



HSNC University Mumbai

(2025-2026)

Ordinances and Regulations

For

Choice-Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

The Faculty of Humanities

For the subject

Bachelor of Arts in Multimedia and Mass Communication

(B.A.M.M.C.)

With effect from the Academic year

2025-2026

Semester V, Semester VI

Board of Studies

Mass Media

BAMMC- Advertising Specialisation

Semester – V

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Media in the Changing World ii) Strategic Brand Communication iii) Indian Perspectives on Communication	 4 4 2
2	DSE I- Advertising in Diverse Traditional Landscape	 4
3	DSE II- Advertising in Diverse Digital Landscape	 4
4	VOC-I Advertising Campaign Management- Mainline	 2
5	VOC-II Advertising Campaign Management- Digital	 2

Sr No	Course Code	Course Code & Title	Course Unit Title	Lect ures (60 min)	Total Lectures	Credit	Total Marks
1.		MAJOR - I Media in Changing World	Contemporary Media Ethics and Morality	15*4	60	4	100
			Media for Sustainable Future				
			Media and Emerging Technologies				
			Power, Politics and Media Narratives				
2.		MAJOR - II Strategic Brand Communication	Foundations of Strategic Brand Management	15*4	60	4	100
			Consumer Behaviour and Brand Perception				
			Building and Positioning Strong Brands				
			Brand Growth, Strategy, and Sustainability				
3.		MAJOR- III Indian Perspectives on Communication	Roots of Indian Communication Perspectives	10*3	30	2	50
			People's Media in Mediaeval India				
			Dialogic Traditions and Discourses in Indian Philosophy				
4.		DSE I: Advertising in Diverse Traditional Landscape	Change in Environment	15*4	60	4	100
			Liberalization and Advertising Ecosystem				
			International & Global Advertising and Marketing				
			Advertising in Traditional Landscapes				
5.		DSE II:	Change in Environment				

		Advertisin g in Diverse Digital Landscape	Liberalization and Advertising Ecosystem International & Global Advertising and Marketing Advertising in Digital Landscapes	15*4	60	4	100
6.		VOC I: Advertisin g Campaign Manageme nt - Mainline	Fundamentals of Mainline Advertising Campaigns Copywriting for Mainline Campaigns Advertising Design and Production for Mainline Campaigns	15 T + 30 P	45	2	50
7.		VOC II: Campaign Manageme nt - Digital	Fundamentals of Digital Advertising Campaigns Copywriting and SEO for Digital Campaigns Advertising Design and Production for Digital Campaigns	15 T + 30 P	45	2	50

MAJOR I: Media in the Changing World

Course Objectives

1. To help students critically understand and apply ethical frameworks to evaluate media practices in both traditional and digital contexts.
2. To explore the media's influence on sustainability discourse and its responsibility in shaping public understanding and advocacy.
3. To introduce students to technological innovations reshaping media creation, consumption, and ethics.
4. To analyze global media systems and the socio-political dynamics that shape content, representation, and influence across cultures.

Learning Outcomes:

After completing the course, the learners will be able-

1. To apply core ethical theories to analyze real-world media dilemmas, including privacy, consent, and algorithmic influence.
2. To evaluate media practices for their role in promoting or undermining sustainability, including identifying and critiquing instances of greenwashing.
3. To assess the impact of AI, immersive tech (AR/VR), and blockchain on media content, personalization, and user behavior.
4. To critically analyze the role of media in shaping identities, ideologies, and public discourse in a global and post-truth context.

Module 1: Contemporary Media Ethics and Morality

Core Ethical Theories in Media (Deontology, Utilitarianism, Virtue Ethics); Media Responsibility: Truth, Accuracy, and Objectivity; The Role of Media and Ethical Implications; Privacy vs. Public Interest: Case Studies in Privacy Invasion, Missing Consent and Ethical Communication; Understanding non-western media systems; Ethical Considerations in the Age of Social Media; Ethical Dilemmas in Digital Media and the Impact of Algorithms on Consumption

Module 2: Media for Sustainable Future

The Concept of Sustainability in Media: Social, Economic, and Environmental Dimensions; Media's Role in Communicating Sustainability and Environmental Advocacy; Greenwashing in Media; The Media's Role in Crisis Communication during Environmental Disasters (e.g., Natural Disasters, Pandemics); Media Consumption and the Environmental Footprint: Digital Media's Carbon Footprint; Using Social Media for Awareness and Activism

Module 3: Media and Emerging Technologies

Artificial Intelligence and Big Data: Media Personalization, Automation, and Content Creation; Virtual Reality (VR), Augmented Reality (AR), and the Future of Immersive Mass Communication Practices; The Role of Blockchain in Media: Decentralized Content, Copyright, and Distribution; The Internet of Things (IoT) and Media Consumption: Changing

User Habits;

Module 4: Power, Politics and Media Narratives

The Globalization of Media: Cross-Cultural Communication and the Flow of Information; Media Representation and Identity: Race, Gender, and Class in Media Content; Media and Social Movements(e.g.- #MeToo, Black Lives Matter, Farmer's Protest, CAA Protests.); Media in Conflict Zones and Peace-time Communication; Impact of Political Ideologies and Geopolitical Shifts on Media Content; Digital Colonialism and Impact of Tech Giants; Media in Post-Truth Era; Polarization, Populism and Media

References:

1. Media Ethics: Cases and Moral Reasoning, Clifford G. Christians, Mark Fackler, Peggy J. Kreshel, William J. Brown, Yayu Feng, Holly K. Overton, Kathy Brittain Richardson, Routledge, 2024.
2. Imagining the Global: Transnational Media and Popular Culture Beyond East and West, Darling-Wolf, F., University of Michigan Press, 2015.
3. Amusing ourselves to Death, Neil Postman, Penguin USA, 2008.
4. When Media Are New: Understanding the Dynamics of New Media Adoption and Use by John Carey and Martin C. J. Elton
5. The Hyperlinked Society: Questioning Connections in the Digital Age edited by Joseph Turow and Lokman Tsui

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Creative reflective essay Writing
2. Structured classroom debates
3. Case Studies/Review papers of media impact or media ethics cases

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR II: Strategic Brand Management

Course Objectives

1. To introduce students to the fundamental concepts, models, and processes in strategic brand management, setting the groundwork for advanced brand strategy.
2. To enable students to understand the psychological and cultural factors influencing consumer behavior and how these shape brand perception and loyalty.
3. To equip students with the skills to create compelling brand identities and implement effective positioning strategies.
4. To provide students with strategic tools to manage brand growth, adapt to market changes, and ensure long-term brand sustainability.

Learning Outcomes:

After completing the course, the learners will be able-

1. To analyze and apply brand equity models to evaluate the strategic role of branding in consumer decision-making.
2. To assess the impact of consumer behavior drivers on brand perception and propose strategies to enhance brand loyalty and emotional engagement.
3. To design a brand positioning strategy incorporating identity development, storytelling, and brand experience elements.
4. To develop a comprehensive brand growth plan that includes global expansion, digital transformation, revitalization strategies, and performance metrics.

Module 1: Foundations of Strategic Brand Management

Understanding Branding in a Strategic Context, The Role of Brands in Consumer Decision-Making, Brand Equity: Meaning, Models, and Measurement, Overview of the Brand Management Process, Branding Elements, Brand Personality

Module 2: Consumer Behaviour and Brand Perception

Psychological and Cultural Drivers of Consumer Behaviour, Consumer Decision Journeys and Brand Touchpoints, Brand Loyalty and Emotional Branding, Brand Perception, Identity, and Image Formation, Influences on consumer behaviour

Module 3: Building and Positioning Strong Brands

Development of brand identity, Identity traps, Brand Positioning Strategies and Value Propositions, Brand Architecture and Portfolio Strategy, Storytelling, Design, and Brand Experience

Module 4: Brand Growth, Strategy, and Sustainability

Strategic Brand Growth and Extension, Managing Global and Digital Brands, Brand Revitalization and Repositioning, Making brands more agile, Measuring Brand Performance

and Long-Term Impact

References:

1. Building Strong Brands, David Aaker, Free Press, 1995
2. Brand Psychology: The Art and Science of Building Strong Brands, Laura Busche, Routledge, 2023
3. Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
4. David L.Louden, Albert J.DelloBitta, Consumer Behaviour – McGraw – Hill 1993

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Brand building case studies
2. Consumer studies- Survey/Interviews to understand consumer behaviour
3. Positioning/repositioning planning for a brand in crisis

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR-III- Indian Perspectives on Communication

Course Objectives:

1. To introduce students to the foundational structures of communication in ancient India through oral, literary, and ritual traditions.
2. To explore how devotional, folk, and visual traditions created inclusive and participatory forms of public communication in medieval India.
3. To familiarize students with Indian philosophical frameworks of discourse and debate, and their relevance to ethical communication.

Learning Outcomes:

After completing the course, the learners will be able-

1. To analyze how early Indian oral and literary traditions functioned as structured systems of social and political communication.
2. To evaluate the role of devotional and folk traditions in shaping mass engagement, resistance, and cultural expression.
3. To apply Indian philosophical frameworks to assess ethical communication and discourse quality in modern media contexts.

Module 1: Roots of Indian Communication Perspectives

Foundations of Indian communication systems through oral narratives, ritual practices, and classical literature; Shruti, Smriti, and Guru-Shishya Parampara; Storytelling as Social Messaging: Panchatantra, Jataka, Epics; Arthashastra and Early Statecraft Communication; Sabha, Samiti, and public discourse in Vedic society

Module 2: People's Media in Mediaeval India

Devotional and community-based communication movements as forms of early mass media; Bhakti and Sufi Movements as Cultural Communication; Use of Poetry, Music, and Oral Transmission for Collective Messaging; Regionalization and Rise of Vernacular Media; Temple Art, Inscriptions, and Performance as Visual/Spatial Media; Public Participation and Messaging in Itihasa-Purana Traditions

Module 3: Dialogic Traditions and Discourses in Indian Philosophy

Indian philosophical models of communication, logic, and debate; Vād, Samvāda, Jalpa, Vitandā: Classical Modes of Discourse; Shastrarth, Tarka, and Public Debates in Monastic and Courtly Spaces; Bhartrihari's *Spṛṣṭa* Theory and the Nature of Meaning; Nyaya and Mimamsa Traditions of Argumentation; Ethical Communication: Dharma, Intent, and Truth; Relevance to Contemporary Media Debates and Discourse Culture

References:

1. India: A Linguistic Civilisation, G.N. Devy
2. Communication Through Ages: An Indian Perspective, Raghavendra Vajpayee
3. Indian Literary Criticism, G. N. Devy
4. Nyaya and Mimansa Sutra

Assessment:

30:20 Summative: Formative

Suggested Formative Assessment: 20 Marks

1. Comparative Debates
2. Reflective Papers
3. Analysis of Mediaeval poetry from socio-cultural perspective

Summative Assessment: 30 Marks

Question Paper Pattern:

- 3 Questions of 10 marks each with equal weightage to each module.

Total	Marks:	50
--------------	---------------	-----------

DSE I: Advertising in Diverse Traditional Landscape

Learning Outcomes

By the end of this course, students will be able to:

1. Analyze how historical and policy shifts influence advertising.
2. Understand the economic and social impact of liberalization on advertising.
3. Evaluate global advertising strategies in different market types.
4. Specialize in traditional landscapes and develop culturally resonant campaigns.

Module 1: Change in Environment

Advertising in the pre- and post-independence era; Shifts in communication policies post-1947; 1991 Economic liberalization and advertising deregulation

Module 2: Liberalization and Advertising Ecosystem

Post-1991 economic effects on: Economy, Business landscape, Employment in creative sectors, Consumer behavior and lifestyle, Media ownership and advertising channels, Advertising's role in shaping economic aspirations

Module 3: International & Global Advertising and Marketing

Definition and Need for Social Marketing; The challenges of Social Marketing; Effects of social marketing; Cultural localization in ad campaigns; Communication strategies in: B2B (Business to Business), B2C (Business to Consumer), C2B (Consumer to Business); Case studies: Global brands in local markets (e.g., Dove Real Beauty, Coca-Cola India)

Module 4: Advertising in Traditional Landscapes

Role of traditional media: Print, radio, street theatre, hand-painted signs; Folk culture and local narratives in advertising; Community-based advertising models in rural areas; Religious and regional festivals as advertising platforms; CSR and public service messaging in traditional formats

References

1. Advertising & Promotion by Belch & Belch
2. The Indian Media Business by Vanita Kohli-Khandekar
3. Social Marketing for Public Health by Kotler & Lee
4. The Culture Code by Clotaire Rapaille
5. McKinsey & Nielsen reports on global and rural markets

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment: 40 Marks

1. Case study: Folk media-based campaign analysis
2. Creative brief for a community-oriented traditional campaign

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

DSE II : Advertising in Diverse Digital Landscape

Learning Outcomes

By the end of this course, students will be able to:

1. Analyze how historical and policy shifts influence advertising.
2. Understand the economic and social impact of liberalization on advertising.
3. Evaluate global advertising strategies in different market types.
4. Specialize in digital landscapes and develop culturally resonant campaigns.

Module 1: Change in Environment

Advertising in the pre- and post-independence era; Shifts in communication policies post-1947; 1991 Economic liberalization and advertising deregulation

Module 2: Liberalization and Advertising Ecosystem

Post-1991 economic effects on: Economy, Business landscape, Employment in creative sectors, Consumer behavior and lifestyle, Media ownership and advertising channels, Advertising's role in shaping economic aspirations

Module 3: International & Global Advertising and Marketing

Definition and Need for Social Marketing; The challenges of Social Marketing; Effects of social marketing; Cultural localization in ad campaigns; Communication strategies in: B2B (Business to Business), B2C (Business to Consumer), C2B (Consumer to Business); Case studies: Global brands in local markets (e.g., Dove Real Beauty, Coca-Cola India)

Module 4: Advertising in Digital Landscapes

Social media advertising: Facebook, Instagram, TikTok, LinkedIn; Showcasing in Merchandising; Immersive & experiential ads: AR, VR, metaverse trends; Ethical concerns: Privacy, surveillance, digital fatigue; Understanding algorithms and their impact on content delivery; CSR in digital branding and cause marketing; Content best practices

References

1. Advertising & Promotion by Belch & Belch
2. The Indian Media Business by Vanita Kohli-Khandekar
3. Social Marketing for Public Health by Kotler & Lee
4. The Culture Code by Clotaire Rapaille
5. McKinsey & Nielsen reports on global and rural markets

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment: 40 Marks

1. Case study: Influencer campaign evaluation
2. Digital ad mock-up for a social issue using multi-platform strategy

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

VOC I - Advertising Campaign Management - Mainline

Course Objectives:

1. To equip students with comprehensive understanding of mainline advertising campaigns.
2. To train students in effective copywriting techniques.
3. To teach students process and techniques of design and production of mainline advertising campaigns.

Learning Outcomes:

After completing the course, the learners will be able-

1. To demonstrate the ability to conceptualize, structure, and manage a full-scale mainline advertising campaign, by understanding the process of development and execution of campaign.
2. To write persuasive and effective copy for various mainline media formats that reflect brand voice for multilingual and regional campaigns.
3. To design and produce mainline advertising creatives by integrating principles of design and editing.

Module 1: Fundamentals of Mainline Advertising Campaigns

Definition and scope of Mainline Advertising; The Campaign Lifecycle (Brief → Strategy → Creative → Execution → Evaluation); Understanding Creative Briefs & Target Audience, ATL (Above The Line) Channels: TV, Print, Radio, Outdoor; Coordination with client servicing, creative, and production teams; Structuring and planning a campaign Case Studies of successful Indian and global mainline campaigns

Module 2: Copywriting for Mainline Campaigns

Writing for different mediums- Print, Outdoor, Radio and TV; Understanding brand tone and voice; Writing for target audience; Writing in regional languages; Translating copies

Content best practices across media platforms

Module 3: Advertising Design and Production for Mainline Campaigns

Principles of Advertising Design; Understanding various layouts for Print, Outdoor, and Transit Media; Typography, Imagery, and Color Psychology; Creating brand's visual identity in Campaigns; Merging visuals with copy; Adaptation of creatives for various mainline formats; Storyboarding for TVCs, Filming and Editing TVC

References:

1. Ogilvy on Advertising – David Ogilvy
2. Hey, Whipple, Squeeze This – Luke Sullivan
3. The Copywriter's Handbook – Robert Bly
4. Adobe Creative Suite guidebooks
5. Portals like Campaign India, Afaqs!, AdAge

Formative Assessment:50 marks

Planning and Creating Mainline Advertising Campaign-

Each group of 3-5 students will work on planning and creating a mainline advertising campaign, for a home-grown small business with NO mainline and/or digital presence.

(*Same business for both Mainline & Digital Campaigns)

The assessment will be of 25+25 Marks (both formative) including-

1. **Ad campaign including all the creatives**
2. **Detailed report**

- The campaign needs to include the following-
 1. Design of branding elements
 2. One print advertisement each for a Magazine and Newspaper- Ad sizes can be decided by the group.
 3. One outdoor advertisement- billboard
 4. One outdoor activation concept and plan
 5. One transit advertisements- Any one medium
 6. One ambient advertisement
 7. One radio Jingle/Ad of 10 Seconds
 8. One television commercial of 20 Seconds
- The detailed report includes
 - Rough designs of Final Logo (development stages)
 - Creative brief
 - Storyboard of TVC
 - Minutes of the meetings with client
 - Rationale of all creative choices
 - Final pdf, audio and video files of advertisements.

Total Marks: 50

VOC II - CAMPAIGN MANAGEMENT - DIGITAL

Course Objectives:

1. To equip students with comprehensive understanding of digital advertising campaigns.
2. To train students in effective copywriting techniques.
3. To teach students process and techniques of design and production of digital advertising campaigns.

Learning Outcomes:

After completing the course, the learners will be able-

1. To demonstrate the ability to conceptualize, structure, and manage a full-scale digital advertising campaign, by understanding the process of development and execution of campaign.
2. To write persuasive and effective copy for various digital media formats that reflect brand voice for multilingual and regional campaigns.
3. To design and produce digital advertising creatives by integrating principles of design and editing.

