



**ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA
(RSCOM)**

**COURSE STRUCTURE & SYLLABUS
(BASED ON NATIONAL EDUCATION POLICY 2020)**

**For
MASTERS IN JOURNALISM AND MASS COMMUNICATION**

W.E.F

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PREAMBLE

The National Education Policy (NEP) 2020 conceives a new vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting equity, human as well as societal well-being and in developing India as envisioned in its Constitution. It is desired that higher education will significantly contribute towards sustainable livelihoods and economic development of the nation as India moves towards becoming a knowledge economy and society.

We focus on the 21st century requirements and the higher education framework of the nation aim to develop good, thoughtful, well-rounded, and creative individuals and must enable an individual to study one or more specialized areas of interest at a deep level. It also develops character, ethical and Constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service, and twenty-first-century capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects. A higher quality education should be capable enough to enable personal accomplishment and enlightenment, constructive public engagement, and productive contribution to society. Overall, it focusses on preparing students for more meaningful and satisfying lives and work roles and enable economic independence.

Towards the attainment of holistic and multidisciplinary education, the flexible curricula of the University will include credit-based courses, projects in the areas of community engagement and service, environmental education, and value-based education. As part of holistic education, students will also be provided with opportunities for internship with local industries, businesses, artists, crafts persons, and so on, as well as research internship with faculty and researchers at the University, so that students may actively engage with the practical aspects of their learning and thereby improve their employability.

At the Assam Royal Global University, we are committed that at the societal level, higher education will enable each student to develop themselves to be an enlightened, socially conscious, knowledgeable, and skilled citizen who can find and implement robust solutions to its own problems. For the students at the university, higher education is expected to form the basis for knowledge creation and innovation thereby contributing to a more vibrant, socially engaged, cooperative community leading towards a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation.

AIMS AND OBJECTIVES

The curriculum of MA Journalism & Mass Communication (J&MC) is planned to have the following aims & objectives:

1. Through compulsory core papers in the emerging areas of journalism, film making, news production, human communication and media management, students are made conceptually sound to critically analyze real life situations. The use of interactive lecture series with high involvement of students, case-based discussions, group discussions and presentations on selected specialization papers develops among students' ample knowledge, skills and ability to handle complex creative problems.
2. Provide a conducive environment inside the campus that holistically engages students through an all- encompassing knowledge impartation.
3. Formulating ethical media problems and provide innovative solutions to enable the learners to be future ready media leaders who are compassionate and yet efficient.
4. The programme encourages students to undertake summer internship to gain practical insight from industry which makes their understanding of courses taught more meaningful.
5. Through academic exposure, practical training, skill enhancement activities the students will develop to become a successful media professional.

GRADUATE ATTRIBUTES

GA-1: Disciplinary Knowledge

Acquire knowledge and a coherent understanding of Journalism and its areas of study.

GA-2: Critical and Reflective Thinking

Inculcating an intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action. The assessment methods adopted for the courses include presentation on the specified media projects which require the use of analytical thinking and critical evaluation.

GA-3: Problem Solving and Analytical Reasoning

The programme focuses on well researched and solution-based thinking and the application of theoretical concepts to real life case studies enabling students to develop problem solving skills. Students develop an ability to take up challenges in their professional career and provide effective solutions. It enhances the ability to solve problems quickly and effectively. A systematic and methodical step-by-step approach to thinking allows students to break down complex problems into single and manageable components.

GA-4: Research-Related Skills

The students are engaged with their faculty on various research projects of current relevance. They would be able to apply all the scientific steps on live projects and collect data on industry for research-based projects. The students are taught the skill of using software for making analysis. Finally, they would be able to analyze, evaluate and execute media studies independently.

GA-5: Cooperation/Teamwork

Working on various assignments in both academic and extra-curricular, help them become team workers. Group projects, presentations and case studies give opportunity to students to learn team skills and understand team dynamics. As a team

the students produce films and news content.

GA-6: Information/Digital Literacy

Students are required to prepare assignments/term papers based on data assimilated through primary and secondary sources. The data for secondary sources is largely procured from digital sources/online sources. Subjects like online journalism and new media further enhance the students' digital literacy level.

GA-7: Self-Directed Learning

Generating among students their curiosity to acquire general knowledge and explore information to make better decisions, develop rational and logical beliefs and thinking. During their study relevant links are shared by faculties with the students for their academic progress, better exposure and updated knowledge of the subjects taught. Subjects like news and contemporary issues help the students to learn relevant issues of society.

GA-8: Multi-Cultural Competence

Students are enabled to understand the subjects during their classroom discussion. In addition to that they are advised, motivated, and facilitated for co-curricular activities to serve society, especially those at the bottom of the pyramid. Further, they are sensitized towards Environmental care which has taken prime position because of the threat caused. This sensitization is through EVS and media & society papers. They are also expected to sensitize society towards social issues and aspects concerning larger national issues.

GA-9: Moral and Ethical Awareness/Reasoning

Courses include sensitization and cultivation of moral and ethical values in students. The programme includes courses on ethics and social responsibility. This sensitization is through the media laws and ethics papers. Further through classroom discussions the students are made to understand the importance of adopting ethical practices in pursuit of business profits.

GA-10: Leadership Readiness/Qualities and Life-long Learning

Creating an inspiring vision of the future by accepting team spirit is an important contributor to both personal and professional life. Participate in healthy competition, generation of more ideas, improved productivity. The course also orients the students towards better learning and application on media innovation. This will be possible only when they update themselves daily and keep aware of the changing environment. Program is designed to generate a variety of ideas and responses, across different categories and to look at things from different points of view, generating new ideas and innovation.

PROGRAMME OUTCOMES

Students taking admission to this program of MAJMC are expected to get equipped with following outcomes:

PO1- Knowledge: Acquire knowledge and skills in the field of Media, Marketing, Communications, Photography and Filmmaking

PO2- Identification and Analysis of Concepts: To enable learners to identify and analyse the concepts studied during the course

PO3- Critical Thinking: To gain conceptual and theoretical knowledge of Journalism and Mass Communication and learn to think critically about the issues and topics related to the subjects. Students will be able to inculcate the processes of functioning various media houses intellectually and skilfully by conceptualizing, applying, analyzing, synthesizing and evaluating news gathering, editing and selection before disseminating to media for mass consumption.

PO4- Industry Acumen: Know the tools and techniques of media industry and meet the specific requirements of media and communication industry. Students develop an ability to take up challenges in their professional career and provide effective solutions. It enhances the ability to solve problems quickly and effectively. A systematic and methodical step-by-step approach to thinking allows students to break down complex problems into single and manageable components.

PO5- Ethics: Apply ethically gained knowledge to make good professionals with positive attitude. Students would be able to apply journalistic ethics and news values in

practicing journalism. The programme includes courses on media laws and ethics, and social responsibility ensures them intervene in the ill that is prevailing in the mainstream media and fill the yawning gaps of ethical breakthrough. Further through classroom discussions the students are made to determine the importance of adopting ethical practices in pursuit of business profits.

PO6- Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings. Working on various assignments in both academic and extracurricular enhances their ability to participate and interact actively in any given teamwork activity. Hands-on-training skills with group media projects, presentations and case studies give opportunity to students to assess team skills and evaluate team dynamics. As a team the students produce films and news content.

PO7- Cultivating values for learning: Identify the need for inculcating values for lifelong learning needed for future growth. During their study relevant subjects like international communication enhance their analytical skills on global news outlets and able to evaluate the international news and events. Subjects like news and contemporary issues ensure a well-informed communicator.

PO8- Awareness of Socio-Economic-Cultural-Political Issues: Understand the Social, Economic, Cultural and Political issues of the country to be an efficient media professional. They are advised, motivated, and facilitated for co-curricular activities to serve the society, especially those at the bottom of the pyramid. This enhances their ability to outline community and society where they will be able to select the right medium to target audience.

PO9- Environment and Sustainability: Identify the importance of environment and demonstrate the knowledge of, and need for sustainable development. They are sensitized towards environmental care which has taken prime position because of the threat caused. This sensitization is through EVS, media and society papers. They are also able to assess the society towards social issues and aspects concerning larger national and international issues.

PO10- Skills and Aptitude: Take informed actions after identifying the norms, accuracy and validity from different perspectives. The students can explain various steps involved in media research. They will be able to justify nature and types of research, and more

specifically apply the right methodological and theoretical framework in research. The course also ensures the students' attitude towards better learning and application on media innovation. They would be able to cultivate a variety of ideas and responses, across different categories and to look at things from different perspectives, generating creative thinking and innovative minds.

PROGRAMME SPECIFIC OUTCOMES

PSO-1: Ability to apply the best practices of journalism in mass communication as well as formulate and solve social problems using media.

PSO-2: Ability to conduct empirical studies for scientific media studies and able to analyze and interpret in their area of studies.

PSO-3: Knowledge of contemporary social, political, cultural, and economic issues and to perform as a successful media analyst for industry, trade and commerce, academia, and policy makers.

PSO-4: Ability to acquire knowledge, competency and confidence to take up career in journalism and perform as media advisors in government and policy makers.

ASSESSMENT METHODS

	Component of Evaluation	Marks	Frequency	Code	Percentage (%)
A	Continuous Evaluation				
i	Analysis/Class test	Combination of any three from (i) to (v) with 5 marks each	1-3	C	50%
ii	Home Assignment		1-3	H	
iii	Project		1	P	
iv	Seminar		1-2	S	
v	Viva /Presentation		1-2	V	
vi	MSE	MSE shall be of 10 marks	1-3	Q/CT	
vii	Attendance	Attendance shall be of 5 Marks	100%	A	
B	Semester End Examination		1	SEE	50%
					100%

Programme Structure

1st SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDITS	L-T-P-C
JMC094C101	Introduction to Mass Communication	400	4	3-1-0-4
JMC094C102	Communication Theories	400	4	3-1-0-4
JMC094C103	Reporting and editing	400	4	3-1-0-4
JMC094C104	Advertising and Public relations	400	4	3-1-0-4
JMC094C105	Broadcast Media	400	4	3-1-0-4
Swayam Course	Print and Broadcast Journalism	-	-	-
TOTAL CREDIT FOR 1st SEMESTER			20	-
2nd SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDITS	L-T-P-C
JMC094C201	Media laws and ethics	500	4	3-1-0-4
JMC094C202	Film Studies	500	4	3-1-0-4
JMC094C213	Photography	500	4	2-0-4-4
JMC094C204	New Media	500	4	3-1-0-4
JMC094C205	Media Planning and Management	500	4	3-1-0-4
Swayam Course	Media, Information and Empowerment	-	-	-
TOTAL CREDIT FOR 2nd SEMESTER			20	
TOTAL CREDIT FOR 1st YEAR = 40 Credits				
3rd SEMESTER Only course work				
COURSE CODE	COURSE TITLE	LEVEL	CREDITS	L-T-P-C
JMC094C301	Media in Northeast	500	4	3-1-0-4
JMC094C302	Development communication	500	4	3-1-0-4
JMC094C303	Media and Society	500	4	3-1-0-4
JMC094C304	Communication Research	500	4	3-1-0-4
JMC094C325	Internship	500	4	0-0-8-4
TOTAL CREDIT FOR 3rd SEMESTER			20	

3rd SEMESTER Course work + Research				
JMC094C301	Media in Northeast	500	4	3-1-0-4
JMC094C306	Communication Research	500	4	3-1-0-4
JMC094C307	Writing for Media	500	4	3-1-0-4
JMC094C328	Minor Project (film/documentary/pilot research)	500	8	0-0-0-8
TOTAL CREDIT FOR 3rd SEMESTER			20	
3rd SEMESTER Only Research (preferred option)				
JMC094C329	Research Project-phase-I Seminar/Presentation/Pilot Project	500	20	0-0-0-20
TOTAL CREDIT FOR 3rd SEMESTER			20	
4th SEMESTER Only Course work				
JMC094C401	Mass Media and Gender	500	4	3-1-0-4
JMC094C402	Folk Media and Rural Communication	500	4	3-1-0-4
JMC094C403	International Communication	500	4	3-1-0-4
JMC094C404	Corporate Communication	500	4	3-1-0-4
JMC094C415	Film/Video Production	500	4	2-0-4-4
TOTAL CREDIT FOR 4th SEMESTER			20	
4th SEMESTER Course work+ Research				
JMC094C426	Major Project	500	12	0-0-12
JMC094C407	Media Ethics and Misinformation	500	4	3-1-0-4
JMC094C402	Folk Media and Rural Communication	500	4	3-1-0-4
TOTAL CREDIT FOR 4th SEMESTER			20	
4th SEMESTER Only Research (preferred option)				

