



## **Syllabus**

### **Master of Arts in Mass Communication**

**April 2024**



The two-year-long Master of Arts (M.A.) Programme in Mass Communication is a comprehensive course covering all the facets of the Media and Entertainment (M&E) industry. The Programme offers an eclectic mix of both theoretical frameworks and industry practices. The fundamental intent of the state-of-the-art Programme is to train enthusiastic media learners keeping in mind the contemporary demands of the M&E Industry.

The first two semesters aim to orient the media learners to the basics of all the disciplines that come under the broader purview of media. In the last two semesters, the course focussed on essential papers in Print Media, Public Relations and Corporate Communication, Audio-Visual Media and Media Business. The course also includes a paper on Project to emphasize on industry exposure.

The media department is equipped with a modern media lab with the latest gadgets that comprehensively cover videography, editing, sound recording and photography. The media lab also has six editing machines and a Chroma screen, making it one of the best media labs in the country. The teaching pattern followed for this Programme effectively includes classroom lectures, practical workshops, guest lectures by industry experts, industry visits, internships, project works and research works. In the final semester, the media learners are required to submit two dissertations. The overall performances of the media learners are evaluated based on class activities, assignments, semester examinations, projects and dissertations.

## **COURSE OUTLINE**

<b>Sr. No.</b>	<b>Papers</b>	<b>Code</b>	<b>Core/ Elective</b>	<b>Semester</b>	<b>Credits</b>
<b>SEMESTER – I CORE PAPERS</b>					
1.	Theories of Media and Communication	24MAMCO501T	Core	I	4
2.	Development Communication	24MAMCO502T	Core	I	4
3.	Applied Public Relations and Corporate Communication	24MAMCO503T	Core	I	4
4.	Applied Print Media	24MAMCO504T	Core	I	4
5.	Advertising and Branding	24MAMCO505T	Core	I	4
<b>SEMESTER – II CORE PAPERS</b>					
6.	Visual Communication and Design	24MAMCO506T	Core	II	4
7.	Communication Research	24MAMCO507T	Core	II	4
8.	International Communication	24MAMCO508T	Core	II	4
9.	Applied Electronic Media	24MAMCO509T	Core	II	4
10.	Digital Media Application	24MAMCO510T	Core	II	4
<b>SEMESTER – III CORE PAPERS</b>					
11.	Media Laws and Ethics	24MAMCO601T	Core	III	4
12.	Consumer Behaviour and Audience Study	24MAMCO602T	Core	III	4

13.	Journalism Across Media	24MAMCO603T	Core	III	4
14.	Advanced Public Relations and Event Management	24MAMCO604T	Core	III	4
15.	Advanced Audio-Visual Production	24MAMCO605T	Core	III	4
<b>SEMESTER – IV CORE PAPERS</b>					
16.	Business Communication and Professional Etiquette	24MAMCO606T	Core	IV	4
17.	Reputation Management and CSR	24MAMCO607T	Core	IV	4
18.	Media and Entertainment Business	24MAMCO608T	Core	IV	4
19.	Film Appreciation	24MAMCO609T	Core	IV	4
20.	Project	24MAMCO610T	Core	IV	4
<b>RESEARCH DISSERTATION</b>					
56.	M.A. Dissertation – I	24MAMCO651		III	5
57.	M.A. Dissertation – II	24MAMCO652		IV	5

**NOTE:** The M.A. programme consists of 90 credits. Each of the 20 papers in all the four semesters carries four credits with the total being 80 credits. In the Third and Fourth Semesters, two dissertations having five credits each amount to 10 credits. The dissertation in the Fourth Semester is defended before the constituted board. The dissertations are to be submitted in partial fulfilment of the Master's Degree requirement.

\*\*\*\*\*

24MAMCO501T					Theories of Media and Communication					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES**

- Ø To understand the basic concepts of communication and its types.
- Ø To be familiar with various models of communication and their relevance.
- Ø To apply the concept of media theory with real time experience of media consumption.
- Ø To understand the pioneering role of communication in the development of societies.

**UNIT 1: Concepts of Communication****16 Hrs.**

Types of Communication; Functions of Mass Communication; Barriers, Intertextuality.

**UNIT 2: Models and Theories of Communication****28 Hrs.**

Various models and theories of communication, including Indian communication models.

**UNIT 3: Media Theory****16 Hrs.**

Paradigm Shifts in Mass Communication Theories. Impact of social media and AI on gatekeeping

**UNIT 4: Folk Media and International Communication Theory****12 Hrs.**

Folk Media and Electronic Media; International Communication Theories: World Systems, Dependency and Structural Media Monopoly – Cross Media Ownership.

**Max. 72 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 – Identify the difference between various types of communication.
- CO2 – Understand the theories of communication.
- CO3 - Restate the concepts of communication models with real life situation.
- CO4 – Analyse the psychological impact of media theory among people.
- CO5 – Evaluate the impact of issues confronting media industry.
- CO6 - Formulate research ideas in the field of communication and allied areas.

**TEXT/REFERENCE BOOKS**

1. Mass Communication in India – By Keval J. Kumar, 1994
2. Mass Communication Theory: Foundations, Ferment and Future – By Stanley J. Baran and Dennis K. Devis, 2015.
3. Introduction to Communication Studies – By John Fiske, 2010.
4. Mcquail's Mass Communication Theory – By Denis Mcquail, 2010.
5. Online resources

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO502T					Development Communication					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES:**

- To make learners familiar with the process of development.
- To make learners understand the concept and practice of development communication.
- To help learners appreciate the role of national and international development agencies.
- To develop communication plans for community development of indigenous people.