Module 1: Fundamentals of Digital Advertising Campaigns

Definition and scope of Digital Advertising; The Campaign Lifecycle (Brief → Strategy → Creative → Execution → Evaluation); Understanding Creative Briefs & Target Audience, Digital Channels: Facebook, Instagram, YouTube, Google Ads, Website; Coordination with client servicing, creative, and production teams; Structuring and planning a campaign Case Studies of successful Indian and global digital campaigns

Module 2: Copywriting and SEO for Digital Campaigns

Introduction to SEO (On page, off page, technical), Writing for different mediums- Print, Outdoor, Radio and TV; Understanding brand tone and voice; Writing for target audience; Writing in regional languages; Translating copies

Module 3: Advertising Design and Production for Digital Campaigns

Principles of Advertising Design; Understanding various layouts for digital ads (interstitial ads; native ads, pop up ads) Typography, Imagery, and Color Psychology; Creating brand's visual identity in Campaigns; Merging visuals with copy.

Formative Assessment:50 marks

Planning and Creating Digital Advertising Campaign-

- Each group of 3-5 students will work on planning and creating a mainline advertising campaign for a home-grown small business with NO mainline and/or digital presence.

(*Same business for both Mainline & Digital Campaigns)

The assessment will be of 25+25 Marks (both formative) including-

- 1. Ad campaign including all the creatives**
- 2. Detailed report**

- The campaign needs to include the following-
 1. Design of branding elements
 2. One advertisement each for a Facebook and Instagram Campaign - Ad sizes can be decided by the group.
 3. One YouTube advertisement (10 seconds content)
 4. One Digital Campaign (2-3 minutes short film/documentary/ audio-visual content)
 5. Content plan for 3 months/6 months/12 months
 6. 2-3 static topicals
 7. 1 blog
 8. Homepage design for the brand (SEO appropriate)
- Submission includes
 - Rough designs of Final Logo (development stages)
 - Creative brief
 - Storyboard of all the audio visual content
 - Minutes of the meetings with client
 - Rationale of all creative choices
 - Final pdf, audio and video files of advertisements.

Total Marks: 50

SEM VI

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Fundamentals of Media Laws ii) Advertising for Community Development iii) Influencer Marketing	4 4 2
2	DSE I- Media Planning & Buying	4
3	DSE II Account Planning	4
4	VOC-I Entrepreneurship & Innovation for Advertising	2
5	VOC-II Advertising Insight & Trend Analysis	2
6	Field Project- Documentary Filmmaking/ Media Effect or Consumption Study/Media Literacy Project	4

Sr No	Course Code	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1.		MAJOR - I Fundamentals of Media Laws	Constitutional Foundations Of Media Law & Introduction To Indian Legal System	15*4	60	4	100
			General Content Regulation Laws, Intellectual Property Laws and Contract law				
			Laws Governing Print Media & Advertising Laws				
			Laws Governing Broadcasting & Digital Media				
2.		MAJOR - II Community Development Through Advertising	Introduction to Community Development	15*4	60	4	100
			Advertising and Society				
			Social Impact and Purpose-Driven Advertising and Key Strategies				
			Ethics and Challenges in Community Development Advertising (an Indian Perspective)				
3.		MAJOR-III Influencer Marketing	Introduction to Influencer Marketing	10*3	30	2	50
			Process and Practice of Influencer Marketing				
			Influencer Marketing: Scope & Opportunities				
4.		DSE I: Media Planning and Buying	Fundamentals of Media Planning	15*4	60	4	100
			Media Planning Process and Measurement Metrics				
			Media Buying Opportunities				

			Digital Media Buying and Programmatic Buying				
5.		DSE II: Account Planning	Fundamentals of Account Planning	15*4	60	4	100
			Audience Profiling and Market Research				
			Strategic Communication and Brand Messaging				
			Account Management and Key Account Strategies				
6.		VOC I: Entrepreneurship and Innovation for Advertising	Advertising for Business Basics	15 T + 30 P	45	2	50
			Innovative Trends and Creative Opportunities				
			Planning and Launching Advertising Venture				
7.		VOC II: Advertising Insights & Trend Analysis	Fundamentals of Advertising Research & Hypothesis Formation	15 T + 30 P	45	2	50
			Research Design, Sampling & Data Collection Techniques				
			Data Analysis, Advertising Research & Neuroscience in Advertising				

MAJOR I - Fundamentals of Media Laws

Course Objectives:

1. To introduce students to the constitutional foundation of media laws and to introduce them to the legal system.
2. To teach students media-related IP, contract, and content regulation laws.
3. To acquaint students with the regulation framework of print media and advertising.
4. To explain the legal and regulatory framework for broadcast and digital media.

Learning Outcomes:

After completing the course, the learners will be able-

1. To know the basics of the constitutional foundation of media laws and to get acquainted with the legal system.
2. To get acquainted with media-related IP, contract, and content regulation laws.
3. To understand the evolution of the regulation framework of print media and advertising.
4. To learn the fundamentals of the legal and regulatory framework for broadcast and digital media.

Module 1: Constitutional Foundations Of Media Law & Introduction To Indian Legal System

Introduction to Indian Constitution, Salient Features of the constitution; fundamental rights, Scope and interpretation; Understanding freedom of speech and expression; Understanding reasonable restrictions; defamation, sedition, contempt of court, hate speech; Judicial System in India; Civil and criminal courts; Basic principles of civil and criminal law Simulation of mock court or Press Council hearings

Module 2: General Content Regulation Laws, Intellectual Property Laws and Contract law

Content Regulation: Drugs and magic remedies, Indecent representation of women, POCSO; Official Secrets Act; Rules & Regulations of various independent and quasi-judicial bodies IP laws - copyright law, IP laws in the digital and social media era Basic principles of contract law in India; Right to Information. Case studies of recent judgements

Module 3: Laws Governing Print media & Advertising Laws

Understanding self regulation and Government regulation in media, Historical overview of Press Laws; Press and Registration of Periodicals Act; Press Council of India, Working Journalists Act. ASCI and its role; Consumer Protection Framework in India, Surrogate and Subliminal Advertising. Case studies of recent judgements

Module 4: Laws Governing Broadcasting & Digital Media

Cable Television Network Regulation Act & Rules, NBDA, BARC and other bodies,

IT Act- Rules and Amendments; data privacy laws in India;

Self regulatory practices and rules by platforms; AI-generated content and legal implications;

Influencer marketing laws and disclosures; Legal Issues around emerging digital media like fantasy sports, metaverse, AI, deep fakes.

Case studies of recent judgements

References:

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. The law of Intellectual Property Rights edited by Shiv Sahai Singh
4. Introduction to Media Laws and Ethics by Juhi P Pathak

Suggested Formative Assessment:

1. Case Studies of Contemporary Legal issues surrounding media
2. Structured Debates
3. Critiquing recent media content in context of media law framework

Summative Assessment: 60 Marks

1. Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
2. Q.No.1 of 15 marks based on practical application and/or case study.

The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR II - Community Development Through Advertising

COURSE OBJECTIVES -

1. To introduce the foundational concepts and historical evolution of community development, highlighting its role in addressing social, economic, and environmental issues.
2. To examine the societal impact of advertising, focusing on its power to shape cultural narratives and raise awareness on social issues through ethical and creative storytelling.
3. To explore purpose-driven advertising strategies, including the role of brands, agencies, and community organizations in creating campaigns that foster social impact and development.
4. To critically discuss the ethical considerations and challenges in community development advertising, with a focus on sensitivity, authenticity, and the Indian socio-cultural context.

LEARNING OUTCOMES -

At the end of the course, students will be able to:

1. Define and explain key concepts of community development and describe its historical evolution and contemporary relevance.
2. Analyze how advertising influences societal values and effectively communicates social causes through storytelling and ethical practices.
3. Design purpose-driven advertising strategies that engage communities, align with CSR goals, and involve key stakeholders like NGOs and government bodies.
4. Critically evaluate ethical dilemmas in community development advertising and propose solutions that balance brand goals with genuine social responsibility.

Module 1 - Introduction to Community Development

Definition and key concepts in community development, The role of community development in addressing social, economic, and environmental issues, Historical perspective: The evolution of community development and its intersection with media.

Module 2 - Advertising and Society

How advertising impacts society and shapes cultural narratives, Overview of advertising's potential in raising awareness about social issues, The power of storytelling in advocacy and social campaigns, Ethical advertising, Case studies of past campaigns focused on social change, environmental sustainability, gender equality, public health, and education

Module 3 - Social Impact and Purpose-Driven Advertising and Key Strategies

The role of brands and agencies in promoting social causes, Understanding purpose-driven brands and their role in community development, Introduction to Corporate Social Responsibility, Identifying community issues and selecting the right audience, Creation of

Campaigns with Social Impact, The role of NGOs, government bodies, and local organizations in advertising for community development.

Module 4 - Ethics and Challenges in Community Development Advertising (an Indian Perspective)

Ethical advertising practices: Sensitivity, cultural relevance, and inclusivity, Persuasion vs Exploitation, Brand Visibility vs Social Cause, Authenticity vs. Commercial Intent, Limited Resources for Social Impact Campaigns, Other challenges in advertising and community development.

References:

1. The Influence of Advertising on Social Issues by Hugh D. Lunn
2. Social Marketing: Influencing Behaviors for Good by Nancy R. Lee and Philip Kotler
3. Corporate Social Responsibility in India by R. Venkatesh

Assessments:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Conduct an interview with a local community leader or activist to understand current community development challenges.
2. Select an ad campaign and assess its ethical aspects — was it sensitive, culturally relevant, and inclusive
3. Analyze an Indian social impact advertisement for authenticity vs commercial intent.

Summative Assessment: 60 Marks

1. Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
2. Q.No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR-III - Influencer Marketing

Course Objectives:

1. To introduce students to the concept of influencer marketing
2. To teach the processes and practices of influencer marketing.
3. To explain the scope and opportunities in the influencer marketing industry

Learning Outcomes:

After completing the course, the learners will be able to

1. To comprehend the concept of influencer marketing
2. To implement the processes and practices of influencer marketing
3. To evaluate the scope and opportunities in the influencer marketing industry

Study and understand case studies of successful and failed influencer campaigns and creation of an influencer marketing campaign plan for a brand

Module 1: Introduction to Influencer Marketing

Influencer: Meaning, Influencer Marketing: Meaning and Definition, History & Background, Categorization of Influencers, Genres of Influencers, Services Associated with Influencer Marketing, Platforms to Explore, Profile Metrics, and Benefits of Influencer Marketing; Relevance of Influencer Marketing in Industry

Module 2: Process and Practice of Influencer Marketing

Process Overview, Briefing Document, Plan, Strategy & Approach, Influencer Selection Criteria, Cost Determining Factors & Finance protocols, Deliverables, Rights Associated with Influencers, Legalities - Paperwork & ASCI-SEBI guidelines, Content Curation and building distribution, Campaign Reports & Data

Module 3: Influencer Marketing: Scope & Opportunities

Scope of Work for an Influencer Marketing Professional, Skills Required, Challenges of the Industry, Avenues of Opportunities, Top Influencer agencies, Getting started as an influencer marketing professional

References:

1. Influencer Marketing: Building Brand Communities and Engagement, Sevil Yesiloglu, Joyce Costello; Routledge; 1st edition, 2020
2. Influencer Marketing, Duncan Brown and Nick Hayes; Routledge; 1st edition, 2007
3. Influencer Marketing For Dummies, C. Lincoln, John Wiley & Sons Inc; 1st edition, 2016

Total Marks: 50

DSE I - Media Planning And Buying

Course Objectives

1. To introduce students to the fundamental concepts, terminology, and decision-making factors involved in media planning and the role of media planners in advertising.
2. To equip students with the knowledge of the media planning process, key metrics for evaluation, and factors influencing media mix decisions and budget allocation.
3. To explore modern media buying opportunities across OTT, social media influencers, and digital advertising platforms, focusing on cost models and campaign effectiveness.
4. To provide an understanding of digital media buying techniques, including programmatic buying, demand-side platforms, and advertising via premium publishers and networks.

Learning Outcomes

At the end of the course, students will be able to:

1. Explain the core principles of media planning, identify key challenges, and apply criteria for selecting appropriate media vehicles.
2. Develop comprehensive media plans incorporating situation analysis, target audience insights, budgeting, and appropriate measurement metrics.
3. Evaluate and recommend suitable media buying options and cost models for different digital campaigns to optimize advertising spend.
4. Demonstrate an understanding of digital and programmatic media buying processes, including real-time bidding and working with ad networks and exchanges.

Module 1 - Fundamentals of Media Planning

Basic Terms and Concepts, The function of Media planning in advertising, Objectives of MP, Role of Media planner, Challenges in Media planning, BARC and NCCS Grid, Factors influencing media strategy decisions, Criterion for selecting media vehicles

Module 2 - Media Planning Process and Measurement Metrics

Situation analysis and Marketing strategy plan, Media Briefing, Media objectives and target audience analysis, Media selection and strategy, Media budgeting, Media Buying, Evaluation, Factors Affecting Media Mix Decision, Reach, Frequency, GRPS/GVT Ratings, TRP/TVT Ratings, Impressions, Cost efficiency, Cost per thousand, Cost per rating, Circulation / Readership /AIR, Selectivity Index, Share of Voice

Module 3 - Media Buying Opportunities

OTT Platforms, Influencers Marketing or social media influencers, Content advertising, Native advertising, App installed campaign, Push notification, Google ads, Bing ads, Lead Progression - Cost per impression, Cost per click(CPC), Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA), cost per conversion or Revenue sharing or cost per sale.

Module 4 - Digital Media Buying and Programmatic Buying

Programmatic Buying: [DSP (Demand side platform), RTB (Real time bidding)], Advertising via Premium Publishers, Advertising via Networks and Exchanges

References:

Media Planning & Buying in the 21st Century by Ronald D. Geskey

Strategic Media Planning and Buying: Integration of Traditional and Digital Media by Sharad Rathore

Assessments:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Conduct an interview with a local community leader or activist to understand current community development challenges.
2. Compare TRP ratings of top 3 TV shows over a week and analyze trends.
3. Create a media buying plan using both ad networks and premium publishers for a tourism brand.

Summative Assessment: 60 Marks

1. Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
2. Q.No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

DSE II - Account Planning

COURSE OUTCOME:

1. To introduce students to the foundational concepts of account planning, including brand positioning, consumer insights, and the evolution of advertising strategies in a digital landscape.
2. To equip students with the skills needed to identify and profile audiences through market research, segmentation, and ethical data collection methods.
3. To develop students' abilities in crafting strategic brand communication and storytelling across consumer and stakeholder touchpoints.
4. To build competence in account and key account management strategies, focusing on client relationships, profitability, and sustainable growth.

LEARNING OUTCOME:

At the end of the course, students will be able to:

1. Analyze market needs, brand positioning strategies, and consumer requirements to evaluate successful advertising campaigns across traditional and digital platforms.
2. Conduct effective audience segmentation and apply qualitative and quantitative research techniques to profile target audiences ethically.
3. Create strategic brand messaging and campaign proposals that reflect market understanding, audience insights, and communication goals.
4. Demonstrate the ability to manage client accounts, apply key account strategies, and analyze client profitability for long-term growth.

Module 1 - Fundamentals of Account Planning

Introduction to Advertising: Key concepts and industry overview, Identifying market needs and brand positioning, Understanding consumer requirements and brand differentiation, Competitive analysis and market benchmarking, Evolution of account planning in the digital age, Case studies of successful brand strategies in offline and online markets

Module 2 - Audience Profiling and Market Research

Defining and segmenting the target audience, Audience profiling: Demographics, psychographics, and behavioral insights, Conducting observational studies and market research, Field visits and data collection techniques, Understanding digital audiences: First-party data, privacy concerns, and ethical considerations

Module 3 - Strategic Communication and Brand Messaging

Consumer Communication: Crafting compelling brand narratives, Communicating product benefits and market superiority, Building brand credibility: Corporate reputation and investor perception, Evaluating brand success: Performance of existing products and brand extensions Stakeholder Communication - Fundamentals of pitching and proposal development, The pitch

process: Preparation, strategy, and execution, Roles and responsibilities in a pitch team, Developing a creative brief and campaign strategy, Structuring an effective campaign plan

Module 4 - Account Management and Key Account Strategies

Introduction to account management and its significance, Fundamentals of Key Account Management (KAM), Identifying and selecting key accounts, Strategic frameworks for customer acquisition and retention, Managing and nurturing client relationships, Understanding client expectations and buyer perspectives, Financial metrics and profitability analysis in KAM, Long-term strategies for account growth and sustainability

References:

Advertising Account Planning: Planning and Managing Strategic Communication Campaigns by Sarah Turnbull, Larry Kelley, and Donald W. Jugenheimer

Advertising Account Planning: New Strategies in the Digital Landscape by Carol J. Pardun, Beth E. Barnes, and Sheri J. Broyles

Truth, Lies, and Advertising: The Art of Account Planning by Jon Steel

Assessments:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Design and conduct a short field survey or observational study to profile a specific consumer segment. Analyze findings to create a target audience persona with demographics and psychographics.
2. Create a client management plan for any Indian key account wanting to geographically expand. Include acquisition strategy, relationship-building activities, profitability tracking, and a roadmap for account growth.

Summative Assessment: 60 Marks

1. Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
2. Q.No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

VOC I: Entrepreneurship and Innovation for Advertising

Course Objectives:

1. To introduce advertising business models and proposal writing fundamentals.
2. To encourage students for innovation using industry trends and digital strategies.
3. To Guide students for venture planning using lean methods and storytelling.

Learning Outcomes:

By the end of this course, Learners will be able to-

1. Draft a business pitch for an advertising business idea.
2. Identify creative gaps and present an innovative advertising idea
3. Build an advertising startup plan including pitch deck and strategy.

Module 1: Advertising Business Basics

Understanding the business side of advertising, Advertising agency structures; opportunities for innovation, and startup thinking; Lean startup possibilities; Value proposition & branding for advertising agency/ventures; Pitching and proposals; Revenue models in the creative industry.