JMC094C428	Research Project-phase-II Dissertation + Presentation and Viva	500	20	0-0-20
TOTAL CREDIT FOR 4th SEMESTER			20	
TOTAL CREDIT FOR 2nd YEAR = 40 Credits				

Detail syllabus for first Semester

FIRST SEMESTER	
Core Paper-1	Introduction to Mass Communication
Subject Code	JMC094C101
Scheme of Evaluation	Theory
Credit	4
Level of Course	400
LTPC	3-1-0-4

Course objectives

The module will introduce the students to various types of communication and clarify the foundation of mass communication and its types besides the understanding of emerging trends in media.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Define the meaning, concept, process and the various aspects of mass communication	BT 1
CO 2	Explain the characteristics, types of media system which will have helped shaped society in various ways	BT 2
CO 3	Identify the various models of communication which help people interact better using different channels and mediums of communication	BT 3
CO 4	Relate & test the ability of students by engaging them in applying what is being discussed in the previous modules	BT 4

Course Content

Modul es	Name	Course Contents	Periods
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1	Understanding Communication	Definition and process of communication Types of communication: Intrapersonal, Interpersonal, Group, and Mass Communication, Functions and elements of communication (Sender, Message, Channel, Receiver, Feedback, Noise) Evolution of Mass Communication: History and development of mass communication: Print media, electronic media, and new media	15
2	Types of Mass Media	Print Media: Newspapers, Magazines, Books Broadcast Media: Radio, Television Digital Media: Internet, Social Media, Mobile Media Film and Cinema Functions of Mass Media: Informing, educating, entertaining, and persuading Media as a watchdog	15
3	Models of Mass Communication	Aristotle's model of communication. Lasswell's model of communication. The Shannon-Weaver model of communication. Berlo's S-M-C-R model of communication. The Osgood-Schramm model. The Westley and Maclean model. George Gerbner's model	15
4	Assignments and Projects	Group discussions and debates on current media issues. Practical experience in media production (Industry Visits, report writing, news analysis, etc.)	15
Total			60

Text Books:

1. *Introduction to Mass communication*, Keval J Kumar; Jaico Publishing House; Fourth edition;1994.
2. Baran,;S.J ;*Introduction to Mass Communication*; New York: McGraw Hill, 2002.

Reference Books:

1. Berko,;W. & W. Communicating; New Jersey: Prentice Hall, 1989.
2. Bitner,;R. Mass Communication: An Introduction ; New Jersey: Prentice Hall, 1989.
3. Defleur; M.L. & Dennis E.;*Understanding Mass Communication*. Boston; Houghton Mifflin; 1994.
4. Hybels; S. & Weaver I; *Communicating Effectively*; Boston: McGraw Hill; 2001.
5. Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

FIRST SEMESTER	
Core Paper-2	Communication Theory
Subject Code	JMC094C102
Scheme of Evaluation	Theory
Credit	4
Level of Course	400
LTPC	3-1-0-4

Course Objectives

The course provides the students with a comprehensive understanding of key communication theories and their historical evolution. To analyze the role of communication theories in media, culture, and society and to critically evaluate the applicability of communication theories in contemporary media landscapes. The course also explores the impact of emerging communication models and digital technologies on theoretical frameworks.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Define major communication theories and their historical development.	BT1
CO 2	Relate the different communication models and their relevance in various social contexts.	BT2
CO 3	Identify the effectiveness of communication theories in addressing modern media challenges.	BT3
CO 4	Examine the theoretical frameworks to assess real-world media communication strategies.	BT4

Course Content

Modul es	Name	Course Contents	Periods
1	Introduction to Communication Theory	Definition and Importance of Communication Theory , Difference between theory and model. Role and significance of theory in communication studies, Historical Development of Communication Theory , Early communication theories: Aristotle's concept of mass communication, Development of modern communication theory. Types of Communication Theory : Structural and functional theories, Cognitive and behavioral theories, Critical and cultural theories	15
2	Sociological Communication Theories	Agenda Setting Theory Hypodermic Needle Theory : Concept and critique Two-Step and Multi-Step Flow Theory : Role of opinion leaders Uses and Gratifications Theory : Audience-entered approach Types of media gratifications Media Dependency Theory	15
3	Psychological Theories	Cognitive Dissonance, Selective Perception, Cultivation Theory : Media's role in shaping perceptions of reality Case studies: Impact of television and social media	15
4	Critical and Cultural Theories	Modern and Post-Modern media theory Feminist Communication Theories : Intersectionality in communication studies Postcolonial Communication Theories : Media and power dynamics in postcolonial societies	15
Total			60

Text Books:

1. *The Uses of Mass Communication*, Blunder; J. and E. Katz; Thousand Oaks, CA: Sage; 1974.
2. *Communication Theory-Media, Technology and Society*, David Holmer; Sage Publication, London; 2005.
3. Severin, W. J., & Tankard, J. W. (2013). *Communication theories: Origins, methods, and uses in the mass media* (5th ed.). Pearson.

Reference Books:

1. Denis McQuail; *An Introduction to Communication Theories*; Sage Publication, New Delhi; 1994.
2. Denis McQuail; *Mass Communication Theory*; Sage; Publication, London, 4th Edition ; 2000.
3. Duai R.&Manonmani .T, *Culture and Communication: New Perspectives*; Galgotia Publication, New Delhi; 1997.
4. Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). *Theories of human communication* (12th ed.). Waveland Press.
5. Craig, R. T., & Muller, H. L. (2007). *Theorizing communication: Readings across traditions*. Sage Publications.

FIRST SEMESTER	
Core Paper-3	Reporting and Editing
Subject Code	JMC094C103
Scheme of Evaluation	Theory
Credit	4
Level of Course	400
LTPC	3-1-0-4

Course Objectives

To develop students' understanding of news reporting and editing principles, techniques, and ethical considerations in journalism. To equip students with practical skills in news writing, editing, and headline creation for print and digital media.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Introduce the fundamentals of news reporting, including news values, sources, and writing styles.	BT1
CO 2	Outline the basic journalistic techniques to gather, structure, and present news stories accurately and ethically.	BT2
CO 3	Develop news articles for your own with clarity, conciseness, and factual accuracy.	BT3
CO 4	Develop proficiency in using digital tools for editing and publishing news content.	BT3

Course Content

Module s	Name	Course Contents	Periods
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1	Introduction to News Reporting	Understanding News: Definition of news and its characteristics The news sources and its significance Types of news: hard news vs. soft news News Gathering Techniques: Research methods for journalists Importance of primary and secondary sources Conducting interviews: techniques and ethics News Writing Basics: The inverted pyramid structure News writing process Headlines and sub-headlines in news. Elements of Newspapers-	15
2	Advanced News Reporting	Types of Reporting: Investigative Reporting Definition and significance of investigative reporting, Techniques for uncovering information Legal and ethical considerations in investigative journalism Specialized Reporting: Health, sports, political, and environmental reporting, Understanding and reporting on data Writing for different audiences and platforms	15
3	News Editing	The Role of an Editor: Understanding the editing process Newsroom, Different types of editing: developmental, copy, and line editing The importance of fact-checking Editing Techniques & Tools: Enhancing clarity, coherence, and flow in news articles, Working with headlines and subheadings Managing tone and style consistency, Introduction to editing software	15
4	Fundamentals of Layout and Design in Print Journalism	Basics of layout design for print media: Definition and Importance of Layout, Key Principles of layout in Newspaper- Balance, Contrast, Alignment, Proximity, Repetition, and White Space Elements of Design: Typography and Fonts, Importance of Colors Shapes, Lines, and Textures, Margins Types of Layouts: Magazine and Newspaper Layout, Web Layout and Responsive Design Brochures, Posters, and Advertisements Qualities of a layout artis, Books, Journals, and Academic Layouts	15
Total			60

Textbooks:

1. Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
2. Mencher, M. (2011). *News reporting and writing* (12th ed.). McGraw-Hill.

References:

1. Harrower, T. (2013). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill.
2. Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism: What newspeople should know and the public should expect* (4th ed.). Crown Publishing.
3. Keeble, R. (2015). *The newspapers handbook* (5th ed.). Routledge.

FIRST SEMESTER	
Core Paper-4	Advertising and Public Relations
Subject Code	JMC094C104
Scheme of Evaluation	Theory
Credit	4
Level of Course	400
LTPC	3-1-0-4

Course Objectives

To equip students with fundamental knowledge and practical skills in advertising and public relations, emphasizing strategic communication, branding, and audience engagement in modern media landscapes.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Define the key concepts, principles, and functions of advertising and public relations.	BT1
CO 2	Illustrate the impact of advertising and PR strategies on brand positioning and audience perception.	BT2
CO 3	Develop advertising campaigns and PR strategies using ethical and legal considerations.	BT3
CO 4	Evaluate the effectiveness of advertising and public relations campaigns through case studies.	BT4

Course Content

Modul es	Name	Course Contents	Periods
1	Introduction to Advertising	History and Evolution of Advertising: Early forms of advertising, Development through mass media (print, radio, TV) Digital and social media advertising Advertising as a Communication Tool: Definitions and key concepts, The role of advertising in the marketing mix (4Ps) Objectives and functions of advertising, Types of Advertising: Product, institutional, and corporate advertising, Public service advertising, Comparative, informative, and persuasive advertising, Advertising Media: Traditional media (print, radio, TV), New media (online, social media, mobile), Outdoor and alternative media, Advertising Agencies: Structure, Types and Functions	15
2	Advertising Strategy and Creative Process	Advertising Campaign Planning: Research and market analysis, Defining target audience, Setting advertising objectives, Media planning and budgeting, The Creative Process: Creativity in advertising: theories and applications, Role of copywriters, designers, and creative directors, Elements of an ad: headline, visuals, body copy, slogan, Different ad formats (print, digital, video, outdoor), Appeals and Strategies: Emotional, rational, and moral appeals, Storytelling, humor, fear, and celebrity endorsements, Ad Design and Execution: Designing for different platforms (print, digital, TV), Importance of branding and visual consistency, Use of sound, color, and animation in ads, Advertising Ethics and Regulations: Ethical issues in advertising, Regulatory bodies and guidelines (e.g., ASCI)	15
3	Introduction to Public Relations	Definition and Scope of Public Relations: PR as a strategic communication tool, Difference between advertising and PR Evolution of PR: traditional vs. modern PR practices, Functions of Public Relations: Media relations, community relations, crisis management, Internal communication and employee relations, Corporate social responsibility (CSR) and reputation management, Tools and Techniques of Public Relations: Press releases, press conferences, and media kits, Sponsorships, events, and partnerships, Digital PR: Social media, blogs, podcasts, influencer marketing PR and Media: Role of PR in shaping	15

		media coverage, Relationship building with journalists and influencers, PR in different sectors: Corporate, government, non-profit	
4	PR Campaigns, Crisis Communication, and Evaluation	Planning PR Campaigns: Research and audience analysis, Goal setting and key messaging, Tools and tactics: owned, earned, and paid media, Media mix and timeline, Crisis Communication: Identifying potential risks and crises, Crisis management strategies and tactics, Role of social media in crisis communication, Case studies of successful and failed crisis communications, Evaluation of PR and Advertising Campaigns: Measuring success: reach, engagement, conversion, Media coverage analysis, ROI in advertising and PR: tools for evaluation, Use of analytics and social media metrics	15
Total			60

Textbooks

1. Batra, R., Myers, J. G., & Aaker, D. A. (2016). *Advertising Management*. Pearson.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). *Effective Public Relations* (11th ed.). Pearson.