**UNIT 1: Development Communication: Concept and Models****18 hours**

Concept of Development, its Evolution – Indian and Global Approaches to Development - Development Communication Process; Social Mobilization - Participatory Message Development - Role.

**UNIT 2: Communication for Social Equity****18 hours**

Sustainable Development Goals (SDGs) and Social Equity – The Role of Effective Communication in Successful Implementation of SDGs across Boundaries – Understanding Discrimination and Oppression: Gender, Caste, Race, Ethnicity, Class, Language, Religion, Sexuality, Physicality and Disability.

**UNIT 3: Communication for Social Change****18 hours**

CBSC, Diffusion of Innovation - Social Marketing, Alternative Media - Community Media, Community Radio, Public Service Broadcast; Drawing inspiration from IKS for CSC

**UNIT 4: Development Agencies****18 hours**

Development Communication and NGOs - Governmental and Inter-Governmental Agencies NITI Aayog - State Planning Commission/ Board - DPDC

**Max. 72 hours****Course Outcomes:**

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

CO1: Explain approaches to development studies and process.

CO2: Critique the past and contemporary development initiatives.

CO3: Appreciate the concept of communication for development.

CO4: Offer a solution using technological tools that aid development communication process.

CO5: Critique the role of NGOs, public broadcasters and development agencies.

CO6: Plan a development communication initiative for an issue of concern.

**TEXT/REFERENCE BOOKS**

1. Communication for Development: By Srinivas Raj Melkote and H. Leslie Steeves, 2015.
2. Development Communication: Theory and Practice – By Uma Narula, 2007.
3. Development Studies by Jeffery Haynes, Rawat, 2015.

4. Communication for Development and Social Change by Jan Sarvaes, Sage. 2008

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)**

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: Questions on concepts and theoretical issues

70 Marks

Part B/Question: Case analysis

30 Marks



24MAMCO503T					Applied Public Relations and Corporate Communication					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES**

- To impart the basic concepts of Public Relations.
- To develop a basic understanding of Public Relations research.
- To develop understanding on Corporate Communication and its functions.
- To develop PR Campaigns and public relations distribution materials.

**UNIT 1: Introduction to Public Relations****18 Hrs.**

PR as a Communication Function; PR as a Management Function; PR Counselling - PR Agencies; Stages of PR.

**UNIT 2: Applied Public Relations****18 Hrs.**

Internal and External Publics of PR; PR Tools; Media Relations; PR in Various Sectors; PR in NGO, Health Services, Politics; PR in Crisis Management; Measurements of PR Campaign Outcome

**UNIT 3: Research in Public Relations and Brand Communication****18 Hrs.**

PR Research Techniques - SWOT and PEST Analyses; Definition of Branding, Brand Identity, Brand Positioning.

**UNIT 4: Corporate Communication****18 Hrs.**

Concepts, Roles and Importance of Publics for a Corporate Organization

**Max. 72 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: The learner can identify the basic functions of advertising.

CO2: The learner can define the basic concepts of Public Relations.

CO3: The learner can evaluate the emerging growth of advertising industry.

CO4: The learner can analyze the models of advertising with real-time scenario

CO5: The learner can do an assessment on various types of PR campaigns.

CO6: The learner develop plans on corporate communication strategies.

**TEXT/REFERENCE BOOKS**

1. Effective Public Relations and Media Strategy – By C.V.N. Reddi, 2013.
2. Public Relations: Principles and Practices – Iqbal Sachdeva.
3. Advertising Management – By Jaishri Jethwaney, Shruti Jain, 2012.
4. Corporate Communication: Principles and Practice – By Jaishri Jethwaney, 2018.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)****Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks



24MAMCO502T					Applied to Print Media					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	1	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- Ø To give students exposure to the history of print media and journalism.
- Ø To equip students with skills to understand what is news and gather it.
- Ø To equip students to turn in **basic** news copies.
- Ø To equip students with **basic** editing skills.

**10 Hrs.**

### UNIT 1: Evolution of Print Medium

Invention of the Printing Press. Evolution of Journalism; Role of the Press in Freedom Movement and independent India.

**20 Hrs.**

### UNIT 2: Basics of Journalism

What is Journalism? Journalistic Freedom; Economic, Political and Legal – View from India and the World. Roles and Responsibilities of a Journalist. Functions of Journalism in a Democracy; Introduction to Digital Journalism.

**06 Hrs.**

### UNIT 3: Editing for Print Media

Organizational structure of a newspaper. What is News? Attitude and Skills of an Editor; role of News Editor and other editorial staff; Writing Headlines; Introduction to Editing Software; Page layout. Use of AI in content processing.

**36 Hrs.**

### UNIT 4: Reporting For Print Media

Traits of a Reporter; Sources of News; Introduction to the Various Types of Intros; Interviewing – Types, Purposes and Relevance, Formats of Writing an Interview – Reporting for Digital Media. Use of AI in content generation.

**Max. 72 hours**

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Explain the purpose of journalism.

CO2: Explain what is news, news value, and other concepts of print media journalism.

CO3: Link the history of print media with the future of journalism.

CO4: Produce news pieces for print media

CO5: Edit news pieces for print media.

CO6: Analyse ethical issues involved in reporting news.

## TEXT/REFERENCE BOOKS

1. Print Media and Journalism – By Alley Webster, 2016.
2. Handbook of Print Journalism – By Priscilla Paul, 2014.
3. Print Journalism: A Critical Introduction – By Richard Keeble, 2005.