Case studies: Startups, adtech, and creative agencies; Study of business pitch and proposals

Module 2: Innovative Trends and Creative Opportunities

Emerging trends in storytelling, Innovations in media buying, targeting, and personalization; Purpose-led ventures; Disruption case studies (ad tech, influence economy, gig economy, automation, SaaS or Platform-based ventures.); Building a creative innovation mindset; Identifying industry gaps, challenges and opportunities; leveraging digital technologies and creative strategies

Brainstorming to identify market gaps; Creative Ideation for advertising ventures- technology led/purpose led/revenue-model led/consumer segment led; Presenting advertising entrepreneurship idea (peer/mentor review).

Module 3: Planning and Launching Advertising Venture

Business planning for advertising; Marketing & client acquisition for creative businesses; Legal & ethical considerations in advertising startups; Investment Possibilities; Storytelling for investors; Drafting a compelling pitch; Building teams for advertising ventures; Lean startup methodology; Competitor Analysis.

Developing a full startup plan, including branding, client acquisition strategy, legal checklist, and pitch deck; Creation of Prototypes if needed; Building digital presence for the venture.

References:

1. Made To Stick: Why Some Ideas Survive And Others Die, Chip And Dan Heath, Random House, January 2, 2007
2. Advertising Concept Book, Pete Barry, Thames And Hudson; 2012
3. The Creative's Guide To Starting A Business: How To Turn Your Talent Into A Career, Harriet Kelsall, Robinson, 20 September 2018
4. Advertising Agency Business: Complete Manual for Management and Operation, Herbert S. Gardner, McGraw-Hill Contemporary, 1 October 1987

Suggested Formative Assessment: 50 Marks**Creation of a Fully-developed Advertising Entrepreneurial Business Plan-**

Students will work in a group of 3-5 to develop an innovative advertising business idea. The assessment includes submission of business proposals (25 marks) and a pitch presentation for external industry experts (25 marks).

The assessment will be of 25+25 Marks (both formative) including-

1. **Business Proposal Submission**
2. **Pitch Presentation followed by Q&A**

The business proposal needs to include the following-

1. Explanation of the idea- purpose and value proposition.
2. Market gap identification and market research output
3. Explanation of how the venture uses innovation
4. Vision, Mission and Objectives
5. Business Model, revenue strategy and client acquisition plan
6. Branding approach aligned with the vision

Total Marks: 50

VOC II: Advertising Insight and Trend Analysis

Learning Outcomes:

By the end of the course, students will be able to:

1. Understand key concepts in advertising research
2. Develop expertise in basic steps of research and data collection.
3. Implement data analysis and projective techniques to uncover consumer insights.

Module 1: Fundamentals of Advertising Research & Hypothesis Formation

Introduction to Research; Meaning and objectives of research; Importance of research in advertising and marketing; Key Research Concepts; Variables: Qualitative vs Quantitative; Stages in the research process: Problem definition, data collection, analysis, and reporting; Literature Review; Conducting a literature review to understand existing trends and gaps in advertising research; Hypothesis in Advertising Research; Types of hypotheses: Null, alternative, directional; Nature, significance, and formulation of hypotheses in advertising contexts

Module 2: Research Design, Sampling & Data Collection Techniques

Research Design; Definition, need, and importance of research design in advertising; Types of research design: Descriptive, Exploratory, and Causal; Sampling Methods; Meaning of sample and sampling; Non-probability sampling: Convenience, Judgment, Quota, Snowball; Probability sampling: Simple Random, Stratified, Cluster, Multi-stage; Data Collection Methods; Primary data collection: Observation, Experiment, Personal Interviews, Focus Groups, In-depth Interviews; Survey Methods: Questionnaire design and scaling techniques (Likert, Semantic Differential, Staple, Constant Sum); Projective Techniques; Types: Association, Completion, Construction, Expressive; Application of projective techniques in advertising research; Report Writing; Essentials of a good report; Structure, content, and proper citation (Footnotes, Bibliography)

Module 3: Data Analysis, Advertising Research & Neuroscience in Advertising

Data Analysis in Advertising Research; Introduction to data analysis: Descriptive and inferential statistics; Analyzing trends and patterns in advertising data; Using tools for quantitative and qualitative data analysis; Advertising Research; Copy Research: Concept testing, Name testing, Slogan testing; Pretesting & Posttesting: Consumer Jury Test, Portfolio Test, Recall and Recognition tests; Measuring the effectiveness of advertising campaigns; Marketing Research; New product research, Branding research, Pricing, and Packaging research, Using various tools for campaign impact measurement

References:

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull

2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition

Suggested Formative Assessment: 50 Marks

Students have to work in a group of 3-4, to complete an advertising trend and data analysis project. The assessment includes submission of a detailed study report (25 marks) and a presentation (25 marks)

The assessment will be of 25+25 Marks (both formative) including-

1. Detailed report of study
2. Presentations followed by Q&A describing study outcomes

The group has to decide on a research question and devise a detailed design to complete the project. The report must include-

1. Objectives of the study
2. Research Design- Methodology, Sampling Techniques, Hypothesis/Research Questions, Data Collection Method
3. Data Collected
4. Interpretation and Analysis of the Data
5. Conclusion

Total Marks: 50

Field Project-

Course Objectives-

1. To facilitate student-led inquiry into contemporary media practices and impacts, encouraging topic selection rooted in local and socio-cultural relevance.
2. To guide students in applying production or research methodologies suited to either creative, research-based or intervention based projects.
3. To aid students in developing critical thinking and analytical skills through the integration of media theory, audience analysis, and content evaluation.
4. To cultivate collaboration, project management and professional communication skills required as per industry and academic standards.

Learning Outcomes-

By the end of this course, students will be able to-

1. Design and plan a media-based inquiry or intervention, demonstrating the ability to conduct structured study, create content and perform media landscape analysis.
2. Independently or collaboratively execute a media production, study, or intervention exercise that reflects clarity of purpose, technical competence, and audience relevance.
3. Apply relevant media theories, analysis methods and literacy frameworks in the creation or analysis of media content.
4. Effectively present the process and outcomes through written, visual, and oral formats, and reflect on individual learning.

Project Structure:

Students can choose from the following three options-

1. Documentary Filmmaking
2. Media Consumption/Effect Study
3. Media Literacy Project

1. Documentary Filmmaking

Guidelines:

1. Students will work in groups of 6-8 members to produce a well-researched documentary (in English, Hindi or Marathi; with English subtitles) of around 15-17 minutes.
2. The documentary has to be around a contemporary and local/region-specific issue of socio-cultural and political significance.
3. Groups will be assigned with mentors and be trained for the process of documentary making. Students can decide the narrative and point-of-view of the documentary. The topic has to be approved by the mentor.

4. Each student will work on one of the following tasks- Research, Writing, Direction, Direction of Photography, Production, Editing, Sound Supervising, Subtitles, Production supervision, Pitch and funding proposal making, and Report compilation. This needs to be completed in stipulated time assigned by the mentor.
5. Each group is required to appear for two mid-semester presentations for approval, before filming begins- one to explain creative value of the project, and other to explain commercial value of the project.
6. Each group is required to submit a project report at the end of the semester, on the day of release of the film. The report needs to include the following documents-
 1. Concept overview- Concept, Genre
 2. Synopsis
 3. Treatment Note
 4. Fund-raising proposal
 5. Distribution plan
 6. Personal work report by each group member
7. Assessment of the project includes-
 - a. Evaluation of the documentary by external experts
 - b. Evaluation of the detailed report by the mentors.

OR

2. Media Consumption/Effect Study

Guidelines-

1. Students are expected to work individually and conduct a qualitative/quantitative study on media effects or media consumption habits.
2. Students have to choose an appropriate topic with approval from the mentor and complete the study.
3. Assessment includes-
 - a. A Presentation of the outcome of study conducted in presence of external experts.
 - b. Submission of a detailed report of the project work, in around 5000-7000 words, as per the format decided by the mentors.
4. Raw data may be asked to be presented during the presentations.

OR

3. Media Literacy Project

Guidelines-

1. Students are expected to work in groups of 6-8 members to design and conduct media literacy workshops for a specific community/group. Each group will be assigned a mentor. The selection of the community/group needs to be approved by the mentor. The workshop participants must be 10-30.

2. The design of workshops has to be appropriate to the media literacy needs of the target group selected. Students have to first complete the need assessment exercise to identify the media literacy needs of the selected group/community, and present the same to the mentor.
3. Based on the need assessment, the student group is expected to develop and execute 4-5 workshops of 30-45 minutes each, for the target community. This can be completed in a span of one month.
4. The workshop design needs to be engaging; and students have to incorporate multiple techniques in each workshop including (but not limited to) hands-on exercises, group discussions, skits/plays, presentations, media analysis activities. Students are also expected to design promotional/informational materials for the workshops like handouts, social media posts, handmade posters.
5. Student groups have to submit a comprehensive audio-visual report of this project outlining the objectives, process, challenges and learnings from the same. This AV needs to showcase glimpses from all workshops, feedback from the participants after each workshop and the behind-the-scenes footage highlighting the students' participation. The duration of the AV can be 12-15 minutes.
6. Each member has to submit a 500-750 word report of their individual work.
7. Assessment includes-
 - a. Evaluation of the AV report submitted by the group and individual students, by external experts.
 - b. Viva-voce with mentors.

BAMMC- Journalism Specialisation

Semester – V

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Media in the Changing World ii) Journalism & Public Sphere iii) Indian Perspectives on Communication	4 4 2
2	DSE I- Business & Finance Journalism	4
3	DSE II- Culture Journalism	4
4	VOC-I News Production- Print & Digital	2
5	VOC-II News Production- Broadcast	2

Sr No	Course Code	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1.		MAJOR - I Media & the Changing World	Contemporary Media Ethics and Morality	15*4	60	4	100
			Media for Sustainable Future				
			Media and Emerging Technologies				
			Power, Politics and Media Narratives				
2.		MAJOR - II Journalism & Public Sphere	Meaning, Definition and its relationship	15*4	60	4	100
			Theories of Media and Public Sphere				
			Public Sphere in the Digital Era				
			News Media coverage and Public Opinion				
3.		MAJOR-III Indian Perspectives on Communication	Roots of Indian Communication Perspectives	10*3	30	2	50
			People's Media in Mediaeval India				
			Dialogic Traditions and Discourses in Indian Philosophy				
4.		DSE I: Business & Finance Journalism	Understanding Economic Concepts and Financial Reporting	15*4	60	4	100
			Financial Market and Investment Analysis				
			Business and Financial Reporting				
			Business Feature Writing				

5.		DSE II: Culture Journalism	Understanding Art	15*4	60	4	100
			Understanding Indian Culture				
			Reporting Culture				
			Multimedia Culture Reporting				
6.		VOC I: News Production: Print and Digital	News Reporting & Writing of News & Features	15 T + 30 P	45	2	50
			Editing for Print and Digital mediums				
			Page Designing and Producing a print newspaper & Digital portal				
7.		VOC II: News Production: Broadcast	Reporting & Script Writing for Broadcast	15 T + 30 P	45	2	50
			Broadcast News Formats & Editing Techniques				
			Producing a News Bulletin and a News Feature/Debate/podcast Show				

MAJOR I: Media in the Changing World

Course Objectives

1. To help students critically understand and apply ethical frameworks to evaluate media practices in both traditional and digital contexts.
2. To explore the media's influence on sustainability discourse and its responsibility in shaping public understanding and advocacy.
3. To introduce students to technological innovations reshaping media creation, consumption, and ethics.
4. To analyze global media systems and the socio-political dynamics that shape content, representation, and influence across cultures.

Learning Outcomes:

After completing the course, the learners will be able-

1. To apply core ethical theories to analyze real-world media dilemmas, including privacy, consent, and algorithmic influence.
2. To evaluate media practices for their role in promoting or undermining sustainability, including identifying and critiquing instances of greenwashing.
3. To assess the impact of AI, immersive tech (AR/VR), and blockchain on media content, personalization, and user behavior.
4. To critically analyze the role of media in shaping identities, ideologies, and public discourse in a global and post-truth context.

Module 1: Contemporary Media Ethics and Morality

Core Ethical Theories in Media (Deontology, Utilitarianism, Virtue Ethics); Media Responsibility: Truth, Accuracy, and Objectivity; The Role of Media and Ethical Implications; Privacy vs. Public Interest: Case Studies in Privacy Invasion, Missing Consent and Ethical Communication; Understanding non-western media systems; Ethical Considerations in the Age of Social Media; Ethical Dilemmas in Digital Media and the Impact of Algorithms on Consumption

Module 2: Media for Sustainable Future

The Concept of Sustainability in Media: Social, Economic, and Environmental Dimensions; Media's Role in Communicating Sustainability and Environmental Advocacy; Greenwashing in Media; The Media's Role in Crisis Communication during Environmental Disasters (e.g., Natural Disasters, Pandemics); Media Consumption and the Environmental Footprint: Digital Media's Carbon Footprint; Using Social Media for Awareness and Activism

Module 3: Media and Emerging Technologies

Artificial Intelligence and Big Data: Media Personalization, Automation, and Content Creation; Virtual Reality (VR), Augmented Reality (AR), and the Future of Immersive Mass Communication Practices; The Role of Blockchain in Media: Decentralized Content, Copyright, and Distribution; The Internet of Things (IoT) and Media Consumption: Changing

User Habits;

Module 4: Power, Politics and Media Narratives

The Globalization of Media: Cross-Cultural Communication and the Flow of Information; Media Representation and Identity: Race, Gender, and Class in Media Content; Media and Social Movements(e.g.- #MeToo, Black Lives Matter, Farmer's Protest, CAA Protests.); Media in Conflict Zones and Peace-time Communication; Impact of Political Ideologies and Geopolitical Shifts on Media Content; Digital Colonialism and Impact of Tech Giants; Media in Post-Truth Era; Polarization, Populism and Media

References:

1. Media Ethics: Cases and Moral Reasoning, Clifford G. Christians, Mark Fackler, Peggy J. Kreshel, William J. Brown, Yayu Feng, Holly K. Overton, Kathy Brittain Richardson, Routledge, 2024.
2. Imagining the Global: Transnational Media and Popular Culture Beyond East and West, Darling-Wolf, F., University of Michigan Press, 2015.
3. Amusing ourselves to Death, Neil Postman, Penguin USA, 2008.
4. When Media Are New: Understanding the Dynamics of New Media Adoption and Use by John Carey and Martin C. J. Elton
5. The Hyperlinked Society: Questioning Connections in the Digital Age edited by Joseph Turow and Lokman Tsui

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Creative reflective essay Writing
2. Structured classroom debates
3. Case Studies/Review papers of Media impact

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR II: Journalism and Public Sphere

Course Objectives

1. To teach the basic concept of public sphere.
2. To discuss the media theories pertaining to concepts of the public sphere.
3. To introduce the students to the changing nature of the public sphere in the digital era.
4. To discuss news coverage and its impact on public opinion

Learning Outcomes:

After completing the course, the learners will be able-

1. To know and outline the basic concepts of public sphere
2. To analyse and critique relevant media theories w.r.t. Public sphere
3. To assess the relevance of public sphere in the digital world
4. To analyse the news coverage and interpret the effect on public opinion formation.

Module 1: Meaning, Definition and its relationship

Understanding the concepts- Public sphere and public opinion; political communication; public opinion and news media; propaganda and news media, media hegemony. Indian and Western context.

Module 2 Theories of Media and Public Sphere

Theories with reference to news media and public sphere: George Orwell's Animal Farm; Noam Chomsky and manufacturing consent; Walter Lippmann - Agenda Setting Theory; Habermas Theory of public sphere and its relevance in the contemporary times; Critiquing the theories. Case studies in contemporary Indian context.

Module 3: Public Sphere in the Digital Era

Political Economy and Media; Indian Public Sphere in social media era; Relevant Case studies with respect to social media; Social media and digital news media shaping opinions, Case studies in Indian context (examples like Zomato delivery case, Maldives government derogatory statement incident), New media and Democracy, Public participation and activism.

Module 4: News Media coverage and Public Opinion

Traditional and new media's role in public opinion in India; Case studies of emerging opinion creation platforms on digital media (Instagram pages, YouTube Channels); Coverage and public opinion with respect to following events- General and Assembly Elections post-pandemic, Bharat Jodo Nyaya Yatra, Inauguration of Ram Mandir, Arrests of Politicians, Cases against Comedians, Kolkata's RG Kar Hospital Case, Waqf Board Amendments and Subsequent Violence in West Bengal. (Case Studies can be altered as per the contemporary issues)

References:

1. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova.
2. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution
3. Sardesai Rajdeep: “2014: The Election that Changed India”
4. Walter Lippmann: “Public Opinion”
5. Herman Edward S. & Chomsky Noam “Manufacturing Consent: The Political Economy of the Mass Media”
6. Lalles John: Nature and Opinion of Public Opinion.

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Case Studies/ Mock Public Debates
2. Reflective Essay Writing
3. Review Paper writing

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR-III- Indian Perspectives on Communication

Course Objectives:

1. To introduce students to the foundational structures of communication in ancient India through oral, literary, and ritual traditions.
2. To explore how devotional, folk, and visual traditions created inclusive and participatory forms of public communication in medieval India.
3. To familiarize students with Indian philosophical frameworks of discourse and debate, and their relevance to ethical communication.

Learning Outcomes:

After completing the course, the learners will be able-

1. To analyze how early Indian oral and literary traditions functioned as structured systems of social and political communication.
2. To evaluate the role of devotional and folk traditions in shaping mass engagement, resistance, and cultural expression.
3. To apply Indian philosophical frameworks to assess ethical communication and discourse quality in modern media contexts.