Reference books

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw Hill.
2. Kitchen, P. J. (2017). *Integrated Brand Marketing and Measuring Returns*. Palgrave Macmillan.
3. Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2015). *Public Relations: Strategies and Tactics* (11th ed.). Pearson.

FIRST SEMESTER	
Core Paper-5	Broadcast Media
Subject Code	JMC094C105
Scheme of Evaluation	Theory
Credit	4
Level of Course	400
LTPC	3-1-0-4

Course Objectives

To provide students with an understanding of the history, structure, and functioning of broadcast media, including radio and television. To equip students with the skills to analyze broadcast content, production techniques, and regulatory frameworks.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Define and list the evolution and key characteristics of radio and television broadcasting.	BT1
CO 2	Outline various production techniques used in radio broadcasting.	BT2
CO 3	Develop basic production skills in audio and video broadcasting.	BT3
CO 4	Examine the problems and prospects of broadcasting media and therefore take independent steps to tackle the crisis	BT4

Course Content

Module s	Name	Course Contents	Periods
1	Introduction to Broadcasting Media	History and Evolution of Broadcasting: Early beginnings (Radio and Television), Public vs. Private broadcasting, Transition from analog to digital, Types of Broadcasting: Radio broadcasting (AM, FM, digital) Television broadcasting (terrestrial, cable, satellite)	15
2	Radio Broadcasting	Introduction to Radio: Radio as a medium of mass communication, Structure of a radio station, Radio Production Techniques: Scriptwriting for radio Sound editing and mixing, Radio formats: news, talk shows, entertainment, and music, Radio Journalism: News bulletins and live reporting, Interview techniques Radio as a tool for education	15
3	Television Broadcasting	Introduction to Television Broadcasting: Role of TV in society and mass communication, Formats: News, Documentaries, Entertainment, Reality TV, TV News Production: Writing for television: script structure and visuals, Video editing and visual storytelling, Field reporting and anchoring techniques, Ethics and	15

		Regulations: Broadcast content regulations (government policies, TRP), Censorship and self-regulation	
4	The Future of Broadcasting	Digital Transformation in Broadcasting: Internet-based broadcasting (live streaming, podcasts, web series) OTT Platforms: Netflix, Amazon Prime, and others, Practical assignments (Radio/TV news production or podcasting)	15
Total			60

Textbooks:

1. Dominick, J. R. (2012). *The Dynamics of Mass Communication: Media in the Digital Age* (12th ed.). McGraw-Hill Education.
2. Foust, J. C. (2017). *Broadcast Journalism: Techniques of Radio and Television News* (7th ed.). Routledge.

References:

1. Albarran, A. B. (2012). *The Social Media Industries*. Routledge.
2. Keith, M. C. (2010). *The Radio Station: Broadcasting, Podcasting, and Streaming* (9th ed.). Focal Press.
3. Sterling, C. H. (Ed.). (2009). *Encyclopedia of Radio*. Routledge.

FIRST SEMESTER	
Swayam Course	Print and Broadcast Journalism
Credit	4
Level of Course	400

Detail syllabus for Second Semester

SECOND SEMESTER	
Core Paper-1	Media Laws and Ethics
Subject Code	JMC094C201
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives

To provide a comprehensive understanding of media laws and ethical principles in journalism and mass communication. To analyze ethical dilemmas in media practice and evaluate professional responsibilities in different contexts.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Mention the legal frameworks governing media, including press laws, broadcasting regulations, and cyber laws.	BT1
CO 2	Explain the ethical challenges in media and apply professional codes of conduct.	BT2
CO 3	Identify the limit of press freedom with applicable laws governing the media in the country	BT3
CO 4	Evaluate case studies of media law violations and ethical breaches to suggest appropriate solutions.	BT4

Course Content

Module s	Name	Course Contents	Periods
1	Introduction to Media Laws and Regulatory Framework	Concept of Media Law: Definition, need, and significance Constitutional Provisions: Freedom of Speech & Expression (Article 19(1)(a)), Reasonable Restrictions (Article 19(2)) Right to Privacy & Data Protection, Press Laws in India: The Press and Registration of Books Act, 1867, The Working Journalists and Other Newspaper Employees (Conditions of Service) Act, 1955, The Press Council of India, Official Secrets Act 1923, Broadcast and Digital Media	15

		Regulations: Cable Television Networks (Regulation) Act, 1995, Information Technology (IT) Act, 2000 (Amendments related to social media and OTT platforms)., Digital Personal Data Protection Act, 2023	
2	Media Ethics and Journalistic Responsibilities	Ethics in Journalism: Truth, Fairness, Objectivity, Professional Codes of Ethics: National Broadcasting Standards Authority (NBSA), Fake News and Misinformation: Challenges and Legal Remedies, Media Laws: Bharatiya Nyaya Sanhita (BNS), 2023- Replacing IPC, Defamation (Section 354, BNS) – Legal and Ethical Implications, Hate Speech (Section 113, BNS) – Media’s Responsibility, False and Misleading News (Section 165, BNS), Offenses Related to National Security and Public Order, Bharatiya Nagarik Suraksha Sanhita (BNSS), 2023 – Procedural Laws, Bharatiya Sakshya Adhiniyam (BSA), 2023 – Digital and Electronic Evidence	15
3	Laws Related to Content Regulation and Censorship	Censorship Laws in India: Cinematograph Act, 1952 (CBFC Guidelines), OTT Regulations under IT Rules, 2021, Role of the Ministry of Information & Broadcasting, Legal Framework for Social Media & Internet Regulation: Intermediary Guidelines and Digital Media Ethics Code, 2021 Cyber Laws and Liability of Social Media Platforms, Online Harassment, Cyber Defamation & Trolling Laws, Intellectual Property Rights & Media: Copyright Act, 1957 (Fair Use and Digital Media), Trademark and Patent Laws in Media Case Studies on Copyright Infringement	15
4	Media Laws, Judicial Precedents, and Future Challenges	Significant Case Laws on Media Freedom & Regulation: Romesh Thapar v. State of Madras (1950) – Freedom of Press Shreya Singhal v. Union of India (2015) – Striking down Section 66A of IT Act, Justice K.S. Puttaswamy v. Union of India (2017) – Right to Privacy, Prashant Bhushan Contempt Case (2020) – Social Media and Contempt of Court, Right to Information (RTI) and Media: RTI Act, 2005 and Its Impact on Journalism, Exemptions under Section 8 of RTI Act, Future Challenges in Media Laws & Ethics: AI & Deepfake Regulations, Impact of Emerging Technologies on Media Ethics, Need for Stronger Data Protection Laws	15
Total			60

Textbooks

1. Basu, D. D. (2018). *Law of the Press in India* (6th ed.). LexisNexis.
2. Neelamalar, M. (2014). *Media Law and Ethics*. PHI Learning.

Reference books

1. Paranjoy Guha Thakurta. (2012). *Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News* (2nd ed.). Oxford University Press.
2. Iyer, V. (2020). *Mass Media Laws and Regulations in India*. SAGE Publications.
3. Rao, S. (2021). *Cyber Laws and Ethics: Global Perspectives*. Routledge.

SECOND SEMESTER	
Core Paper-2	Film Studies
Subject Code	JMC094C202
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives

To provide a critical understanding of film theories, history, and aesthetics while analyzing cinema as a cultural and artistic medium. To develop analytical skills for interpreting films through various theoretical frameworks and critical approaches.

Course Outcomes

On successful completion of the course the students will be able to:		
COs	Course Outcome	Bloom's Taxonomy
CO 1	Define cinema and its evolution, major film movements, and their socio-cultural impact.	BT1
CO 2	Classify film narratives, mise-en-scène, and cinematography techniques.	BT2
CO 3	Develop an independent film using different forms and techniques	BT3
CO 4	Examine the different film genres, styles, and directorial approaches. film theory concepts to critique and evaluate cinematic works.	BT4

Course Content

Module s	Name	Course Contents	Periods
1	Introduction to Film Studies	History of Cinema: Early cinema, silent films, and the birth of major film industries, Film Theories and movements: Auteur theory, French New wave, Feminist theory, etc., Elements and characteristics of film and mise-en-scène, Genres and Conventions: Introduction to major film genres (action, drama, horror, etc.), Global Cinema: Overview of world cinema (Hollywood vs. World cinema, regional variations)	15
2	Film Narrative and Representation	Film Narrative: Classical narrative structure, non-linear storytelling, and experimental narratives, Representation of Gender, Race, Class and Identity: How films portray social, cultural, and political identities, Film and Society: Cinema as a reflection of social issues (war, class, migration, etc.)	15
3	Documentary Cinema	History of Documentary: Growth and development of documentary filmmaking, Documentary Theories and Approaches: Realism, expository, observational, participatory, reflexive, and performative modes, Key Documentary Filmmakers: Study of notable documentarians like Dziga Vertov, John Grierson, and modern-day filmmakers, Documentary Techniques: Interviews, archival footage, voice-over narration, and cinéma vérité, Documentary vs. Fiction: Blurring the lines between fact and fiction in hybrid forms (e.g., docudrama) Ethics in Documentary Filmmaking: Representation, objectivity, and the filmmaker's role in the truth	15
4	Film Production and Criticism	Phases of Film Production: Pre-production, production, and post-production phases, Film Criticism and Analysis: Approaches to appreciation and analysis, The Future of Cinema: Digital filmmaking, virtual reality (VR), and the changing landscape of cinema in the digital era	15
Total			60

Textbooks:

1. Bordwell, D., & Thompson, K. (2019). *Film art: An introduction* (12th ed.). McGraw-Hill Education.
2. Cook, P. (Ed.). (2007). *The cinema book* (3rd ed.). British Film Institute.

References:

1. Nichols, B. (2020). *Introduction to documentary* (3rd ed.). Indiana University Press.
2. Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
3. Stam, R. (2000). *Film theory: An introduction*. Blackwell

SECOND SEMESTER	
Core Paper-3	Photography
Subject Code	JMC094C213
Scheme of Evaluation	Practical
Credit	4
Level of Course	500
LTPC	2-0-4-4

Course Objectives

To provide students with theoretical and practical knowledge of photography techniques and visual storytelling. To develop critical understanding of composition, lighting, and digital processing in photographic practice.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Mention the basic principles of photography, including camera operation and exposure settings.	BT1
CO 2	Demonstrate the different composition techniques and lighting principles to produce aesthetically compelling images.	BT2
CO 3	Solving socially relevant issues by using photographs- a field called photojournalism	BT3
CO 4	Develop proficiency in digital image processing and editing using industry-standard software.	BT3

Course Content

Modul es	Name	Course Contents	Periods
1	Introduction to Photography	History and Evolution of Photography: Understanding the Camera: Types of cameras: DSLR, Mirrorless, Point-and-shoot, Camera components: Lens, sensor, viewfinder, shutter, aperture, ISO, Camera modes: Manual, Aperture Priority, Shutter Priority, Auto, Basic Photography Techniques: Exposure triangle: Aperture, Shutter Speed, ISO, Composition: Rule of thirds, leading lines, symmetry Focus and depth of field, Lighting techniques: Natural vs. artificial light, Different Types of Photography: Landscape, Portrait, Architectural, Wildlife, Sports, etc.	15

2	Techniques in Photography	Advanced Camera Settings and Techniques: Metering modes: Spot, center-weighted, and evaluative metering, White balance and color temperature, Using flash: On-camera and off-camera techniques, Filters and their usage: Polarizing, ND filters, Composition Techniques: Framing, balance, perspective, texture, Negative space and how to use it effectively, Cropping and reframing in post-production, Lighting in Photography: Types of lighting: Natural, studio, low light, high contrast, Three-point lighting setup, Lighting modifiers: Softboxes, reflectors, diffusers, Use of shadows and highlights, Specialized Photography: Macro photography, Long exposure and motion blur, HDR photography	15
3	Photojournalism	Introduction to Photojournalism, Definition and role of photojournalism in media, Historical significance of photojournalism, Ethics in photojournalism, Capturing News through Photography: News values and how to capture them in photos, Spot news, feature photography, sports photography, Photo essays: Telling stories through images, Capturing emotions, action, and atmosphere in photos, Editing and Post-processing in Photojournalism: Basics of photo editing: Cropping, contrast, brightness, Software: Adobe Lightroom, Photoshop basics, Ethical considerations in editing news photographs, Legal Aspects and Rights: Copyright issues in photography, Legal and ethical guidelines for photographers in public spaces, Model releases, press accreditation, and permissions, ethics	15
4	Photography Projects	Students will have to submit one photography project portfolio for fulfillment of the course. 12 photographs of 12 different genres will be taken and selected.	15
Total			60

Textbooks

1. Freeman, M. (2022). *The Photographer's Eye: Composition and Design for Better Digital Photos (2nd ed.)*. Routledge.
2. Kelby, S. (2020). *The Digital Photography Book: The Step-by-Step Secrets for How to Make Your Photos Look Like the Pros! (5th ed.)*. Rocky Nook.