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

20 Marks

Part B/Question: 4 Questions of 15 marks each with choice

80 Marks

24MAMCO505T					Advertising and Branding					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- Ø To impart the basic concept of advertising and its types.
- Ø To understand the functioning of an advertising agency.
- Ø To train learners in the process of brand planning.
- Ø To give learners exposure to the concept of brand building.

**20 Hrs.**

### UNIT 1: Introduction to Advertising

Types of Advertising - Advertising in Marketing Mix and Positioning –Ad Agencies.  
Departments of an Agency - Marketing and Advertising Objectives - Advertising Copy

### UNIT 2: Brands in the Marketplace

**16 Hrs.**

Challenges to brands; Brand proliferation; Consumer revolt; Management failures. Integrating advertising and promotion; Role of retailers: power of multiples.

### UNIT 3: Branding in Service Business

**18 Hrs.**

Problem in the branding of services; Branding in B-to-B markets; FMCG branding; Luxury branding; Marketing & branding of rural and regional products; Building a brand on the web.

### UNIT 4: Research in Brand Communication

**18 Hrs.**

RACE Model - SWOT and PEST Analyses; Definition of Branding, Brand Identity, Brand Positioning through AI on social media and E-Commerce platforms.

**Max. 72 Hrs.**

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1: The learner can identify the basic functions of advertising.

CO2: The learner can understand the models of advertising with real-time scenario.

CO3: The learner can evaluate the emerging growth of advertising industry.

CO4: Take up brand planning projects.

CO5: Evaluate branding exercises of different organisations.

CO6: Carry out branding on e-commerce platforms.

## TEXT/REFERENCE BOOKS

1. Advertising Management – By Jaishri Jethwaney, Shruti Jain, 2012.
2. Ogilvy on Advertising – By David Ogilvy, 1985.
3. Advertising & IMC: Principles & Practice – By Moriarty, 2016.
4. Branding: A Practical Guide to Planning your Strategy – By Geoffrey Randall
5. Brand Building Advertising: Case Book – By MG Parameswaran and Kinjal Med.

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO506T					Visual Communication and Design					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	1	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- To introduce students to the forms, theories, and principles of visual communication.
- To introduce students to the art and commercial practice of animation and design.
- Students will explore the making and editing of work to inform their visual literacy and connectedness to the medium by creating fictional and non-fictional images, artificial lighting, digital editing.

### UNIT 1: Introduction to Visual Communication 12 Hrs.

Types of Visual Communication (VC), Elements of Perception, Visual Information: How Human Receives Visual Information, Gestalt Theory, Concept of Gaze.

### UNIT 2: Introduction to design and its elements 12 Hrs.

Principals and Elements of Design, Colour Theory, Colour Wheel, Design Software.

### UNIT 3: Introduction to 2D/3D Graphics 22 Hrs.

Understanding Graphics, Creation of Graphics through AI-Logo, Social Media Content, AI and Graphics, Creating 2D & 3D Visuals, Typography

### UNIT 4: Introduction to Animation 26 Hrs.

Introduction to animation, Principles of animation – Stop motion /Claymation techniques and principles. Application of AI.

**Max. 72 Hrs.**

## COURSE OUTCOMES

On completion of the course, student will be able to

CO-1: Explain various techniques pertaining to VC and photography.

CO-2: Describe the uses and significance of VC.

CO-3: Apply the science and aesthetics of VC in the making of all of their artworks.

CO-4: Experiment with graphics using the different techniques

CO-5: Evaluate Gestalt theories, semiotics, and the concept of gaze.

CO-6: Prepare a design portfolio

## TEXT/REFERENCE BOOKS

1. Visual Communication: Image with messages. Paul Martin Lester
2. Graphic Design: The New Basics: Jennifer Cole Phillips
3. The Design of Everyday Things: Don Norman
4. The Animator's Survival Kit : Richard Williams

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: 2 Questions of 10 marks each with choice

20 Marks

Part B/Question: 4 Questions of 20 marks each with choice

80 Marks

24MAMCO507T					Communication Research					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- To produce learners who understand communication research.
- To produce learners who are able to apply quantitative research methods.
- To produce learners who are able to apply qualitative research methods.
- To produce learners who would be able to take up a career in communication research.
- 

### UNIT 1: What is Research?

**08 Hrs.**

Mass Media Research –Research process; Strengths and Limitations of Quantitative Methods. Uses of AI in literature review.

### UNIT 2: Quantitative Methods

**10 Hrs.**

Research Design Exploratory, Descriptive, Explanatory and Applied Research Designs. Uses of AI.

### UNIT 3: Data Presentation and Analysis

**36 Hrs.**

Measures of Central Tendency; Standard Deviation. Hypothesis Testing; Analysis of Variance (ANOVA) – t-test – f-test – Two-Way ANOVA. Basics of quantitative analysis software. Uses of AI.

### UNIT 4: Qualitative Methods

**18 Hrs.**

Qualitative research process; Basic designs; From data to theory: Coding, Analyzing, Theory making; Different types of analysis; Triangulation; Using Computer and software in Qualitative Analysis. Uses of AI.

**Max. 72 Hrs.**

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Explain the process of research in media and communication

CO2: Appreciate the difference between different approaches to research.

CO3: Design a research study relevant to their area of interest in media and communication.

CO4: Demonstrate use of statistical tests in research.

CO5: Use statistical tools like SPSS, Excel, Nvivo etc

CO6: Write a research paper/report/dissertation.

