training in framing and composition
- To familiarize students with different techniques of photography.
- To get training on use of photography in various themes.

OUTCOMES:
- The students will gain professional expertise in various genres of photography.
- To make the students practise different patterns of lighting.

TOPICS:
- Framing and composition
- Pictures at varying shutter speeds
- Pictures with different lenses.
- Pictures under different light conditions.
- Black and White pictures on a selected theme
- Pictures each on different patterns, Portrait photography, Architecture photography, Product photography, Fashion photography, Travel photography, Nature photography, Indoor / Outdoor photography
- Ad photography
- Pictures with digital camera on a selected theme (photo feature).

TOTAL: 60 PERIODS

EA8261 COMMUNICATION FOR DEVELOPMENT LAB

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.
- The 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

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.
- The 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

SC8301 MEDIA CREATIVITY

OBJECTIVES:
- To explore the hidden creative ideas among students.
- To learn the principles and practices of creative thinking.
- To understand how creative thinking can be used in the media.
- To impart creativity through a workshop pattern with worksheets and group assignments.

OUTCOMES:
- To make students to develop ideas and familiarize with elements of creativity.
- To make students understand the advertising concepts.
- To familiarize the students in conducting awareness campaigns.

UNIT I WHAT IS CREATIVITY?

UNIT II CREATIVE WRITING
The visual element – Design application – Audio-visual application – Practicals – Journalistic writing and script writing, visualizing – Translation of concepts into workable ideas.

UNIT III MEDIA AND CREATIVITY

UNIT IV SOLUTIONS FOR COMMERCIAL OBJECTIVES

UNIT V TECHNOLOGICAL SOLUTIONS
Novelty propagation – Internet and creativity – Social networking for popularization of new ideas – Practicals.

TOTAL: 45 PERIODS
TEXTBOOKS:

REFERENCES:

SC8302 MULTIMEDIA AND GRAPHICS

OBJECTIVES:
- To know the properties of multimedia systems.
- To learn to design 2D graphics and digital painting.
- To learn about the techniques of image processing.
- To impart the skills of working on Adobe Photoshop, CorelDraw and Flash software.

OUTCOMES:
- The students will be introduced to various multimedia concepts.
- The students get introduced to the application of multimedia in various media.
- To familiarize the students with various formats of multimedia.

UNIT I BASICS OF MULTIMEDIA
Multimedia: concepts – Media and data stream – Graphics design techniques, visual thinking, concept development, composition and typography – Scripting and Storyboard – Elements of art such as objects, texture, colour, space and character design – Basics of colours – Resolution – Raster and vector graphics – Compression techniques – Demography – Basics of Sound mixing.

UNIT II TYPES OF MEDIA
Different types of media – Application of multimedia, Advertising kiosks – Interactive products – Putting the content on the Web – Business graphics – Logo designing – Graphics for print media such as brochures, flyers, artwork and presentations – Web Pages – Print advertisements.

UNIT III FORMATS OF MULTIMEDIA
Audio, video, music, image, graphic, digital images – Video streaming – Graphics for Web content, product models.

UNIT IV IMAGE PROCESSING

UNIT V INCLUSION OF ANIMATION

TOTAL: 45 PERIODS
TEXTBOOKS:
2. Source Training Manuals from Macromedia Flash and Adobe Photoshop.

REFERENCES:

SC8303 SCIENCE FICTION AND SCIENTIFIC FILMS

OBJECTIVES:
- To know the history of science films and fiction.
- To learn the tradition of science documentary filmmaking.
- To make a comparative study of science fiction novels and the films made out of them.

OUTCOMES:
- The students will be able to understand science fiction and science fiction films.
- To familiarize students with different themes in science documentaries.
- To make the students to write science fiction novels.
- To make the students to analyze films critically.