References

1. Hirsch, R. (2017). *Exploring Color Photography: From Film to Pixels (6th ed.)*. Routledge.
2. Langford, M., Fox, A., & Sawdon Smith, R. (2017). *Langford's Basic Photography:*

- The Guide for Serious Photographers (10th ed.)*. Focal Press.
3. Prakerl, D. (2015). *The Visual Dictionary of Photography*. AVA Publishing.

SECOND SEMESTER	
Core Paper-4	New Media
Subject Code	JMC094C204
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives

This course aims to provide an in-depth understanding of new media concepts, digital storytelling, and interactive communication. It explores the impact of technology on media production, distribution, and audience engagement.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Name and list the key concepts, characteristics, and evolution of new media.	BT1
CO 2	Illustrate the basic writing techniques and skills of new media.	BT2
CO 3	Identify the ethical and regulatory implications with the misuse of new media.	BT3
CO 4	Examine the role of digital platforms in shaping communication especially with the advent of Artificial Intelligence	BT4

Course Content

Modules	Name	Course Contents	Periods
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1	Understanding New Media	Definition, Evolution of New Media, Old Media vs. New Media, Impact of New Media technologies, Convergence of Media and Technologies, Concept of online journalism, definitions, Characteristics of Online Journalism: Immediacy, Interactivity, and Multimedia, Hyperlinks and Digital Storytelling, Digital Platforms and Tools: Key Platforms and Technologies in online journalism (Websites, social media, Blogs, Podcasts), Theories of New Media: McLuhan's Media Theory, Network Society by Manuel Castells, Participatory Culture by Henry Jenkins	15
2	Writing and Reporting for Online Media	Basics of Writing for the Web: Characteristics of online writing: brevity, clarity, SEO, readability, writing headlines, intros, and clickbaits, Hyperlinking and Using Multimedia Elements (Images, Videos, Graphics), Live Blogging and Real-Time Reporting, Reporting Online: Accuracy, Impartiality, and Verification, Fact-Checking and Verification: Credibility of online sources, Tools for fact-checking and verifying information	15
3	Legal and Ethical Issues	Media Ethics in the Digital Age: Ethical dilemmas in AI journalism, fake news, and clickbait culture, Regulations & Cyber Laws in India: IT Act 2000 (Amendments & Impact on Digital Media), Data Protection Act 2023 & Right to Privacy, IPC Sections relevant to digital offenses (Cyberbullying, Hate Speech, Defamation), Social Media Guidelines and Content Moderation Policies, Copyright, Plagiarism, cyber laws, Ethical Issues: Privacy and intellectual property, defamation, and libel	15
4	Artificial Intelligence in Media	AI in News Gathering and Reporting: Automated news writing (e.g., AI-generated reports), AI in News Production and Distribution: AI in content curation and recommendation systems Personalization of news for audiences, Ethical Considerations and Challenges: Misinformation, deepfakes, and AI biases, Future of AI: Emerging trends, innovations and challenges	15
Total			60

Textbooks:

1. Lievrouw, L. A., & Livingstone, S. (Eds.). (2022). *Handbook of new media: Social shaping and social consequences of ICTs* (Updated ed.). SAGE Publications.
2. Siapera, E. (2018). *Understanding new media* (2nd ed.). SAGE Publications.

References:

1. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU Press.
2. Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell.
3. Manovich, L. (2001). *The language of new media*. MIT Press.
4. Pavlik, J. V., & McIntosh, S. (2019). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.

SECOND SEMESTER	
Core Paper-5	Media Planning and Management
Subject Code	JMC094C205
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives

To equip students with knowledge and skills in media planning, strategy, and management for effective media campaigns and decision-making.

Course Outcomes

On successful completion of the course the students will be able to:		
COs	Course Outcome	Bloom's Taxonomy
CO 1	List the fundamental concepts of media planning, including audience analysis and media mix selection.	BT1
CO 2	Illustrate the importance of media research and media planning strategies for an effective media campaign.	BT2
CO 3	Plan media budgeting, scheduling, and evaluation techniques for efficient campaign execution.	BT3
CO 4	Evaluate the effectiveness of media strategies in achieving communication and business objectives.	BT4

Course Content

Modul es	Name	Course Contents	Periods
1	Introduction to Media Planning and Management	Definition and Scope of Media Planning and Management, Role of Media in Marketing and Advertising, Media Planning Process: Steps and Strategies, Types of Media: Print, Broadcast, Outdoor, Digital, social media, Advertisement sales	15
2	Media Research and Consumer Insights	Audience Research: Understanding Demographics, Psychographics, and Media Consumption Patterns, Data Sources for Media Planning: BARB, Nielsen, Kantar, Consumer Behavior and Media Consumption: Trends and Shifts, Media Mix Selection: Choosing the Right Media Based on Audience Data, Analyzing Competitor Media Strategies	15
3	Budgeting and Scheduling in Media Planning	Media Budgeting: Techniques and Approaches, Media Scheduling Strategies: Continuous, Flighting, Pulsing, Allocation of Budgets Across Media Channels <ul style="list-style-type: none"> • Tracking ROI and Effectiveness of Media Spend • Post-Campaign Analysis and Reporting Understanding product cycle 	15
4	Digital Media Planning and New Trends	Digital Media Planning and Buying: Programmatic Advertising, Real-Time Bidding, Social Media Planning and Influencer Marketing, Role of Search Engine Marketing (SEM) in Media Plans, Emerging Media Channels: OTT, Podcasts, Gaming, AR/VR, and Smart Devices, Impact of AI and Automation on Media Planning	15
Total			60

Textbooks

1. Arens, W. F., Weigold, M. F., & Arens, C. (2022). *Contemporary advertising and integrated marketing communications* (16th ed.). Pearson.
2. Sissors, J. Z., & Baron, R. B. (2018). *Advertising media planning* (7th ed.). McGraw-Hill.

References

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill.
2. Moriarty, S., Mitchell, N., & Wells, W. (2019). *Advertising & IMC: Principles and practice* (11th ed.). Pearson.
3. Katz, H. (2019). *The media handbook: A complete guide to advertising media selection, planning, research, and buying* (7th ed.). Routledge

SECOND SEMESTER	
Swayam Course	Media, Information and Empowerment
Credit	4
Level of Course	400

Detail syllabus for Third Semester (Only Course Work)

THIRD SEMESTER	
Core Paper-1	Media in Northeast
Subject Code	JMC094C301
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives

The course aims to provide an in-depth understanding of the historical evolution, current trends, and unique challenges of media in Northeast India. It enables students to critically analyze the role of media in the socio-political, cultural, and developmental context of the region.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Demonstrate an understanding of the historical evolution and growth of media in Northeast India.	BT 2
CO 2	Apply knowledge of media systems, indigenous media practices, and cultural diversity in the region's media landscape.	BT 3
CO 3	Analyze the role of media in shaping socio-political and economic narratives in Northeast India.	BT 4
CO 4	Evaluate the challenges and opportunities faced by media organizations in Northeast India in the context of globalization and regional identity.	BT 5

Course Content

Modul es	Name	Course Contents	Periods
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1	Overview of the Northeast India	Overview of the Northeast region: Geographical location and boundaries, States of Northeast India and their capitals, Major rivers, mountains, and climate, Historical Background of Northeast region and states, Cultural Diversity and Ethnic Groups: Major ethnic communities and their traditions, Language diversity and linguistic heritage, Festivals, art, and music, Major tourist attractions and eco-tourism.	15
2	Media and Communication in Northeast India	Growth of print, electronic, and digital media, Representation of Northeast in mainstream media, Role of journalism, Media's role in reporting conflicts, Media as a tool for peace and reconciliation Case studies: Media coverage of specific conflicts (e.g., Assam insurgency, Manipur conflicts), role of regional and national media in peace processes, Gender issues in NE India.	15
3	Issues and Challenges in Northeast region	Ethnic Diversity and Identity: indigenous communities and tribal identities, ethnic conflicts, border disputes: Interstate border conflicts, impact of illegal migration, insurgency and security concerns: Armed Forces (Special Powers) Act (AFSPA) and human rights concerns. Environmental Challenges and Climate Change: Deforestation and loss of biodiversity, Floods, landslides, and climate vulnerabilities, Conservation efforts. Connectivity issues: road, rail, and digital infrastructure, Act East Policy, Challenges in industrialization and employment opportunities Health and social issues, cultural preservation and modernization, Media and digital challenges, fake news, misinformation, and digital divide	15
4	Emerging Trends in Northeast media	Digital Transformation and Online Journalism: Rise of digital news platforms and citizen journalism, social media's role in news dissemination and activism. Indigenous and Ethnic Media: growth of vernacular and community-based journalism, representation of indigenous issues in mainstream media, impact of globalization on traditional media forms, emerging trends in music, cinema, and cultural storytelling Future of Media in Northeast India: potential of artificial intelligence and new technologies, Opportunities in media entrepreneurship and startups, sustainability of regional media industries, role of media in tourism promotion and development in the Northeast	15
Total			60

Textbooks

1. Northeast India: A Reader – Yasmin Saikia & Amit R. Baishya (Editors), Oxford University Press, 2017.
2. Media and Society in Northeast India – S. Bhattacharjee, EBH Publishers, 2014.
3. Northeast India Through the Ages: A Study of Identity Crisis, Ethnicity, National Integration and Development – S.K. Chaube, Sterling Publishers, 1999.

Reference books

1. Baruah, Sanjib. *Durable Disorder: Understanding the Politics of Northeast India*. Oxford University Press, 2007.
2. Srikanth, H. *Regional Media and Conflicts in Northeast India*. Economic and Political Weekly, various issues.
3. Ao, A. *Journalism and Mass Communication in Northeast India*. Spectrum Publications, 2010.
4. Deka, H. *Media and Conflict in Northeast India*. Bhabani Books, 2018.
5. Choudhury, A. *Insurgency in Northeast India: Cross-Border Connections and Strategic Implications*. Manas Publications, 2005.