## TEXT/REFERENCE BOOKS

1. Research Methodology by CR Kothari, 2010
2. Research Methodology: A Step by Step Guide by Ranjit Kumar, 2011
3. An Introduction of Qualitative Research by Uwe Flick, 2009
4. Basic Media Research by Arthur Asha Berger, 2012

### END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: Conceptual and theoretical issues

80 Marks

Part B/Question: Use of basic statistics

20 Marks

24MAMCO508T					International Communication					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES**

- To develop understanding on the basic concepts of International Communication.
- To impart knowledge on the functioning of global news flow.
- To get an understanding on the impact of international media across the globe.
- To develop a strategy document on communicating with a rogue country.

**UNIT 1: Fundamentals of International Communication** **18 Hrs.**

Introduction to International Communication - Dimensions of International Communication – Critical Issues of International Communication - Communication as a Human Right.

**UNIT 2: International News Flow** **18 Hrs.**

Global News Agencies – Information and Communication Technology (ICT) - Impact of AI and other New Technologies on Flow of International News.

**UNIT 3: International Information Flow and Media System** **18 Hrs.**

NWICO- NIEO – MacBride Commission; NANAP; Cultural Imperialism

**UNIT 4: Global Issues in International Communication** **18 Hrs.**

Globalization and Mass Media – Impact of Globalization on Mass Media – Violence Against Media Professionals – International Media and Issues of National Security.

**Max. 72 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 – The learner can define the basic function of International Communication.  
 CO2 – The learner can do an assessment on the western news flow.  
 CO3 – The learner can conduct projects on the role of UN in International Communication.  
 CO4 – The learner can analyze the role of information flow in media system.  
 CO5 – The learner can criticize the role of prompted cultural imperialism through media.  
 CO6 – The learner can construct ideas for real-time analysis on International Communication.

**TEXT/REFERENCE BOOKS**

1. International Communication: A Reader – By Daya Kishan Thussu, 2009.
2. Communication between Cultures – By Edwin McDaniel, et al, 2012.
3. Many Voices, One World: Towards a New, More Just, and More Efficient World Information and Communication Order – By the MacBride Commission, 2003.
4. Global Activism, Global Media – By Wilma de Jong and Martin Shaw, 2005.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)****Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice 40 Marks  
 Part B/Question: 4 Questions of 15 marks each with choice 60 Marks

24MAMCO509T					Applied Electronic Media					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	2	0	0	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- Ø To apprise students the history and growth E Media in India, also to make them aware of impact of TV and radio in society.
- Ø To enable students to understand the concepts of Electronic journalism system
- Ø To make the students recognize the technicalities and work culture of the e media
- Ø To equip students with photography skills.

### Unit 1: Evolution and growth

Evolution Electronic Media: Radio, Television and Internet; Techniques of Audio-Visual Communication: Thinking Audio and Visuals; Grammar of Sound

**10 Hrs.**

### Unit 2: Technology and Skills for audio content creation

Technology and skills for audio podcasts. Use of AI in audio content creation

**28 Hrs.**

### Unit 3: News Bulletin Management

Reporting and Writing for Radio; TV news; Websites; Writing for Fiction/Non-Fiction. Use of AI in content creation

**16 Hrs.**

### Unit 4: Introduction to Photography

Types and history of photography, Basics of composition and techniques. Use of AI in photography.

**18 Hrs.**

## COURSE OUTCOMES

On completion of the course, student will be able to

- CO1: Describe the evolution, principles and techniques of the electronic media
- CO2: Understand basics of visual communication, sound construction and picture formation.
- CO3: Articulate the finer aspects of reporting for radio, TV and internet;
- CO4: Evaluate impact of new technology on media language, news, features and interviews
- CO5 - Develop a news report and a special program (non-fiction).
- CO6 – Use of technology for creating audio-visual content.

**Max. 72 Hrs.**

## TEXT/REFERENCE BOOKS

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide  
By Robert Thompson, Cindy Malone
3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic
4. Visual Elements of Arts and Design (1989) Longman Porter
5. The 35mm Handbook : Michael Freeman

### End Semester Examination Paper Pattern 100 Marks

Part-A 2 questions 10 marks each with choice 20 Marks

Part-B 4 questions 20 marks each with choice 80 Marks



24MAMCO510T					Digital Media Applications					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	2	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES**

- To make students grasp the concepts of Digital Media.
- To make students confluent with Digital Media technologies and applications.
- To make students informed about Social Media and to make them harness its power.
- To make students create social media campaigns and develop digital marketing strategies.

**Unit 1: Introduction to Digital Media****10 Hrs.**

Convergence in Media (Content, Technology, Economic); The Advent of Newer Platforms  
Owing to Convergence; Convergent Media and Content Personalization.

**Unit 2: Digital Media Literacy****16 Hrs.**

Digital identity; Digital activism; Digital Divide; Digital Privacy; Digital Security; Ethical  
Issues; Authenticity and Credibility of Information in a Networked World; Hyperconnectivity

**Unit 3 : Understanding New Media Trends, Technologies & Applications****28 Hrs.**

Digital Marketing - SEO, Influencers, Content Virality etc.; Use of Artificial Intelligence,  
Machine Learning and Blockchain in Media; Deciphering Social Media and Website Analytics -  
Corrective Actions, Content Writing, Hashtags, Targeting, Graphic Design etc.

**Unit 4 : Social Media****18 Hrs  
Max. 72  
Hrs.**

Designing Social Media Campaign; Understanding Your Client and Her/ His Audience in the  
Digital World; Social Media in Governance; Social Media in Health Communication; Case  
Studies, Social Media for Luxury Brand vs Mass Market Brand.

**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Define and recognize digital media and related concepts.

CO2: Explain the aspects of Digital Media Literacy.

CO3: Practice writing for social media and chat apps.

CO4: Illustrate digital technology, media convergence, e- marketing.

CO5: Evaluate the trends in new media technologies and applications.