UNIT I HISTORY OF SCIENCE FICTION NOVELS

UNIT II HISTORY OF SCIENCE FICTION FILMS

UNIT III HISTORY OF SCIENCE DOCUMENTARY

UNIT IV WRITING FOR SCIENCE FICTION NOVEL

UNIT V SCIENCE FICTION NOVELS & FILMS – A COMPARISON
Jules Verne and H.G. Wells – Mary Shelley’s ‘Frankenstein’ (1831) & Michael Crichton’s ‘Jurassic Park’ (1990) or any two science fiction novels which have been adapted into films – Analyzing science fiction films & novels – Uniqueness of each medium and their differences – Making a short feature film / documentary on a scientific issue or science theme – Watching films followed by film appreciation – Writing films reviews.

TOTAL: 45 PERIODS

TEXTBOOKS:
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 make the students understand the importance of bridging the gap between the rural and urban digital divide.
- To familiarize the students with information and communication technologies used in health and agriculture.
- To develop an understanding about the role of ICT in holistic and sustainable development.

UNIT I  INTRODUCTION

UNIT II  ICT IN HEALTH

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

UNIT II REVIEW OF LITERATURE
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
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
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
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:

SC8311 CREATIVITY LAB L T P C

OBJECTIVES:
- To provide students with the foundational building blocks to leverage technology and media for social change and development.
- To explore the effects of combining various forms of digital media, and how students can use these mixtures to inform their surrounding community.

OUTCOMES:
- To make students practise writing biographies
- To develop students to capture different theme-based photo essays.
- To familiarize students with thumbnail sketches for PSA posters.
TOPICS:
- Write an author bio and update your personal profile in the web.
- Class Photos and Individual Profile photos (groups)
- Theme based Photo Essay
- Discussion: Topic Review and Selection, Creating a Call to Action
- Start Working on PSA Poster – Thumbnail Sketches
- Science Writing activity

TOTAL: 60 PERIODS

SC8312  MULTIMEDIA AND GRAPHICS LAB  L  T  P  C
0 0 4 2

OBJECTIVES:
- To practice concept, creativity and production of multimedia materials.
- To try out skills in multimedia in presentation of social themes.
- To learn software such as Adobe Photoshop, Illustrator, CoralDraw, Dreamweaver, InDesign.

OUTCOMES:
- The students will be able to produce multimedia presentation with graphics and audio.
- The students will be able to design a full-fledged website.

TOPIC:
- Designing multimedia presentation.
- Creating audio files and editing them.
- Photoshop and CorelDraw: Creating graphic files / compression.
- Introduction to 2D animation – Flash concepts and working with flash.
- Building a website.
- Exercises on Logo design, Letterhead, Visiting Cards, Brochures, Internet advertisements.
- Converting video files for, and uploading them to the internet.
- ActionScript animations.
- Design the ‘front cover’ of an in-house journal.
- Print advertisements – Black & white, Colour.
- Students shall produce 2D graphics, and submit their assignments in CDs/DVDs.

TOTAL: 60 PERIODS

SC8313  SUMMER INTERNSHIP  L  T  P  C
0 0 4 2

OBJECTIVES:
- To understand the functioning of various media organizations.
- To know the structure and organization of media industry.

OUTCOMES:
- The students will gain hands on experience in media industry related to their specialization.
- The students will be able to understand and handle real time situations in media.

The students shall undertake an internship for a minimum of four weeks in a media or media-related organization, during the summer vacation and submit a consolidated diary of the work done within a fortnight after the beginning of the third semester.

TOTAL: 60 PERIODS
SC8411  INTERNSHIP  L T P C  0 0 12 6

OBJECTIVES:
- To gain industrial training by putting into practice the skills learnt in the three semesters that went by.
- To help smooth transition of students from university to industry.

OUTCOMES:
- Student will be able to enhance their skills in par with the industry.
- The student will be able to understand his/her real strengths and weaknesses in their specialization.
- The student will be allowed to do research project to maximum utilize the resources available in the industry.

For the internship the students will be sent to different organizations involved in communication activities as per interest and specialization of students, mostly located in the place of the study which is Chennai. The students will get hands-on experience in the organization.

TOTAL: 180 PERIODS

SC8412  RESEARCH PROJECT  L T P C  0 0 12 6

OBJECTIVES:
- To do a research project in a science communication 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 preferably in science communication preferably related to the area of training and submit a report at the end of the semester. The students shall defend their research in front of experts during viva-voce.