THIRD SEMESTER	
Core Paper-2	Development Communication
Subject Code	JMC094C302
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course provides a comprehensive exploration of development communication theories, paradigms, and research, examining the role of media, technology, and participatory communication in fostering inclusive and sustainable development. Students will critically engage with global and local case studies to evaluate the impact of communication strategies in various development contexts.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the concept, scope, and significance of development communication in the socio-economic context.	BT 2
CO 2	Apply various development communication models and theories to real-world scenarios.	BT 3
CO 3	Analyze the role of media, government, and NGOs in the development process.	BT 4

CO 4	Evaluate the impact of development communication campaigns on target communities and policy implementation.	BT 5
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Course Contents

Modules	Name	Course Contents	Periods
1	Introduction to Development Communication	Concept and Definition of Development Communication: Evolution and history of development communication, Key theorists and models (Daniel Lerner, Everett Rogers, etc.). Development Paradigms and Theories: Modernization theory, Dependency theory, Participatory communication. Role of Media in Development: Traditional media vs. new media, Impact of media in rural and urban areas.	15
2	Strategies and Approaches in Development Communication	Participatory Communication: Importance of involving communities, Tools for participatory communication (e.g., PRA, community radio) Media Advocacy and Social Change: Using mass media for social mobilization, Social marketing and behavior change communication. ICT for Development (ICT4D): The role of digital technologies in development, E-governance, telemedicine, and mobile communication for rural development.	15
3	Sectors of Development Communication	Health Communication: Public health campaigns (HIV/AIDS, immunization), Communicating preventive care. Environmental Communication: Sustainable development and climate change communication, Community-based environmental awareness. Agriculture Communication: Agricultural extension services, Communicating innovations in farming.	15
4	Challenges and Future Directions in Development Communication	Ethical Issues in Development Communication: Ethical challenges in implementing communication for development, Representation and voice of marginalized groups. Challenges in Participatory Approaches: Problems with top-down vs. bottom-up approaches. Funding, resources, and political influence.	15

		Future Trends in Development Communication: Emerging technologies, Role of social media in development campaigns.	
Total			60

Textbooks

1. Quebral, N. C. (2012). *Development communication primer*. University of the Philippines Open University.
2. Servaes, J. (2008). *Communication for development and social change*. SAGE Publications.
3. Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the Third World: Theory and practice for empowerment* (2nd ed.). SAGE Publications.
- 4.

Reference

1. McPhail, T. L. (2009). *Development communication: Reframing the role of the media*. Wiley-Blackwell.
2. Srinivas R. Melkote & H. Leslie Steeves (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice*. SAGE Publications.
3. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
4. Manyozo, L. (2012). *Media, communication and development: Three approaches*. SAGE Publications.
5. Gumucio-Dagron, A., & Tufte, T. (Eds.). (2006). *Communication for social change anthology: Historical and contemporary readings*. CFSC Consortium.

THIRD SEMESTER	
Core Paper-3	Media and Society
Subject Code	JMC094C303
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to critically examine the complex relationship between media, culture, and society by exploring how media shapes and reflects social norms, values, and power structures. It equips students with analytical frameworks to assess the influence of media on public opinion, identity formation, and socio-political change in a globalized world.

Course Outcomes

On successful completion of the course the students will be able to:		
CO	Course Outcome	Bloom's

level		Taxonomy
CO 1	Understand the role of media in shaping societal norms, values, and public opinion.	BT 2
CO 2	Apply theories and models of media effects to analyze media-society interactions.	BT 3
CO 3	Analyze the impact of media on social institutions such as family, politics, education, and culture.	BT 4
CO 4	Evaluate ethical, legal, and policy issues concerning media practices and their influence on society.	BT 5

Course Contents

Module s	Name	Course Contents	Periods
1	Introduction to Media and Society	Understanding Media: Definition, types, and evolution of media (print, broadcast, digital). The Role of Media in Society: Media as the fourth estate, public sphere, and watchdog function. Theories of Media and Society: Mass society theory, Hypodermic needle model, Two-step flow theory Media and Culture: How media shapes and reflects cultural values. Media Ownership and Control: Public vs private ownership, conglomerates, and media monopolies.	15
2	Media Influence on Society	Media Effects on Public Opinion: Agenda-setting, priming, framing. Media and Socialization: The role of media in shaping identity, norms, and values. Representation in Media: Gender, race, and ethnicity in media portrayals, Stereotypes and their social impact. Media and Politics: Media's role in elections and policy-making, The influence of political communication on democracy. Media Literacy: Understanding and critically analyzing media content.	15
3	Digital Media and Society	The Rise of Digital Media: Social media, blogs, podcasts, and the shift from traditional media. Impact of the Internet on Communication: The changing nature of public discourse and participation. Social Media and Society: Social movements and activism (e.g., #MeToo, Black Lives Matter), Fake news, disinformation, and their consequences. Media and Privacy: The ethical and legal	15

		dimensions of media and privacy in the digital age. Digital Divide: Access to media technologies and the impact on global and local societies.	
4	Media, Society, and the Future	Media and Globalization: The impact of global media on cultures, economies, and politics. Emerging Trends in Media: The rise of AI, and their implications for media. Ethics and Regulation in Media: Media laws, ethical concerns, and self-regulation. The Future of Journalism: The role of citizen journalism and the transformation of news. Media's Role in Social Change: How media can drive or hinder societal progress.	15
Total			60

Textbooks

1. Croteau, D., & Hoynes, W. (2019). *Media/Society: Industries, images, and audiences* (6th ed.). SAGE Publications.
2. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). SAGE Publications.
3. Potter, W. J. (2021). *Media literacy* (10th ed.). SAGE Publications.
4. Laughey, D. (2007). *Key themes in media theory*. McGraw-Hill Education.

Reference Books

1. Baran, S. J., & Davis, D. K. (2014). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Cengage Learning.
2. Schramm, W. (1960). *Mass communications: A book of readings*. University of Illinois Press.
3. Curran, J., & Gurevitch, M. (Eds.). (2005). *Mass media and society* (4th ed.). Hodder Arnold.
4. Hall, S. (Ed.). (1997). *Representation: Cultural representations and signifying practices*. SAGE Publications.
5. Silverstone, R. (1999). *Why study the media?* SAGE Publications.

THIRD SEMESTER	
Core Paper-4	Communication Research
Subject Code	JMC094C304
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to equip students with a comprehensive understanding of research methodologies, techniques, and ethical considerations applicable to communication studies. It enables students to design, conduct, analyze, and interpret both qualitative and quantitative research to contribute to academic inquiry and practical problem-solving in the field of communication.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the fundamental concepts, types, and significance of communication research.	BT 2
CO 2	Apply appropriate research methods and tools to investigate communication phenomena.	BT 3
CO 3	Analyze data using suitable quantitative and qualitative research techniques.	BT 4
CO 4	Evaluate and interpret research findings to draw meaningful conclusions and recommendations.	BT 5

Course Contents

Modules	Name	Course Contents	Periods
1	Introduction to Communication Research	Overview of Communication Research: Definition, Scope, and Importance, Types of Research: Basic vs. Applied Research, Research in Media, Communication, and Cultural Studies Theoretical Approaches to Communication Research: Overview of Major Theories: Agenda-setting, Framing, Media Dependency, Role of Theory in Research Research Paradigms: Positivist, Interpretivist, and Critical Paradigms, Quantitative, Qualitative, and Mixed Methods	15
2	Research Methodology and Design	Research Process: Formulating Research Questions and Hypotheses, Literature Review: Importance and Techniques Research Design: Types: Descriptive, Exploratory, Experimental, Longitudinal, Sampling Techniques: Probability vs. Non-Probability Data Collection Methods: Surveys, Interviews, Focus Groups, Case Studies, Observations, Content Analysis, Textual and Visual Analysis	15

		Ethics in Communication Research: Ethical Guidelines, Consent, Anonymity, and Confidentiality, Ethical Issues in Media and Online Research	
3	Quantitative and Qualitative Research Methods	Quantitative Research: Surveys, Questionnaires, and Structured Interviews, Measurement, Scaling, and Coding, Statistical Tools for Analysis: Descriptive and Inferential Statistics Qualitative Research: Ethnography, Narrative Analysis, and Grounded Theory, In-depth Interviews, Participant Observation, Thematic and Discourse Analysis Mixed Methods Research: Combining Quantitative and Qualitative Approaches, Triangulation in Research, Challenges in Mixed Methods Research	15
4	Data Analysis, Interpretation, and Reporting	Quantitative Data Analysis: Data Preparation, Descriptive Analysis (Mean, Median, Mode), Inferential Statistics: Hypothesis Testing, Correlation, Regression, Tools: SPSS, R, Excel Qualitative Data Analysis: Coding, Thematic Analysis, Discourse Analysis, Use of NVivo, ATLAS.ti for Qualitative Data Writing and Presenting Research: Structure of Research Papers and Reports, Citation and Referencing Styles: APA, MLA, Chicago, Presenting Research: Oral and Visual Communication	15
Total			60

Textbooks

1. Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.
2. Berger, A. A. (2014). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (3rd ed.). SAGE Publications.
3. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. Macmillan International Higher Education.

Reference Books

1. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
2. Bryman, A. (2012). *Social research methods* (4th ed.). Oxford University Press.
3. Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative*

- approaches* (7th ed.). Pearson.
- Babbie, E. (2020). *The practice of social research* (15th ed.). Cengage Learning.
 - Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of behavioral research* (4th ed.). Cengage Learning.

THIRD SEMESTER	
Core Paper-5	Internship (4-6 weeks)
Subject Code	JMC094C325
Scheme of Evaluation	Practical
Credit	4
Level of Course	500
LTPC	0-0-8-4

Detail syllabus for Third Semester (Course Work + Research)

THIRD SEMESTER	
Core Paper-1	Media in Northeast
Subject Code	JMC094C301
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives

The course aims to provide an in-depth understanding of the historical evolution, current trends, and unique challenges of media in Northeast India. It enables students to critically analyze the role of media in the socio-political, cultural, and developmental context of the region.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Demonstrate an understanding of the historical evolution and growth of media in Northeast India.	BT 2
CO 2	Apply knowledge of media systems, indigenous media practices, and cultural diversity in the region's media landscape.	BT 3
CO 3	Analyze the role of media in shaping socio-political and economic narratives in Northeast India.	BT 4
CO	Evaluate the challenges and opportunities faced by media	BT 5

4	organizations in Northeast India in the context of globalization and regional identity.	
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Course Content

Modules	Name	Course Contents	Periods
1	Overview of the Northeast India	Overview of the Northeast region: Geographical location and boundaries, States of Northeast India and their capitals, Major rivers, mountains, and climate, Historical Background of Northeast region and states, Cultural Diversity and Ethnic Groups: Major ethnic communities and their traditions, Language diversity and linguistic heritage, Festivals, art, and music, Major tourist attractions and eco-tourism.	15
2	Media and Communication in Northeast India	Growth of print, electronic, and digital media, Representation of Northeast in mainstream media, Role of journalism, Media's role in reporting conflicts, Media as a tool for peace and reconciliation Case studies: Media coverage of specific conflicts (e.g., Assam insurgency, Manipur conflicts), role of regional and national media in peace processes, Gender issues in NE India.	15
3	Issues and Challenges in Northeast region	Ethnic Diversity and Identity: indigenous communities and tribal identities, ethnic conflicts, border disputes: Interstate border conflicts, impact of illegal migration, insurgency and security concerns: Armed Forces (Special Powers) Act (AFSPA) and human rights concerns. Migration and Demographic Changes: Influx of migrants from Bangladesh and Myanmar, Citizenship Amendment Act (CAA) and National Register of Citizens (NRC), Environmental Challenges and Climate Change: Deforestation and loss of biodiversity, Floods, landslides, and climate vulnerabilities, Conservation efforts. Connectivity issues: road, rail, and digital infrastructure, Act East Policy, Challenges in industrialization and employment opportunities Health and social issues, cultural preservation and modernization, Media and digital challenges, fake news, misinformation, and digital divide	15
4	Emerging Trends in Northeast media	Digital Transformation and Online Journalism: Rise of digital news platforms and citizen journalism, social media's role in news dissemination and activism. Indigenous and Ethnic Media: growth of vernacular and community-based journalism, representation of indigenous issues in mainstream media, impact of globalization on traditional media forms, emerging trends in music, cinema, and cultural storytelling Future of Media in Northeast India: potential of artificial intelligence and new technologies, Opportunities in media entrepreneurship and startups, sustainability of regional media industries, role of media in tourism promotion and development	15

		in the Northeast	
			Total 60

Textbooks

1. Northeast India: A Reader – Yasmin Saikia & Amit R. Baishya (Editors), Oxford University Press, 2017.
2. Media and Society in Northeast India – S. Bhattacharjee, EBH Publishers, 2014.
3. Northeast India Through the Ages: A Study of Identity Crisis, Ethnicity, National Integration and Development – S.K. Chaube, Sterling Publishers, 1999.