CO6: Create campaigns on social media.

**TEXT/REFERENCE BOOKS**

1. *Introduction to Digital Media* by Alessandro Delfanti & Adam Arvidsson.
2. *How to Promote your Blog* by Ryan Robinson
3. *Digital Marketing* by Seema Gupta
4. *Cheap Speech: How Disinformation Poisons Our Politics and How to Cure It* by Richard L. Hasen
5. *Digital India on Twitter* by Dr. Amrita Chakraborty

**End Semester Examination Paper Pattern 100 Marks (TENTATIVE)**

Part-A /4 questions 10 marks each with choice 40 Marks

Part-B /4 questions 15 marks each with choice 60 Marks

24MAMCO601T					Media Laws and Ethics					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

### COURSE OBJECTIVES

- To understand the fundamentals of Constitution of India:-
- To understand various media specific provisions.
- To be familiar with the various ethical norms of media.
- To develop research papers on legal issue of media or media specific laws.

**24 Hrs.**

#### UNIT 1: Introduction to Constitution of India

Constitution of India; Fundamental Rights; Freedom of Speech and Expression; Fundamental Duties, Directive Principles of State Policies; Provision for Amending the Constitution; The Legislature, The Executive, The Judiciary.

#### UNIT 2: Freedom of Expression

Provision of Declaring Emergency; Union List, State List and Concurrent List; Media Economics and Freedom.

**12 Hrs.**

#### UNIT 3: Media Specific Provisions

Various Media Specific Acts and Laws in India: Defamation; Contempt of Court; Sedition; Obscenity, WTO Agreement and Intellectual Property Right.

**18 Hrs.**

#### UNIT 4: Media Ethics

Media's Ethical Problems. Ethics in journalism, Advertising, PR, Cinema & Digital Media; Ethical issue due to AI generated content in media.

**18 Hrs.**

**Max. 72 Hrs.**

### COURSE OUTCOMES

On completion of the course, student will be able to

CO1 – Remember the foundation of the Constitution of India.

CO2 – Understand the power and function of the Indian Government.

CO3 – Apply the concepts of various defences available to the media professionals.

CO4 – Classify different media specific provisions as per specific conditions.

CO5 – Judge the ethical norms of media.

CO6 – Construct ideas on laws specific to different conditions relevant to media.

### TEXT/REFERENCE BOOKS

1. Constitution of India – By V.N. Shukla, 2017.
2. Media Law and Ethics – By M Neelamalar, 2009.

### END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: Questions of 10/15 marks each with choice

80 Marks

Part B/Question: Case Study Analysis

20 Marks

24MAMCO602T					Consumer Behaviour and Audience Studies					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

### COURSE OBJECTIVES

- To impart the basic concepts of consumer behaviour and marketing mix.
- To understand the basic concepts of market segmentation of consumers.
- To develop understanding on the positioning of the consumer.
- To apply techniques for targeting markets based on consumers' profiles.

### UNIT 1: Fundamentals of Consumer Behaviour

**18 Hrs.**

Concept of Consumer Behaviour – Segmentation - Bases for Segmentation – Personality Traits – Psychographic Values – Media-Based Segmentation; Targeting and Positioning – Marketing Mix.

### UNIT 2: Consumer Positioning and Targeting

**18 Hrs.**

Targeting and Positioning the Consumers – Behavioural Targeting. Case Study. Use of AI in targeting and positioning.

### UNIT 3: Consumers' Perception

**18 Hrs.**

Consumer's Perception – Elements of Perception - Consumer Learning - Classical Condition in Behavioural Learning - Consumer's Attitude Formation - The Tri-Component of Attitude Model.

### UNIT 4: Consumer Research

**18 Hrs.  
Max. 72 Hrs.**

Consumer Research Process – Importance of Studying Media Audience - TRP – RAM, etc. AI in Consumer Research.

### COURSE OUTCOMES

On completion of the course, student will be able to

- CO1 – Identify the basic concepts of consumer behaviour.
- CO2 – Understand the bases for segmenting a market.
- CO3 – Produce ideas on positioning and repositioning consumers.
- CO4 – Analyze consumer's perception for a product or services.
- CO5 – Conduct case study analysis on consumer behaviour.
- CO6 – Formulate research hypothesis on consumer buying habits

### TEXT/REFERENCE BOOKS

1. Consumer Behaviour – By Leon G. Schiffman, et al, 2015.
2. Consumer Behaviour: Concepts and Applications – By David L. Loudon, 1993.
3. Media Audience Research: A Guide for Professionals – By Graham Mytton, 2015.
4. Audience Research Methodologies: Between Innovation and Consolidation – By Geoffroy Patriarche, Helena Bilandzic, Jacob Linnaa Jensen and Jelena Jurišić, 2015.
5. Research in Consumer Behavior – By Russell W. Belk, 2010.

### END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO603T					Journalism across Media					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	2	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

To produce learners who can become professional journalists through advanced training in

- ⇒ To produce learners who are equipped with various types of Reporting and Feature writing
- ⇒ To make the learner understand print media editing and pre-production
- ⇒ To hone the skill of the learner on Cyber and Mobile journalism
- ⇒ To train the learner to develop a journal, magazine or newspaper

### UNIT 1: Advanced Reporting

18 Hrs.

Different Types of Reporting: Business, Sports, Investigative, Legal, Development, Health, Special Needs, Energy, Science & Technology, etc, for various media.

### UNIT 2: Feature Writing and Editing

18 Hrs.

Varieties of Features: Lifestyle, Seasonal and Festival, Travel, Tourism and Adventure; Planning and editing magazine; Newspaper and Magazine design skills, Graphics.