Module 1: Roots of Indian Communication Perspectives

Foundations of Indian communication systems through oral narratives, ritual practices, and classical literature; Shruti, Smriti, and Guru-Shishya Parampara; Storytelling as Social Messaging: Panchatantra, Jataka, Epics; Arthashastra and Early Statecraft Communication; Sabha, Samiti, and public discourse in Vedic society

Module 2: People's Media in Mediaeval India

Devotional and community-based communication movements as forms of early mass media; Bhakti and Sufi Movements as Cultural Communication; Use of Poetry, Music, and Oral Transmission for Collective Messaging; Regionalization and Rise of Vernacular Media; Temple Art, Inscriptions, and Performance as Visual/Spatial Media; Public Participation and Messaging in Itihasa-Purana Traditions

Module 3: Dialogic Traditions and Discourses in Indian Philosophy

Indian philosophical models of communication, logic, and debate; Vād, Samvāda, Jalpa, Vitandā: Classical Modes of Discourse; Shastrarth, Tarka, and Public Debates in Monastic and Courtly Spaces; Bhartrihari's *Spṛṣṭa* Theory and the Nature of Meaning; Nyaya and Mimamsa Traditions of Argumentation; Ethical Communication: Dharma, Intent, and Truth; Relevance to Contemporary Media Debates and Discourse Culture

References:

1. India: A Linguistic Civilisation, G.N. Devy

2. Communication Through Ages: An Indian Perspective, Raghavendra Vajpayee
3. Indian Literary Criticism, G. N. Devy
4. Nyaya and Mimansa Sutra

Assessment:

30:20 Summative: Formative

Suggested Formative Assessment: 20 Marks

1. Comparative Debates
2. Reflective Papers
3. Analysis of Mediaeval poetry from socio-cultural perspective

Summative Assessment: 30 Marks

Question Paper Pattern:

- 3 Questions of 10 marks each with equal weightage to each module.

Total Marks: 50

DSE I: Business And Finance Journalism

Course Outcomes:

1. To provide students with an understanding of economic concepts, the Indian tax structure, and financial reporting standards.
2. To equip students with the skills to analyze financial markets and investment practices.
3. To develop and adapt the skills required for business and financial journalism.
4. To enable students to write compelling business feature stories

Learning Outcomes:

At the end of the course, students will be able to-

1. Demonstrate knowledge of Indian tax structure, fiscal policies, and capital budgeting techniques
2. Interpret financial dailies and websites, understanding economic trends and their impact on businesses and consumers.
3. Report on business and financial news and identify credible sources for business stories.
4. Write compelling business feature stories

Module 1: Understanding Economic Concepts and Financial Reporting

Fundamental concepts- Companies, Markets, Investments, Mutual Funds, Banking.

Sources of Public Revenue, Direct or Indirect Taxes, Evaluation of Indian Tax structure, SEZ, Public vs Private Finance, Fiscal Policies, Understanding budget, Financial issues in the Federal setup, RBI, the Finance Commission, Role of Small Scale Industry and Public Sector, Rural Economy, Gig Economy, MSME, start-ups, SFB, NEO, Implication of Government policies.

Introduction to Financial Reporting - Overview of financial reporting standards (GAAP, IFRS), Understanding Financial Statements - In-depth analysis of income statements, Interpretation of balance sheets, Analyzing cash flow statements, Capital budgeting techniques (NPV, IRR, Payback period), Bullion Market, Case Studies in Financial Reporting - Analyzing, financial reports of publicly traded companies.

Module 2: Financial Market and Investment Analysis

Fundamentals of the stock market, Interpretation of Financial dailies and Financial Websites, understanding financial market (bonds, derivatives, commodities and currencies, Analyzing economic trends affecting businesses and consumers and indicators, Financial Ratios and Analysis - Liquidity ratios, Profitability ratios, Solvency ratios, Presentation of financial figures qualitatively and graphically, Valuation methods for stocks and bonds. Using live market tracking tools.

Overview of investment practices - Mutual Funds, Investment Patterns, Regulation of Mutual Funds, Authorization of New Mutual Funds, Mutual Funds Present Status Venture Capital: Venture projects, public and private agencies, Institutional Structure of Capital Market, SEBI- Role of SEBI, UTI – Activities and Investment pattern, Credit rating agencies (CRISIL, ICRA, CARE) & their role.

Module 3: Business and Financial Reporting

Fundamentals of business journalism, overview of economic pages, supplements, news channels making a good business story, source of business news, understanding numbers and statistics, Using data to report, putting numbers in context, interpreting tables, charts, and graphs, reporting financial fraud, insider trading, and accounting scandals, Covering regulatory agencies and enforcement actions, Challenges and pitfalls in reporting on regulatory issues, Case studies of high-profile corporate fraud

Module 4: Business Feature Writing

Techniques for finding and developing business feature story ideas, Conducting interviews and gathering information for feature stories, Business Profiles and Human Interest Stories - Writing profiles of business leaders, entrepreneurs, and innovators

References:

1. Routledge Media and Cultural Studies Companions, Joseph Weber, Richard S. Dunham,
2. The Bloomberg Guide to Business Journalism, Paul Addison, Jennifer Sondag, Cherian Thomas, Carolina Wilson
3. Business Journalism: How to Report on Business and Economics, Keith Hayes
4. Securities and Exchange Board of India <https://www.sebi.gov.in/>
5. Reserve Bank of India <https://www.rbi.org.in/>
6. NSE India <https://www.nseindia.com/>
7. Riding the Roller Coaster: Lessons from Financial Market Cycles We Repeatedly Forget, Amit Trivedi

Assessment: 60:40 Summative: Formative

Suggested Formative Assessment:

1. Analyze a company's earning report released recently and write a detailed news story on it.
2. Conduct an interview and write a profile of an entrepreneur.
3. Track and report weekly trends of a stock or any sector.
4. Write a report or feature on current trends in the business sector of any industry.

Summative Assessment: 60 Marks

Question Paper Pattern:

1. 4 Questions of 15 marks each with equal weightage to each module.
2. Q. No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

DSE II: Culture Journalism

Course Outcomes:

1. To explore various forms of art and cultural references
2. To impart the knowledge about aspects of Indian culture and its nature
3. To teach students the skills and techniques required in crafting engaging stories for culture
4. To prepare students to cover cultural stories by using multimedia tools

Learning Outcomes:

At the end of the course, students will be able to

1. Demonstrate an understanding of art, its types and cultural references associated with it
2. Equip with the knowledge about Indian culture and relationship between art, culture, society, and media
3. Acquire the proficiency in culture journalism techniques including writing reviews, features, interviews in the cultural beat
4. Employ digital and multimedia tools in reporting culture

Module 1: Understanding Art

Understanding the definition of Art, the contrast between the "real" world and the "artistic" world, and a framework for understanding how art functions in society, Differentiating between the primary (creative) arts, such as painting, music, and dance, and the secondary (interpretive) arts, like criticism, analysis, and performance., Analysing art forms through classifications such as auditory (sound-based), spatial (visually-oriented), and symbolic (language, representation), Understanding and analysing cultural references and symbolism in various forms of art

Module 2: Understanding Indian Culture

Defining culture, the relationship between art, culture, society, and media, understanding various aspects of Indian culture, including dance, theatre, music, painting, sculpture, and literature., Understanding the distinctions between classical and folk traditions, Indian and Western art forms, the emerging fusion styles, the impact of globalisation on Art and Culture, the rise of global entertainment, Understanding Visual Culture in the contemporary world

Module 3: Reporting Culture

Conducting cultural research, Crafting compelling narratives: Structure, style, and tone specific to culture journalism, the difference between reporting and criticism; different forms of cultural criticism, techniques for writing reviews, features, and interviews with artists and cultural figures, Interviewing artists, curators, performers, and experts in various cultural fields, the current scenario of cultural reporting in Marathi, other regional languages and English print media; role of cultural journalism in social justice and activism

Module 4: Multimedia Culture Reporting

Digital tools and the changing landscape of culture journalism, the significance of multimedia in shaping cultural reportage, Meme journalism, Understanding visual storytelling: Composition, framing, and context, understanding style and patterns of reporting for broadcast and new media.

References:

1. Birdwood George Cm. "The Arts of India". Cosmo Publication.
2. Bhargav Gopal. "Encyclopedia of Art And Culture In India".
3. Isha Books Publishers. Sayre, Henry M. , (2002), Writing About Art, Prentice Hall, New Jersey.
4. Barnett, Sylvan, (2005), A Short Guide To Writing About Art, Pearson, New York Tichener
5. Campbell B. , (2005), Reviewing The Arts, Lea, London.
6. Kersten, A., & Janssen, S. (2016). Trends in Cultural Journalism: The development of film coverage in cross-national perspective, 1955–2005. Journalism Practice, 11(7), 840–856.
7. Harries, G., & Wahl-Jorgensen, K. (2007). The culture of arts journalists: Elitists, saviors or manic depressives? Journalism, 8(6), 619-639.
8. Cultural Journalism and Cultural Critique in the Media by Nete Kristensen and Unni From
9. Change and continuity in the dual professionalism of cultural journalism, MAARIT JAAKKOLA

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Create a multimedia feature on a current cultural event. This will include writing report, capturing photos, and videos.
2. Create a blog or website dedicated to cultural criticism.
3. Conduct an in-depth interview with an artist, performer, curator, or cultural figure and write features

Summative Assessment: 60 Marks

Question Paper Pattern:

4. 4 Questions of 15 marks each with equal weightage to each module.
5. Q. No.1 of 15 marks based on practical application and/or case study.
6. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

VOC I: News Production- Print & Digital

Course Objectives:

1. To teach students reporting skills and develop their writing skills for news & features
2. To impart knowledge about basic copy-editing techniques and editorial policy making.
3. To help students get acquainted with basic design skills for print and digital news outlets.

Learning Outcomes:

By the end of this course, students should be able to-

1. Report & write news and features for print and digital news media.
2. Design editorial policies and copy-edit the journalistic content.
3. Apply design for print and digital media to produce a newspaper and run a digital news portal

Module 1: News Reporting & Writing of News & Features

News gathering using news values, Source cultivation; Reporting of basic beats- politics, crime, civic, education; Verification of information; Interviewing techniques for news reporting; Working with deadlines; Writing news in inverted pyramid format; Writing compelling ledes; exploring writing formats for digital news portals; Feature writing- Review, profile, editorial, human interest.

Module 2: Editing for Print and Digital mediums

Planning content for a newspaper and digital news portal, content prioritisation and categorisation; setting deadlines; Creating a style-guide; copy-editing, headline writing- types; Addition of multimedia content; Planning and creating infographics; Hyperlinking of stories; Managing frequency of content on digital portal; Understanding URL, SEO, Keywords and real time updates;

Module 3: Page Designing and Producing a print newspaper & Digital portal

Basics of newspaper layout; Creating a dummy newspaper layout; Using software to create newspaper pages; Creating infographics and data visuals for digital and print; Digital news design – mobile-first, CMS basics; Using WordPress or Substack or Medium to create a digital news portal; Uploading content & Managing portal; Publishing newspaper with reported and edited journalistic content.

References:

1. Newspaper Writing and Editing, Willard Grosvenor
2. Newspaper Layout and Editing, Ole Munk and Major Ribergard
3. Visual Journalism: Rajesh Pandey Adhyayan publication
4. Power prose: Writing skills for the media age. Victoria: Hardie Grant Books. Rao,

Meera Raghavendra N. (2012).

5. Tony Harcup: Journalism: Principles and Practice; Sage.

Suggested Formative Assessment: 50 Marks

Students have to work in groups to produce a newspaper (tabloid or broadsheet size) for 2 consecutive days and run a digital news portal for 2 consecutive days; using basic reporting, editing and designing techniques.

The assessment will be of 25+25 Marks (both formative) including-

- 1. Evaluation of newspapers/portals for content and quality**
- 2. Presentations followed by Q&A explaining process and rationale**

Newspapers Must follow the following Structure-

1. Front Page- National/State Importance Stories- can be sourced from agencies
2. Page 2, 3- City coverage- Civic, political, crime, education, health, development
3. Page 4- Science, Culture and entertainment stories
4. Page 5- Business stories and half a page of features
5. Page 6- Sports stories and half a page of features

Digital Portal needs to maintain a frequency of 30-45 minutes for posting stories. Ratio of news to feature shall be 80:20. The digital portal should be designed for 'mobile phone view' also.

Student groups will assume roles and responsibilities as per the newsroom structures, as guided by the mentor.

The assessment includes- Submission of the newspapers and digital portal links, along with the dummy layouts and content drafts; and a presentation (group-wise) to explain the rationale behind the planning and execution of the project.

Total Marks: 50

VOC II: News Production- Broadcast

Course Objectives:

1. To discuss basics of broadcast reporting and scriptwriting
2. To teach various broadcast news formats and editing techniques
3. To help students to produce a broadcast news bulletin and a feature show.

Learning Outcomes:

By the end of this course, students will be able to-

1. Write and deliver clear, concise scripts for broadcast news.
2. Edit video and audio to create professional news packages.
3. Plan and produce a complete news bulletin and show.

Module 1: Reporting & Script Writing for Broadcast

News Values for broadcast media; Role of visuals and sound in news; Planning and pitching a story; Reporting of basic beats- politics, crime, civic, education; Verification of information; Recording and Sourcing visuals; recording interviews and soundbites; Ethics of on-camera reporting; Writing to visuals: Do's & Don'ts; Short, active sentences – writing for the ear; script writing format for broadcast news

Module 2: Broadcast News Formats & Editing Techniques

Bulletins, special reports, debates, features; Package formats: VO, VO-SOT, Reporter Package (PKG); Converting a printed source/story into broadcast format; Basic editing principles: cuts, transitions, sequences, montages; working with sound; Deciding preference and format for the news; Breaking news- writing and working with available content

Module 3: Producing a News Bulletin and a News Feature/Debate/Podcast Show

Bulletin Planning, Distributing tasks and beats; Rundown sheet, segment planning; Understanding Roles: producer, anchor, reporter; Record segments for the bulletin; Anchor links, studio shots; creating packages; Record bulletin in studio/classroom setup; Post-production: Add graphics, headlines, supers; Including breaking news in a live broadcast (Experiment using a dummy YouTube channel); Plan and execute a short current affairs debate or explainer show.

References:

1. Media writing: Print, broadcast, and public relations. New York: Routledge. Shrivastava, K. M. (2015).
2. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth
3. Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart (Amphoto)

4. Video Field Production and Editing by Campesi and Sherriffs

Suggested Formative Assessment: 50 Marks

Students have to work in groups to produce 2 news bulletins of 20-25 minutes and 3 Podcast episodes of 5 minutes each, using basic reporting, feature/script writing, editing and production techniques.

The assessment will be of 25+25 Marks (both formative) including-

- 1. Evaluation of Bulletin and Podcast for content and quality**
- 2. Presentations followed by Q&A explaining process and rationale**

News Bulletin Must include:

1. Opening Montage
2. Headline Segment
3. Three news segments
4. Minimum of 5 news Stories from any 5 of the following- civic, political, crime, sports, science, health, development, entertainment, education beats- covered and edited by students
5. Minimum of 3 national/state stories- footage can be sources from outside
6. Minimum of one package
7. Reporter PTCs, VOs, Anchor Links and Supers are mandatory.

Podcast Production- 3 episodes of 5 minutes each, recorded in a classroom or studio setup.

Topic of the podcast can be anything of recent importance. The format can be decided by the group. (monologue/dialogue/panel). Experts can be invited from outside. Anchoring, research, scripting and production must be handled by the students.

Student groups will assume roles and responsibilities as per the newsroom structures, as guided by the mentor.

Submission of the final videos, along with the raw footage and content drafts is required.

Total Marks: 50

Semester – VI

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Fundamentals of Media Laws ii) Development Journalism iii) Podcast & MoJo	4 4 2
2	DSE I- Science, Health & Environmental Journalism	4
3	DSE II Sports Journalism	4
4	VOC-I Entrepreneurship & Innovation for Journalism	2
5	VOC-II Data & Investigative Journalism	2
6	Field Project- Documentary Filmmaking/ Media Effect or Consumption Study	4

Sr No	Course Code	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1.		MAJOR - I Fundamentals of Media Laws	Constitutional Foundations Of Media Law & Introduction To Indian Legal System	15*4	60	4	100
			General Content Regulation Laws, Intellectual Property Laws and Contract law				
			Laws Governing Print Media & Advertising Laws				
			Laws Governing Broadcasting & Digital Media				
2.		MAJOR - II Development Journalism	Understanding Development Journalism in Indian Context	15*4	60	4	100
			Techniques of Development Reporting				
			Issues and Challenges				
			Development Journalism in the Global Context				
3.		MAJOR-III Podcast & MoJo	Podcast Journalism	10*3	30	2	50
			Mobile Journalism (MoJo)				
			Capturing Photos & Videos				
4.		DSE I: Science, Health & Environmental Journalism	Fundamentals of Science, Health & Environmental Journalism	15*4	60	4	100
			Science Journalism Fundamentals				
			Health Journalism Fundamentals				

			Environmental Journalism Fundamentals				
5.		DSE II: Sports Journalism	Fundamentals of Sports-Organisations, Policies and Regulation	15*4	60	4	100
			Practising Sports Journalism				
			Sports Reporting through Multimedia				
			At the Sports Desk				
6.		VOC I: Entrepreneurship & Innovation for Journalism	Journalism Business Basics	15 T + 30 P	45	2	50
			Innovative Trends and Creative Opportunities				
			Planning and Launching Journalism Venture				
7.		VOC II: Data & Investigative Journalism	Finding the Story- Investigative Thinking & Data Sourcing	15 T + 30 P	45	2	50
			Working with Data				
			Writing, Visualizing & Publishing				

MAJOR I - Fundamentals of Media Laws

Course Objectives:

1. To introduce students to the constitutional foundation of media laws and to introduce them to the legal system.
2. To teach students media-related IP, contract, and content regulation laws.
3. To acquaint students with the regulation framework of print media and advertising.
4. To explain the legal and regulatory framework for broadcast and digital media.

Learning Outcomes:

After completing the course, the learners will be able-

1. To know the basics of the constitutional foundation of media laws and to introduce them to the legal system.
2. To get acquainted with media-related IP, contract, and content regulation laws.
3. To understand the evolution of the regulation framework of print media and advertising.
4. To learn the fundamentals of the legal and regulatory framework for broadcast and digital media.