TOTAL: 180 PERIODS

SC8001  3D ANIMATION  L T P C  3 0 0 3

OBJECTIVES:
- To prepare a storyboard.
- To learn modelling, rigging, lighting, texturing and animating.
- To prepare demo reels in 3D animation using Maya software.

OUTCOMES:
- The students will be able to create a storyboard.
- To familiarize the students with the application of 3D in architecture.
- To get students introduced to advanced modeling tools and techniques.
UNIT I    INTRODUCTION TO 3D ANIMATION

UNIT II    ANIMATION

UNIT III    APPLICATION OF 3D IN ARCHITECTURE

UNIT IV    SCRIPTING
Key Frame Animation – Setup keys – Motion Capture Technology – Key Frame Animation – Advanced tools in Rendering – Graph Editor using Maya – Dynamics – How Dynamics work in Maya – Kinematics – Mental Ray Rendering – Hardware and Software Render in Maya.

UNIT V    APPLICATIONS

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES:
- To know the natural and anthropogenic causes of climate change.
- To know about atmospheric and oceanic impacts of climate change.
- To use the media for adaptation and mitigation of climate change.

OUTCOMES:
- To familiarize the students with the components of earth system.
- To make the students understand the concept of greenhouse gases and global warming.
- The students will be able to understand the role of media in communicating climate change.

UNIT I EARTH SYSTEM

UNIT II CLIMATE
Difference between weather and climate – Climate system – The energy balance of the earth – Activity: Modelling the greenhouse effect – Climate change 1,00,000 years (glacial cycles) – thousands of years (interglacials, interstadial events) – Natural and anthropogenic causes and Impacts of changing climate – Ozone depletion, Photochemical ozone creation, Acid rain, Ambient air quality.

UNIT III NATURAL CLIMATE CHANGE
Records of climate change: written history, glaciers and their deposits, ice cores, ocean sediments and corals, terrestrial deposits, sea level rise – Climate change and human health – Climate change and water resources: impacts and adaptation.

UNIT IV GREENHOUSE GASES AND GLOBAL WARMING
Greenhouse gas concentration trends – Global temperature trends – Global distribution of emissions – Intergovernmental Panel on Climate Change (IPCC) – Activity: sources of CO₂ in the atmosphere, CO₂ emissions – Carbon cycling – Impacts of climate change – Ecosystems and species interaction – Role of methane – Climate change and ecosystems – Evidence of past & recent climate change – Climate change in South Asia including the Maldives – Carbon capture.

UNIT V MEDIA AND CLIMATE

TOTAL: 45 PERIODS

TEXTBOOKS
1. Frank Ackerman and Elizabeth Stanton. Climate Change: the Costs of Inaction, Tufts University, Boston, 2006.
REFERENCES

SC8003 CORPORATE COMMUNICATION L T P C
3 0 0 3

OBJECTIVES:
- To understand how to bring out an in-house journal for a corporate firm.
- To know means to undertake corporate social responsibility activities.
- To gain skills for event management.

OUTCOMES:
- To make the students familiarize with the different aspects of advertising.
- To develop the skills required for the students to become efficient corporate communicator.
- To make the students develop an understanding about the social responsibility towards developing model village.

UNIT I OVERVIEW OF ADVERTISING
Evolution and history of advertising – Relevance of advertising in marketing mix – Overview of the advertising scene in India – Social, scientific and economic impact of advertising – Advertising promotes products and services – Difference among publicity, propaganda and advertising – Difference between product advertising and institutional advertising – Laws and ethics in advertising – Audit Bureau of Circulation (ABC) – Television Rating Points (TRP) ratings.

UNIT II DESIGN & IMPLEMENTATION
Public relations – Media relations – Press conference – Creating press contacts and space in science magazines and journals – Advertorials – Image building.

UNIT III COMMUNITY WELFARE
Creating model villages – Social responsibility – Imparting and developing local knowledge and management – Workshops, training – Grassroots science campaigns.