### UNIT 3: Cyber and Mobile Journalism

18 Hrs.

Internet Tools; Reporting, Writing and Editing for websites; Shooting with a handset, Capturing sound, Editing and Publishing. Use of AI in various newsroom functions.

### UNIT 4: In the Field

18 Hrs.

Data Journalism; Fact Check with Online Sources and AI tools; Use of RTI in Reporting.

**Max. 72 hours**

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Explain what is news, especially in the digital context

CO2: Turn in different types of news reports and soft stories.

CO3: Analyse different approaches to newspaper, magazine and cyber journalism.

CO4: Apply digital fact-check skills.

CO5: Design newspaper and magazine pages.

CO6: Report and publish stories on the go on digital platforms.

## TEXT/REFERENCE BOOKS

1. News Reporting and Editing – By K.M. Shrivastava, 2015.
2. Feature Writing – By N. Mera Raghavendra Rao, 2012.
3. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age – By Paul Bradshaw, 2017.
4. Broadcast Journalism and Digital Media– By Keshav Sathaye, 2011.
5. Smartphone Video Storytelling – By Robb Montgomery, 2018.

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: Conceptual and theoretical issues

40 Marks

Part B/Question: Practice-oriented questions

60 Marks

24MAMCO604T					Advanced Public Relations and Event Management					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES**

- To impart an advanced understanding of PR process and practices.
- To understand the process of launching communication campaign.
- To impart knowledge on various types of events.
- To develop PR communication strategy, event calendar and plan.

**UNIT 1: PR Process and Practices****18 Hrs.**

Scan the Environment – Develop a Communication Plan – Implementation of Communication Plan – Evaluation of Impact – PR Measurement; Use of AI in PR practices.

**UNIT 2: PR Applications****18 Hrs.**

Corporate Image – Corporate Identity Management – PR and Crisis Management – Corporate Advertising – House Journal – Integrated Marketing Communication.

**UNIT 3: Introduction to Events and Experiential Marketing****18 Hrs.**

Defining Events and Experiential Marketing – Their Role in the Life of Brands and Communities; Mobile-based applications for Event Management; Use of AI in Experiential Marketing.

**UNIT 4: Events and Planning****18 Hrs.**

Social Events, Corporate Events and Virtual or E-Events - B2B Events. Evolution of the Event and Experiential Industry from an Unorganized Sector - Current Key Roles and Emerging Prospects.

**Max. 72 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

CO1 – Identify the roles and functions of various PR practices.

CO2 – Present the idea of launching an Integrated Marketing Communication plan.

CO3 – Prepare communication strategies with various stakeholders.

CO4 – Apply the ground rules of event management.

CO5 – Evaluate the event through post-event analysis.

CO6 – Create event pitch proposals.

**TEXT/REFERENCE BOOKS**

1. Public Relations: Principles and Practice – By Iqbal Sachdeva, 2009
2. Corporate Communication: Principles and Practice – By Jaishri Jethwaney, 2018.
3. Event Management – By Lynn Van Der Wagen, 2005.
4. Event Management and Marketing – By Sharma & Arora, 2018.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)****Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO605T					Advanced Audio-Visual Production					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
1	3	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- Understand the concept of audio visual production for TV, Web and Film media
- Handle the camera and lighting for shooting.
- Get proficiency in use of relevant software
- Make fiction/ non-fiction film and portfolio.

**06 Hrs.**

### UNIT 1: Cinematography and Lighting

Screen space, Continuity; Camera Movements, Different shots, Lighting for cinema.

### UNIT 2: Direction

Role of the Director, Crafting the Final Look, Directing Techniques, Blocking, Ethical and Legal Aspects of Filmmaking.

**06 Hrs.**

### UNIT 3: AI and Content Creation

Sound, Acting, and content creation through AI

**20 Hrs.**

### UNIT 4: Editing (Post-Production)

Types of Editing; Using software, Editing for Fiction, Non- Fiction, Interviews, Shows.

**40 Hrs.  
Max. 72 Hrs.**

## COURSE OUTCOMES

On completion of the course, student will be able to:

CO1: Recall the practical concepts of filmmaking and the requirements for its stages.

CO2: Express the essentials in the filmmaking process (lighting, sound, make-up, editing etc.).

CO3: Demonstrate the knowhow of filmmaking in every project they work upon.

CO4: Analyse the ethical, legal aspects of filmmaking, preparation required for on-ground success.

CO5: Evaluate the problems and solutions in editing, director's techniques and vision.

CO6: Combining all the filmmaking knowledge to produce films (fiction/non-fiction).

## TEXT/REFERENCE BOOKS

1. Film Production Management: How to Budget... - By Bastian Cleve, 2017.
2. The Complete Film Production Handbook– By Eve Light Honthaner, 2010.
3. Independent Feature Film Production: By Gregory Goodell, 1998.
4. Film Production: Theory and Practice – By Stephen Hoover, 2014.
5. Producer to Producer: A Step-by-Step Guide– By Maureen A. Ryan, 2010.

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO606T					Business Communication and Professional Etiquette					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	1	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- To make the learner impart skills for official written communication.
- To help the learner enhance skills on the tools associated with business communication.
- To teach the learner various techniques of building a professional profile.
- To make the learner capable of facing job interviews and get selected.

### UNIT 1: Fundamentals of Written Communication

18 Hrs.

Written Communication in the Process of Communication - Effective Listening and Speaking Skills.

### UNIT 2: Office Communication

18 Hrs.

Presentation Skills; Academic and Report Writing, Storytelling; Uses of AI in presentation and content creation.