Module 1: Constitutional Foundations Of Media Law & Introduction To Indian Legal System

Introduction to Indian Constitution, Salient Features of the constitution; fundamental rights, Scope and interpretation; Understanding freedom of speech and expression; Understanding reasonable restrictions; defamation, sedition, contempt of court, hate speech; Judicial System in India; Civil and criminal courts; Basic principles of civil and criminal law Simulation of mock court or Press Council hearings

Module 2: General Content Regulation Laws, Intellectual Property Laws and Contract law

Content Regulation: Drugs and magic remedies, Indecent representation of women, POCSO; Official Secrets Act; Rules & Regulations of various independent and quasi-judicial bodies IP laws - copyright law, IP laws in the digital and social media era Basic principles of contract law in India; Right to Information. Case studies of recent judgements

Module 3: Laws Governing Print media & Advertising Laws

Understanding self regulation and Government regulation in media, Historical overview of Press Laws; Press and Registration of Periodicals Act; Press Council of India, Working Journalists Act. ASCI and its role; Consumer Protection Framework in India, Surrogate and Subliminal Advertising. Case studies of recent judgements

Module 4: Laws Governing Broadcasting & Digital Media

Cable Television Network Regulation Act & Rules, NBDA, BARC and other bodies,

IT Act- Rules and Amendments; data privacy laws in India;

Self regulatory practices and rules by platforms; AI-generated content and legal implications;

Influencer marketing laws and disclosures; Legal Issues around emerging digital media like fantasy sports, metaverse, AI, deep fakes.

Case studies of recent judgements

References:

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. The law of Intellectual Property Rights edited by Shiv Sahai Singh
4. Introduction to Media Laws and Ethics by Juhi P Pathak

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Case Studies of Contemporary Legal issues surrounding media
2. Structured Debates
3. Critiquing recent media content in context of media law framework

Summative Assessment: 60 Marks

- Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
- Q.No.1 of 15 marks based on practical application and/or case study.
- The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR II: Development Journalism

Course Objectives:

1. To introduce students to the theoretical and practical dimensions of development journalism in India
2. To strengthen reporting, research, and analytical skills for covering development issues
3. To foster ethical and socially responsible journalism practices that highlight voices from the margins
4. To compare Indian and Global perspectives and practices in Development journalism

Learning Outcomes:

By the end of this course, students should be able to-

1. Outline the theoretical and practical dimensions of development journalism in India
2. Develop and practice research, reporting and writing skills for development reporting
3. Analyse various challenges that surround the field of development journalism
4. Evaluate the global perspectives and practices of development journalism.

Module 1: Understanding Development Journalism in Indian Context

Definition of development journalism; Historical background in India – from Five-Year Plans to Digital India; Difference between development communication and journalism; Role of media in India's development: successes and failures; Public service broadcasting: The role of Doordarshan, AIR, and community radio, Study and review of development stories by media outlets like People's Archive of Rural India, IndiaSpend, etc.

Module 2: Techniques of Development Reporting

Identifying development stories at the grassroots; Tools of field reporting in rural and semi-urban India; Interviewing local stakeholders: farmers, panchayat leaders, SHG members; Using data from Indian sources: Census, NFHS, Niti Aayog, Ministry portals; Writing for impact: human-interest stories and narrative techniques; Exploring possibilities for investigative reporting

Module 3: Issues and Challenges

Ethical considerations in development reporting; Stereotypes in media representation of marginalised communities and groups; Balancing advocacy with objectivity; Development journalism and the influence of NGOs/CSR initiatives; Censorship, self-censorship, and political economy of development news; Media coverage of the COVID-19 migrant crisis; Reporting on farmer protests; Representation of tribal displacement in news and documentaries

Module 4: Development Journalism in the Global Context

Evolution of development journalism in the Global South; Development Journalism in post-colonial context; SDGs and Journalism; Contrasting journalism models: Advocacy journalism vs. neutral reporting; Media coverage of global development issues like climate change,

poverty, migration; Global platforms for development reporting (e.g., Al Jazeera's People & Power, BBC Media Action, Inter Press Service)

References:

1. Jadhav, R. (2018). Harvesting Hope In The Suicide Zone- Women Who Challenged Drought, Death and Destiny . New Delhi: Bloomsbury India.
2. Loo, E. (2009). Best Practices of Journalism in Asia . Singapore: Konrad- Adenauer Stiftung.
3. Madhok, M. (2018). Media and Development- The Road Ahead. New Delhi: New Century Publications .
4. Manyozo, L. (2012)- Media, Communication and Development . New Delhi : Sage Publications.
5. Everybody Loves a Good Drought – P. Sainath
6. The First Draft – David Holmertz
7. Seeing Like a State – James C. Scott
8. People's Archive of Rural India (PARI) (<https://ruralindiaonline.org>)
9. Gaon Connection (<https://en.gaonconnection.com>)
10. IndiaSpend (<https://www.indiaspend.com>)

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Writing and editing one short development report
2. Writing a development feature using open source data
3. Simulation: Covering a press conference on a new welfare scheme
4. Analysis of coverage of a Government scheme for welfare.

Summative Assessment: 60 Marks

- Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
- Q.No.1 of 15 marks based on practical application and/or case study.
- The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR III: Podcast And MoJo

Course Objectives:

1. To guide students in producing engaging podcasts with in-depth study and strong news storytelling
2. To equip students with the skills to report, edit, and create news stories using mobile platforms and tools
3. To train students in capturing impactful photos and videos, and editing multimedia content for engaging stories.

Learning Outcomes:

At the end of the course, students will be able to

1. Create compelling podcasts with engaging content for defined audiences
2. Apply the reporting techniques and effectively produce news stories using mobile tools and platforms
3. Develop the skills to capture impactful images and videos

Module 1: Podcast Journalism

Podcast as a medium for long-form storytelling and in-depth reporting, podcast as an outlet for diverse voices; researching for the podcast, developing podcast theme, format and defining target audience; developing and structuring series and ideas; writing for the ear - structure, style and tone; storytelling and interview techniques, distribution platforms, podcast formats and types, Introduction to audio engineering and sound quality management. Fundamentals of audio softwares- Anchor, Audacity, and Descript.

Module 2: Mobile Journalism (MoJo)

Mobile as a newsroom, mobile-centric reporting and editing; The Digital Skeleton: understanding placing, timing and generation of news story; Different approaches to developing news through mobile, their benefits and weaknesses; Responsive vs Mobile apps vs mobile optimised sites; planning and building mobile news, frameworks and services, staffing, timeliness, choice of tools for mobile journalism; basic tools for MOJO; SCRAP - Story, Character, Resolution, Actuality, and Production; MOJO interviewing; Publishing options

Module 3: Capturing Photos and Videos

Powerful digital videos, capturing and composing powerful images, live streaming, developing multimedia stories in multi-planar form; techniques for mobile editing; multi-track, multi-source checkerboard news-like editing from location; working with narration; name supers, audio post-production and rendering of the timeline.

References:

1. Aura Lindeberg, 'So You Have A Podcast?' What Broadcasters and Newspapers are Doing with New Forms of Audio' <https://reutersinstitute.politics.ox.ac.uk/our->

[research/so-you-have-podcast](#)

2. Podcasts as a Source of News and Information, Elisa Shearer, Jacob Liedke, Katerina Eva Matsa, Michael Lipka and Mark Jurkowitz
3. Podcast and Journalism by Anka Mihajlov Prokopovi
4. Podcast Journalism, The Promise and Perils of Audio Reporting, David O. Dowling, Columbia Press
5. MOJO - A Mobile Journalism Handbook by Ivo Burum and Stephen Quinn
6. Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism by Anthony Adornato

Assessments:

30:20 Summative: Formative

Suggested Formative Assessment:

1. Create a short podcast episode focusing on storytelling, research, and effective audience engagement.
2. Create mobile-centric news report/interviews using their smartphones
3. Capture and edit a photo or video story, demonstrating their ability to compose compelling visual content for digital platforms.

Summative Assessment: 30 Marks

3 Questions of 10 marks each with equal weightage to each module.

Total Marks: 50

DSE I: Science, Health & Environmental Journalism

Course Objectives:

1. To introduce core skills for specialized journalism in the Indian context.
2. To build skills to report clearly on science.
3. To train students to report health news responsibly and ethically.
4. To teach students to cover environmental issues effectively.

Learning Outcomes:

By the end of this course, students will be able to-

1. Explain and simplify complex information using accurate sources.
2. Understand nuances of science reporting and write a fact-checked explainer on a scientific topic.
3. Outline the significance of health reporting and report a health story balancing data, ethics, and clarity.
4. Describe the importance of environmental journalism and create a multimedia story on a local environmental issue.

Module 1: Fundamentals of Science, Health & Environmental Journalism

Scope and Need of Science, health and environmental journalism; Significance in Indian context; Understanding scientific method and peer review; Difference between scientific uncertainty and misinformation; Identifying credible sources; Reading and interpreting scientific literature and studies; Interviewing experts and affected communities; Narrative techniques in complex topics; Balancing human interest with data; simplifying scientific information, analysis, classification, describing and illustrating - general vs specific description Multimedia Storytelling; Using regional languages to communicate for better impact.

Module 2: Science Journalism Fundamentals

Understanding the science beat; Reporting on various domains- technology, space science, biotechnology, agricultural sciences; Science Institutions, research organisations and practices in India; Translating technical language; Common pitfalls in interpreting studies; Reporting scientific researches; Reporting evolving studies; fact-checking mechanisms; Using Data Visualization Tools like Infogram & Flourish; Explaining successes and failures in scientific works; Case studies of published stories; Writing Explainers on scientific developments

Module 3: Health Journalism Fundamentals

Understanding significance of health reporting; covering health-related domains- Diseases, Vaccine inventions and drives, Medical researches, Sanitation, Welfare schemes and public health policies, Govt/Private/Rural Hospitals; investigative vs explanatory journalism on health; Risk and sensitive reporting; Government and global health agencies; Ethics in health journalism- privacy, confidentiality, sensationalising, fear-mongering; Reporting Mental health; Myth busting and awareness through health journalism

Module 4: Environmental Journalism Fundamentals

Understanding Environmental journalism; Local and global environmental communications; Climate change communication; Reporting environment domains- Global warming, Weather and Monsoon Patterns, pollution, waste management, biodiversity, energy; Covering policies and politics of environment; Reporting from affected areas and communities; Questioning authorities; Using multimedia to cover Ecology, conservation, policy, climate science

References:

1. Bagla, P., & Binoy, V. (2017). Bridging the Communication Gap in Science & Technology: Lessons from India. Singapore: Springer.
2. Bauer, M. W., & Bucchi, M. (Eds.). (2007). Journalism, Science and Society. New York: Routledge.
3. Bucchi, M., & Trench, B. (Eds.). (2008). Handbook of Public Communication of Science and Technology. New York: Routledge .
4. Bucchi, M., & Trench, B. (Eds.). (2014). Routledge Handbook of Public Communication of Science and Technology: Second Edition . New York : Routledge

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Writing a critique media coverage of a recent health crisis
2. Writing an op-ed on a current environmental controversy
3. Writing a news brief on a scientific development from college/university science departments.
4. Creating an infographic on a complex scientific concept.

Summative Assessment: 60 Marks

Question Paper Pattern:

1. 4 Questions of 15 marks each with equal weightage to each module.
2. Q. No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

DSE I: Sports Journalism

Course Outcomes:

1. To understand the importance of sports and sports policymaking and regulations in India
2. To equip students with tools and techniques for reporting sports events
3. To cultivate skills required for practising sports journalism using multimedia
4. To familiarize students with the workflow of the sports desk, editing sports news stories

Learning Outcomes:

At the of the course, students will be able to

1. Gain an insight into the role of regulations and policymaking in sports industry in India
2. Effectively report on sports events using appropriate journalistic techniques.
3. Develop the skills to create engaging sports news stories using multimedia tools.
4. Develop comprehensive understanding of work management at the sports desk and key practices for editing sports news

Module 1: Fundamentals of Sports- Organisations, Policies and Regulations

The role and significance of sports in society; Sports policymaking in India; Sports regulations in India; Ministry of Sports, OAI, SAI, BCCI; Changes in rules and new amendments for the different games; Current events and international relations, International games, Olympic, Commonwealth and Asian, Sports leagues in numerous sports, National and State sports awards

Module 2: Practising Sports Journalism

Basic principles of sports writing: Structure, style and tone, techniques and best practices for reporting live events, writing features and profiles, Understanding Sports Audiences - Sports Junkies, Fans, associations, sponsors and organisations, skills as a sports reporter, Conducting compelling interviews with athletes, coaches and sports officials, Researching sports statistics, histories, and backgrounds, Utilizing databases and other resources for sports journalism. Building rapport with Sports Organisations and associations; Understanding the nature of sports management and emerging forms of sports journalism - sports websites, sports bloggers, vloggers, influencers

Module 3: Sports Reporting through Multimedia

Sports writing for print, radio, TV, online and multimedia; Sports magazines in India; Reporting match results: Do's and don'ts; Deadline pressure, covering late-night events, Sports Photography, Types of coverage: running commentaries; Live updates, Live vlogging, real-time sports commentary; Previews and Reviews of the match. Sports columns by experts and players, syndicated columns; ghostwriting for sports columns.

Module 4: At the Sports Desk

The Sports Editor's role, the Dairy, planning, Flow of the news on the sports desk; Editing and translation of sports stories from news agencies; Planning presentation/production of big

sporting tournaments like Olympics, world cups, grand slams, sports leagues, etc.; effective and descriptive narration; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions and accessing archives and reference sections

References:

1. William P. Cassidy, Sports Journalism and Women Athletes: Coverage of Coming Out Stories
2. Kathryn T. Stofer, Sports Journalism: An Introduction to Reporting and Writing
3. Phil Andrews, Sports Journalism: A Practical Introduction
4. Charles Lambert, Digital Sports Journalism
5. Rob Steen, Jed Novick, Huw Richards, Routledge Handbook of Sports Journalism

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Watch a live sports event and report it for a newspaper.
2. Write sports features for sports magazines and newspapers.
3. Cover the live event for broadcast media.

Summative Assessment: 60 Marks

Question Paper Pattern:

4. 4 Questions of 15 marks each with equal weightage to each module.
5. Q. No.1 of 15 marks based on practical application and/or case study.
6. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

VOC-I Entrepreneurship and Innovation for Journalism

Course Objectives:

1. To introduce students to the business models in journalism and the fundamentals of proposal writing.
2. To encourage students to innovate within the journalism industry, utilizing emerging trends and digital technologies.
3. To guide students in planning and launching journalism ventures using lean startup methods and compelling storytelling.

Learning Outcomes:

By the end of this course, Learners will be able to-

1. Draft a business pitch for a journalism-based startup.
2. Identify creative gaps in the journalism industry and present innovative solutions.
3. Develop a comprehensive journalism venture plan, including a pitch deck, digital strategy, and market analysis.

Module 1: Journalism Business Basics

Understanding the Business Side of Journalism; The changing landscape of journalism (traditional vs. digital media, subscription models, free vs. paid content); Journalism as a business: revenue models; Key players in the media industry: traditional media, social media, news aggregators, digital startups, freelance journalism; Opportunities for Innovation content delivery, audience engagement, and monetization; Lean Startup Possibilities in Journalism; Value proposition & branding for journalism ventures; Pitching and proposals

Case studies: Journalism startups in India and abroad; Study of business pitch and proposals

Module 2: Innovative Trends and Creative Opportunities

Emerging trends in journalistic storytelling, Data driven and AI driven reporting; Rising audience for regional languages; Innovations in content creation, distribution and and personalization; Purpose-led journalistic ventures; Building a creative innovation mindset; Identifying journalism industry gaps, challenges and opportunities; leveraging digital technologies and creative strategies for new venture- live-streaming, YouTube channels, podcast, short-form videos, Platforms like Substack Medium.

Brainstorming to identify market gaps; Creative Ideation for journalism ventures- technology led/purpose led/revenue-model led/language led; Presenting journalism entrepreneurship idea (peer/mentor review).

Module 3: Planning and Launching Journalism Venture

Business planning for journalism; Marketing Strategies and revenue models for news

businesses; Legal & ethical considerations in journalism startups; Investment Possibilities; Storytelling for investors; Drafting a compelling pitch; Building teams for journalism ventures; Building credibility and authenticity; Building the audience base; Competitor Analysis.

Developing a full startup plan, including branding, revenue mechanism, audience engagement strategy, legal checklist, and pitch deck; Building digital presence for the venture.

References:

1. Media Innovation and Entrepreneurship by Michelle Ferrier & Elizabeth Mays
2. Entrepreneurial Journalism: How to go it alone and launch your dream digital project by Lindsay Eastwood
3. The Lean Startup by Eric Ries
4. Entrepreneurial Journalism by Mark Briggs

Suggested Formative Assessment: 50 Marks

Creation of a Fully-developed Journalism Entrepreneurial Business Plan-

Students will work in a group of 3-5 to develop an innovative journalism/news business idea. The assessment includes submission of business proposals (25 marks) and a pitch presentation for external industry experts (25 marks).

The assessment will be of 25+25 Marks (both formative) including-

1. **Business Proposal Submission**
2. **Pitch Presentation followed by Q&A**

The business proposal needs to include the following-

1. Explanation of the idea- purpose and value proposition.
2. Market gap identification and market research output
3. Explanation of how the venture uses innovation
4. Vision, Mission and Objectives
5. Business Model, revenue strategy and audience engagement plan
6. Branding approach aligned with the vision

Total Marks: 50

VOC-II Data and Investigative Journalism

Course Objectives:

1. To Equip students or professionals with essential skills to uncover stories using data
2. To Teach students to analyse the data to convert it into an investigative report
3. To teach students various story visualisation techniques and publication possibilities

Learning Outcomes:

By the end of this course, students will be able to-

1. Acquire skills to uncover news stories using data.
2. Analyse data to convert it into an investigative report
3. Create multimedia investigative stories using data, on important socio-political issues.

Module 1: Finding the Story- Investigative Thinking & Data Sourcing

Understanding the core principles of investigative journalism; Ethics of investigative journalism; Investigative Journalism in India: Key case studies (e.g., Bofors, 2G Spectrum Scam, Panama Papers); Discovering and evaluating data sources; Public Records and Data Portals in India: Accessing data from government sites (e.g., data.gov.in, RTI Act); Open Data Sources; Open source intelligence basics; Basics of Web Scraping

Hypotheses development based on societal issues; investigative topics into research questions; Understanding qualitative vs. quantitative research for journalism; Choosing the right research method (e.g., data collection, interviews, field research); Importance of collaboration in investigative teams: roles (researcher, writer, analyst, visualizer), Mapping pitfalls and dead-ends; protecting yourself, the sources, team and the data

Module 2: Working with Data

Data Cleaning for investigative stories: Working with datasets from local or regional government data (e.g., census data, municipal records, health data); Data Analysis Techniques: Using Excel/Google Sheets to process and analyze data (e.g., trends in healthcare, corruption, crime rates); Validating Data: Cross-checking data with offline sources (e.g., interviews with local authorities, NGOs); Dealing with incomplete or inconsistent datasets;

Ethical Data Handling: Reporting with integrity and avoiding misrepresentation; Introduction to Data Visualization Tools- free tools like Google Data Studio, OpenRefine, Tabula, Datawrapper; Ethical considerations in data handling and reporting;

Module 3: Writing, Visualizing & Publishing

Converting data insights into compelling journalistic stories; Create impactful yet simple visualizations; Customizing charts/maps for Indian stories (e.g., election results by state, poverty statistics); Fact-Checking and Ethical Reporting; Journalistic Integrity; Publishing in

the Media: traditional media, digital platforms, social media

Tools to use: Excel/Google Sheets for data cleaning and analysis; OpenRefine for messy data; Datawrapper / Google Data Studio for visualization; Tabula for PDF data extraction; Indian Government Data Portals: data.gov.in, NITI Aayog, National Crime Records Bureau, etc.; RTI Act for sourcing public records

References:

1. Numbers in the Newsroom: Using Math and Statistics in News, Second Edition, by Sarah Cohen for Investigative Reporters and Editors, Inc., 2014,
2. A manual for Investigative Journalism, Syed Nazakat and Kas Media Programme

Suggested Formative Assessment: 50 Marks

Students have to work in a group of 3-4 to complete a publishable data-driven investigative story (can be based on local/regional issues, or national topics like healthcare, education, elections); complete with cleaned dataset, analysis, and visualizations.

The assessment will be of 25+25 Marks (both formative) including-

- 1. Detailed report explaining the all stages of process**
- 2. Presentation followed by Q&A showcasing the story and describing the rationale**

Assessment includes a detailed work report submission including all stages of reporting, editing and final creation of the story for any chosen media platform (print/digital/broadcast); and a presentation showcasing the final story with explanation of the rationale of the story idea and its expected impact on the masses.

Total Marks: 50

Field Project-

Course Objectives-

1. To facilitate student-led inquiry into contemporary media practices and impacts, encouraging topic selection rooted in local and socio-cultural relevance.
2. To guide students in applying production or research methodologies suited to either creative, research-based or intervention based projects.
3. To aid students in developing critical thinking and analytical skills through the integration of media theory, audience analysis, and content evaluation.
4. To cultivate collaboration, project management and professional communication skills required as per industry and academic standards.

Learning Outcomes-

By the end of this course, students will be able to-

1. Design and plan a media-based inquiry or intervention, demonstrating the ability to conduct structured study, create content and perform media landscape analysis.
2. Independently or collaboratively execute a media production, study, or intervention exercise that reflects clarity of purpose, technical competence, and audience relevance.
3. Apply relevant media theories, analysis methods and literacy frameworks in the creation or analysis of media content.
4. Effectively present the process and outcomes through written, visual, and oral formats, and reflect on individual learning.

Project Structure:

Students can choose from the following three options-

1. Documentary Filmmaking
2. Media Consumption/Effect Study
3. Media Literacy Project

1. Documentary Filmmaking

Guidelines:

1. Students will work in groups of 6-8 members to produce a well-researched documentary (in English, Hindi or Marathi; with English subtitles) of around 15-17 minutes.
2. The documentary has to be around a contemporary and local/region-specific issue of socio-cultural and political significance.
3. Groups will be assigned with mentors and be trained for the process of documentary making. Students can decide the narrative and point-of-view of the documentary. The topic has to be approved by the mentor.

4. Each student will work on one of the following tasks- Research, Writing, Direction, Direction of Photography, Production, Editing, Sound Supervising, Subtitles, Production supervision, Pitch and funding proposal making, and Report compilation. This needs to be completed in stipulated time assigned by the mentor.
5. Each group is required to appear for two mid-semester presentations for approval, before filming begins- one to explain creative value of the project, and other to explain commercial value of the project.
6. Each group is required to submit a project report at the end of the semester, on the day of release of the film. The report needs to include the following documents-
 1. Concept overview- Concept, Genre
 2. Synopsis
 3. Treatment Note
 4. Fund-raising proposal
 5. Distribution plan
 6. Personal work report by each group member
7. Assessment of the project includes-
 - a. Evaluation of the documentary by external experts
 - b. Evaluation of the detailed report by the mentors.

OR

2. Media Consumption/Effect Study

Guidelines-

1. Students are expected to work individually and conduct a qualitative/quantitative study on media effects or media consumption habits.
2. Students have to choose an appropriate topic with approval from the mentor and complete the study.
3. Assessment includes-
 - a. A Presentation of the outcome of study conducted in presence of external experts.
 - b. Submission of a detailed report of the project work, in around 5000-7000 words, as per the format decided by the mentors.
4. Raw data may be asked to be presented during the presentations

OR

3. Media Literacy Project

Guidelines-

1. Students are expected to work in groups of 6-8 members to design and conduct media literacy workshops for a specific community/group. Each group will be assigned a mentor. The selection of the community/group needs to be approved by the mentor. The workshop participants must be 10-30.

2. The design of workshops has to be appropriate to the media literacy needs of the target group selected. Students have to first complete the need assessment exercise to identify the media literacy needs of the selected group/community, and present the same to the mentor.
3. Based on the need assessment, the student group is expected to develop and execute 4-5 workshops of 30-45 minutes each, for the target community. This can be completed in a span of one month.
4. The workshop design needs to be engaging; and students have to incorporate multiple techniques in each workshop including (but not limited to) hands-on exercises, group discussions, skits/plays, presentations, media analysis activities. Students are also expected to design promotional/informational materials for the workshops like handouts, social media posts, handmade posters.
5. Student groups have to submit a comprehensive audio-visual report of this project outlining the objectives, process, challenges and learnings from the same. This AV needs to showcase glimpses from all workshops, feedback from the participants after each workshop and the behind-the-scenes footage highlighting the students' participation. The duration of the AV can be 12-15 minutes.
6. Each member has to submit a 500-750 word report of their individual work.
7. Assessment includes-
 - a. Evaluation of the AV report submitted by the group and individual students, by external experts.
 - b. Viva-voce with mentors.

BAMMC- Public Relations Specialisation

Semester – V

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Media in the Changing World ii) Corporate Communications iii) Indian Perspectives on Communication	4 4 2
2	DSE I- Banking, Financial Services & Insurance PR	4
3	DSE II- PR in Public Sector	4
4	VOC-I PR Campaign Management- Traditional	2
5	VOC-II PR Campaign Management- Digital	2

Sr N o	Course Code	Course Code & Title	Course Unit Title	Lect ures (60 min)	Total Lecture s	Credit	Total Mar ks
1.		MAJOR - I Media in Changing World	Contemporary Media Ethics and Morality	15*4	60	4	100
			Media for Sustainable Future				
			Media and Emerging Technologies				
			Power, Politics and Media Narratives				
2.		MAJOR - II Corporate Communica tion	Fundamentals of Corporate Communications	15*4	60	4	100
			Internal Communications and Employee Relations				
			External Corporate Communication				
			Crisis Communication & Reputation Management				
3.		DSE IKS: Indian Perspectives on Communicati on	Roots of Indian Communication Perspectives	10*3	30	2	50
			People's Media in Mediaeval India				
			Dialogic Traditions and Discourses in Indian Philosophy				
4.		DSE I: Banking, Finance, and Insurance PR	Industry Stakeholders and Communication Within	15*4	60	4	100
			PR Tools and Techniques for BFSI Sector				
			Digital PR for the BFSI Sector				

			Crisis Management in BFSI Sector				
5.		DSE II: PR in Public Sector	Fundamentals of Public Sector Communication	15*4	60	4	100
			Policy Communication and Public Information Campaigns				
			Media Handling and Political Communication				
			Crisis Management and Ethical Governance Communication				
6.		VOC I: PR Campaign Management-Traditional Media	Campaign Planning and Strategy	15 T + 30 P	45	2	50
			Content Creation and Planning Activities				
			Campaign Execution and Evaluation				
7.		VOC II: PR Campaign Management-Digital	Campaign Planning and Strategy	15 T + 30 P	45	2	50
			Content Creation and Planning Activities				
			Campaign Execution and Evaluation				

MAJOR I: Media in the Changing World

Course Objectives

1. To help students critically understand and apply ethical frameworks to evaluate media practices in both traditional and digital contexts.
2. To explore the media's influence on sustainability discourse and its responsibility in shaping public understanding and advocacy.
3. To introduce students to technological innovations reshaping media creation, consumption, and ethics.
4. To analyze global media systems and the socio-political dynamics that shape content, representation, and influence across cultures.

Learning Outcomes:

After completing the course, the learners will be able-

1. To apply core ethical theories to analyze real-world media dilemmas, including privacy, consent, and algorithmic influence.
2. To evaluate media practices for their role in promoting or undermining sustainability, including identifying and critiquing instances of greenwashing.
3. To assess the impact of AI, immersive tech (AR/VR), and blockchain on media content, personalization, and user behavior.
4. To critically analyze the role of media in shaping identities, ideologies, and public discourse in a global and post-truth context.

Module 1: Contemporary Media Ethics and Morality

Core Ethical Theories in Media (Deontology, Utilitarianism, Virtue Ethics); Media Responsibility: Truth, Accuracy, and Objectivity; The Role of Media and Ethical Implications; Privacy vs. Public Interest: Case Studies in Privacy Invasion, Missing Consent and Ethical Communication; Understanding non-western media systems; Ethical Considerations in the Age of Social Media; Ethical Dilemmas in Digital Media and the Impact of Algorithms on Consumption

Module 2: Media for Sustainable Future

The Concept of Sustainability in Media: Social, Economic, and Environmental Dimensions; Media's Role in Communicating Sustainability and Environmental Advocacy; Greenwashing in Media; The Media's Role in Crisis Communication during Environmental Disasters (e.g.,

Natural Disasters, Pandemics); Media Consumption and the Environmental Footprint: Digital Media's Carbon Footprint; Using Social Media for Awareness and Activism

Module 3: Media and Emerging Technologies

Artificial Intelligence and Big Data: Media Personalization, Automation, and Content Creation; Virtual Reality (VR), Augmented Reality (AR), and the Future of Immersive Mass Communication Practices; The Role of Blockchain in Media: Decentralized Content, Copyright, and Distribution; The Internet of Things (IoT) and Media Consumption: Changing User Habits;

Module 4: Power, Politics and Media Narratives

The Globalization of Media: Cross-Cultural Communication and the Flow of Information; Media Representation and Identity: Race, Gender, and Class in Media Content; Media and Social Movements(e.g.- #MeToo, Black Lives Matter, Farmer's Protest, CAA Protests.); Media in Conflict Zones and Peace-time Communication; Impact of Political Ideologies and Geopolitical Shifts on Media Content; Digital Colonialism and Impact of Tech Giants; Media in Post-Truth Era; Polarization, Populism and Media

References:

1. Media Ethics: Cases and Moral Reasoning, Clifford G. Christians, Mark Fackler, Peggy J. Kreshel, William J. Brown, Yayu Feng, Holly K. Overton, Kathy Brittain Richardson, Routledge, 2024.
2. Imagining the Global: Transnational Media and Popular Culture Beyond East and West, Darling-Wolf, F., University of Michigan Press, 2015.
3. Amusing ourselves to Death, Neil Postman, Penguin USA, 2008.
4. When Media Are New: Understanding the Dynamics of New Media Adoption and Use by John Carey and Martin C. J. Elton
5. The Hyperlinked Society: Questioning Connections in the Digital Age edited by Joseph Turow and Lokman Tsui

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Creative reflective essay Writing
2. Structured classroom debates
3. Case Studies/Review papers of Media impact

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.

- Q. No.1 of 15 marks based on practical application and/or case study.
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR II: Corporate Communication

Course Objectives:

1. To introduce students to the foundational concepts, scope, and functions of corporate communication, and differentiate it from public relations.
2. To acquaint students with principles and practices of internal communication and effective employee relations within an organization.
3. To equip students with the knowledge to engage external stakeholders through strategic corporate messaging and campaigns.
4. To prepare students to handle communication during organizational crises and protect corporate reputation.

Learning Outcomes:

By the end of this course, students will be able-

1. To outline basic concepts of corporate communication and identify key roles and skills required for practice.
2. To develop and apply internal communication strategies and identify conflict resolution methods.
3. To plan and implement an external communication strategy that aligns with stakeholder expectations and corporate values.
4. To design a basic crisis communication plan and evaluate the effectiveness of responses using real-world case studies.

Module 1: Fundamentals of Corporate Communications:

Corporate Communication: Definition, Role, Scope, Function; Difference and similarity between PR and Corporate Communication; Image & Reputation; Image Repair theory: Spin doctoring; Lobbying; Corporate Identity: Vision, Mission; Importance and maintenance; Role of Corporate Communicator and skills required to practise

Module 2: Internal Communications and Employee Relations

Employee Relations: Concept and Definition; Understanding internal stakeholders; Developing and Maintaining Relations; Employee Communications: Strategies and Implementation; Managing Conflicts: Understanding and Resolving, Employee activism- Reasons and strategies to handle; Contingency Management; Corporate Communication tools for Internal Communication- House Journals, Annual Reports, Meetings, online interactions, Social media, Events

Case Studies of successful internal communications.

Module 3: External Corporate Communications

Understanding Stakeholders; Strategic communication process: research, planning, implementation, and evaluation, Understanding stakeholder needs and expectations, Communicating values, culture and best practices of organisation; Communication with regulatory and government authorities;

Crafting key messages: clarity, consistency, and alignment with corporate goals; Corporate Literature: Brochures, Magazines, Corporate Literature, Coffee table book; Corporate Films & Videos; Advertorials/ Infomercials; Events, Exhibitions and CSR; Emerging trends in corporate communication: sustainability messaging, influencer partnerships, AI driven content creation; Case Studies of successful external communication campaigns

Module 4: Crisis Communication & Reputation Management

Understanding crises: types (financial, operational, reputational), causes, and impacts on organizations, developing crisis communication plans: preparation, response strategies, and recovery processes; reputation management during crises: maintaining trust through transparency and timely action, case studies of successful and unsuccessful crisis communications in Indian and global contexts.

References:

1. Banik,G.C.(2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
2. Butterick,Keith.(2012). Introducing Public Relations .New Delhi, India: .Sage Publications India Pvt Ltd. Center,
3. AllenH.Jackson,Patrick. Smith,Stacey. Stansberry,Frank R (2008).Public Relations Practices. Delhi, India : PHI Learning Pvt.Ltd.
4. Dhar,Neemo (2014).Public Relations and Corporate Communication. Bhopal, India: Makhanlal Chaturvedi National University of Journalism & Communication

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Study of Corporate Communication tools used by some eminent business houses
2. Internal Communication Planning for College/University
3. Planning for a dummy Crisis Management and its presentation.

Summative Assessment: 60 Marks

Question Paper Pattern:

- 4 Questions of 15 marks each with equal weightage to each module.
- Q. No.1 of 15 marks based on practical application and/or case study
- Internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR III- Indian Perspectives on Communication

Course Objectives:

1. To introduce students to the foundational structures of communication in ancient India through oral, literary, and ritual traditions.
2. To explore how devotional, folk, and visual traditions created inclusive and participatory forms of public communication in medieval India.
3. To familiarize students with Indian philosophical frameworks of discourse and debate, and their relevance to ethical communication.

Learning Outcomes:

After completing the course, the learners will be able-

1. To analyze how early Indian oral and literary traditions functioned as structured systems of social and political communication.
2. To evaluate the role of devotional and folk traditions in shaping mass engagement, resistance, and cultural expression.
3. To apply Indian philosophical frameworks to assess ethical communication and discourse quality in modern media contexts.

Module 1: Roots of Indian Communication Perspectives

Foundations of Indian communication systems through oral narratives, ritual practices, and classical literature; Shruti, Smriti, and Guru-Shishya Parampara; Storytelling as Social Messaging: Panchatantra, Jataka, Epics; Arthashastra and Early Statecraft Communication; Sabha, Samiti, and public discourse in Vedic society

Module 2: People's Media in Mediaeval India

Devotional and community-based communication movements as forms of early mass media; Bhakti and Sufi Movements as Cultural Communication; Use of Poetry, Music, and Oral Transmission for Collective Messaging; Regionalization and Rise of Vernacular Media; Temple Art, Inscriptions, and Performance as Visual/Spatial Media; Public Participation and Messaging in Itihasa-Purana Traditions

Module 3: Dialogic Traditions and Discourses in Indian Philosophy

Indian philosophical models of communication, logic, and debate; Vād, Samvāda, Jalpa, Vitandā: Classical Modes of Discourse; Shastrarth, Tarka, and Public Debates in Monastic and Courtly Spaces; Bhartrihari's *Sphoṭa* Theory and the Nature of Meaning; Nyaya and Mimamsa Traditions of Argumentation; Ethical Communication: Dharma, Intent, and Truth; Relevance to Contemporary Media Debates and Discourse Culture

References:

1. India: A Linguistic Civilisation, G.N. Devy
2. Communication Through Ages: An Indian Perspective, Raghavendra Vajpayee
3. Indian Literary Criticism, G. N. Devy
4. Nyaya and Mimansa Sutra

Assessment:

30:20 Summative: Formative

Suggested Formative Assessment: 20 Marks

1. Comparative Debates
2. Reflective Papers
3. Analysis of Mediaeval poetry from socio-cultural perspective

Summative Assessment: 30 Marks

Question Paper Pattern:

3 Questions of 10 marks each with equal weightage to each module.

Total Marks: 50

DSE I: BANKING, FINANCE AND INSURANCE PR

Course Objectives:

1. To understand the role and importance of PR in the BFSI sector and the regulatory framework governing communication for the BFSI sector.
2. To explore the various PR tools and techniques specific to the BFSI sector.
3. To learn how to utilize digital platforms like LinkedIn, Twitter, and YouTube for PR campaigns in the BFSI sector.
4. To understand the types of crisis in the BFSI sector and the communication strategies.

Learning Outcomes:

At the end of the course, students will be able to

1. Demonstrate knowledge of communication guidelines for organisations in the banking and finance sector.
2. Create and implement effective PR campaigns using press releases, media briefings, and CSR initiatives.
3. Acquire skills to engage customers through digital channels and optimize PR strategies using digital mediums.
4. Get equipped to handle PR crisis effectively, draft crisis communication plans, and manage online reputational issues in the BFSI industry.

Module 1: Industry Stakeholders and Communication Within

Role and importance of PR in the BFSI sector; understanding regulatory framework in the BFSI sector; understanding SEBI guidelines on corporate disclosures, RBI communication mandates for the banking sector, IRDAI norms on public relations for insurance firms; industry stakeholders and the need for communication; understanding the growth of financial news; defining PR objectives for banks, NBFCs, and insurance firms; understanding customer perception and trust-building strategies, engaging with financial journalists and influencers; meeting the requirements within the variations of content and schedule that apply to various media outlets; Lobbying and advocacy for BFSI policies, Communicating with regulators (RBI, SEBI, IRDAI)

Module 2: PR Tools and Techniques for BFSI Sector

Writing press releases for the BFSI sector, media briefings, interviews, white papers, and reports, Print and broadcast media coverage strategies, Sponsorships and CSR initiatives as PR tools, Blogs, thought leadership, organizing financial literacy programs and webinars, conferences, investor summits, and roadshows, Community engagement programs and workshops; Public awareness campaigns, case studies

Module 3: Digital PR for the BFSI Sector

Leveraging LinkedIn, Twitter, and YouTube for PR campaigns and customer engagement via WhatsApp, Telegram, chatbots, SMS, email newsletters and investor updates, SEO strategies

Module 4: Crisis Management in BFSI Sector

Common PR crises in BFSI: frauds, cyber-attacks, service failures, Proactive vs. reactive crisis communication strategies, Drafting a crisis communication plan, The role of spokespeople and media handling during a crisis, Case studies of major BFSI crises and PR responses, Case studies of effective PR-based conflict resolution in BFSI, Managing online crises and negative feedback on social media, online reputation management (ORM)

References:

1. Communication Policy of RBI:
<https://www.rbi.org.in/Scripts/CommunicationPolicy.aspx>
2. BSE Guidelines on disclosure Potentially Prices Sensitive Information by Listed Companies <https://bse.co.bw/core/uploads/2025/01/BSEGUIDELINES.pdf>
3. Trust, Power and Public Relations in Financial Market by Clea Bourne
4. The ultimate guide to financial services PR: Maximising value from your PR investment, Claudia Pritchitt and Leeanne Bland
5. Thesis, Managing Repuration and Organization Public Relationships in the Banking Industry, Charlotte van der Wiele

Assessment: 60:40 Summative: Formative

Suggested Formative Assessment:

1. Analyze a company's earning report recently released and write a detailed news story.
2. Conduct an interview and write a profile of an entrepreneur.
3. Track and report weekly trends of a stock or any sector.
4. Write a report or feature on current trends in the business sector of any industry.

Summative Assessment: 60 Marks

Question Paper Pattern:

1. 4 Questions of 15 marks each with equal weightage to each module.
2. Q. No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

DSE II: PR in Public Sector

To provide students with a practical and theoretical understanding of how public relations functions within government and public institutions, emphasizing transparency, public engagement, and policy communication.

Course Objectives:

1. To discuss fundamentals of PR in public sector
2. To teach the nuances of PR campaign management in public sector
3. To provide understanding of media handling techniques for public sector PR
4. To discuss significance and techniques of crisis communication in the public sector.

Learning Outcomes:

By the end of this course, students should be able to-

1. Outline the fundamentals of PR in public sector
2. Analyse and create effective PR campaign for a public office
3. Plan a detailed media relations plan for a public/govt office
4. Understand basics of crisis communication in the public sector.

Module 1: Fundamentals of Public Sector Communication

Role of public relations in the government and public sector; Objectives of government and public sector communication; Dissemination of public information, citizen engagement, and trust-building; Structural differences between PR in public and private sectors; Stakeholders in Public Sector PR; Understanding relationships with NGOs, Media, International Bodies, Foreign Governments, Pressure Groups.

Module 2: Policy Communication and Public Information Campaigns

Use of PR tools to communicate policies, initiatives, and services to the public; Planning & executing public information campaigns; Development of communication strategies for diverse audiences; Crafting messaging that aligns with government objectives; PR strategies to increase public engagement and participation; Case studies of successful campaigns on various issues including elections, public health, safety, and civic participation; Use of owned media; Social media campaigns by the government offices; Indian Govt policies of using social media

Module 3: Media Handling and Political Communication

Managing media relations in a government context; Press briefings, political messaging, speech writing, and handling the press during sensitive or high-stakes events; Role of public officials as communicators, spokesperson training; coordination between communication departments and media outlets; Role of RTI, PRO and PIO in maintaining media relations; Managing media in foreign countries; Managing non-news media- Films, television, documentaries, advertisements, social media influencers, Case Studies of successful and failed media campaigns

Module 4: Crisis Management and Ethical Governance Communication

Handling crises as a PR professional in the public sector; Communicating during natural disasters, political controversies, and misinformation; Crisis communication frameworks tailored for public institutions; Importance of maintaining public trust; Ethical considerations including transparency, accountability, and the responsible use of social media in government communication

References:

1. Fundamentals of Public Relations by L.D. Nolte
2. Public Relations - Training Division, Government of India
3. The Business of Truth: A Guide to Ethical Communication by Bowen et al.

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Analysis of Government PR strategies
2. Analysis of usage of social media by public offices
3. Creation of Campaign outline for a welfare scheme
4. Simulation of a press briefing or conference to announce a project

Summative Assessment: 60 Marks

Question Paper Pattern:

1. 4 Questions of 15 marks each with equal weightage to each module.
2. Q. No.1 of 15 marks based on practical application and/or case study.
3. The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

VOC-I PR Campaign Management- Traditional Media

Course Objectives:

1. To teach basics of PR campaign management
2. To introduce to the techniques of content creation for traditional media platforms
3. TO teach the execution and evaluation strategies for a PR campaign

Learning Outcomes:

By the end of this, students will be able to-

1. Understand the basics of PR campaign for traditional media
2. Create content and plan activities using mainstream media for publicity of a business
3. Execute the campaign plan and assess the effectiveness.

Module 1: Campaign Planning and Strategy

Core elements of a PR campaign, focusing on setting objectives, identifying target audiences, crafting key messages, and selecting appropriate traditional media channels like print, radio, and TV, Films, Events, etc.. Building a campaign plan that aligns with brand or organizational goals.

Module 2: Content Creation and Planning Activities

Writing press releases, media advisories, feature stories, and radio/TV scripts. Pitching to journalists, building media lists, and establishing relationships with traditional media outlets

Multimedia PR Campaign for Employee Relations, Investors Relations, Customer Relations, Dealer & Supplier Relations, Stakeholders Relations, Advocacy Campaign, CSR, Events.

Module 3: Campaign Execution and Evaluation

Implementation of PR campaign plans, including media coordination, timing, and follow-through; Post-campaign analysis techniques; media monitoring, and evaluating campaign success using traditional metrics such as reach, impressions, and media placement quality.

Case Studies of successful and failed campaigns.

References:

1. Dhar, Neemo. (2014). Public Relations and Corporate Communication. Bhopal. Makhanlal Chaturvedi National University of Journalism & Communication.
2. Kaul, J.M. (1992). Public Relations in India. Kolkata. Naya Prakash.
3. Lesly, Philip. (2002). Handbook of Public Relations and Communication. Delhi. Jaico Publishing House.
4. Nayyar, Deepak. (2006). Public Relations Communication. Jaipur. ABD Publishers

Suggested Formative Assessment: 50 Marks

Students have to work in groups of 3-5, to develop an extensive PR campaign strategy for a small business venture (same as VOC II)

The assessment will be of 25+25 Marks (both formative) including-

- 1. Detailed report submission**
- 2. Presentation followed by Q&A**

For the same, following elements must be included in the strategy

- Campaign Timeline
- Description of client's business and vision
- Messaging Strategy and objectives of the campaign
- Press releases- 2-3 for the entire duration
- press conference plan
- Detailed outline for an event plan
- Employee communication plan using traditional communication channels- SoP books, procedure handouts, magazines, etc.
- Structure of internal communication messaging
- Radio announcements and integration in local fm radio shows
- Television publicity strategy- local news channels
- Minutes of meetings with the client
- Campaign analysis strategy- tools for impact measurement, tools to manage share of voice

Assessment includes submission of this detailed report and a presentation with external experts to explain the rationale of creative and strategic choices of media.

Total Marks: 50

VOC-II PR Campaign Management- Digital

Course Objectives:

1. To teach basics of PR campaign management
2. To introduce to the techniques of content creation for digital media platforms
3. TO teach the execution and evaluation strategies for a PR campaign

Learning Outcomes:

By the end of this, students will be able to-

1. Understand the basics of PR campaign for digital media
2. Create content and plan activities using digital media for publicity of a business
3. Execute the campaign plan and assess the effectiveness.

Module 1: Campaign Planning and Strategy

Core elements of a PR campaign on digital platforms, focusing on setting objectives, identifying target audiences, crafting key messages, and selecting appropriate digital media channels like social media, YouTube, Blogs, Podcasts, Websites, etc. Building a campaign plan that aligns with brand or organizational goals.

Module 2: Content Creation and Planning Activities

Writing compelling website and blog posts, feature stories, content for marketing, podcast/YouTube scripts; Planning influencer collaborations and writing scripts; Pitching to digital media platforms and news aggregators, and establishing relationships with digital media outlets; Using AI and AR/VR tools for experiential marketing

Multimedia Digital PR Campaign for Employee Relations, Investors Relations, Customer Relations, Dealer & Supplier Relations, Stakeholders Relations, Advocacy Campaign, CSR, Virtual and digital Events.

Module 3: Campaign Execution and Evaluation

Implementation of PR campaign plans, including stakeholder and influencer, timing, and follow-through; Post-campaign analysis techniques; media monitoring, and evaluating campaign success using new-age metrics.

References:

1. Dhar, Neemo. (2014). Public Relations and Corporate Communication. Bhopal. Makhanlal Chaturvedi National University of Journalism & Communication.
2. Kaul, J.M. (1992). Public Relations in India. Kolkata. Naya Prakash.
3. Lesly, Philip. (2002). Handbook of Public Relations and Communication. Delhi. Jaico Publishing House.
4. Nayyar, Deepak. (2006). Public Relations Communication. Jaipur. ABD Publishers

Suggested Formative Assessment: 50 Marks

Students have to work in groups of 3-5, to develop an extensive digital PR campaign strategy for a small business venture (Same as VOC-I).

The assessment will be of 25+25 Marks (both formative) including-

- 1. Detailed report submission**
- 2. Presentation followed by Q&A**

For the same, following elements must be included in the strategy

- Campaign Timeline
- Description of client's business and vision
- Messaging Strategy and objectives of the campaign
- Social media strategy for the campaign and content plan for the duration
- Collaborative digital media activities- Influencers, Employees, Vendors, etc
- Detailed outline for a virtual event plan
- Employee communication plan using digital communication channels- mobile phone communication, online meetings, etc.
- Structure of internal communication messaging
- Script for 2 5-minute podcast episodes
- Idea, Script and execution strategy for one 10 minutes YouTube Video for the client
- Production of the YT video
- Influencer Collaboration- Scripts for 2 videos, with probable influencer choices
- Authored article for a blog/news website
- Minutes of meetings with the client
- Campaign analysis strategy- tools for impact measurement, tools to manage share of voice, tools to measure earned media

Assessment includes submission of this detailed report and a presentation/viva with external experts to explain the rationale of creative and strategic choices of media.

Total Marks: 50

Semester – VI

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Fundamentals of Media Laws ii) Media Relations iii) Event Management	4 4 2
2	DSE I- Political PR	4
3	DSE II Entertainment PR	4
4	VOC-I Entrepreneurship & Innovation for PR	2
5	VOC-II Communication Audit and Analysis for PR	2
6	Field Project- Documentary Filmmaking/ Media Effect or Consumption Study	4

S r N o	Course Code	Course Code & Title	Course Unit Title	Lectures (60 min)	Total Lectures	Credit	Total Marks
1.		MAJOR - I Fundamentals of Media Laws	Constitutional Foundations Of Media Law & Introduction To Indian Legal System	15*4	60	4	100
			General Content Regulation Laws, Intellectual Property Laws and Contract law				
			Laws Governing Print Media & Advertising Laws				
			Laws Governing Broadcasting & Digital Media				
2.		MAJOR - II Media Relations	Role of Media Relations in Public Relations	15*4	60	4	100
			Developing Media Strategies and Story Angles				
			Media Writing and Press Communication Tools				
			Media Relations in Crisis and Reputation Scenarios				
3.		MAJOR-III Event Management	Foundations of Event Management in PR	10*3	30	2	50
			Planning and Execution				
			Promotion, Media, and Post-Event Analysis				
3.		DSE I: Political PR	Foundations of Political Communication and PR	15*4	60	4	100
			Campaign Communication and Messaging Strategy				

			Media Relations and Public Opinion Management				
			Crisis Communication, Ethics, and Political Reputation				
5		DSE II: Entertainment PR	Foundations of Entertainment Public Relations	15*4	60	4	100
			Media Relations and Campaign Strategies				
			Digital and Social Media in Entertainment PR				
			Specialized Areas in Entertainment PR				
6.		VOC I: Entrepreneurship & Innovation in PR	Public Relation Business Basics	15 T + 30 P	45	2	50
			Innovative Trends and Creative Opportunities				
			Planning and Launching a PR Venture				
7.		VOC II: Communication Audit And Analysis For PR	Fundamentals of Communication Analysis	15 T + 30 P	45	2	50
			Communication Audit - Tools and Techniques				
			Communications, Measurement, and Evaluation Research				

MAJOR I - Fundamentals of Media Laws

Course Objectives:

1. To introduce students to the constitutional foundation of media laws and to introduce them to the legal system.
2. To teach students media-related IP, contract, and content regulation laws.
3. To acquaint students with the regulation framework of print media and advertising.
4. To explain the legal and regulatory framework for broadcast and digital media.

Learning Outcomes:

After completing the course, the learners will be able-

1. To know the basics of the constitutional foundation of media laws and to introduce them to the legal system.
2. To get acquainted with media-related IP, contract, and content regulation laws.
3. To understand the evolution of the regulation framework of print media and advertising.
4. To learn the fundamentals of the legal and regulatory framework for broadcast and digital media.

Module 1: Constitutional Foundations Of Media Law & Introduction To Indian Legal System

Introduction to Indian Constitution, Salient Features of the constitution; fundamental rights, Scope and interpretation; Understanding freedom of speech and expression; Understanding reasonable restrictions; defamation, sedition, contempt of court, hate speech; Judicial System in India; Civil and criminal courts; Basic principles of civil and criminal law Simulation of mock court or Press Council hearings

Module 2: General Content Regulation Laws, Intellectual Property Laws and Contract law

Content Regulation: Drugs and magic remedies, Indecent representation of women, POCSO; Official Secrets Act; Rules & Regulations of various independent and quasi-judicial bodies IP laws - copyright law, IP laws in the digital and social media era Basic principles of contract law in India; Right to Information. Case studies of recent judgements

Module 3: Laws Governing Print media & Advertising Laws

Understanding self regulation and Government regulation in media, Historical overview of Press Laws; Press and Registration of Periodicals Act; Press Council of India, Working Journalists Act.

ASCI and its role; Consumer Protection Framework in India, Surrogate and Subliminal Advertising.

Case studies of recent judgements

Module 4: Laws Governing Broadcasting & Digital Media

Cable Television Network Regulation Act & Rules, NBDA, BARC and other bodies,

IT Act- Rules and Amendments; data privacy laws in India;

Self regulatory practices and rules by platforms; AI-generated content and legal implications;

Influencer marketing laws and disclosures; Legal Issues around emerging digital media like fantasy sports, metaverse, AI, deep fakes.

Case studies of recent judgements

References:

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. The law of Intellectual Property Rights edited by Shiv Sahai Singh
4. Introduction to Media Laws and Ethics by Juhi P Pathak

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

4. Case Studies of Contemporary Legal issues surrounding media
5. Structured Debates
6. Critiquing recent media content in context of media law framework

Summative Assessment: 60 Marks

- Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
- Q.No.1 of 15 marks based on practical application and/or case study.
- The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR II: Media Relations

Course Objectives:

1. To discuss the role of media relations in PR
2. To develop strategic understanding of media planning in PR process
3. To teach skills required for creation of content for media presence
4. To discuss possible strategies of using media for mitigating PR crises.

Learning Outcomes:

By the end of the course, students will be able to-

1. Outline the role of media relations in PR
2. Plan compelling newsworthy story angles for enhanced and organic media presence
3. Develop a professional toolkit for planning and executing effective media relations within PR contexts.
4. Create a crisis media relations plan for managing public narratives and maintaining credibility through media engagement.

Module 1: Role of Media Relations in Public Relations

Function of media relations; Need and scope of media relations in modern context; PR professionals' duty to bridge between organizations and the media; the goals of media outreach, Understanding Earned and Paid media, Media's contributions to reputation management; Genuine engagement vs media manipulations; Ethical challenges in media relations; Dynamics of news production and the expectations of journalists and editors from PR professionals

Module 2: Developing Media Strategies and Story Angles

Identification of newsworthy angles; aligning PR messaging with media interests. Researching and segmenting media audiences; crafting effective story pitches, and creating media outreach strategies; Understanding timing, relevance, and personalization in media communication; Case studies of successful media presence of organisations; Simulation exercises of pitching stories to journalists.