Reference books

1. Baruah, Sanjib. *Durable Disorder: Understanding the Politics of Northeast India*. Oxford University Press, 2007.
2. Srikanth, H. *Regional Media and Conflicts in Northeast India*. Economic and Political Weekly, various issues.
3. Ao, A. *Journalism and Mass Communication in Northeast India*. Spectrum Publications, 2010.
4. Deka, H. *Media and Conflict in Northeast India*. Bhabani Books, 2018.
5. Choudhury, A. *Insurgency in Northeast India: Cross-Border Connections and Strategic Implications*. Manas Publications, 2005.

THIRD SEMESTER	
Core Paper-2	Communication Research
Subject Code	JMC094C304
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to equip students with a comprehensive understanding of research methodologies, techniques, and ethical considerations applicable to communication studies. It enables students to design, conduct, analyze, and interpret both qualitative and quantitative research to contribute to academic inquiry and practical problem-solving in the field of communication.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the fundamental concepts, types, and significance of communication research.	BT 2
CO 2	Apply appropriate research methods and tools to	BT 3

	investigate communication phenomena.	
CO 3	Analyze data using suitable quantitative and qualitative research techniques.	BT 4
CO 4	Evaluate and interpret research findings to draw meaningful conclusions and recommendations.	BT 5

Course Content

Modul es	Name	Course Contents	Periods
1	Introduction to Communication Research	Overview of Communication Research: Definition, Scope, and Importance, Types of Research: Basic vs. Applied Research, Research in Media, Communication, and Cultural Studies Theoretical Approaches to Communication Research: Overview of Major Theories: Agenda-setting, Framing, Media Dependency, Role of Theory in Research Research Paradigms: Positivist, Interpretivist, and Critical Paradigms, Quantitative, Qualitative, and Mixed Methods	15
2	Research Methodology and Design	Research Process: Formulating Research Questions and Hypotheses, Literature Review: Importance and Techniques Research Design: Types: Descriptive, Exploratory, Experimental, Longitudinal, Sampling Techniques: Probability vs. Non-Probability Data Collection Methods: Surveys, Interviews, Focus Groups, Case Studies, Observations, Content Analysis, Textual and Visual Analysis Ethics in Communication Research: Ethical Guidelines, Consent, Anonymity, and Confidentiality, Ethical Issues in Media and Online Research	15
3	Quantitative and Qualitative Research Methods	Quantitative Research: Surveys, Questionnaires, and Structured Interviews, Measurement, Scaling, and Coding, Statistical Tools for Analysis: Descriptive and Inferential Statistics Qualitative Research: Ethnography, Narrative Analysis, and Grounded Theory, In-depth Interviews, Participant Observation, Thematic and Discourse Analysis Mixed Methods Research: Combining Quantitative and Qualitative Approaches, Triangulation in Research, Challenges in Mixed Methods Research	15
4		Quantitative Data Analysis: Data Preparation, Descriptive Analysis (Mean, Median, Mode),	

	Data Analysis, Interpretation, and Reporting	Inferential Statistics: Hypothesis Testing, Correlation, Regression, Tools: SPSS, R, Excel Qualitative Data Analysis: Coding, Thematic Analysis, Discourse Analysis, Use of NVivo, ATLAS.ti for Qualitative Data Writing and Presenting Research: Structure of Research Papers and Reports, Citation and Referencing Styles: APA, MLA, Chicago, Presenting Research: Oral and Visual Communication	15
Total			60

Textbooks

1. Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.
2. Berger, A. A. (2014). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (3rd ed.). SAGE Publications.
3. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. Macmillan International Higher Education.

Reference Books

1. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
2. Bryman, A. (2012). *Social research methods* (4th ed.). Oxford University Press.
3. Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson.
4. Babbie, E. (2020). *The practice of social research* (15th ed.). Cengage Learning.
5. Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of behavioral research* (4th ed.). Cengage Learning.

THIRD SEMESTER	
Core Paper-3	Writing for Media
Subject Code	JMC094C307
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to equip students with advanced skills in writing for diverse media platforms, including print, broadcast, and digital media, while emphasizing clarity, accuracy, and audience engagement. It also focuses on developing critical thinking, ethical responsibility, and creativity necessary for effective media communication in a dynamic global environment.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the principles, formats, and styles of writing for various media platforms.	BT 2
CO 2	Apply appropriate writing techniques for print, broadcast, and digital media.	BT 3
CO 3	Analyze audience needs and tailor content to suit diverse media consumers.	BT 4
CO 4	Evaluate the ethical, legal, and professional standards in media writing.	BT 5

Course Content

Modules	Name	Course Contents	Periods
1	Fundamentals of Media Writing	Introduction to Writing for Media: Characteristics of Effective Media Writing, Understanding Audience and Medium Basics of Journalism Writing: News Values & Structure (5Ws and 1H), Inverted Pyramid vs. Narrative Style, Writing Leads, Headlines Ethics & Legal Considerations in Media Writing: Fact-checking & Verification, Copyright & Plagiarism, Defamation, Libel, and Media Laws	15
2	Writing for Print, Broadcast, and Digital Media	Print Media Writing: News Reports, Features, Editorials, and Columns, Investigative & Interpretative, Opinion Pieces and Editorial Writing Broadcast Media Writing: Writing for Radio: Scripting, Sound Bites, and Storytelling, Writing for Television: News Scripts, PTCs, and Interview Scripts, Voice Modulation and Presentation Techniques Digital Media Writing: Writing for Websites and Blogs, SEO Writing & Clickbait, Social Media Writing: Microblogging, Tweets, Captions	15
3	Specialized Writing in Media	Feature & Magazine Writing: Human Interest Stories & Profiles, Travel, Lifestyle, and Investigative Features, Opinion & Editorial Writing: Writing Op-eds, Reviews, and Critiques, Persuasive and Argumentative Writing, Corporate & Public Relations Writing: Press Releases & Media Briefs, Speech Writing, Writing for Internal Communications (Newsletters, Reports). Writing for Advertising & Marketing: Copywriting: Slogans, Jingles, and Ad Copies, Content Marketing & Branded Storytelling	15

4	New Media and Emerging Trends in Writing	Data Journalism: Infographics & Data Visualization Writing, Multimedia & Transmedia Storytelling: Writing for Podcasts & Audio Stories, Scriptwriting for Documentaries & Short Films, Interactive & Immersive Storytelling. Freelancing & Entrepreneurship in Media Writing: Pitching Articles & Story Ideas, Building a Personal Brand as a Media Writer	15
Total			60

Textbooks

1. Bender, J. R., Davenport, L. D., Drager, M. W., & Fedler, F. (2016). *Writing and reporting for the media* (11th ed.). Oxford University Press.
2. Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
3. Mencher, M. (2010). *News reporting and writing* (11th ed.). McGraw-Hill Education.

Reference Books

1. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2013). *News reporting and writing* (11th ed.). Bedford/St. Martin's.
2. Scanlan, C. (2003). *Reporting and writing: Basics for the 21st century*. Oxford University Press.
3. Harrower, T. (2012). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill.
4. Itule, B. D., & Anderson, D. A. (2007). *News writing and reporting for today's media* (7th ed.). McGraw-Hill.
5. Pringle, P. K., Starr, M. F., & McCarty, T. P. (2006). *News writing and reporting for today's media* (6th ed.). McGraw-Hill.

THIRD SEMESTER	
Core Paper-4	Minor Project (film/documentary/pilot research)
Subject Code	JMC094C328
Scheme of Evaluation	Practical
Credit	8
Level of Course	500
LTPC	0-0-16-8

Course Objectives:

The course aims to enable students to conceptualize, design, and execute an independent project in the form of a film, documentary, or pilot research study, applying theoretical knowledge and practical skills acquired during the programme. It fosters critical thinking, creativity, and research aptitude, preparing students for professional or academic pursuits in media and communication.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Identify and define a relevant research or creative problem in film, documentary, or pilot study.	BT 2
CO 2	Apply appropriate research methods, pre-production planning, and technical skills to develop the project.	BT 3
CO 3	Analyze data, footage, or research findings to shape content, narrative, and structure.	BT 4
CO 4	Evaluate and present the final output with critical reflection on process, challenges, and outcomes.	BT 5

Detail syllabus for Third Semester (only Research- preferred option)

THIRD SEMESTER	
Core Paper-1	Research Project phase-I (Seminar/Presentation/pilot project)
Subject Code	JMC094C329
Scheme of Evaluation	Practical
Credit	20
Level of Course	500
LTPC	0-0-40-20

Course Objectives:

The objective of this course is to equip students with the skills to formulate research problems, conduct literature reviews, and design pilot studies through independent inquiry and critical analysis. It aims to develop students' ability to effectively present and defend their research proposals through seminars and presentations, laying the foundation for their final research project.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the principles of research design, problem identification, and formulation of research objectives.	BT 2
CO 2	Apply appropriate research methods and tools for conducting pilot studies or preliminary investigations.	BT 3
CO 3	Analyze collected data to derive meaningful insights and refine research hypotheses.	BT 4
CO 4	Present research findings effectively through academic	BT 4

	presentations and seminars.	
CO 5	Evaluate the feasibility and scope of the proposed research for further full-scale study.	BT 5

Course Execution:

The course will be executed through a structured research process. Students begin by selecting a topic, formulating research questions, and developing a detailed proposal for faculty approval. They will conduct a thorough literature review to identify knowledge gaps and justify their study. Based on an approved methodology, students will design their research, collect and ethically manage data, and perform detailed analysis. Findings will be interpreted considering existing literature. Students will compile a well-structured research report following academic standards. Finally, they will present their work and defend it through a viva-voce before an evaluation panel.

Detail syllabus for Fourth Semester (Course Work)

FOURTH SEMESTER	
Core Paper-1	Mass Media and Gender
Subject Code	JMC094C401
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to critically examine the representation, construction, and negotiation of gender in mass media, analyzing how media narratives influence and reflect societal gender norms, identities, and power structures. It seeks to equip students with theoretical and analytical tools to explore gendered media discourses and advocate for inclusive and equitable media practices.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand key concepts, theories, and frameworks related to gender representation in mass media.	BT 2

CO 2	Analyze media content to identify gender biases, stereotypes, and patterns of representation.	BT 4
CO 3	Apply gender-sensitive approaches to media content creation and critique.	BT 3
CO 4	Evaluate the role of mass media in shaping gender norms, identities, and social change.	BT 5

Course Content

Modules	Name	Course Contents	Periods
1	Understanding Gender and Theoretical Frameworks on Gender and Media	Introduction to the concepts of Sex and Gender, Understanding patriarchy, Gender and cultural stereotypes, Gender roles in the society, the challenges and perspectives of Trans Gender. Theoretical approaches to gender development, the concept of feminism, the feminist theories and movements, the concept of empowerment and factors influencing empowerment, The concept of cerebral equality. Historical Evolution of Gender in Media: Gender and media in traditional societies, Changing gender roles in the 20th and 21st centuries, Gender inclusivity in contemporary media	15
2	Gender Representation in Mass Media	Women in Media Representation: Media portrayal of women in news, films, advertisements, and social media, Gender stereotypes and objectification, The "Glass Ceiling" in media professions Masculinity in Media: Representation of men and hegemonic masculinity, Toxic masculinity and media influence, Changing notions of masculinity in pop culture LGBTQ+ Representation in Media: Visibility of LGBTQ+ identities in mainstream media, Challenges of queer representation, Emerging narratives and positive portrayals	15
3	Gender, Media Industry, and Digital Platforms	Women and Gender Minorities in Media Professions: Gender disparities in journalism, advertising, and filmmaking, Wage gaps and leadership barriers Gendered Digital Spaces and Online Harassment: Cyberfeminism and online activism (e.g., #MeToo, #TimesUp, #HeForShe), Social media as a tool for gender empowerment, Digital violence: Trolling, and cyberbullying	15
	Media, Gender Policies, and Future	Media Laws, Policies, and Regulations on Gender: CEDAW (Convention on the Elimination of All Forms of Discrimination Against Women), Press Council of India guidelines on gender-sensitive reporting,	15

4	Directions	Representation in advertising: ASCI (Advertising Standards Council of India) guidelines Future of Gender Representation in Media: The impact of emerging media on gender narratives, Policy recommendations for gender-sensitive media	
Total			60

Text Books

1. Byerly, C. M., & Ross, K. (2006). *Women and media: A critical introduction*. Blackwell Publishing.
2. Gill, R. (2007). *Gender and the media*. Polity Press.
3. Carter, C., Branston, G., & Allan, S. (Eds.). (1998). *News, gender and power*. Routledge.
4. Dines, G., & Humez, J. M. (Eds.). (2018). *Gender, race, and class in media: A critical reader* (5th ed.). SAGE Publications.
5. Ross, K. (2010). *Gendered media: Women, men, and identity politics*. Rowman & Littlefield.

Reference Books

1. van Zoonen, L. (1994). *Feminist media studies*. SAGE Publications.
2. Tuchman, G. (Ed.). (1978). *Hearth and home: Images of women in the mass media*. Oxford University Press.
3. McRobbie, A. (2009). *The aftermath of feminism: Gender, culture and social change*. SAGE Publications.
4. Meyers, M. (1999). *Mediated women: Representations in popular culture*. Hampton Press.
5. Douglas, S. J. (2010). *Enlightened sexism: The seductive message that feminism's work is done*. Times Books.
6. Gauntlett, D. (2008). *Media, gender and identity: An introduction* (2nd ed.). Routledge
- 7.

FOURTH SEMESTER	
Core Paper-2	Folk Media and Rural Communication
Subject Code	JMC094C402
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to develop an in-depth understanding of the role, forms, and functions of folk media in the socio-cultural and developmental context of rural societies. It equips students with analytical and practical skills to critically engage with traditional communication systems and effectively integrate them into rural development and communication strategies.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the significance and characteristics of folk media in rural communication.	BT 2
CO 2	Apply various folk media forms for effective communication in rural development programs.	BT 3
CO 3	Analyze the role of folk media in preserving culture and promoting social change in rural societies.	BT 4
CO 4	Evaluate the integration of traditional and modern media for sustainable rural communication strategies.	BT 5

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Folk Media and Rural Communication	Concept and Definition of Folk Media, Historical Evolution of Folk Media in India, Characteristics and Significance of Folk Media, Types of Folk Media: Verbal, Non-Verbal, and Visual, Role of Folk Media in Preserving Culture and Tradition Concept of Rural Communication and its Importance, Traditional vs. Modern Communication in Rural Societies,	15
2	Forms of Folk Media in India and their Applications	Traditional Performing Arts: Folk Theatre: Jatra, Tamasha, Nautanki, Yakshagana, Therukoothu, Puppetry: String, Shadow, Rod, and Glove Puppets, Folk Dance and Music: Bihu, Lavani, Baul, Ghoomar, Bhangra Oral Traditions and Storytelling: Folk Tales, Proverbs, Ballads, and Riddles, Visual and Material Folk Art: Rural Mural Art: Madhubani, Warli, Pithora, Gond Art, Clay, Pottery, and Scroll Painting as Communication Tools Application of Folk Media in Rural Awareness Campaigns: Case Studies of different Polio Awareness, Swachh Bharat, Beti Bachao Beti Padhao,	15
3	Rural Communication Strategies and Media Integration	Understanding Rural Audiences: Literacy, Culture, and Traditions, Traditional Media vs. Digital Media in Rural Communication, Community Radio and Its Role in Rural Development, Participatory Communication Approaches in Rural Development, Folk Media in Political and Social Mobilization, Impact of Globalization on Folk and Rural Communication, Challenges in Preserving and Promoting Folk Media	15
	Future of	Revival of Folk Media in the Digital Era, Digital Storytelling and New Media Adaptations of Folk Art,	

4	Folk Media and Rural Communication in the Digital Age	Social Media and Folk Influencers: Opportunities and Challenges, Integration of Folk Media with ICT, Government Policies and Schemes for Folk Media Preservation, Folk Media and Sustainable Development Goals (SDGs), Research Trends in Folk Media and Rural Communication	15
Total			60

Textbooks

1. Dhanraj, B. (2012). *Folk media for development: A study in modern context*. New Delhi: Kanishka Publishers.
2. Singhal, A., & Rogers, E. M. (2001). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage Publications.
3. Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the third world: Theory and practice for empowerment* (2nd ed.). New Delhi: Sage Publications.
4. Rayudu, C. S. (1998). *Communication for development and social change*. New Delhi: Himalaya Publishing House.
5. Servaes, J. (2008). *Communication for development and social change*. New Delhi: Sage Publications.

Reference books

1. Narayana, U., & Ahamad, S. (2012). *Folk media and communication in India*. New Delhi: Kanishka Publishers.
2. Pavarala, V., & Malik, K. K. (2007). *Other voices: The struggle for community radio in India*. New Delhi: Sage Publications.
3. Kuppuswamy, B. (1989). *Social change in India*. New Delhi: Vikas Publishing House.
4. Jacobson, T. L., & Servaes, J. (Eds.). (1999). *Theoretical approaches to participatory communication*. Cresskill, NJ: Hampton Press.

FOURTH SEMESTER	
Core Paper-3	International Communication
Subject Code	JMC094C403
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to equip students with an in-depth understanding of global communication processes, international media systems, and the impact of cultural, political, and economic factors on transnational information flows. It prepares students to critically analyze international communication practices, global media policies, and their implications in the context of globalization and intercultural dialogue.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the key concepts, theories, and models of international communication.	BT 2
CO 2	Analyze the role of international organizations, transnational media, and global information flow.	BT 4
CO 3	Evaluate the impact of globalization, cultural imperialism, and digital media on international communication processes.	BT 5
CO 4	Apply critical perspectives to assess the challenges and opportunities in international media policies and diplomacy.	BT 3

Course Content

Mod ules	Name	Course Contents	Periods
1	Foundations of International Communication	Meaning, Scope, and Importance of International Communication, Theories of International Communication (Cultural Imperialism, World-Systems Theory, Diffusion of Innovation, Network Society, etc.), Evolution of Global Communication: From Print to Digital Age, Role of International Organizations, Communication and Globalization: McLuhan's Global Village	15
2	Global Media and News Flow	Structure and Ownership of Global Media Conglomerates (Disney, Comcast, News Corp, Warner Bros. Discovery, etc.), Global News Agencies and Their Influence (Reuters, AP, AFP, Xinhua, TASS, etc.), News Flow Patterns: Core-Periphery Model, Dependency Theory, Issues of Media Imperialism and Cultural Homogenization, Global Media Ethics and Challenges in Cross-border Journalism	15
3	Digital Technologies and International Communication	Role of Social Media in International Communication, Geopolitics of the Internet: Digital Borders, Cyber Sovereignty, and Internet Governance, Misinformation, Disinformation, and the Role of Fact-Checking Organizations, Artificial Intelligence and Machine Learning in Global Newsrooms, Media and Conflict: Reporting Wars, Humanitarian Crises, and Peace Journalism	15
4	Contemporary Issues and Future Trends	Global Communication Policies and Regulations, Climate Change and the Role of Global Media, Role of International Media in Human Rights and Migration Issues, Future Trends: Blockchain in Journalism, Metaverse, and AI-driven Communication	15
Total			60

Text Books

1. Thussu, D. K. (2019). *International communication: Continuity and change* (3rd ed.). Bloomsbury Academic.
2. McPhail, T. L. (2014). *Global communication: Theories, stakeholders, and trends* (4th ed.). Wiley-Blackwell.
3. Sreberny, A. (1999). *Media in global context: A reader*. Arnold Publishers.
4. Herman, E. S., & McChesney, R. W. (1997). *The global media: The new missionaries of global capitalism*. Cassell.
5. Nordenstreng, K., & Varis, T. (1974). *Television traffic: A one-way street?* UNESCO.

Reference Books

1. Boyd-Barrett, O. (2015). *Media imperialism*. SAGE Publications.
2. Sparks, C. (2007). *Globalization, development and the mass media*. SAGE Publications.
3. Straubhaar, J. D. (2007). *World television: From global to local*. SAGE Publications.
4. Rantanen, T. (2005). *The media and globalization*. SAGE Publications.
5. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). SAGE Publications.
6. Schiller, H. I. (1991). *Not yet the post-imperialist era*. Critical Studies in Mass Communication, 8(1), 13-28.

FOURTH SEMESTER	
Core Paper-4	Corporate Communication
Subject Code	JMC094C404
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to equip students with advanced knowledge and practical skills in managing internal and external communication strategies within corporate organizations. It fosters critical understanding of corporate reputation, stakeholder engagement, crisis communication, and the role of corporate communication in achieving organizational goals.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the key concepts, theories, and functions of corporate communication.	BT 2
CO 2	Apply communication strategies to manage corporate image, identity, and reputation.	BT 3
CO 3	Analyze internal and external communication processes for effective stakeholder engagement.	BT 4

CO 4	Evaluate crisis communication plans and ethical practices in corporate communication.	BT 5
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Course Content

Modul es	Name	Course Contents	Periods
1	Foundations of Corporate Communication	Concept and Scope of Corporate Communication, Evolution and Theories of Corporate Communication, Corporate Identity, Image, and Reputation, Internal vs. External Communication, Corporate Communication vs. Public Relations vs. Marketing Communication, Organizational Culture and Communication,	15
2	Corporate Communication Strategies and Stakeholder Engagement	Strategic Communication Planning for Corporations, Stakeholder Mapping and Relationship Management, Corporate Branding and Storytelling, Corporate Social Responsibility (CSR), Sustainability Communication and ESG (Environmental, Social, and Governance), Crisis Communication and Reputation Management, Corporate Advocacy & Lobbying, Corporate Sponsorship and Cause-related Marketing,	15
3	Digital Corporate Communication & Emerging Technologies	Digital Transformation in Corporate Communication, Social Media Strategies for Corporate Communication, Data Analytics and Measuring Corporate Communication Effectiveness, Cross-cultural Corporate Communication in a Globalized World	15
4	Corporate Communication Ethics, Laws, and Future	Corporate Ethics and Responsible, Media Laws and Regulations for Corporate Communication, Indian IPC & IT Act Updates Related to Corporate Communication, Defamation, Copyright, and Trademark Issues in Corporate Messaging, Whistleblowing and Corporate Transparency, Future scope in Corporate Communication	15
Total			60

Textbooks

1. Argenti, P. A. (2018). *Corporate communication* (7th ed.). McGraw-Hill Education.
2. Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (6th ed.). SAGE Publications.
3. Goodman, M. B., & Hirsch, P. B. (2015). *Corporate communication: Strategic adaptation for global practice*. Peter Lang.

Reference Books

1. Dolphin, R. R. (2009). *The fundamentals of corporate communication*. Routledge.
2. Kitchen, P. J. (Ed.). (1997). *Public relations: Principles and practice*. International

Thomson Business Press.

3. van Riel, C. B. M., & Fombrun, C. J. (2007). *Essentials of corporate communication: Implementing practices for effective reputation management*. Routledge.
4. Doorley, J., & Garcia, H. F. (2015). *Reputation management: The key to successful public relations and corporate communication* (3rd ed.). Routledge.

FOURTH SEMESTER	
Core Paper-5	Film/Video Production
Subject Code	JMC094C415
Scheme of Evaluation	Practical
Credit	4
Level of Course	500
LTPC	2-0-4-4

Course Objectives:

The course aims to equip students with hands-on skills in film and video production, covering the entire process from pre-production to post-production. It fosters creative storytelling, technical proficiency, and collaborative project development in both fiction and non-fiction formats.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the fundamental principles of film and video production, including pre-production, production, and post-production stages.	BT 2
CO 2	Apply technical skills in camera operation, lighting, and sound recording for film and video production.	BT 3
CO 3	Analyze narrative structures, visual storytelling techniques, and editing processes to create coherent video content.	BT 4
CO 4	Evaluate the aesthetic and technical quality of film and video projects, considering audience engagement and production goals.	BT 5

Course Content

Module s	Name	Course Contents	Periods
1	Introduction to Video Production	Stages of production, Basic Concepts of Cinematography, Shot composition, framing, and camera movements, importance of mise-en-scène,	15

		lighting, and set design, Genres and Styles.	
2	Pre-Production and Production	Idea Development and Scripting, Production Design and Art Direction, Budgeting and Scheduling, Camera Techniques and Movements, Lighting and Sound Design, Directing Actors and Crew Management,	15
3	Post-Production	Editing Techniques and Software, Visual Effects (VFX) and Motion Graphics, Sound Editing and Mixing.	15
4	Final Project	Submission of final project	15
Total			60

Textbooks

1. Zettl, H. (2014). *Video basics* (7th ed.). Wadsworth Cengage Learning.
2. Arijon, D. (1991). *Grammar of the shot* (2nd ed.). Focal Press.
3. Millerson, G., & Owens, J. (2012). *Video production handbook* (5th ed.). Focal Press.
4. Hurbis-Cherrier, M. (2018). *Voice & vision: A creative approach to narrative film and DV production* (3rd ed.). Routledge.
5. Brown, B. (2016). *Cinematography: Theory and practice: Image making for cinematographers and directors* (3rd ed.). Routledge.

Reference Books

1. Block, B. (2013). *The visual story: Creating the visual structure of film, TV, and digital media* (2nd ed.). Focal Press.
2. Rabiger, M. (2009). *Directing: Film techniques and aesthetics* (4th ed.). Focal Press.
3. Mercado, G. (2010). *The filmmaker's eye: Learning (and breaking) the rules of cinematic composition*. Focal Press.
4. Katz, S. D. (1991). *Film directing shot by shot: Visualizing from concept to screen*. Michael Wiese Productions.
5. Thompson, R., & Bowen, C. J. (2013). *Grammar of the edit* (2nd ed.). Focal Press.

Detail syllabus for Fourth Semester (Course Work + Research)

FOURTH SEMESTER	
Core Paper-1	Major Project
Subject Code	JMC094C426
Scheme of Evaluation	Practical
Credit	12
Level of Course	500
LTPC	0-0-24-12

Course Objectives:

Research oriented: The course aims to develop students' ability to conduct independent, original research on media-related topics, applying appropriate methodologies and theoretical frameworks. It prepares students to contribute new insights to the field of media studies through rigorous academic inquiry.

Production oriented: The course enables students to conceptualize, plan, and produce a professional-level media project, integrating creative storytelling, technical proficiency, and ethical considerations. It emphasizes hands-on experience in content creation across various media platforms.

Industry oriented: The course prepares students to execute a media project that addresses real-world industry challenges, demonstrating applied knowledge, strategic planning, and innovative solutions.

Interdisciplinary: The course encourages students to synthesize theoretical knowledge and practical skills in the development of an original media project. It fosters interdisciplinary thinking, creativity, and critical analysis to address complex media phenomena in diverse cultural and professional contexts.

Course Execution:

Each student will undertake independent research, involving topic selection, proposal submission, comprehensive literature review, methodology design, data collection and analysis, and report writing. The project concludes with an oral presentation and viva examination conducted by a faculty panel for assessment.

FOURTH SEMESTER	
Core Paper-2	Media Ethics and Misinformation
Subject Code	JMC094C407
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to equip students with a comprehensive understanding of ethical principles, professional standards, and regulatory frameworks governing media practices in a rapidly evolving information landscape. It also develops critical skills to identify, analyze, and address misinformation, disinformation, and ethical dilemmas across traditional and digital media platforms.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy

CO 1	Understand key ethical theories, principles, and frameworks applicable to media practice.	BT 2
CO 2	Apply ethical guidelines and codes of conduct to real-world media scenarios.	BT 3
CO 3	Analyze the causes, patterns, and impact of misinformation and disinformation in media.	BT 4
CO 4	Evaluate strategies and tools to detect, prevent, and counter misinformation while upholding ethical standards.	BT 5

Course Content:

Mod ules	Name	Course Contents	Periods
1	Basic of Media Ethics	Introduction, Definition, Scope, and Importance, Social Responsibility Theory, Ethical Theories in Journalism and Media Practices The Role of Media in Society: Public Interest vs. Commercial Interests, Press Freedom and Ethical Boundaries, Ethical Decision-Making in Journalism	15
2	Media Laws, Regulations, and Accountability	Media Laws and Ethical Guidelines, Press Council of India, Digital Media and Regulatory Frameworks: IT Rules 2021, OTT Guidelines, Social Media Regulations Defamation, Contempt of Court, Hate Speech, and Fake News Regulations	15
3	Misinformation, Fake News, and Disinformation	Understanding Misinformation, Disinformation, and Malinformation, Types of Misinformation: Deepfakes, Clickbait, Satirical Misinformation, Hoaxes, The Role of Social Media in Spreading Misinformation, Fact-Checking and Verification Techniques, The Role of Journalists and Tech Companies in Combating Fake News	15
4	Ethical Journalism in Digital Age	Ethical Challenges and Social Media Reporting, Ethical Issues in News Production, Data Privacy, Surveillance, and Ethics of News Algorithms, Ethical Considerations in Investigative Journalism and Undercover Reporting, Role of Media Literacy in Strengthening Ethical Journalism, Emerging Trends and Challenges	15
Total			60

Textbooks

1. Ward, S. J. A. (2013). *Global media ethics: Problems and perspectives*. John Wiley & Sons.
2. Craft, S., & Davis, C. N. (2016). *Principles of American journalism: An introduction*. Routledge.
3. Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism: What newspeople should know and the public should expect* (3rd ed.). Three Rivers Press.

Reference Books

1. Ireton, C., & Posetti, J. (Eds.). (2018). *Journalism, fake news & disinformation: Handbook for journalism education and training*. UNESCO Publishing.
2. Wardle, C., & Derakhshan, H. (2017). *Information disorder: Toward an interdisciplinary framework for research and policymaking*. Council of Europe.
3. Tandoc, E. C., Lim, Z. W., & Ling, R. (2018). Defining "fake news": A typology of scholarly definitions. *Digital Journalism*, 6(2), 137-153. <https://doi.org/10.1080/21670811.2017.1360143>
4. Floridi, L. (2010). *Information: A very short introduction*. Oxford University Press.

FOURTH SEMESTER	
Core Paper-3	Folk Media and Rural Communication
Subject Code	JMC094C402
Scheme of Evaluation	Theory
Credit	4
Level of Course	500
LTPC	3-1-0-4

Course Objectives:

The course aims to develop an in-depth understanding of the role, forms, and functions of folk media in the socio-cultural and developmental context of rural societies. It equips students with analytical and practical skills to critically engage with traditional communication systems and effectively integrate them into rural development and communication strategies.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Understand the significance and characteristics of folk media in rural communication.	BT 2
CO 2	Apply various folk media forms for effective communication in rural development programs.	BT 3
CO 3	Analyze the role of folk media in preserving culture and promoting social change in rural societies.	BT 4
CO 4	Evaluate the integration of traditional and modern media for sustainable rural communication strategies.	BT 5

Course Content

Modul es	Name	Course Contents	Periods
1	Introductio n to Folk Media and Rural Communic ation	Concept and Definition of Folk Media, Historical Evolution of Folk Media in India, Characteristics and Significance of Folk Media, Types of Folk Media: Verbal, Non-Verbal, and Visual, Role of Folk Media in Preserving Culture and Tradition Concept of Rural Communication and its Importance, Traditional vs. Modern Communication in Rural Societies,	15
2	Forms of Folk Media in India and their Application s	Traditional Performing Arts: Folk Theatre: Jatra, Tamasha, Nautanki, Yakshagana, Therukoothu, Puppetry: String, Shadow, Rod, and Glove Puppets, Folk Dance and Music: Bihu, Lavani, Baul, Ghoomar, Bhangra Oral Traditions and Storytelling: Folk Tales, Proverbs, Ballads, and Riddles, Visual and Material Folk Art: Rural Mural Art: Madhubani, Warli, Pithora, Gond Art, Clay, Pottery, and Scroll Painting as Communication Tools Application of Folk Media in Rural Awareness Campaigns: Case Studies of different Polio Awareness, Swachh Bharat, Beti Bachao Beti Padhao,	15
3	Rural Communic ation Strategies and Media Integration	Understanding Rural Audiences: Literacy, Culture, and Traditions, Traditional Media vs. Digital Media in Rural Communication, Community Radio and Its Role in Rural Development, Participatory Communication Approaches in Rural Development, Folk Media in Political and Social Mobilization, Impact of Globalization on Folk and Rural Communication, Challenges in Preserving and Promoting Folk Media	15
4	Future of Folk Media and Rural Communic ation in the Digital Age	Revival of Folk Media in the Digital Era, Digital Storytelling and New Media Adaptations of Folk Art, Social Media and Folk Influencers: Opportunities and Challenges, Integration of Folk Media with ICT, Government Policies and Schemes for Folk Media Preservation, Folk Media and Sustainable Development Goals (SDGs), Research Trends in Folk Media and Rural Communication	15
Total			60

Textbooks

1. Dhanraj, B. (2012). *Folk media for development: A study in modern context*. New Delhi: Kanishka Publishers.
2. Singhal, A., & Rogers, E. M. (2001). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage Publications.

3. Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the third world: Theory and practice for empowerment* (2nd ed.). New Delhi: Sage Publications.
4. Rayudu, C. S. (1998). *Communication for development and social change*. New Delhi: Himalaya Publishing House.
5. Servaes, J. (2008). *Communication for development and social change*. New Delhi: Sage Publications.

Reference books

1. Narayana, U., & Ahamad, S. (2012). *Folk media and communication in India*. New Delhi: Kanishka Publishers.
2. Pavarala, V., & Malik, K. K. (2007). *Other voices: The struggle for community radio in India*. New Delhi: Sage Publications.
3. Kuppaswamy, B. (1989). *Social change in India*. New Delhi: Vikas Publishing House.
4. Jacobson, T. L., & Servaes, J. (Eds.). (1999). *Theoretical approaches to participatory communication*. Cresskill, NJ: Hampton Press.
5. Beltran, L. R. (1976). *Alien premises, objects, and methods in Latin American communication research*. *Communication Research*, 3(2), 107-134.

Detail syllabus for Fourth Semester (only Research- preferred option)

FOURTH SEMESTER	
Core Paper-1	Research Project phase-II (Dissertation + Presentation + Viva)
Subject Code	JMC094C428
Scheme of Evaluation	Practical
Credit	20
Level of Course	500
LTPC	0-0-40-20

Course Objectives:

The objective of this course is to facilitate students in conducting original, systematic, and ethical research leading to the preparation of a dissertation that reflects advanced understanding of the subject domain. Through structured presentation and viva-voce, the course aims to enhance students' ability to critically analyze, defend their findings, and effectively communicate research outcomes in academic and professional settings.

Course Outcomes

On successful completion of the course the students will be able to:		
CO level	Course Outcome	Bloom's Taxonomy
CO 1	Formulate a clear research problem and develop appropriate research questions or hypotheses.	BT 3

CO 2	Apply suitable research methodology, tools, and techniques to collect and analyze data.	BT 3
CO 3	Critically analyze research findings and interpret results in the context of existing literature.	BT 4
CO 4	Present research work effectively through dissertation writing, presentation, and viva-voce examination.	BT 5

Course Execution:

The course will be executed through a structured research process. Students begin by selecting a topic, formulating research questions, and developing a detailed proposal for faculty approval. They will conduct a thorough literature review to identify knowledge gaps and justify their study. Based on an approved methodology, students will design their research, collect and ethically manage data, and perform detailed analysis. Findings will be interpreted considering existing literature. Students will compile a well-structured research report following academic standards. Finally, they will present their work and defend it through a viva-voce before an evaluation panel.