18 Hrs.

### UNIT 3: Developing Professional Profile

Resume Writing – Cover Letter Writing- Developing Profile on LinkedIn –Networking.

18 Hrs.

### UNIT 4: Professional Etiquette

General Knowledge and Current Affairs – Email, phone and Social Media Etiquette.

Max. 72 Hrs.

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1 – Remember the fundamentals of written communication.

CO2 – Understand the techniques of official writing.

CO3 – Apply technical skills for professional written communication.

CO4 – Analyze the parameters of developing a strong professional profile.

CO5 – The learner will be able to evaluate their own business etiquette skills.

CO6 – The learner will be able to create a perfect job application.

## TEXT/REFERENCE BOOKS

1. Business Communication for Managers – By Payal Mehra, 2016.
2. Business Etiquette: A Guide for The Indian Professional – By Shital Kakkar Mehra, 2012.
3. Business Communication Essentials – By Courtland L. Bovee, 2010.
4. Business Communication Today – By L. Bovee Courtland, et al, 2017.
5. The 5 Essential People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts – By Dale Carnegie, 2016.

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO607T					Reputation Management and CSR					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	1	0	4	4	25	50	25	--	--	100

**COURSE OBJECTIVES**

- To develop knowledge on the basic understanding of Reputation Management.
- To identify the role of media in developing the reputation of an organization.
- To develop reputation management strategies for individual or organization.
- To formulate and implement the ideas of Corporate Social Responsibility.

**UNIT 1: Introduction to Reputation Management****18 Hrs.**

Meaning, Context and Importance; Landmark Cases, Building Corporate Image, Legal Aspects of CI.

**UNIT 2: Media Relations and Employee Engagement****18 Hrs.**

Functions and role of Media Relations; a Corporate Spokesperson – Reputation management at Digital Age.

**UNIT 3: Reputation Management through Social Media****18 Hrs.**

Using Facebook, LinkedIn, Instagram; Online Reputation Listening, Online Crisis Management, Case Studies.

**UNIT 4: Corporate Social Responsibility****18 Hrs.**

Theoretical Understanding of CSR – Global Practice of CSR – CSR and Companies Act – Corporate Philanthropy - Case Studies.

**Max. 72 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

CO1 – Define the basic concepts of reputation management.CO2 – Understand the role of media in managing reputation.CO3 – Apply good media pitch.CO4 – Subdivide strategies for managing the reputation of a company.CO5 – Carry out projects on social media strategies in reputation management.

CO6 – Create action plans for Corporate Social Responsibility.

**TEXT/REFERENCE BOOKS**

1. Crisis, Issues and Reputation Management (PR In Practice) – By Andrew Griffin, 2014.
2. Online Reputation Management for Dummies – By Lori Randall Stradtman, 2013.
3. Reputation Management– By Sabrina Helm, et al, 2011.
4. Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause - Nancy Lee, Philip Kotler, 2005.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)****Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 10/15 marks each with choice

70 Marks

Part B/Question: Case study analysis

30 Marks



24MAMCO608T					Media and Entertainment Business					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

## COURSE OBJECTIVES

- To help learners understand the media and entertainment business.
- To train learners in launching media and entertainment ventures.
- To produce learners who understand M&E business and its impact on the society.
- To help learners use the concepts of M&E business for launching a new business in media.

### UNIT 1: Overview of M&E Organisations 18 Hrs.

Why Media and Entertainment Matter in Indian Polity and Economy. Ownership Patterns. Processes and Prospects of Starting M&E Ventures. Pricing for M&E Products.

### UNIT 2: Various Departments and Apex Bodies 18 Hrs.

Advertising and Marketing Departments; Apex M&E Bodies; Legal and Financial Aspects.

### UNIT 3: Operations 18 Hrs.

Production Schedule and Process – Evaluation, Budget Control, Costing, Tax, and Building and Sustaining Business and Audience. Brand Promotion (Space, Time and Circulation) –Promotion.

### UNIT 4: Sectoral Overview 18 Hrs.

FDI in M&E; The Business of TV; OTT; Film; Radio; Social Media; OOH, Animation. Influence of AI on M&E sector

**Max. 72 Hrs.**

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Understand the media and entertainment business.

CO2: Launch media and entertainment ventures.

CO3: Explain the unique nature of M&E business and its impact on society.

CO4: Plan strategies to take organizations to newer heights.

CO5: Conducting research studies on M&E business.

CO6: Use market survey techniques to ascertain trends and make projections.

## TEXT/REFERENCE BOOKS

1. The Indian Media Business – By Vanita Kohli-Khandekar, 2017.
2. Media Management: A Casebook Approach – By C. Ann Hollifield, Jan LeBlanc Wicks, George Sylvie and Wilson Lowrey, 2015.
3. Social Media Management – By Amy Van Looy, 2016.
4. Entertainment Industry Economics: By Harold L. Vogel, 2010
5. FICCI/E&Y/BCG, relevant industry annual reports

### END SEMESTER EXAMINATION QUESTION PAPER PATTERN (TENTATIVE)

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: Conceptual and theoretical issues

70 Marks

Part B/Question: Case analysis

30 Marks

24MAMCO609T					Film Appreciation					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	2	0	4	4	25	50	25	--	--	100

### COURSE OBJECTIVES

- To familiarize students with the skills related to critical film appreciation.
- To discuss cultural impact of different nation over film industries.
- To enable students to understand history and current scenario of various cinema industries.
- To familiarize students with film and audience psychology.

### UNIT 1: Film Genres and History

**14 Hrs.**

History and Language of Cinema, Cinema and Other Traditional Arts, Film Movements.