UNIT IV HOUSE JOURNALS
House journals – Annual reports – Promotional material such as brochures, pamphlets, posters, CDs – Motivational videos – Instructional videos.

UNIT V OVERVIEW OF PUBLIC RELATIONS

TOTAL: 45 PERIODS
TEXTBOOKS:

REFERENCES:

SC8004 DOCUMENTARIES AND SHORT FILMS L T P C 3 0 0 3

OBJECTIVES:
- Students will be guided by the faculty, in a step by step procedure in making documentaries and short films of their topic.
- End of the course, students will produce a documentary or a short film as part of their assessment.

OUTCOMES:
- To introduce students to the history of documentary film making.
- To familiarize the students with the basics of short film making.
- To develop an understanding of the idea conception, production requirements and post-production techniques for documentaries and short films.

UNIT I HISTORY OF DOCUMENTARY FILMMAKING 9

UNIT II BASICS OF SHORT FILMMAKING 9

UNIT III CONCEIVING IDEAS 9
Developing ideas – Pitching your ideas – Dynamic ideas, Proposals, approaches, research, planning, collecting the material – Writing script – Interviews, recce, use of talents, aesthetics choices, re-enactments.
UNIT IV PRODUCTION REQUIREMENTS

UNIT V POST PRODUCTION TECHNIQUES
Digitization of the footage – Assembling of rushes – Editing the footages – Applying effects, transition – Adding sound effects and music – Special effects – Dubbing – Re-recording – Colour exposure and colour correction – Adding titles and graphics – Credits – Compilation – Programme sequence Narration – Voiceover – Music – The ending – Contributors.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

SC8005 EDUCATIONAL BROADCASTING

OBJECTIVES:
- To understand the significance of educational broadcasting.
- To understand how to go about content creation for science broadcasting.
- To know the techniques of managing an educational medium.

OUTCOMES:
- To make students familiarize with the educational experiments in India.
- To make students understand about various technologies used in Education.
- To develop an understanding about the content creation for educational programmes.

UNIT I OVERVIEW OF EDUCATION
History of educational broadcasting – Rural-urban divide – Educational experiments in India – Partners in augmenting learning opportunities – Educational media centres – Evaluation and monitoring committees – Revolution of open and distance learning – Different kinds of educational channels available in India both radio & TV and the policies made by the government with relation to educational outreach – Gyan Vani, Gyan Darshan, UGC Countrywide Classroom.
UNIT II TECHNOLOGIES FOR EDUCATION
Telecommunications, Cable, Broadband: Instructional design, block diagram of system setup – Educational radio and television – Satellite for education, INSAT, EDUSAT – Network configuration, space segment, ground segment, teaching end, receiving end, spacecraft, and collaborators.

UNIT III CONTENT

UNIT IV EDUCATIONAL MEDIA DATABASE

UNIT V MANAGEMENT OF EDUCATIONAL MEDIA

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

SC8006 ELECTRONIC JOURNALISM

OBJECTIVES:
- To develop skills of writing for television news.
- To develop aptitude for reporting.
- To understand the structure of newsroom and its functioning.
- To learn about special event reporting.

OUTCOMES:
- To make the students understand the basics of radio, television and online journalism.
- To familiarize the students with the technological advancements and ethics.
UNIT I  JOURNALISM BASICS
News: Definitions – Sources of news – Components of news – Duties of reporter and sub-editor – Beats and various types of reporting: speech, crime, sports, courts, society, accidents, science, agriculture, fashion and development – News values, structure – Methods of writing a news story – Writing leads and headlines – News values.

UNIT II  RADIO JOURNALISM

UNIT III  TELEVISION JOURNALISM

UNIT IV  ONLINE JOURNALISM

UNIT V  TECHNOLOGICAL ADVANCEMENT AND ETHICS

TOTAL: 45 PERIODS

TEXTBOOKS:
3. I. Arul Aram and Nirmaldasan. Understanding News Media, McGraw-Hill,

REFERENCES:

SC8007  HEALTH COMMUNICATION

OBJECTIVES:
- To gain skills to campaign for creating public awareness against an epidemic.
- To gain skills in using a multi-pronged strategy towards AIDS communication.
- To understand the capabilities of telemedicine application.
- To know about intricacies related to occupational health.
OUTCOMES:
- To make the students familiarize themselves in health reporting.
- To make the students familiarize with the technologies used in health sector.
- To develop an understanding of the occupational hazards faced by the public and to report the same in the media.