Module 3: Media Writing and Press Communication Tools

Writing for the media- Press releases, op-eds, authored articles, infomercials, media alerts, and interview briefs; Writing Influencer Scripts; Working in sync with marketing messaging; Formatting and distributing press materials; preparing spokespersons, and organizing press events; Adapting content for traditional, online, and broadcast media;

Module 4: Media Relations in Crisis and Reputation Scenarios

Managing media relations during the PR crisis; case studies where media strategy played a crucial role in shaping public perception; Planning for crisis communication, managing hostile or misleading coverage; and rebuilding media trust post-crisis.

References:

1. Howard, C. M., & Mathews, W. K. (2013). On deadline: Managing media relations, 5th Edition. Waveland Press.
2. Philip Lesley (1991) : Handbook of Public Relations and Communication ; 2nd ed. Jaico Publication Ltd. New Delhi.
3. IFPR Volume I; Public Relations Case Studies (Indian Scene).

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Creation of a media plan for a small organisation
2. Press release writing to announce a crisis (dummy exercise)
3. Writing authored articles for an industry leader (dummy exercise)
4. Case Studies

Summative Assessment: 60 Marks

- Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
- Q.No.1 of 15 marks based on practical application and/or case study.
- The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

MAJOR III: Event Management

Course Objectives:

1. To teach the fundamentals of event management and its importance in PR
2. To discuss basic techniques of event planning and execution; and introduce to possible pitfalls
3. To teach skills required for event promotion and evaluation

Learning Outcomes:

By the end of this course, students will be able to-

1. Identify the fundamentals of event management and its importance in PR
2. Create effective event plan and execution strategies for businesses
3. Manage promotional strategies and publicity for the planned event and gain media presence.

Module 1: Foundations of Event Management in PR

Principles of Event Management; Role of events in public relations; purpose of PR events, types of events for internal and external stakeholders; events for the masses and media; audience targeting, and aligning event goals with brand messaging and PR strategies.

Module 2: Planning and Execution

Step-by-step process of planning a PR event; Concept development; budgeting of Event; logistics and vendor coordination; Risk management; timelines, venue selection, guest list creation; Essentials for on-day execution; Using platforms like Trello and Notion for effective planning and execution.

Module 3: Promotion, Media, and Post-Event Analysis

Pre-event publicity; media engagement; and content creation for maximum exposure; post-event follow-ups; evaluation techniques, ROI measurement, Using Google Analytics for impact measurement; leveraging the event for ongoing PR campaigns; Using Owned media for better visibility for the event; Collaborating with influencers for visibility

References:

1. Shone, A. & Parry, B. (2004). Successful event management: a practical handbook. London: Cengage Learning EMEA
2. Lyons, T. (2012). Social entrepreneurship: how businesses can transform society. USA: ABC-CLIO.
3. Allen, J. (2009). The executive's guide to corporate events and business entertaining. USA: John Wiley & Sons.
4. Bowdin, G., Allen, J., Harris, R., McDonnell, I. & O'Toole, W. (2012). Events management. (3rd ed.). UK: Routledge.

Assessments:

30:20 Summative: Formative

Suggested Formative Assessment:

1. Event Concept Proposal.
2. Event Planning Checklist Creation
3. Write post-event press releases

Summative Assessment: 30 Marks

3 Questions of 10 marks each with equal weightage to each module.

Total Marks: 50

DSE I: Political PR

Course Objectives:

1. To introduce to the basics of political communication and PR
2. To acquaint with the basics of political campaigns and communication during elections
3. To teach the skills required for media narrative building in political communications
4. To discuss the role of communication during a political pr crisis

Learning Outcomes:

By the end of this course, students will be able to-

1. Understand political communication and PR
2. Outline the basics of political campaigns and communication during elections
3. Analyse the role of media relations and craft effective media narratives for political actors
4. Assess the role of communication during a political pr crisis

Module 1: Foundations of Political Communication and PR

Key concepts, history, and evolution of political public relations; Usage of PR tools by political actors- parties and individuals; Image building in politics, Need for media, communicating vision and policies, and engaging citizens; The role of spin, agenda-setting, and media influence in shaping political discourse

Module 2: Campaign Communication and Messaging Strategy

Strategic communication planning in political campaigns; Developing core messages, slogans, and talking points tailored to constituencies; Case Studies of successful and failed campaign plans; Campaign phases and strategies; Voter segmentation and targeting; speech writing, debates; Digital and social media to build narrative control throughout a political cycle; Political campaign simulation; Image manipulation and ethical challenges.

Module 3: Media Relations and Public Opinion Management

Interacting with press and managing media coverage (for both parties and individuals); Handling leaks; Planning controlled messaging; media framing; managing controversies; Using opinion polls and analytics to guide communication strategies and refine outreach efforts; Creating effective message strategy for all media platforms; Maintaining image throughout.

Module 4: Crisis Communication, Ethics, and Political Reputation

Handling crisis scenarios in political contexts- scandals, misinformation, policy failures; Using PR for building trust; case studies of real-life political crises; Role of transparency, timing; Ethical responsibility in communication; Post-crisis public engagement strategies.

References:

1. Political Public Relations: Concepts, Principles, and Applications by Jesper Strömbäck and Spiro Kioussis
2. Histories of Political Public Relations: From Propaganda to Public Health edited by Anastasios Theofilou and Martina Topic
3. The SAGE Handbook of Political Communication
4. Citizens, Politics, and Social Communication: Information and Influence in an Election Campaign by Huckfeldt, Robert and John Sprague.

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Case Study- Campaigns during elections
2. Plan social media communication for a local politician
3. Design a crisis communication plan for a political party's crisis (dummy case

Summative Assessment: 60 Marks

- Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
- Q.No.1 of 15 marks based on practical application and/or case study.
- The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

DSE II: Entertainment PR

Course Objectives

1. To provide students with a comprehensive understanding of the entertainment industry in India, including its key players, trends, and challenges.
2. To equip students with practical skills in media relations, campaign planning, crisis management, and digital marketing specific to the entertainment sector.
3. To instill a strong sense of ethics in public relations practices, particularly in handling sensitive issues within the entertainment industry.
4. To develop students' ability to critically analyze PR campaigns and their impact on public perception and brand value.

Learning Outcomes

By the end of this course, students will be able to-

1. Demonstrate a thorough understanding of the Indian entertainment landscape
2. Create comprehensive public relations campaigns tailored for various entertainment mediums
3. Utilise Digital and Social media for crafting compelling narratives for entertainment ventures.
4. Create plan to mitigate crisis involving an entertainment person or organisation

Module 1: Foundations of Entertainment Public Relations

Overview of Entertainment PR: Definition, scope, and significance in India's entertainment industry; Historical Context: Evolution of PR in Bollywood, regional cinema, and other entertainment sectors; Key Stakeholders: Understanding the roles of production houses, artists, media agencies, and audiences; Ethics in Entertainment PR: Addressing controversies, misinformation, and ethical dilemmas; Fundamentals of Talent and Celebrity Management.

Module 2: Media Relations and Campaign Strategies

Media Relations in Entertainment: Tools like press releases, media kits, and interviews tailored for movies, TV shows, and events; Campaign Design: Planning promotional campaigns for movies, music albums, OTT platforms, and celebrity branding; Crisis Management: Handling scandals, image restoration strategies, and damage control.; Case Studies: Successful campaigns like movie premieres or celebrity rebranding (e.g., Priyanka Chopra's global image transformation).

Module 3: Digital and Social Media in Entertainment PR

Digital Platforms: Role of social media (Instagram, YouTube) in promoting entertainment content; Influencer Collaborations: Engaging influencers to amplify campaigns; Analytics and Metrics: Measuring campaign success through reach, engagement, and impressions; Emerging Trends: Virtual events, AI-driven PR tools, and gamification in promotions.

Module 4: Specialized Areas in Entertainment PR

Event Management: PR for award shows, film festivals (e.g., IIFA), and music concerts.;
Celebrity Representation: Building personal brands for artists and managing public appearances; Regional and Global Perspectives: Differences in promoting regional cinema vs Bollywood or international collaborations; Future of Entertainment PR in India: Growth opportunities with OTT platforms and globalized Indian content.

References:

1. Entertainment Public Relations by Carol Ames
2. Spin Sucks: Communication and Reputation Management in the Digital Age by Gini Dietrich
3. The New Rules of Marketing and PR by David Meerman Scott

Assessment:

60:40 Summative: Formative

Suggested Formative Assessment:

1. Create a PR plan for an upcoming movie release
2. Create social media plan for a struggling actor
3. Create a social and digital media PR plan for a students' independent film

Summative Assessment: 60 Marks

- Question Paper Pattern: 4 Questions of 15 marks each with equal weightage to each module.
- Q.No.1 of 15 marks based on practical application and/or case study.
- The internal division of marks can be decided by the paper setting panel.

Total Marks: 100

VOC I: Entrepreneurship & Innovation in PR

Course Objectives:

1. To introduce students to the business models in PR and the fundamentals of proposal writing.
2. To encourage students to innovate within the PR and communication industry, utilizing emerging trends and digital technologies.
3. To guide students in planning and launching Communication and PR ventures using lean startup methods and compelling storytelling.

Learning Outcomes:

By the end of this course, Learners will be able to-

1. Draft a business pitch for a PR-based startup.
2. Identify creative gaps in the communication and PR industry and present innovative solutions.
3. Develop a comprehensive PR venture plan, including a pitch deck, digital strategy, and market analysis.

Module 1: Public Relation Business Basics

Understanding the Business Side of PR; Agency Structures in PR; revenue models; Key players in the PR industry; Opportunities for Innovation- Technology upgrade, Content Creation and delivery, and monetization; Lean Startup Possibilities in PR; Value proposition & branding for PR ventures; Pitching and proposals

Case studies: Disruptive and innovative PR startups in India and abroad; Study of business pitch and proposals

Module 2: Innovative Trends and Creative Opportunities

Emerging trends in corporate communications and media relations, Data driven and AI driven storytelling; Innovations in content creation, and personalization; Purpose-led PR ventures; Building a creative innovation mindset; Identifying industry gaps in PR, challenges and opportunities; leveraging digital technologies and creative strategies for new venture

Brainstorming to identify market gaps; Creative Ideation for a PR venture- technology led/purpose led/revenue-model led/business niche led; Presenting entrepreneurship idea (peer/mentor review).

Module 3: Planning and Launching PR Venture

Business planning for PR; Marketing Strategies and revenue models for communication businesses; Legal & ethical considerations in PR startups; Investment Possibilities; Storytelling for investors; Drafting a compelling pitch; Building teams; Building credibility and

authenticity; Competitor and Market Analysis.

Developing a full startup plan, including branding, revenue mechanism, audience engagement strategy, legal checklist, and pitch deck; Building digital presence for the venture.

References:

1. Media Innovation and Entrepreneurship by Michelle Ferrier & Elizabeth Mays
2. The Lean Startup by Eric Ries

Suggested Formative Assessment: 50 Marks

Creation of a Fully-developed PR Entrepreneurial Business Plan-

Students will work in a group of 3-5 to develop an innovative PR business idea. The assessment includes submission of business proposals (25 marks) and a pitch presentation for external industry experts (25 marks).

The assessment will be of 25+25 Marks (both formative) including-

- 1. Business Proposal Submission**
- 2. Pitch Presentation followed by Q&A**

The business proposal needs to include the following-

1. Explanation of the idea- purpose and value proposition.
2. Market gap identification and market research output
3. Explanation of how the venture uses innovation
4. Vision, Mission and Objectives
5. Business Model, revenue strategy
6. Branding approach aligned with the vision

Total Marks: 50

VOC II: Communication Audit And Analysis For PR

Course Outcomes:

1. To guide students in conducting communication analysis for strategic planning in PR
2. To equip students with the skills to conduct a communication audit study
3. To train students in employing techniques for measuring and evaluating communication strategies

Learning Outcomes:

At the end of the course, students will be able to

1. Define the communication environment and get acquainted with the fundamentals of communication analysis.
2. Conduct an internal and external communication audit by employing the tools and techniques
3. Develop and apply evaluation tools to measure PR campaign performance.

Module 1: Fundamentals of Communication Analysis

Understanding the importance of audit and communication analysis in PR, types of research in PR, conducting formative research, methods and tools for formative research, communication environment and techniques for boundary scanning: media monitoring, stakeholder mapping, conducting PESTEL and SWOT analysis, constructing situational analysis, setting specific measurable communications goals and objectives

Media scanning, SWOT Analysis, PESTEL Analysis

Module 2: Communication Audit - Tools and Techniques

Understanding the communication audit: scope, objectives, and methods; Auditing internal communications – channels, feedback loops, employee engagement; Auditing external communications – media messaging, stakeholder perception, brand consistency; Designing audit tools: surveys, interviews, content analysis; Gathering and analyzing audit data; structuring audit insights into key findings

Conducting an in-depth report for a communication audit

Module 3: Communications, Measurement, and Evaluation Research

Measuring PR campaign outputs - output analysis, measuring communication outtakes and outcomes, and measuring institutional communication

Conducting an in-depth report for a communication audit

References:

1. Public Relations Research for Planning and Evaluation by Walter K. Lindenmann
2. Using Research In Public Relations: Applications To Program Management, Broom, Glen M. and David M. Dozier
3. Introduction to Mass Media Research, Wimmer and Dominick

Assessment:

Formative Assessment:50 marks

Suggested Formative Assessment:

Students have to work in a pair to conduct media scanning, communication audit by employing all tools, measurement and evaluation and publish a comprehensive report with dataset and in-detail analysis.

The assessment will be of 25+25 Marks (both formative) including-

- 1. Work report**
- 2. Presentation describing the study, followed by Q&A**

Assessment includes a detailed work report submission and a presentation showcasing the interpretation of data, results of the analysis and evaluation.

Total Marks: 50

Field Project-

Course Objectives-

1. To facilitate student-led inquiry into contemporary media practices and impacts, encouraging topic selection rooted in local and socio-cultural relevance.
2. To guide students in applying production or research methodologies suited to either creative, research-based or intervention based projects.
3. To aid students in developing critical thinking and analytical skills through the integration of media theory, audience analysis, and content evaluation.
4. To cultivate collaboration, project management and professional communication skills required as per industry and academic standards.

Learning Outcomes-

By the end of this course, students will be able to-

1. Design and plan a media-based inquiry or intervention, demonstrating the ability to conduct structured study, create content and perform media landscape analysis.
2. Independently or collaboratively execute a media production, study, or intervention exercise that reflects clarity of purpose, technical competence, and audience relevance.
3. Apply relevant media theories, analysis methods and literacy frameworks in the creation or analysis of media content.
4. Effectively present the process and outcomes through written, visual, and oral formats, and reflect on individual learning.

Project Structure:

Students can choose from the following three options-

1. Documentary Filmmaking
2. Media Consumption/Effect Study
3. Media Literacy Project

1. Documentary Filmmaking

Guidelines:

1. Students will work in groups of 6-8 members to produce a well-researched documentary (in English, Hindi or Marathi; with English subtitles) of around 15-17 minutes.
2. The documentary has to be around a contemporary and local/region-specific issue of socio-cultural and political significance.
3. Groups will be assigned with mentors and be trained for the process of documentary making. Students can decide the narrative and point-of-view of the documentary. The topic has to be approved by the mentor.

4. Each student will work on one of the following tasks- Research, Writing, Direction, Direction of Photography, Production, Editing, Sound Supervising, Subtitles, Production supervision, Pitch and funding proposal making, and Report compilation. This needs to be completed in stipulated time assigned by the mentor.
5. Each group is required to appear for two mid-semester presentations for approval, before filming begins- one to explain creative value of the project, and other to explain commercial value of the project.
6. Each group is required to submit a project report at the end of the semester, on the day of release of the film. The report needs to include the following documents-
 1. Concept overview- Concept, Genre
 2. Synopsis
 3. Treatment Note
 4. Fund-raising proposal
 5. Distribution plan
 6. Personal work report by each group member
7. Assessment of the project includes-
 - a. Evaluation of the documentary by external experts
 - b. Evaluation of the detailed report by the mentors.

OR

2. Media Consumption/Effect Study

Guidelines-

1. Students are expected to work individually and conduct a qualitative/quantitative study on media effects or media consumption habits.
2. Students have to choose an appropriate topic with approval from the mentor and complete the study.
3. Assessment includes-
 - a. A Presentation of the outcome of study conducted in presence of external experts.
 - b. Submission of a detailed report of the project work, in around 5000-7000 words, as per the format decided by the mentors.
4. Raw data may be asked to be presented during the presentations

OR

3. Media Literacy Project

Guidelines-

1. Students are expected to work in groups of 6-8 members to design and conduct media literacy workshops for a specific community/group. Each group will be assigned a mentor. The selection of the community/group needs to be approved by the mentor. The workshop participants must be 10-30.

2. The design of workshops has to be appropriate to the media literacy needs of the target group selected. Students have to first complete the need assessment exercise to identify the media literacy needs of the selected group/community, and present the same to the mentor.
3. Based on the need assessment, the student group is expected to develop and execute 4-5 workshops of 30-45 minutes each, for the target community. This can be completed in a span of one month.
4. The workshop design needs to be engaging; and students have to incorporate multiple techniques in each workshop including (but not limited to) hands-on exercises, group discussions, skits/plays, presentations, media analysis activities. Students are also expected to design promotional/informational materials for the workshops like handouts, social media posts, handmade posters.
5. Student groups have to submit a comprehensive audio-visual report of this project outlining the objectives, process, challenges and learnings from the same. This AV needs to showcase glimpses from all workshops, feedback from the participants after each workshop and the behind-the-scenes footage highlighting the students' participation. The duration of the AV can be 12-15 minutes.
6. Each member has to submit a 500-750 word report of their individual work.
7. Assessment includes-
 - c. Evaluation of the AV report submitted by the group and individual students, by external experts.
 - d. Viva-voce with mentors.