### UNIT 2: Film Theories

**16 Hrs.**

Auteur Theory, Italian Neo Realism, French New Wave, Gaze Theory, Feminist Film Theory, European/ American Film Theories, Editing Theory; Reading films.

### UNIT 3: Indian Cinema and Directors

**24 Hrs.**

Case Study of Indian Cinema – Directors and Classic Cinema, Regional Cinema. Discussion through Screening.

### UNIT 4: International Cinema and Directors

**18 Hrs.  
Max. 72  
Hrs.**

Cinema culture of various countries. Discussion through Screening.

### COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Recall various traditional arts, film styles, movements, genres, types of documentaries etc.

CO2: Describe history and language of cinema, case studies of eminent directors.

CO3: Employ the knowledge gathered in reading films and in research work.

CO4: Analyse psychology of films, perspective of audiences, stereotyping, genres.

CO-5: Prepare film appreciation blogs/vlogs/programs

CO-6: Evaluate the significance of studying films, their impact on society.

### TEXT/REFERENCE BOOKS

1. The Major Film Theories: An Introduction. By Andrew Dudley J, 2008.
2. Mother Maiden Mistress: Women in Hindi Cinema. By Bhawana, Somaaya, et al. 2012.
3. Cinema and Censorship: the Politics of Control in India. By Someswar Bhowmik. 2009.

### END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

24MAMCO610T					Project					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
0	4	0	4	4	NA	NA	NA	75	25	100

## COURSE OBJECTIVES

- To develop media industry-relevant skills
- To critically relate textbook knowledge to industry practices
- To acquire relevant project management skills
- To acquire professional proficiency under the mentorship of industry-academic experts
- To enable students to apply the concepts learned to create a product/programme/campaign aligned with their elective.

## COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Create a product/programme/campaign aligned with course work and their area of interest

CO2: Demonstrate individual and collective team work

CO3: Present their work to the jury

CO4: Explain their work

CO5: Compare their work with similar works done in the past and being done

CO6: Create independently or in group a media product that they have learnt to create in the industry

## TEXT/REFERENCE BOOKS

1. To be finalised by students in consultation with the faculty concerned.

## END SEMESTER EXAMINATION QUESTION PAPER PATTERN

**Max. Marks: 100**

**Exam Duration: 3 Hrs**  
75 Marks

Part A/Question: Presentation of product/programme/  
campaign

Part B/Question: Defence before a jury

25 Marks

# **Pandit Deendayal Energy University**

## **School of Liberal Studies**

### **Project Evaluation Pattern**

#### **M.A. in Mass Communication**

##### **Semester IV**

The students of M.A. in Media and Communication have to do one projects in their Fourth Semester, depending on the syllabus offered.

Following steps will be followed:

1. Option 1: The students can do an industry internship.
2. Option 2: Each student can do a project with a faculty member. However, the students will be encouraged to take up industry internship.
3. For each internship, the minimum duration would be three weeks. If an internship spans less than three weeks, then the concerned student will have to go for another internship so that both the internships add up to the minimum duration of three weeks. Under the given circumstances, the two internships will be counted as one internship and evaluation will be conducted accordingly.
4. The internships could be carried out across the third and the fourth semesters.
5. At least one of the internships should be from the cluster, if applicable, that the student concerned has opted for in the third semester. One internship in an NGO is very much desirable.

##### **Examination Pattern**

##### **Option 1: Mid-Semester and End-Semester Examinations, and Internal Assessment**

According to the syllabus approved by the Board of Studies (BoS), and subject to ratification by the Faculty of Liberal Studies (FoLS) and the Academic Council (AC), there will be no written examinations for the project paper.

##### **A. The following will be the Mid-Semester Examination Question Paper Pattern:**

Maximum Marks: 50	Exam Duration: 2 hours
Part A: Presentation of Product/ Programme/ Campaign in the form of a report in soft binding.	25 Marks

Part B: Defence before a Jury	25 Marks
-------------------------------	----------

The Mid-Semester Examination (Weightage 50 Per Cent):

In the Mid-Semester Examination, students will present before a Jury (consisting of SLS faculty members) the project(s) that they have started and made progress until that time. The Jury will constitute the faculty member under whom the project is being carried out and another faculty member from SLS [or other PDEU Schools (subject to their availability)]. This will be worth 25 marks.

A same Jury will conduct a viva-voce examination for the student(s) on their product/ programme/ campaign for 25 marks. The total marks secured by the student in the mid-semester examination will be assigned a weightage of 50 per cent.

**B. The following is the End-Semester Examination Question Paper Pattern:**

Maximum Marks: 100	Exam Duration: 3 hours
Part A: Presentation of Product/ Programme/ Campaign in hard copy submission.	50 Marks
Part B: Defence before a Jury	50 Marks

The End-Semester Examination (Weightage 50 Per Cent):

In the End Semester Examination, students will be evaluated by a Jury. The Jury will consist of the faculty member under whom the project is being carried out and an expert from the media industry with work experience on the specific subject of the project (i.e. Journalism, Public Relations, Electronic Media or Media Business). Other members from the SLS faculty [or other PDEU Schools (subject to their availability)] may be invited to join the Jury. The students will make a presentation of their product/ programme/ campaign. This will be evaluated for 50 marks.

The same Jury will conduct a viva-voce for the student(s) on their product/ programme/ campaign for 50 marks. The total marks secured by the student will be assigned a weightage of 50 per cent.

**C. Following is the Internal Assessment pattern (25 marks; weightage 100 per cent)**

The faculty mentor concerned shall conduct continuous Internal Assessment of the student(s) and award marks out of a maximum of 25.

\*\*\*\*\*