UNIT I HEALTH REPORTING 9

UNIT II CLINICAL RESEARCH 9
Issues related to clinical researches – Manipulation in conducting trials and reporting – Consent of voluntaries – Pharmaceutical companies influencing research, policies – Conflict of interests – Biomedical waste management.

UNIT III HIV/AIDS COMMUNICATION 9

UNIT IV TELEMEDICINE 9
Familiarizing with technology of telemedicine – Scanner, electro stethoscope – Data reception equipment, etc. – Paramedics with information technology skills – Training of doctors.

UNIT V OCCUPATIONAL HEALTH 9

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES

SC8008 MEDIA AND DISASTER MANAGEMENT 3 0 0 3

OBJECTIVES:
- To know about various natural and human-made disasters.
- To learn how to undertake risk assessment.
- To stress the importance of disaster mitigation and the media’s role in it.
- To know the means to sensitize journalists on disaster management.
OUTCOMES:

- The students will be able to understand the fundamentals of disasters and disaster management.
- To familiarize the students with the legislative responsibilities of disaster management.
- To develop an understanding on the role of media in disaster management.

UNIT I NATURAL AND HUMAN-MADE DISASTERS

UNIT II RISK ASSESSMENT AND DISASTER MANAGEMENT

UNIT III POLICY INITIATIVES AND FUTURE PROSPECTS

UNIT IV DISASTER MITIGATION

UNIT V ROLE OF MEDIA
Role of media in disaster mitigation, management and relief – Linkage between disaster warning systems and media – Media in reconstruction process – Coverage of disaster-related trauma – Media coverage of disasters – Coverage of grassroots initiatives in disaster management – Media and NGOs / donors – Sensitizing journalists on disaster management – Case studies on media and disaster.

TOTAL: 45 PERIODS

TEXTBOOKS:

REFERENCES:

SC8009 WEB MEDIA  

OBJECTIVES:
- To know the special features of online media.
- To know the difference between web journalism and journalism of other media.
- To know the impact of converging technologies on traditional media.
- To understand the role played by open source journalism.

OUTCOMES:
- To make the students understand the features of online media.
- To familiarize the students with the difference between web journalism and journalism of other media.
- To develop an understanding of the digital determinism.

UNIT I INTRODUCTION TO INTERNET

UNIT II ONLINE JOURNALISM
Different between web journalism and journalism of other media – Citizen journalism – Formats and styles of writing – Language of news, specialized reports, features, profiles – Writing and editing for online newspapers, e-magazines, newsletters – Presentation with audio, video, animation and digital images – Identification of relative stories for hyper-linking – Synergies between content and advertising – Developing web content.

UNIT III INTERNET TECHNOLOGIES

UNIT IV OPEN-SOURCE JOURNALISM

UNIT V DIGITAL DETERMINISM
Determinism – Access and barrier – Convergence in technology, ownership, organizational structure, storytelling, media – Broadband – Network paradigm.

TOTAL: 45 PERIODS
TEXTBOOKS:

REFERENCES:

SC8071 SOCIAL PURPOSE ADVERTISING

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.

OUTCOMES:
- 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 through 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:

SC8072 THEMES AND METHODS FOR MESSAGE DESIGN

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.

OUTCOMES:
- 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

REFERENCE:

SC8073  WATER AND SANITATION AWARENESS

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.

OUTCOMES:
- 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

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:
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.

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  9

UNITII  E-CONTENT PRODUCTION  9

UNIT III  E-LEARNING  9
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  9

UNIT V  E-CONTENT BUSINESS  9
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.

EA8072 PEACE JOURNALISM

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 – Techniques for practical 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

UNIT II  DATA COLLECTION & PROTOTYPING
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
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

UNIT V  HTML5 & CSS3
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: