

Program Scheme for Master of Arts in Journalism (M.A.J.)

**Th -Theory, OP-Practical, Pro-Project, T-Total, Crd –Credit
I Semester**

Course Code	Course Title	Credits	Sem	Th/OP
MJ0101	Introduction to media	5	1	Th
MJ0102	Principles of communication	5	1	Th
MJ0103	Principles and techniques of reporting	4	1	Th
MJ0104	Media law and ethics	5	1	Th
MJ0105	Photojournalism	5	1	Th
SEM 1 TOTAL CREDIT		24		

Introduction to Media

Course Code: MJ0101	Course Title: Introduction to Media (Credit - 5)
Course Objectives:- ➤ To understand the origin and development of printing, including its technological advancements and global impact. ➤ To analyze the historical evolution of the Indian press, examining key milestones, challenges, and its role in shaping society. ➤ To explore the intricacies of media, including its functions, influence, and ethical considerations in modern communication. ➤ To evaluate different media concepts and terminologies, such as mass communication, new media, media literacy, and media convergence. ➤ To critically assess the role of media in contemporary society, including its power, responsibilities, and future trends.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction: Development and Origin of Printing press.	Understand the historical context of printing press development in India. BTL2: Understanding
2	Indian Press: Origin and Development of Indian Press before Independence.	Analyze the evolution and influence of the press during the pre-independence era. BTL4: Analyzing
3	Press and Freedom: Indian Press and Freedom Movement-Role, Importance and Contribution in movement.	Evaluate the contribution of the Indian press in the freedom struggle. BTL5: Evaluating
4	Language Press: Birth of Indian Language Press - Contribution of Raja Ram Mohan Roy.	Understand the rise of regional press and the impact of Raja Ram Mohan Roy. BTL2: Understanding
5	News Agencies: Birth of Indian News Agencies- Introduction, Development and Importance.	Describe the role and evolution of Indian news agencies. BTL1: Remembering

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6	Personalities: Important Personalities of Indian Journalism Role, Contribution and their struggles.	Analyze contributions and challenges faced by Indian journalism pioneers. BTL4: Analyzing
7	Post Independence: Press in India after Independence - Social, Political & Economic Issues Related to Media.	Examine media trends and challenges post-independence. BTL4: Analyzing
8	Issues and Scope: Problems and Prospects of Indian Press.	Evaluate current issues and future prospects of the Indian press. BTL5: Evaluating
9	Radio: Development of Radio and Brief History of Radio in India.	Understand the evolution and societal impact of radio. BTL2: Understanding
10	FM: Emergence of AIR and FM Radio, Emergence of Community Radio in India.	Evaluate the development and impact of FM and community radio. BTL5: Evaluating
11	Television– History of Television, Emergence of Cable and Satellite Television in India, Different Committees for Radio and Television.	Analyze the growth of Indian television and key policy recommendations. BTL4: Analyzing
12	Folk Media: Traditional Media in India, Folk Dances, Folk Theatre, Folk Songs, and Puppetry, Role and Importance of Folk Media, Challenges from Electronic Media.	Evaluate traditional folk media's relevance and survival amidst modern platforms. BTL5: Evaluating
13	Films: Early Efforts – Film as a Mass Medium, History of Indian Films, Silent Era, Talkies, Indian Cinema after Independence, Issues and Problems of Indian Cinema.	Understand the transformation of Indian cinema from silent films to present day. BTL2: Understanding
14	New Media: Introduction to New Media, Types and Development of New Media in India,	Identify new media formats and their emergence in the Indian context. BTL1: Remembering
15	Convergence: Convergence of Internet and Web Journalism, Technological Convergence, Economic, Social or Organic, Cultural, and Global Convergence.	Analyze different types of media convergence and their effects. BTL4: Analyzing

Text book References: -

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- Kamath M V. Professional Journalism, Vikas Publication House.

Other References:-

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shyamali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- George Rodman. Mass Media in a Changing World; Mcgraw Hill Publication, 2007.
- Malti Mehta, Sharma S R(Ed) The development of mass communication, Sarup 2013.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Principles of Communication

Course Code: MJ0102	Course Title: Principles of Communication (Credits- 5)
Course Objectives :- ➤ To understand the fundamentals of human communication and apply this knowledge in personal, professional, and media contexts. ➤ To analyze key communication concepts, including verbal, nonverbal, interpersonal, and mass communication. ➤ To examine the relationship between different types of communication (intrapersonal, interpersonal, group, organizational, and mass communication). ➤ To evaluate various communication models (linear, interactive, and transactional) and theories (e.g., Agenda-Setting, Uses & Gratifications, Cultivation Theory). ➤ To develop critical thinking about communication processes and their impact on individuals, society, and media systems.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Communication: Concept, Definition, Functions, Nature and Elements of Communication.	Define and explain the core concepts, functions, nature, and elements of communication. BTL1: Remembering
2	Communication Process: Process of Communication, Skills Required making Communication Effective.	Understand and describe the communication process and identify key skills for effective communication. BTL2: Understanding
3	Types of Communication: Verbal and Non-Verbal Communication-Meaning, Nature and Scope.	Differentiate between verbal and non-verbal communication and explain their nature and scope. BTL2: Understanding
4	Types of Communication 2: Intra-Personal, Interpersonal, Group and Mass Communication.	Distinguish between various types of communication (Intrapersonal, Interpersonal, Group, Mass). BTL2: Understanding
5	Models of Communication: Shannon and Weaver, Lasswell. Osgood Models of Communication.	Explain major models of communication such as Shannon and Weaver, Lasswell, and Osgood. BTL1: Remembering

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6	Models of Communication 2: Gerbener, Newcomb, Convergent and Gate-Keeping Models of Communication.	Compare and analyze advanced communication models like Gerbner, Newcomb, Convergent, and Gate-Keeping. BTL4: Analyzing
7	Theories of Communication: Communication and Socialization. Development Media Theory. Democratic Media Theory.	Understand and evaluate Communication and Socialization, Development Media Theory, and Democratic Media Theory. BTL5: Evaluating
8	Theories of Communication 2: Cognitive Dissonance Theory. Selectivity Theory, Public Opinion and Propaganda Theory.	interpret and assess Cognitive Dissonance Theory, Selectivity Theory, and Public Opinion/Propaganda Theory. BTL5: Evaluating
9	Theories of Communication 3: Knowledge Gap Theory and Agenda Setting Theory.	Analyze the relevance and impact of Knowledge Gap Theory and Agenda Setting Theory. BTL4: Analyzing
10	Theories of Communication 4: Uses and Gratification Theory, Gate Keeping Approaches to Selection of Content.	Evaluate the uses and gratifications approach and gatekeeping functions in media content selection. BTL5: Evaluating
11	Mass Media: Reach and Access of Mass Media- Television, Radio, Newspaper, New Media and other form of Media	Understand the reach and accessibility of various mass media forms (TV, radio, newspaper, new media). BTL2: Understanding
12	Impact: Impact of Mass Media on Indian Society – Positive and Negative Aspects.	Analyze the positive and negative societal impacts of mass media in India. BTL4: Analyzing
13	Functions of Media: Functions of Mass Media, Media Over Human Interest Issues – Women, Children, Human and Fundamental Rights, Casteism.	Evaluate the role of the media on issues like women, children, human rights, and casteism. BTL5: Evaluating
14	Future Prospects: Communication and Mass Media of Future Trends, Changes and Challenges.	Identify and explain emerging trends, changes, and challenges in communication and mass media. BTL2: Understanding
15	Media and principals analysis: 2 case studies and freedom of speech in media. analyze the future trends with case studies. Practical	Analyze case studies on media freedom and future trends; assess principles of media with legal and ethical dimensions. BTL6: Creating

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Text book References: -

- De Fleur, M ,Theories of Mass Communication, 2nd Edition, New York; David Mc Kay
- McQuail's Mass Communication Theory, 6th Edition, SAGE Publication, New Delhi.

Other References :

- Taylor, Rosegrant, Meyers Communicating, Prentice Hall
- Allan and Barbara Pease, The Definitive Book of Body Language, Munjal Publishing House
- D.M. Silviera, Personal Growth Companion, Classic Publishing.
- Dan LaugheyKey ,Themes in Media Theories, Rawat Publication.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Principles of Techniques and Reporting

Course Code: MJ0103	Course Title: Principles and Techniques of Reporting (4 Credits)
Course Objectives: - • To examine the working patterns and operational dynamics of various print media platforms. • To familiarize students with the fundamental principles and styles of print media writing. • To develop skills in creating, analyzing, and structuring different forms of print media content and news reports. • To enhance reporting techniques, including research, interviewing, fact-checking, and ethical journalism practices. • To provide an understanding of news agencies—their functions, structure, and role in the media ecosystem.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	News: Definition of News, Elements of News, News Values, Sources of News.	Define news and identify its elements, values, and sources. BTL1: Remembering
2	News Types: Types of News—Hard News and Soft News. Definition and Differences.	Differentiate between hard news and soft news with appropriate examples. BTL2: Understanding
3	News Gathering: Identification of Sources, Cultivation of Sources, Preparation of News Gathering and Follow up.	Apply methods of identifying, cultivating, and preparing news from various sources. BTL3: Applying
4	Reporter: Qualities of a Reporter, Fact-checking, Interviews, New writing, attending events, Roles and Responsibilities of a Reporter.	Understand the essential qualities, roles, and responsibilities of a reporter. BTL2: Understanding
5	Reporter 2: Types of Reporters, Difference between Print and Electronic Media's Reporter, Difference between Reporter and Special Correspondent.	Differentiate between types of reporters and their roles in print and electronic media. BTL4: Analyzing
6	News Agencies: Reporting for News Agencies. Difference between News Agencies and other Media.	Understand how news agency reporting functions and how it differs from other media. BTL2: Understanding

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7	News Reporting: Types of News Reporting: Court, Parliament, Local Self-Government and Civic Affairs.	Apply reporting techniques to various beats like court, parliament, and civic affairs. BTL3: Applying
8	Events: Speeches, Meeting, Conferences, Seminars, Press Releases, Conventions, Weather, Political Events and Elections.	Apply skills to cover speeches, events, elections, and press conferences. BTL3: Applying
9	Activities: Social, Cultural and Educational Activities, Follow-Up Stories, Disasters and Calamities.	Report effectively on social, cultural, and disaster-related activities using follow-up stories. BTL3: Applying
10	Specialized Reporting: Development Reporting, Investigative Reporting, Interpretative Reporting, Science Reporting.	Understand and implement techniques for development, investigative, and science reporting. BTL3: Applying
11	Specialized Reporting 2: Business Reporting, Sports Reporting and Cinema Reporting.	Apply specialized skills in reporting for business, sports, and cinema. BTL3: Applying
12	Reviews: Reviews of Books, Films, Exhibitions, Theatre and Concerts.	Evaluate and write reviews for books, films, exhibitions, and performances. BTL5: Evaluating
13	Types of Writing: Editorial, Report, Feature Writing, Writing for Magazines and Freelance Writing.	Apply various types of writing styles such as editorial, features, and freelance writing. BTL3: Applying
14	Interview: Purpose, Preparation, Techniques of Conducting and Writing the Interview, Qualities of the Interviewer and Interviewee.	Demonstrate effective interview techniques and assess the qualities required for successful interviews. BTL5: Evaluating

Text book References: -

- Kamat, M. V.(1980). The Professional Journalism. New Delhi:Vikas Publishing
- PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.

Other References

- Hough, G. (1995). NewsWriting. New Delhi:Kanishka Publishers
- Robey, LCor. (1992). New Handbook ofBasic Writing Skills. Orlando:Harcourt College Publication.
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press's Handbook Richard Keeble, Routledge Publication.
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Media Laws and Ethics

Course Code: MJ0104	Course Title: Media Laws and Ethics (5 Credits)
Course Objectives: - ➤ To examine key concepts, terminologies, and legal frameworks governing media laws in India. ➤ To develop the ability to gather, verify, and analyze news and information in compliance with legal standards. ➤ To understand and apply ethical principles in journalism, including accountability, fairness, and objectivity. ➤ To evaluate the rights, responsibilities, and legal obligations of media professionals in a democratic society. ➤ To critically assess case studies and contemporary issues related to media laws and ethical dilemmas in journalism.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Overview: An Overview of Laws of Press and Electronic Media—Their Effectiveness to Control Media, Privileges of Parliament.	Understand the overview of media laws, their effectiveness, and parliamentary privileges. BTL2: Understanding
2	Media Laws: Press and Registration of Books Act 1867, Law of Defamation.	Recall and explain the Press and Registration of Books Act 1867 and the Law of Defamation. BTL1: Remembering
3	Media Laws: Official Secrets Act 1923, Contempt of Court Act 1971, Copyright Act 1957.	Understand the provisions of the Official Secrets Act 1923, Contempt of Court Act 1971, and Copyright Act 1957. BTL2: Understanding
4	Media Laws: Press Council Act, Cable Television Networks (Regulation) Act 1995.	Explain the Press Council Act and Cable Television Networks. BTL2: Understanding
5	Media Laws: The Working Journalists and Other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act 1955, Prasar Bharati Act.	Understand the Working Journalists Act and Prasar Bharati Act, their implications on media professionals. BTL2: Understanding
6	Freedom of Speech: Freedom of Speech and Expression and its Limitations, Relevant Provisions of Indian Penal Code with Reference to Sedition, Crime against Women and Children.	Analyze the right to freedom of speech and expression and the limitations imposed under the IPC. BTL4: Analyzing

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7	RTI: Right to Information Act, Indecent Representation of Women Act.	Explain the provisions of the RTI Act and Indecent Representation of Women Act. BTL2: Understanding
8	Ethics: Ethics to be followed in the Age of Money and Web Era, Code of Ethics to be followed for Public Radio, Broadcasting Codes.	Evaluate ethical considerations in the digital age and codes of ethics for broadcasting. BTL5: Evaluating
9	Ethics of Journalism: Ethics of Journalism, Ethical Problems including Privacy, Communal Writing etc.	Evaluate ethical challenges in journalism, including issues of privacy and communal writing. BTL5: Evaluating
10	Sensationalism: Sensationalism and Yellow Journalism, Role of Editors Guild, Media and General Perspective.	Analyze the concept of sensationalism, yellow journalism, and the role of editorial bodies. BTL4: Analyzing
11	Human Rights: Media and Human Rights, Issues, Concerns and Challenges.	Evaluate the media's role in addressing human rights issues and associated challenges. BTL5: Evaluating
12	Press Commissions: First Press Commission and Second Press Commission, Need, Purpose and Objectives.	Understand the objectives and recommendations of the First and Second Press Commissions. BTL2: Understanding
13	Professional Organizations: Registrar of Newspapers of India, Broadcasting Council, Audit Bureau of Circulation	Identify the roles of RNI, Broadcasting Council, and Audit Bureau of Circulation. BTL1: Remembering
14	AINEC: All India Newspaper Editors' Conference (AINEC) Code, 1968.	Understand the AINEC Code of 1968 and its relevance to editorial standards. BTL2: Understanding
15	Case Studies: Write the case study and analyze the media ethics dimension in current media trends.	Analyze case studies on media law with legal and ethical dimensions. BTL6: Creating

Text book References: -

- Rayudu, C. S. and Nageshwar Rao, S. B.(2014). Mass Media Laws & Regulations Himalaya Publishing House. Bombay
- Ravindran, R.K(1997).Press in the Indian Constitution.New Delhi:Indian Publishers Distributors.

Other References:-

- Thakurta,P.G.Media Ethics-Making and Breaking News.New Delhi:Oxford University
- Hakemulder,J.R.,Jouge, F.A.C.D. and Singh, P.P. (1998) Principles & Ethics of Journalism. New Delhi: Anmol Publications.
- RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Photo-Journalism

Course Code: MJ0105	Course Title: Photo-Journalism	(Credits 5)
Course Objectives: - ➤ To examine the fundamental concepts, principles, and ethical considerations of photojournalism. ➤ To develop skills in news photography, including composition, lighting, and visual storytelling for effective photo coverage. ➤ To understand and create compelling photo-features that communicate narratives with depth and impact. ➤ To explore various branches of photography, such as documentary, portrait, and event photography, and their applications in journalism. ➤ To equip students with practical knowledge and entrepreneurial skills for potential self-employment in the field of professional photography.		

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction: Introduction to Photography: Introduction to Photography, Brief History of photography, what is photography.	Recall the definition, history, and basic understanding of photography. BTL1: Remembering
2	Importance of Photography: The role & Importance of Photography, Principles of Photographic Composition.	Understand the role, importance, and principles of photographic composition. BTL2: Understanding
3	Types of photography: Portrait, Wildlife, Nature, Photojournalism, Advertising and Night Photography.	Identify and distinguish between various types of photography. BTL2: Understanding
4	Basic Parts of film & digital camera: Lens, Aperture, Shutter, View finder, Memory. Camera formats.	Understand the components and formats of film and digital cameras. BTL2: Understanding
5	Lenses: Photographic lenses—prime & zoom lens, angle of view. Aperture, Depth of focus, Depth of Field and how they work	Apply knowledge of lenses, aperture, and depth of field in practical situations. BTL3: Applying
6	Camera Control: Lens perspective, film speed, flashgun, light meter, Exposure Control— relationship between shutter speed and aperture.	Analyze exposure control and camera settings like shutter speed and ISO. BTL4: Analyzing

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7	Light for Camera: Principles of Light, Various equipment of lighting.	Understand principles of light and equipment used in photography. BTL2: Understanding
8	Sources of Light: Natural & artificial, different types of lights. Nature and physical properties of light direction and angle of light: key light, main light, front, side and back.	Differentiate between natural and different types of light sources and their properties. BTL2: Understanding
9	Lighting Control: Lighting contrast and its control by filling lights: One, two & three point lighting. Key, fill and back light, use of filter and reflectors.	Apply lighting techniques including contrast control, filters, and reflectors. BTL3: Applying
10	Photo Editing: Photograph Editing Techniques -Cropping, Enlarging & reducing.	Apply photo editing techniques such as cropping, enlarging, and reducing. BTL3: Applying
11	Video and Colour Editing: Clubbing/Grouping, Color composition, Filter, length, focus, Shots.	Analyze color composition, lens effects, and framing in photo editing. BTL4: Analyzing
12	Branches of Photography: Advertising photography, Modeling & portfolio, Wildlife Photography.	Understand the application of photography in advertising, modeling, and wildlife. BTL2: Understanding
13	Need and Importance: For Print Media, Electronic Media, New Media.	Evaluate the need and importance of photography in various media. BTL5: Evaluating
14	Photography and Ethics: Ethics of Photojournalist, Ethics of Photographer, Responsible Photography and Various Aspects.	Evaluate ethical practices and responsibilities in photography and photojournalism. BTL5: Evaluating
15	Photojournalism – Case Studies and Awards: Photojournalism case studies that shaped public opinion and historical memory, along with an overview of prestigious national and international photojournalism awards and notable recipients.	Analyze landmark photojournalism case studies and award-winning works to understand their visual storytelling techniques, ethical implications, and impact on society. BTL 4 (Analyzing)

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Text Book References: -

- Sharma, O.P. Practical Photography.(2003).New Delhi: Hind Pocket Book
- Langford, M.(2000).Basic Photography. New Delhi: Focal Press

Other References:-

- Folts, J.A. and Lovell, R. P. Handbook of Photography.
- Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Pictures- By Publisher Carlton Books Ltd. (London)

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Program Scheme for Master of Arts in Journalism (M.A.J.)

Th -Theory; OP-Practical; Pro-Project; T-Total; Crd-Credit

II Semester

Course Code	Course Title	Credits	Sem	Th/OP
MJ0201	Development Communication	5	2	Th
MJ0202	International Communication	5	2	Th
MJ0203	Current Socio, Economic, and Political Affairs	4	2	Th
MJ0204	Television and Indian cinema	4	2	Th
MJ0221	Print editing tools (Quarkxpress, corel draw-online practicals)	5	2	OP
MJ0222	Photo editing and page designing tools-online practicals	5	2	OP
SEM 1 TOTAL CREDIT		28		

Development Communication

Course Code: MJ0201	Course Title: Development Communication	(5 Credits)
Course Objectives: - ➤ To understand the role of communication in development and social change. ➤ To explore key theories and models of development communication. ➤ To evaluate the influence of the media on development issues. ➤ To develop effective communication strategies for social change. ➤ To apply communication tools in real-world development contexts.		

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction to Development Communication: Definition, evolution, and importance of development communication, key concepts and terminologies.	Define key concepts, terminology, and the historical evolution of development communication. BTL1: Remembering
2	Theories and Models of Development Communication: Overview of various theories, including modernization theory, dependency theory, participatory communication model, and alternative communication strategies.	Understand and compare various development communication theories and models. BTL2: Understanding
3	Role of Media in Development: Analyzing the impact of traditional and new media in promoting development, media campaigns, and advocacy.	Analyze the role and effectiveness of traditional and new media in development contexts. BTL4: Analyzing
4	Communication for Social Change: Strategies for using communication as a tool for social change, community media, and participatory approaches.	Apply participatory and strategic communication approaches for social change. BTL3: Applying
5	Health Communication: Communication strategies for promoting health awareness, behavior change communication, and public health campaigns.	Design health communication strategies and evaluate their impact on behavior change. BTL5: Evaluating

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6	Agricultural Communication: Role of communication in agricultural development, extension services, and the use of ICT in rural areas.	Apply communication strategies in agricultural contexts, including ICT-based rural outreach. BTL3: Applying
7	Environmental Communication: Communicating environmental issues, climate change, and sustainable development through media.	Evaluate communication strategies for environmental advocacy and sustainability. BTL5: Evaluating
8	Communication Policy and Planning: Overview of communication policies, planning for development communication projects, and the role of government and NGOs.	Understand the formulation and implementation of communication policy and development plans. BTL2: Understanding
9	ICTs for Development: Role of Information and Communication Technologies in development, digital divide, e-governance, and mobile communication for development.	Analyze the role of ICTs in development and assess the impact of digital tools and initiatives. BTL4: Analyzing
10	Gender and Development Communication: Gender-sensitive communication strategies, role of media in promoting gender equality, and addressing gender issues.	Apply gender-sensitive communication strategies in promoting equality and inclusion. BTL3: Applying
11	Communication Research in Development: Methods and approaches in development communication research, case studies, and impact assessment.	Design and conduct development communication research using appropriate methods. BTL6: Creating
12	Case Studies in Development Communication: In-depth analysis of successful development communication projects, lessons learned, and best practices.	Evaluate real-world case studies to best practices in development communication. BTL5: Evaluating
13	Analysis and Coverage: Kheda Communication Project, Beti Bachao Beti Padhao Campaign	Analyze Indian case studies for best practices in Communication. BTL4: Analyzing

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14	Analysis and Coverage of Cases Part-II: Digital India Campaign, Polio Eradication Campaign in India and Pulse Polio Campaign	Design health communication strategies and evaluate their impact on behavior change. BTL5: Evaluating
15	Analysis and Coverage of Cases Part-III: Radio Namaskar – Community Radio for Development, Swachh Bharat Abhiyan (Clean India Mission)	Analyze case study of Radio and clean Movement in Medium of Communication. BTL4: Analyzing

Textbook References:

1. Servaes, J. (2008). Communication for Development and Social Change. SAGE Publications.
2. Melkote, S.R. & Steeves, H.L. (2001). Communication for Development in the Third World: Theory and Practice for Empowerment. SAGE Publications.

Other References:

1. Rogers, E.M. (2003). Diffusion of Innovations. Free Press.
2. Fraser, C. & Restrepo-Estrada, S. (1998). Communication for Development: Human Change for Survival. I.B. Tauris.
3. McAnany, E.G. (2012). Saving the World: A Brief History of Communication for Development and Social Change. University of Illinois Press.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

International Communication

Course Code: MJ0202	Course Title: International Communication (5 Credits)
Course Objectives: - ➤ To provide an understanding of the global communication environment and its societal impact. ➤ To analyze the role of international communication in political, economic, and cultural processes. ➤ To explore challenges and opportunities in global media systems and communication policies. ➤ To examine the influence of international media on public opinion, foreign policy, and global relations. ➤ To assess the power dynamics and ethical concerns in transnational information flow.	

Course Contents:

Unit No.	Unit Description	Learning Outcome
1	Introduction to International Communication: Overview of international communication, historical development, and its role in global affairs.	Define the scope, history, and significance of international communication in global affairs. BTL1: Remembering
2	Theories of International Communication: Study of key theories including cultural imperialism, media dependency, and globalization in the context of international communication.	Understand and interpret theories such as cultural imperialism, media dependency, and globalization. BTL2: Understanding
3	Global Media Systems: Examination of different media systems around the world, their structure, ownership, and regulatory frameworks.	Analyze and compare global media systems, structures, ownership, and regulations. BTL4: Analyzing
4	International News Flow: Analysis of the flow of news between developed and developing countries, issues of imbalance, and media representation.	Evaluate the flow and imbalance of international news and its effects on global narratives. BTL5: Evaluating
5	The Role of International Organizations in Communication: Exploration of the roles of UNESCO, ITU, and other international bodies in global communication.	Understand the roles of international organizations like UNESCO and ITU in global media governance. BTL2: Understanding

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6	Media and International Relations: Study of the impact of media on international relations, public diplomacy, and propaganda.	Analyze the influence of the media on international relations, diplomacy, and propaganda. BTL4: Analyzing
7	Global Media Policies and Regulation: Overview of global media policies, censorship, and regulation in different regions.	Evaluate global media policies and regulatory practices across regions. BTL5: Evaluating
8	International Advertising: Examination of global advertising strategies, and their impact on cultural and social values.	Understand and assess the social and cultural impact of international advertising strategies. BTL2: Understanding
9	Public relation in communication : Press releases & conferences, Personal Branding for PR campaigns, Government and Corporate Communication.	Apply public relations strategies, including personal branding and official communications. BTL3: Applying
10	New Media : Impact of digital technologies on international communication, including social media, cyber diplomacy, and digital divide.	Analyze the effects of new media technologies on global communication, including cyber diplomacy and the digital divide. BTL4: Analyzing
11	Global Communication: Communication, Culture, Power, Current World Trends in Media Communication, Ethnographic Perceptions	Understand the intersection of culture, power, and communication in a globalized world. BTL2: Understanding
12	Conflict Journalism: Study of the role of media in conflict resolution, and the ethics of reporting.	Evaluate ethical challenges and responsibilities in conflict journalism. BTL5: Evaluating
13	Peace Journalism: Study of the role of media in peace-building, and the ethics of war reporting.	Apply peace journalism approaches to support conflict resolution and peace-building. BTL3: Applying
14	Global Public Opinion and Media Influence: Analysis of how international media shapes public opinion and influences policy decisions.	Analyze the role of international media in shaping global public opinion and policy. BTL4: Analyzing

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15	Case Studies in International Communication: In-depth examination of significant cases in international communication, such as media coverage of wars, international crises, and global events.	Evaluate real-world international communication cases to extract insights and lessons. BTL5: Evaluating
Textbook References:- 1. McPhail, T. L. (2006). Global Communication: Theories, Stakeholders, and Trends. Blackwell Publishing. 2. Thussu, D. K. (2018). International Communication: Continuity and Change. Bloomsbury Academic. Other References:- 1. Boyd-Barrett, O., & Rantanen, T. (2004). The Globalization of News. Sage Publications. 2. Kamalipour, Y. R. (2007). Global Communication. Wadsworth Publishing. 3. Taylor, P. M. (1997). Global Communications, International Affairs, and the Media Since 1945. Routledge. 4. Hachten, W. A., & Scotton, J. F. (2012). The World News Prism: Digital, Social, and Interactive. Wiley-Blackwell.		

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Current Social, Economic and Political Affairs

Course Code: MJ0203	Course Title: Current Social, Economic and Political Affairs (4 Credits)
Course Objectives: - ● To develop a critical understanding of contemporary social, economic, and political issues. ● To analyze the impact of current affairs on journalism and media. ● To explore the role of journalism in shaping public opinion on social, economic, and political matters. ● To gain insights into policy decisions, governance, and their implications on society. ● To foster the ability to report and interpret social, economic, and political events accurately.	

Course Contents:

Unit No.	Unit Description	Learning Outcome
1	Understanding Current Social Issues: Social movements, Gender equality, Human rights, Poverty and inequality, Globalization and its impact on society.	Understand key social issues including gender equality, human rights, poverty, and globalization. BTL2: Understanding
2	Demographic Changes and Population Trends: Population growth, Migration, Urbanization, Aging population, Youth and social change	Apply knowledge to analyze demographic trends like population growth, migration, and urbanization. BTL3: Applying
3	Education Policies: Government policies on education. Literacy and skill development.	Understand government policies related to education and skill development. BTL2: Understanding
4	Health Policies : Access to healthcare, Global health issues. Health Reform, Health Insurance Programs: Medicaid, CHIP, Medicare Health Care Quality and Public Health Preparedness Policy	Analyze health policies, reforms, and public health preparedness measures. BTL4: Analyzing
5	Environmental Concerns and Sustainability: Climate change, Sustainable development, Environmental policies, Global environmental movements.	Analyze environmental challenges and evaluate sustainability policies and global responses. BTL4: Analyzing
6	Economic Policies and Reforms: Macroeconomic policies, Fiscal and monetary policies, Global economic trends, Impact of technology on economy.	Apply understanding of macroeconomic, fiscal, and monetary policies to assess economic reforms. BTL3: Applying

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7	Global Trade and Commerce: International trade, Globalization, Trade organizations (WTO, IMF), Bilateral and multilateral agreements, Economic diplomacy	Analyze the dynamics of international trade, economic diplomacy, and global trade organizations. BTL4: Analyzing
8	Political Structures and Governance: Types of governments, Role of media in political communication, Public opinion, Policy-making process.	Understand different forms of government and the role of media in political processes. BTL2: Understanding
9	Human Rights and Global Justice: Social justice movements, International human rights law, Role of NGOs and international organizations in human rights advocacy.	Evaluate human rights frameworks and the roles of NGOs in social justice advocacy. BTL5: Evaluating
10	Media and Democracy: Freedom of the press, Role of media in promoting democracy, Media bias, Challenges to media freedom.	Analyze the contribution and limitations of media in a democratic society. BTL4: Analyzing
11	Current Political Events and Their Impact: Analysis of major political events, Elections and campaigns, International political relations, Conflicts and resolutions.	Evaluate the effects of current political events on governance, policy, and international relations. BTL5: Evaluating
12	Case Studies in Current Social, Economic, and Political Affairs: Study of major contemporary events and trends shaping society, economy, and politics at national and global levels.	Evaluate case studies to understand national and global trends shaping social, economic, and political systems. BTL5: Evaluating

Textbook References:

1. Amartya Sen, "Development as Freedom," Oxford University Press.
2. Thomas Piketty, "Capital in the Twenty-First Century," Harvard University Press.
3. Arvind Panagariya, "India: The Emerging Giant," Oxford University Press.
4. Larry Diamond and Marc Plattner, "The Global Divergence of Democracies," Johns Hopkins University Press.

Other References:

1. Latest reports and articles from international organizations like the UN, IMF, WTO, and WHO.
2. Online resources and journals covering contemporary social, economic, and political issues.
3. Media and political analysis websites and case studies relevant to current affairs.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating.

Television and Indian Cinema

Course Code: MJ0204	Course Title: Television and Indian Cinema	(4 Credits)
Course Objectives: - ➤ To understand the Historical and Cultural Evolution of television and Indian cinema within India's socio-political landscape. ➤ To analyze the Impact of Media on society, culture, and politics, focusing on their role in social change and public discourse. ➤ To gain Insights into Industry Dynamics, including the production, distribution, and regulatory aspects of television and film in India. ➤ To critically Evaluate Content and Representation in Indian media, exploring themes, narratives, and the portrayal of diverse social groups. ➤ To enhance Media Literacy and Critical Thinking by engaging with media theories, cinematic techniques, and the global influence of Indian television and cinema.		

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction to Television and Indian Cinema: Overview of the evolution of television and Indian cinema, historical development, and their roles in Indian society.	Understand the historical evolution and social impact of Indian television and cinema. BTL2: Understanding
2	Theories of Mass Communication: Study of key mass communication theories, including the hypodermic needle model, uses and gratifications, and cultivation theory in the context of Indian media.	Apply mass communication theories to analyze media content and audience behavior in India. BTL3: Applying
3	Television as a Cultural Forum: Exploration of television as a medium that reflects and shapes societal norms, values, and conflicts in India, including discussions on soap operas, reality shows, and news.	Analyze television as a cultural forum reflecting Indian societal norms and values. BTL4: Analyzing
4	Indian Cinema: Genre and Narrative: Analysis of major genres in Indian cinema (e.g., Bollywood, regional cinema) and their narrative structures, including the influence of mythology, folklore, and contemporary issues.	Identify and evaluate genre conventions and narrative patterns in Indian cinema. BTL5: Evaluating
5	Representation in Indian Television: Analyzes the depiction of demographics and regional identities across Indian television genres - such as soap operas, reality shows, and news media.	Analyze representation of demographics and regional identities in Indian television. BTL4: Analyzing

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6	Representation in Cinema: Explores how Indian cinema portrays gender, class, caste, religion, and region, analyzing cultural narratives, stereotypes, and social change through film.	Evaluate the portrayal of gender, class, caste, religion, and region in Indian cinema. BTL5: Evaluating
7	Impact of Globalization on Indian Media: Discussion on the effects of globalization on Indian television and cinema, including changes in content, production, distribution, and audience reception.	Analyze the influence of globalization on Indian media production, content, and consumption. BTL4: Analyzing
8	Regulatory Framework : Regulatory Framework Overview of laws, policies, and regulatory bodies governing media and communication in India, including broadcasting, print, digital media, advertising standards, and content regulation.	Understand the regulatory framework governing Indian media including television, film, and digital platforms. BTL2: Understanding
9	Media Policies: Study of key media policies in India, including broadcasting, press, digital communication, and film, with emphasis on policy objectives, implementation, and impact on media freedom and regulation.	Analyze major media policies in India and their impact on freedom, ethics, and content regulation. BTL4: Analyzing
10	Digital Revolution and its Impact: Exploration of how digital technologies have transformed television and cinema in India, focusing on streaming platforms, digital filmmaking, and changes in audience behavior.	Evaluate the impact of the digital revolution on Indian television and cinema, including streaming platforms. BTL5: Evaluating
11	Audience Studies: Study of audience reception theories, audience segmentation, and the role of audience in shaping television and cinema content in India.	Apply audience reception theories to understand content creation and viewer engagement. BTL3: Applying
12	Case Studies and Contemporary Issues: In-depth analysis of contemporary issues and case studies in Indian television and cinema, such as censorship debates, representation controversies, and the role of OTT platforms.	Evaluate contemporary issues and case studies related to Indian media, including censorship and OTT platforms. BTL5: Evaluating

Textbook References:

1. Television in India: Satellites, Politics and Cultural Change by Nalin Mehta
2. The Cinematic Imagination: Indian Popular Films as Social History by Jyotika Virdi
3. Indian Popular Cinema: A Narrative of Cultural Change by K. Moti Gokulsing and Wimal Dissanayake
4. Bollywood Nation: India through its Cinema by Vamsee Juluri
5. The Digital Media Handbook by Andrew Dewdney and Peter Ride

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating).

Print Editing Tools

Course Code: MJ0221	Course Title: Print Editing tools -Quarkxpress, Corel draw (5 Credits)
Course Objectives: - ➤ To create vector graphics and original illustrations using industry-standard tools. ➤ To apply color theory and typography principles to enhance visual communication. ➤ To design professional layouts for both print and digital media. ➤ To understand and implement core design principles such as balance, contrast, and rhythm. ➤ To prepare and export design files suitable for various publishing formats. ➤ To develop efficient workflows and troubleshoot common production issues. ➤ To create complex, multi-page documents with effective integration of text and images.	

Course Contents

Unit No.	Unit description	Learning Outcome
1	Introduction to Corel DRAW and QuarkXPress ● Overview of the software ● User interface and workspace ● Basic tools and techniques	Explain the interface and basic functions of CorelDRAW and QuarkXPress. BTL2: Understanding
2	Vector Graphics in Corel DRAW ● Creating and editing shapes ● Using the Pen Tool and Bezier curves ● Applying fills and strokes ● Working with layers and objects	Apply vector tools to create and edit graphic elements using shapes and curves. BTL3: Applying
3	Text and Typography in Corel DRAW and QuarkXPress ● Creating and formatting text ● Using typography effectively ● Applying kerning and tracking ● Working with different fonts and styles	Use typographic features to format and stylize text in design layouts. BTL3: Applying
4	Color and Image Editing in Corel DRAW ● Understanding color theory ● Applying color palettes and swatches ● Importing and editing images ● Creating color separations for printing	Analyze and apply color theory principles and image adjustments for design accuracy. BTL4: Analyzing

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5	Advanced Layout Design in QuarkXPress • Creating multi-page documents • Working with master pages • Using grids and guides • Applying styles and templates	Construct complex multi-page layouts using master pages, grids, and templates. BTL6: Creating
6	Print Production with Corel DRAW and QuarkXPress • Preparing files for printing • Understanding color modes and profiles • Creating bleeds and margins • Exporting files for different print format	Prepare print-ready files with accurate settings for professional output. BTL3: Applying
7	Practical Projects • Designing a brochure • Creating a magazine layout • Designing a poster • Developing a book cover	Design and produce creative print materials such as brochures and posters. BTL6: Creating
8	Collaborative Design • Working in teams • Sharing and reviewing design files • Using cloud-based collaboration tools	Evaluate collaborative design processes using file-sharing and teamwork tools. BTL5: Evaluating
9	Design Trends and Best Practices • Staying up-to-date with design trends • Understanding design principles and guidelines • Creating accessible designs	Analyze current design trends and integrate best practices into projects. BTL4: Analyzing
10	Portfolio Development • Curating a strong design portfolio • Presenting your work effectively • Networking and building professional relationships	Create and present a professional portfolio showcasing design competencies. BTL6: Creating
Textbook References: - 1. Jain, S. (2018). CorelDRAW Training Guide. BPB Publications. 2. CorelDRAW 2018 in Simple Steps. (2018). Dream tech Press. 3. CorelDRAW Graphics Suite X8 Basics. (2018). BPB Publications. 4. QuarkXPress CC Classroom in a Book. (2018). Adobe Press. 5. QuarkXPress CC: The Missing Manual. (2018). O'Reilly Media. 6. QuarkXPress CC: A Visual QuickStart Guide. (2017). Peachpit Press.		

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Photo Editing and Page Designing Tools

Course Code: MJ0222	Course Title: Photo editing and Page Designing Tools (5 Credits)
Course Objectives: - ➤ To master Adobe Photoshop tools for image editing, retouching, and visual effects. ➤ To prepare high-quality images for both print and digital platforms. ➤ To design professional, multi-page layouts using Adobe InDesign. ➤ To apply advanced typography, color management, and layout techniques. ➤ To understand and use core design principles such as balance, contrast, and rhythm. ➤ To develop efficient workflows, apply shortcuts, and troubleshoot design issues. ➤ To collaborate on design projects, incorporating feedback and working in teams.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction to Adobe Photoshop and InDesign ● Overview of Adobe Creative Cloud ● User interface and workspace ● Basic tools and techniques	Describe the interface, tools, and basic functions of Adobe Creative Cloud applications. BTL2: Understanding
2	Image Editing Basics in Photoshop ● Opening and saving images ● Cropping, resizing, and rotating images ● Adjusting color and tone ● Removing blemishes and imperfections	Apply basic image editing techniques such as cropping, resizing, and tone adjustment. BTL3: Applying
3	Advanced Image Editing in Photoshop ● Layers and masks ● Blending modes and layer effects ● Creating custom brushes and patterns ● Digital painting and illustration techniques	Create complex visual compositions using layers, masks, and custom tools. BTL6: Creating
4	Introduction to Adobe InDesign ● Creating and setting up documents ● Working with pages and master pages ● Understanding the InDesign workspace ● Basic text and image placement	Set up and organize basic document layouts using pages and master pages. BTL3: Applying
5	Advanced Layout Design in InDesign ● Creating multi-page layouts ● Working with grids and guides ● Using typography effectively ● Applying color theory to design	<i>Analyze layout design using grids, typography, and color theory.</i> BTL4: Analyzing

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6	Digital Publishing with InDesign ● Exporting PDF files for print and digital ● Creating interactive PDFs ● Preparing files for web and mobile	<i>Prepare and export digital files for multiple platforms.</i> BTL3: Applying
7	Practical Projects ● Designing a brochure ● Creating a magazine layout ● Designing a book cover ● Developing a website mock-up	<i>Create complete design projects such as brochures, posters, and mockups.</i> BTL6: Creating
8	Collaborative Design ● Working in teams ● Sharing and reviewing design files ● Using cloud-based collaboration tools	<i>Evaluate and manage collaborative workflows using cloud tools.</i> BTL5: Evaluating
9	Design Trends and Best Practices ● Staying up-to-date with design trends ● Understanding design principles and guidelines ● Creating accessible designs	Analyze and integrate current design trends and principles into projects. BTL4: Analyzing
10	Portfolio Development ● Curating a strong design portfolio ● Presenting your work effectively ● Networking and building professional relationships	<i>Develop and present a professional design portfolio for academic or career use.</i> BTL6: Creating

Text book References: -

1. Adobe Creative Team. (2023). Adobe Photoshop Classroom in a Book (2023 Release). Adobe Press.
 2. Scott Kelby. (2023). The Adobe Photoshop CC Book for Digital Photographers. Focal Press.
 3. Dan Margulis. (2016). Photoshop LAB Color. Peachpit Press.
 4. Adobe Creative Team. (2023). Adobe InDesign Classroom in a Book (2023 Release). Adobe Press.
 5. David Blatner. (2017). Real World InDesign CC: The Official Training Guide. Focal Press.
 6. Jennifer Apple. (2019). InDesign CC All-in-One For Dummies. Wiley
- <https://www.youtube.com/@PiXimperfect>
 - <https://www.youtube.com/@GFXMentor>

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Program Scheme for Master of Arts in Journalism (M.A.J.)

**Th -Theory; OP-Practical; Pro-Project; T-Total; Crd-Credit
III Semester**

Course Name	Course Code	Crd	Sem	Ca
Communication Research	MJ0301	5	3	Th
Editing, Layout and Production Techniques	MJ0302	4	3	Th
Video Editing (Adobe Premiere)	MJ0303	3	3	Th

Elective Subject

Group	Course Code	Course Name	Crd	Sem	Ca
GROUP A	MJ0340	Advertising: Concepts and Management	5	3	Th
	MJ0341	Public Relations & Events	5	3	Th
GROUP B	MJ0342	Multimedia Technologies: Culture and Society	5	3	Th
	MJ0343	New Media And Digital Technology	5	3	Th

Total Credit : 22

Communication Research

Course Code: MJ0301	Course Title: Communication Research (Credit - 5)
Course Objectives:- ➤ To explain fundamental concepts of communication research and its role in media studies. ➤ To differentiate between various research methodologies and their applications in media contexts. ➤ To apply both quantitative and qualitative methods in conducting media research. ➤ To analyze and interpret research data using appropriate statistical and analytical tools. ➤ To evaluate ethical considerations and uphold best practices in media research. ➤ To develop and present a research proposal demonstrating critical inquiry and analytical thinking.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction to Communication Research - Definition, nature, and scope of communication research, Importance of research in media studies.	Understand the nature, scope, and significance of communication research in media studies. BTL2: Understanding
2	Types of research: Applied vs. Basic Research, Media and communication as fields of study.	Differentiate between types of research—applied, basic, quantitative, and qualitative—and explain their relevance to media studies. BTL4: Analyzing
3	Research Process and Problem Identification - Steps in research, Defining research problems, Hypothesis formation, Research objectives, Literature review.	Identify and formulate research problems, hypotheses, and objectives using literature review. BTL3: Applying
4	Research Design - Exploratory, Descriptive, and Experimental research designs, Variables and measurement, Sampling methods.	Design appropriate research frameworks using exploratory, descriptive, or experimental designs. BTL6: Creating

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5	Quantitative Research Methods - Survey research, Experimental research, Content analysis, Statistical tools in quantitative research.	Conduct surveys, experiments, and content analysis using appropriate statistical tools. BTL4: Analyzing
6	Qualitative Research Methods - Case study, Ethnography, Focus group discussion, In-depth interviews, Discourse and textual analysis.	Apply qualitative methods such as case studies, ethnography, and in-depth interviews for data collection. BTL3: Applying
7	Data Collection Methods - Primary and secondary data sources, Questionnaire design, Interview techniques, Observation methods.	Design and administer effective tools for data collection including questionnaires, interviews, and observation. BTL3: Applying
8	Measurement and Scaling Techniques - Levels of measurement, Scaling techniques, Reliability and validity in research.	Implement measurement and scaling techniques ensuring reliability and validity. BTL4: Analyzing
9	Data Processing and Analysis - Coding, Tabulation, Statistical tools and techniques, SPSS and other software applications.	Analyze data using coding, tabulation, and statistical software like SPSS. BTL5: Evaluating
10	Interpretation and Report Writing - Structuring research reports, Referencing and citations, Plagiarism and ethical considerations.	Interpret findings and write structured research reports with proper referencing and ethical compliance. BTL6: Creating
11	Media Audience Research - Theories and models of audience analysis, TRP ratings, Readership and viewership studies, Surveys, focus groups, interviews, ethnography, and digital analytics.	Conduct media audience research using models, TRP/viewership studies, and digital analytics. BTL4: Analyzing
12	Public Opinion and Political Research - Surveys and polls, Political communication research techniques.	Apply research methods to assess public opinion and conduct political communication studies. BTL3: Applying
13	Digital Media Research - Social media analytics, Online audience measurement, Digital Marketing Research & Analytics.	Use digital media research tools for analyzing social media and digital marketing metrics. BTL3: Applying
14	Analytics and Research – Ad Analytics, Web Analytics, Social Media Analytics, Performance	Understand key advertising and performance analytics metrics such as CPM, CTR, ROI, etc.

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	Analytics - familiarity with concepts like CPM, CTR, CPC, ROI, etc.	BTL2: Understanding
15	Ethical Issues in Media Research - Ethical principles, Copyright and intellectual property, Privacy concerns in digital research.	Demonstrate ethical awareness in handling data, privacy issues, and intellectual property in media research. BTL5: Evaluating
16	Research Proposal and Presentation - Structuring a research proposal, Presenting research findings, Peer review and critique.	Develop and present research proposals and findings effectively in academic and professional settings. BTL6: Creating

Textbook References:

1. Wimmer, R. D., & Dominick, J. R. (2013). *Mass Media Research: An Introduction*. Cengage Learning.
2. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass Communication Research Methods*. Macmillan Press.
3. Silverman, D. (2015). *Interpreting Qualitative Data*. Sage Publications.
4. Jensen, K. B. (2013). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. Routledge.
5. Jugenheimer, & Donald, W., (2010). *Advertising and Public Relations Research*, Phi Learning.
6. Kothari, C. R. (2014). *Research Methodology: Methods and Techniques*, KB Center Maanen, J.V., (1985). *Qualitative Methodology*, SAGE.
7. Mollett, A., (2017). *Communicating Your Research With Social Media*, SAGE

Other References:- www.afaqs.com, www.exchange4media.com, www.pitchonnet.com, www.newmediastudies.com, www.medianewslines.com, www.indiantelevision.com, www.televisionpoint.com, www.ourmedia.org, www.campaignindia.in, www.adsoftheworld.co

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating).

Editing, Layout and Production Techniques

Course Code: MJ0302	Course Title: Editing, Layout and Production Techniques (4 Credits)
Course Objectives: - ➤ To understand the foundational principles of media and storytelling across platforms. ➤ To develop technical skills using professional tools for print, radio, and video production. ➤ To apply creative and critical thinking in the planning and execution of media projects. ➤ To analyze and evaluate media content to improve production quality and audience engagement. ➤ To collaborate effectively in team-based media environments, understanding roles and workflows. ➤ To apply ethical standards in media creation, including copyright and responsible journalism. ➤ To design and print materials using layout software and visual design principles. ➤ To create engaging audio content for radio, using storytelling, voice work, and audio editing tools. ➤ To manage all phases of video production, including scripting, filming, directing, and editing. ➤ To implement post-production techniques such as sound mixing, color correction, and visual effects.	

Course Contents

Unit No.	Unit description	Learning Outcome
1	Print Media ● History of print media. ● Design elements (typography, layout, imagery). ● Visual hierarchy. ● Principles of composition. ● Understanding target audiences.	Analyze design elements and audience needs in print media. BTL4: Analyzing
2	Layout Design Software ● Introduction to industry-standard layout software. ● Creating documents. ● Working with text and images. ● Page layout, style sheets. ● Pre-flighting, and preparing files for print production.	Apply layout design tools to create print-ready documents. BTL3: Applying
3	Editing for Print: ● Copyediting and Proofreading. ● Headline writing, image selection and manipulation, understanding the editorial process. ● Working with writers and photographers.	Edit and proofread content effectively for publication. BTL3: Applying

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4	Print Production Techniques • Understanding printing processes (offset, digital) • Paper types. • Color management. • Preparing files for print. • Understanding bindery and finishing techniques.	Understand print production processes and output methods. BTL2: Understanding
5	Radio Production: • History of radio. • Radio formats. • Storytelling for radio. • Understanding the listener experience. • Scriptwriting for radio.	Create radio scripts using storytelling principles. BTL6: Creating
6	Audio Editing Software • Introduction to audio editing software. • Recording and editing audio. • Sound effects and music. • Mixing and mastering. • Creating audio packages.	Edit and mix audio using digital tools. BTL3: Applying
7	Radio Production Techniques: • Voiceover recording. • Creating soundscapes. • Producing radio dramas. • News reporting and production. • Understanding radio station operations.	Produce radio formats and understand technical workflows. BTL6: Creating
8	Radio Advertising and Promotion: • Writing and producing radio commercials. • Understanding radio advertising strategies, • Promoting radio programs.	Evaluate strategies for effective radio advertising. BTL5: Evaluating
9	Introduction to Film and Television Production: • History of film and television. • Understanding the filmmaking process. • Pre-production. • Production. • Post-production. • Storyboarding and scriptwriting.	Understand the production stages of film and TV. BTL2: Understanding
10	Video Editing Software • Introduction to video editing software. • Importing and organizing media. • Assembling and editing clips. • Adding effects and transitions. • Working with audio and graphics.	Apply video editing techniques for professional output. BTL3: Applying

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11	Film and Television Production Techniques: ● Camera operation. ● Lighting. ● Sound recording. ● Directing. ● Working with actors. ● Understanding film and television genres.	Analyze visual and audio elements in production. BTL4: Analyzing
12	Post-Production Workflow: ● Color correction and grading. ● Visual effects. ● Sound design and mixing. ● Creating titles and graphics. ● Exporting and delivering finished projects.	Create and finalize media content through post-production processes. BTL6: Creating
Text Book References:- ● Bordwell, D., & Thompson, K. (2017). <i>*Film art: An introduction*</i> (11th ed.). McGraw-Hill Education. ● Craft, S., & Maclean, D. (2017). <i>*Broadcast journalism: Principles and practice*</i> (5th ed.). Routledge. ● Frascara, J. (2016). <i>*Communication design: Principles, processes and practice*</i> (2nd ed.). Bloomsbury Visual Arts. ● Hillman, J. E. (2018). <i>*Making a good script great*</i> (4th ed.). Focal Press. ● Rabiger, M. (2017). <i>*Directing: Film techniques and aesthetics*</i> (6th ed.). Focal Press.		

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Video Editing (Adobe Premier)

Course Code: MJ0303	Course Title: Video Editing (Adobe Premier) (3 Credits)
Course Objectives: - ➤ To demonstrate proficiency in using Adobe Premiere Pro, including interface navigation, media management, and core editing tools. ➤ To master fundamental video editing techniques, such as assembling, trimming, creating transitions, and applying visual effects. ➤ To edit and mix audio within Premiere Pro, including adding music, sound effects, and balancing sound levels. ➤ To design and animate graphics and titles using the Essential Graphics panel and related tools. ➤ To export video projects in appropriate formats for web, social media, and broadcast platforms, understanding key settings and delivery requirements. ➤ To apply principles of visual storytelling to craft compelling, narrative-driven video edits. ➤ To control pacing and rhythm in edits to enhance audience engagement and emotional impact. ➤ To solve creative and technical challenges through innovative editing strategies and decision-making. ➤ To critically evaluate video edits, identifying areas for improvement in both personal and peer work. ➤ To develop professional workflows, including project management, collaboration, and adherence to industry standards.	

Course Contents

Unit No.	Unit description	Learning Outcome
1	Introduction to Video Editing and Premiere Pro ● What is video editing ● History and evolution of video editing ● Basic video terminology: resolution, frame rate, aspect ratio, codecs, etc.	Identify the core concepts, terminology, and evolution of video editing. BTL 1: Remembering
2	Premiere Pro Interface and Project Setup ● Understanding the Premiere Pro interface: Project panel, timeline, monitors, tools panel ● Setting up a project: creating new projects, importing media, organizing files ● Basic navigation and playback controls ● Introduction to the editing workflow	Demonstrate an understanding of Premiere Pro's workspace and organize media for editing. BTL 2: Understanding

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3	Editing Techniques – Part I - Assembling clips on the timeline: insert, overwrite, ripple, roll edits - Using tools: razor tool, selection tool, etc. - Understanding continuity editing	Apply basic editing techniques using the timeline and tools like razor, ripple, and roll edit. BTL 3: Applying
4	Editing Techniques – Part II - Trimming and refining edits - Using in/out points and markers - Keyboard shortcuts for efficient editing	Analyze editing decisions by refining cuts and using markers to improve continuity. BTL 4: Analyzing
5	Working with Audio - Importing and managing audio - Adjusting levels, panning, mixing - Audio transitions and fades - Understanding audio waveforms and meters	Apply audio editing techniques to balance and enhance sound quality in video projects. BTL 3: Applying
6	Applying Video Effects and Transitions - Applying and animating video effects - Keyframing basics - Using transitions effectively - Subtle and creative effects usage	Analyze the impact of visual effects and transitions in enhancing storytelling. BTL 4: Analyzing
7	Titles, Graphics, and Motion Design - Creating and styling titles with Essential Graphics - Animating text and creating lower thirds - Importing graphics - Principles of video typography and layout	Create dynamic titles and motion graphics that align with video content. BTL 6: Creating
8	Color Grading and Advanced Editing Concepts - Introduction to color correction and color grading - Using Lumetri Color panel - Introduction to multicam editing.	Evaluate color grading choices to achieve visual consistency and mood. BTL 5: Evaluating
9	Exporting and Project Management - Export settings for different platforms (web, broadcast, etc.) - Understanding formats and codecs - Organizing, archiving, and backing up projects - Workflow best practices	Understand and apply best practices in exporting videos and managing media files. BTL 2 ; Understanding

TextBook References: -

- **Adobe Premiere Pro CC Classroom in a Book**

Online Learning Resources:-

- Premiere Gal: Kelsey's channel is fantastic for getting started. She has a really clear and friendly teaching style, and covers everything from basic editing to more advanced stuff like color grading. Her tutorials are easy to follow, and she has a lot of content specifically for beginners.
- Adobe in a Minute: If you like quick, to-the-point tutorials, this is your channel. They break down Premiere Pro features into bite-sized videos, perfect for learning specific tasks or getting a quick overview.
- Justin Odisho: Justin's channel is super popular for a reason. He has a huge library of tutorials, covering a wide range of topics, from basic techniques to complex visual effects. He also offers free assets like LUTs and presets, which can be really helpful.
- Cinecom.net: This channel goes beyond just Premiere Pro, covering all aspects of video production. But their Premiere Pro tutorials are excellent, with in-depth explanations and a focus on creative techniques. They often break down popular effects or editing styles, which is great for learning how to achieve specific looks.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating).

Advertising: Concepts and Management

Course Code: MJ0340	Course Title: Advertising: Concepts and Management (Credit - 5)
Course Objectives:- ➤ To understand the core concepts and theories of advertising and its role in modern marketing strategies. ➤ To analyze how advertising influences consumer behavior, brand perception, and market trends. ➤ To evaluate the ethical, social, and cultural implications of advertising practices. ➤ To gain practical knowledge in managing advertising campaigns, from planning to execution and evaluation. ➤ To explore the integration of digital and social media with traditional advertising platforms. ➤ To assess the effectiveness of advertising strategies in achieving business objectives and building brand equity.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Introduction to Advertising: Concept, Nature, Definitions, History/ Evolution Role, Objectives, Functions, and Significance.	Describe the evolution, nature, and functions of advertising and its significance in communication. BTL1: Remembering
2	Advertising and Marketing: Role of Advertising in Marketing Mix, Advertising vs Personal Selling & Sales Promotion, Advertising vs Public Relations & Advertising vs Marketing	Differentiate advertising from related marketing concepts like personal selling, PR, and sales promotion. BTL2: Understanding
3	Advertising Theories and Models: Advertising Theories and Models- AIDA Model, DAGMAR Model, Hierarchy of Effects, Maslow's Hierarchy of Needs Communication, Theories applied to Advertising.	Apply major advertising theories and models such as AIDA, DAGMAR, and Maslow's hierarchy to campaign analysis. BTL3: Applying
4	Types of Advertising: Consumer, Business Advertising, Commercial vs Social Advertising, Corporate Advertising, Action vs Awareness Advertising.	Classify the types of advertising and explain their specific purposes and audiences. BTL2: Understanding
5	Advertising Media: Print media, Electronic Media, Outdoor media, Digital Media,	Compare and evaluate characteristics of various advertising media including digital,

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	Characteristics of Different Media.	print, and outdoor. BTL5: Evaluating
6	Advertising Agencies: Function, Structure and Types; Full- Service agency, Creative Boutique, Media Boutique, Composite Agency.	Describe the types, structures, and functions of advertising agencies. BTL1: Remembering
7	Advertising and Society: Impact of Ads on Children, Portrayal of Women in Ads, Social Impact, Psychological Impact. Ethical Issues in Advertising, Social Criticism of Advertising	Analyze the societal and psychological impact of advertising, especially on children and women. BTL4: Analyzing
8	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship, Revenue and Commission Systems.	Explain the organizational structure and functions of ad agencies including client relations and remuneration systems. BTL2: Understanding
9	Apex Bodies of Advertising: AAAI, ASCI, TAM, NARB, NARC, BARC; Structure, Functions and Roles.	Identify and explain the roles of apex advertising bodies like AAAI, ASCI, BARC, and TAM. BTL1: Remembering
10	Advertising Ethics: Importance of Self-Regulation in Advertising, Legal Advertising, Prohibited Ads, Puffery, Shock Ads, Weasel Claims, Subliminal Advertising and Surrogate Advertising.	Evaluate ethical and legal concerns in advertising including shock ads, puffery, surrogate advertising, and relevant laws. BTL5: Evaluating
11	Advertising Research: Role of Research in Advertising, Types of Research – Pre-Testing & Post-Testing, Positioning Research, Audience Research and Ad Effectiveness Studies	Apply advertising research methods for pre-testing, post-testing, and evaluating ad effectiveness. BTL3: Applying
12	Print/Audio-Visual: Concept Testing/Storyboard Tests/Copy Testing/ TVC Testing & Advertising Content Analysis.	Analyze and interpret the use of various testing methods for print and audiovisual advertisements. BTL4: Analyzing
13	Advertising and Society: Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, IT Act, 2000, Cable Television Networks (Act, 1995 etc.)	Examine the legal framework related to advertising with a focus on the portrayal of women and indecent representation laws. BTL4: Analyzing

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14	Brand Management – Brand Audit, Brand Performance Measurement Metrics, Brand Tracking.	Conduct a brand audit and measure brand performance using relevant metrics. BTL6: Creating
15	Brand Analysis : Brand Funnel Analysis, Brand Momentum, Brand Perception Mapping, Brand Equity and its Possible Sources.	Analyze brand perception through funnel analysis, momentum, equity sources, and mapping tools. BTL4: Analyzing

Textbook References :-

1. Arens, W. F., Schaefer, D. H., & Weigold, M. F. (2017). *Contemporary Advertising and Integrated Marketing Communications*. McGraw-Hill Education.
2. Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
3. O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (2018). *Advertising and Integrated Brand Promotion*. Cengage Learning.
4. Wells, W., Moriarty, S., & Burnett, J. (2018). *Advertising: Principles and Practice*. Pearson.
5. Shimp, T. A. (2017). *Integrated Marketing Communications in Advertising and Promotion*. Cengage Learning.
6. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
7. Schultz, D. E., & Schultz, H. F. (2016). *IMC: The Next Generation*. McGraw-Hill Education.

Other Resources :-

<http://www.prismjournal.org/index.php?id=homepage>

<https://www.afaqs.com/>

<http://www.davp.nic.in/>

<https://www.brandwatch.com/>

<https://www.smartinsights.com>

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Public Relation and Events

Course Code: MJ0341	Course Title: Public Relation and Events	(Credit - 5)
Course Objectives:- ➤ To develop proficiency in oral and written communication, including speeches, business correspondence, and media writing for PR contexts. ➤ To understand and apply media relations strategies, such as crafting press releases, coordinating press conferences, and managing corporate communication. ➤ To gain practical skills in planning and evaluating PR events, with a focus on effective public engagement and outreach. ➤ To learn crisis communication techniques, including reputation management and strategies for maintaining a positive public image. ➤ To utilize multimedia and digital tools, such as photography, videography, and social media, to enhance PR campaigns and audience interaction.		

Course Content

Unit No.	Unit Description	Learning Outcome
1	Introduction to Public Relations: Definition, scope, and significance of PR, evolution of PR and PR vs. Advertising	Define public relations, trace its evolution, and differentiate it from advertising. BTL1: Remembering
2	PR Theories and Models: Two-Way Communication Model, Persuasion Techniques in PR, JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Excellence Theory	Explain key PR theories and models including Grunig Symmetrical/asymmetrical models and Excellence Theory. BTL2: Understanding
3	PR Functions and Tools: Media relations, press releases & conferences, Personal Branding for PR, Professionals., Public opinion and persuasion.	Apply PR tools like media relations, personal branding, and press releases to communication strategies. BTL3: Applying

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4	Corporate Communication: Corporate Governance, Crisis Communication, Corporate Reputation management, Corporate Identity and Advertising.	Analyze corporate communication practices including crisis communication, reputation management, and governance. BTL4: Analyzing
5	Process of PR : In house PR, Consultancy & Process - Structure, Scope, Role & Function, Research, Strategy, Measurement, Evaluation and Impact.	Outline the process and structure of in-house and consultancy-based PR, including research, strategy, and evaluation. BTL2: Understanding
6	Online Reputation Management: Defining Crisis, Crisis Communication Theories, Media Handling in Times of Crisis, Various Types of Crises, Phases of crisis management and Reputation management.	Apply crisis communication theories and manage reputation across different crisis scenarios and stages. BTL3: Applying
7	Digital Media: Content marketing strategies, online reputation management, Print Media, News writing, Broadcast Media, Digital News Writing & Writing for Social Media Platforms.	Develop content and communication strategies for digital, print, and broadcast media platforms. BTL6: Creating
8	PR Campaign Planning: Steps in campaign design, PR strategies, measurement of PR effectiveness and Global Setting,	Design and measure the effectiveness of public relations campaigns in both local and global contexts. BTL6: Creating
9	Influence PR : Cross Cultural, Intercultural Communication, Entertainment and Celebrity Management, Influencer Relations and PR awards.	Analyze the influence of culture, celebrity management, and influencer relations in global PR practices. BTL4: Analyzing
10	Introduction to Event Management: Types of events, significance of event planning, event objectives and audience analysis.	Explain the basics of event management, including event types, objectives, and audience profiling. BTL2: Understanding
11	Event Planning and Execution: Event budgeting, venue selection, logistics management, sponsorship, vendor coordination.	Plan and execute events by managing budgets, venues, logistics, sponsorships, and vendors. BTL3: Applying
12	Event Promotion and Marketing: Branding and publicity, media coverage, digital event	Develop event promotion strategies using branding, media coverage, and digital

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	marketing, audience engagement strategies.	marketing techniques. BTL6: Creating
13	Corporate and Business Events: Seminars, conferences, product launches, trade shows, corporate social responsibility events.	Differentiate and plan for various corporate and business events like product launches and CSR events. BTL4: Analyzing
14	Cultural and Entertainment Events: Music festivals, film premieres, award functions, art exhibitions.	Design and manage cultural and entertainment events such as festivals, film premieres, and art exhibitions. BTL6: Creating
15	Event Risk Management: Safety regulations, risk assessment, event insurance, contracts and licensing.	Evaluate and mitigate risks in event management through safety planning, insurance, and legal compliance. BTL5: Evaluating
16	Management and Aspects analysis : Post-event analysis, feedback collection, ROI measurement, case studies of successful events.	Conduct post-event analysis and assess return on investment using feedback and case study approaches. BTL5: Evaluating

Textbook References:

1. Cutlip, S. M., Center, A. H., & Broom, G. M. (2013). *Effective Public Relations*. Pearson.
2. Black, S. (2014). *Public Relations Practices: Managerial Case Studies and Problems*. Prentice Hall.
3. L'Etang, J., & Pieczka, M. (2006). *Public Relations: Critical Debates and Contemporary Problems*. Routledge.
4. Hoyle, L. H. (2002). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. Wiley.
5. Newsom, D., Turk, J. V., & Kruckeberg, D. (2012). *This is PR: The Realities of Public Relations*. Cengage Learning.
6. Allen, J. (2009). *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events*. Wiley.
7. Smith, R. D. (2017). *Strategic Planning for Public Relations*. Routledge.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

Multimedia Technologies: Culture and Society

Course Code: MJ0342	Course Title: Public Relation and Events (Credit - 5)
Course Objectives:- ➤ To understand the role of events in shaping societal norms, cultural practices, and community engagement. ➤ To analyze how multimedia technologies influence the planning, execution, and promotion of events. ➤ To critically evaluate the social, cultural, and ethical implications of events in a multimedia-driven society. ➤ To gain practical experience using multimedia tools for event design, promotion, and evaluation. ➤ To explore how events contribute to advocacy, activism, and social change in contemporary society.	

Course Content

Unit No.	Unit Description	Learning Outcome
1	Introduction to culture and Society: Definition, scope, and significance of culture in society.	Define culture and explain its role and significance in society. BTL1: Remembering
2	Theoretical Perspectives on Multimedia: Technological determinism, media ecology, cultural materialism.	Interpret key theoretical perspectives on multimedia such as technological determinism, media ecology, and cultural materialism. BTL2: Understanding
3	Digital Culture and Society: Impact of digital media on identity, community, and social interaction.	Examine how digital media influences identity, community, and social interaction. BTL4: Analyzing
4	Introduction to Multimedia: Multimedia Introduction, applications, Components, Hardware and Software requirements, Characteristics of effective multimedia presentation.	Identify components and requirements of multimedia and explain characteristics of effective multimedia presentations. BTL2: Understanding
5	Multimedia in Cultural Communication: Digital marketing, social media, and content creation,Cultural, social, political, corporate, and entertainment.	Analyze the role of multimedia in cultural communication across social, political, corporate, and entertainment domains. BTL4: Analyzing

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6	Multimedia cultural and Social Change: Role of events in advocacy, activism, and social justice movements.	Evaluate how multimedia contributes to cultural and social change through events and activism. BTL5: Evaluating
7	Social Media and Participatory Culture: User-generated content, digital activism, memes and Live streaming	Assess participatory digital culture through user-generated content, memes, and live streaming. BTL5: Evaluating
8	AR and VR in Media and Society : Augmented Reality, virtual reality, and interactive technologies during events.	Explain the impact and use of AR and VR technologies in social and media contexts, especially during events. BTL2: Understanding
9	Events and Globalization: Cross-cultural events, global event management, and cultural hybridization.	Analyze the effects of globalization on event management and cultural hybridization. BTL4: Analyzing
10	Post- Culture Analysis: Feedback collection, ROI measurement, and multimedia documentation of events.	Conduct post-event analysis using feedback, ROI measurement, and multimedia documentation. BTL5: Evaluating
11	Multimedia and Entertainment: Impact of multimedia on film, gaming, music, and digital storytelling.	Evaluate the influence of multimedia on entertainment forms like film, gaming, music, and digital storytelling. BTL5: Evaluating
12	Case Studies in Event Management: Analysis of successful events that have impacted society.	Analyze real-life event management case studies and assess their social impact. BTL4: Analyzing
13	Multimedia and Society: Impact of multimedia on social interactions, communication, and community building.	Assess the role of multimedia in shaping social interactions, communication, and communities. BTL5: Evaluating
14	Future Trends in Events and Society: Predictions and trends for the future of events in a multimedia-driven society.	Predict and discuss emerging trends in multimedia-driven events and their potential societal impact. BTL6: Creating
15	Case Studies in Multimedia and Society: Analysis of multimedia campaigns, digital art movements, multimedia in global communication.	Analyze case studies related to multimedia campaigns, digital art movements, and global media communication. BTL4: Analyzing
Textbook References: 1. Allen, J. (2009). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events</i> . Wiley.		

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2. Hoyle, L. H. (2002). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. Wiley.
3. Getz, D. (2012). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.
4. Shone, A., & Parry, B. (2010). *Successful Event Management: A Practical Handbook*. Cengage Learning.
5. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events Management*. Routledge.
6. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
7. Manovich, L. (2001). *The Language of New Media*. MIT Press.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating)

New Media and Digital Technology

Course Code: MJ0343	Course Title: New Media And Digital Technology (Credit-5)
Course Objectives:- ➤ To understand the theoretical foundations and evolution of new media in relation to society and culture. ➤ To analyze the effects of digital technologies on communication, media production, and consumption. ➤ To evaluate the ethical, social, and political implications of new media through critical inquiry. ➤ To gain practical skills in creating digital content using contemporary media tools and platforms. ➤ To explore the relationship between new media and global cultures, focusing on representation, diversity, and inclusivity.	

Course Content

Unit No.	Unit Description	Unit Outcome
1	Introduction to New Media: Definition, scope, and historical evolution of new media and digital technologies.	Define and describe the evolution, scope, and significance of new media and digital technologies. BTL1: Remembering
2	Forms of Media and Market: Print, Cinema, Radio, Television, New Media, Social Media, OTT, Major Players, Ownership dynamics, Market Share and recent developments.	Compare different media forms (print, cinema, radio, TV, OTT, social media) in terms of ownership, market share, and developments. BTL4: Analyzing
3	Theories of New Media: Key theories, including interactivity, convergence, and remediation.	Explain key theories of new media such as interactivity, convergence, and remediation. BTL2: Understanding
4	Digital Communication: Impact of digital technologies on communication practices and media consumption.	Evaluate the impact of digital technologies on communication practices and media consumption. BTL5: Evaluating
5	Digital Media Revolution: Mass Media Adaptation, Trends, Revolution z Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence	Discuss the characteristics of digital media and trends in mass media adaptation and digital revolution. BTL2: Understanding
6	Social Media and Society: Role of social media platforms in shaping public opinion, culture, Public, Crowd, Group, Mass Audience and social interactions.	Analyze the role of social media in shaping public opinion, audiences, and cultural interactions. BTL4: Analyzing

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7	Credibility of Digital Media: Net Neutrality, Mobile Revolution, Digital Literacy, Convergence, Digital Divide, Language Barriers	Examine issues related to credibility in digital media including net neutrality, digital divide, and language barriers. BTL4: Analyzing
8	Digital Content Creation: Tools and techniques for creating digital content, including video, audio, and interactive media.	Apply tools and techniques to create digital content such as videos, podcasts, and interactive media. BTL3: Applying
9	Digital Storytelling: Narrative techniques in digital media, including transmedia storytelling and interactive narratives.	Design digital storytelling using transmedia, interactive narratives, and user engagement strategies. BTL6: Creating
10	Ethics in New Media: Privacy, copyright, digital divide, and ethical content creation in the digital age.	Evaluate ethical challenges in new media related to privacy, copyright, and responsible content creation. BTL5: Evaluating
11	New Media and Politics: Role of new media in political campaigns, propaganda, and social movements.	Analyze the influence of new media on politics, social movements, and digital propaganda. BTL4: Analyzing
12	New Media and Entertainment: Impact of new media on film, gaming, music, and digital entertainment.	Assess how digital platforms have transformed entertainment industries including film, music, and gaming. BTL5: Evaluating
13	Multimedia Journalism: Global and Indian Perspectives, Mobile Journalism, Workflow & Skills Required, Tools & Apps.	Explain the tools, workflows, and skills involved in multimedia and mobile journalism. BTL2: Understanding
14	Digital Audience: Types of Audiences, Passive, Active and Participatory Audience, Research and Behaviour, Audience Analytics, Audience Management	Differentiate types of digital audiences and interpret audience behavior using analytics and research. BTL4: Analyzing
15	Artificial Intelligence and Emerging Technologies: AI, ML, Blockchain, VR, and AR in transforming digital media practices, content creation, audience engagement, and ethical concerns.	Evaluate the application of AI, VR, AR, ML, and blockchain in digital media content creation and ethical frameworks. BTL5: Evaluating

TextBook References :

- McStay, A. (2018). Emotional AI: The Rise of Empathic Media. SAGE Publications.
- Kipper, G., & Rampolla, J. (2012). Augmented Reality: An Emerging Technologies Guide to AR. Elsevier.
- Russell, S., & Norvig, P. (2021). Artificial Intelligence: A Modern Approach (4th ed.). Pearson.
- Tapscott, D., & Tapscott, A. (2016). Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World. Portfolio.
- Milgram, P., & Kishino, F. (1994). A Taxonomy of Mixed Reality Visual Displays. IEICE Transactions on Information and Systems.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating).

Program Scheme for Master of Arts in Journalism (M.A.J.)

Th -Theory; OP-Practical; Pro-Project; T-Total; Crd-Credit

IV Semester

Course Name	Course Code	Crd	Sem	Ca
Gender,Human,Rights and Media	MJ0401	5	4	Th
Project	MJ0402	5	4	Th

Elective Subject

Group	Course Code	Course Name	Crd	Sem	Ca
GROUP A	MJ0440	Advertising: Concepts and Management	5	4	Th
	MJ0441	Brand Management	5	4	Th
GROUP B	MJ0442	Transmedia Storytelling	5	4	Th
	MJ0443	Social Media Content & Marketing	5	4	Th

Total Credit : 22

Gender, Human Rights and Media

Course Code: MJ25401	Course Title: Gender, Human Rights and Media (Credit-5)
Course Objectives:- ➤ To understand the relationship between gender, human rights, and media. ➤ To analyse the portrayal of gender in the media and its influence on public perceptions of human rights. ➤ To examine key movements and legislation related to gender and human rights. ➤ To explore the role of media in shaping, challenging, and promoting gender equality and human rights. ➤ To evaluate the ethical responsibility of the media in presenting gender issues and human rights concerns.	

Course Content

Unit No.	Unit Description	Unit Outcome
1	Introduction to Gender and Human Rights: Overview of gender theory and human rights. The connection between gender, power, and societal norms.	Understand the basic concepts of gender, human rights, and their interrelation. BTL2: Understanding
2	Historical Overview of Gender and Rights Movements: Key historical movements for gender equality and human rights, including the suffrage movement, feminist waves, and civil rights movements.	Analyze the evolution of gender and human rights movements. BTL4: Analyzing
3	Gender and Media: The role of media in shaping perceptions of gender. Media representations of gender stereotypes, roles, and identities.	Evaluate how the media portrays and influences gender roles and stereotypes. BTL5: Evaluating
4	Women's Rights and Media Representation: Examination of the media's role in advancing or limiting women's rights. Case studies on women's portrayal in the media.	Analyse the intersection of women's rights and media representation. BTL4: Analyzing
5	Human Rights and Global Media: How media informs and influences global human rights issues such as refugees, racial discrimination, and social justice.	Understand the global impact of media on human rights issues. BTL2: Understanding
6	Media Ethics and Gender Sensitivity: Ethical dilemmas in media representation of gender and human rights. Role of ethics in promoting gender-sensitive content.	Understand ethical challenges in representing gender and human rights in the media. BTL2: Understanding

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7	Digital Media and Gender: The impact of social media, blogs, and digital platforms on gender discourse and human rights activism.	Analyze the role of digital media in shaping contemporary gender and human rights conversations. BTL4: Analyzing
8	Laws and Policies on Gender and Human Rights: International human rights frameworks like CEDAW and their impact on media policies.	Understand key international human rights frameworks affecting gender and media policies. BTL2: Understanding
9	Gender in Popular Culture: Analysis of gender portrayals in film, television, music, and advertisements.	Evaluate how popular culture shapes and challenges gender identities and roles. BTL5: Evaluating
10	Intersectionality and Media Representation: The intersection of gender with race, class, sexuality, and disability in media portrayals.	Understand the concept of intersectionality and its relevance in media representations. BTL2: Understanding
11	Media Advocacy for Gender Equality: Exploring media campaigns and their role in advocating for gender equality and human rights.	Assess the effectiveness of media advocacy campaigns for gender equality. BTL6: Creating
12	Men and Masculinities in Media: Representation of masculinity and its impact on societal expectations of men.	Critically examine how the media constructs and represents masculinities. BTL4: Analyzing
13	Sexuality and Media: Representation of LGBTQ+ rights in media, issues of visibility, and discrimination.	Analyse how the media portrays sexual minorities and the impact on LGBTQ+ rights. BTL4: Analyzing
14	Media and Violence Against Women: Representation of violence against women in the media, including domestic violence, sexual assault, and human trafficking.	Evaluate the media's role in portraying and influencing the discourse around violence against women. BTL5: Evaluating
15	The Future of Gender, Human Rights, and Media: The evolving relationship between gender, human rights, and media in the digital age. Emerging trends, challenges, and opportunities.	Predict the future dynamics between gender, human rights, and media. BTL6: Creating

TextBook References :

- Rosalind Gill, *Gender and Media*, Polity Press, 2007.
- Andrew G. Payne, *Human Rights and Media*, Routledge, 2009.
- Cynthia Carter, *The Media and Gender: A Historical Introduction*, SAGE Publications, 2008.
- Meenakshi Gigi Durham & Douglas M. Kellner, *Media and Cultural Studies: Keywords*, Blackwell Publishing, 2006.
- Susan J. Douglas, *Where the Girls Are: Growing Up Female with the Mass Media*, Three Rivers Press, 1994.

Other References:

- **Judith Butler**, *Gender Trouble: Feminism and the Subversion of Identity*, Routledge, 1990.
- **Laura Mulvey**, *Visual and Other Pleasures*, Palgrave Macmillan, 2009.
- **Nancy Fraser**, *Scales of Justice: Reimagining Political Space in a Globalizing World*, Polity, 2009.
- **Michel Foucault**, *The History of Sexuality, Vol. 1: An Introduction*, Pantheon Books, 1978.
- **David Gauntlett**, *Media, Gender, and Identity: An Introduction*, Routledge, 2008.
- **Michael Kimmel**, *Manhood in America: A Cultural History*, The Free Press, 1996.
- **Cheryl Thompson**, *The Media and the Construction of Gendered Identity*, McGill-Queen's University Press, 2013.
- **Sandy Reimer**, *Sexuality and the Media: A Critical Introduction*, Polity, 2010.
- **Georgina Waylen**, *Engendering Transition: Women's Mobilization, Institutions, and Gender Outcomes*, Oxford University Press, 2013.

(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating).

Corporate Communication & Reputation Management

Course Code: MJ25440	Course Title: Corporate Communication & Reputation Management (5 Credit)
Course Objectives: - - To provide a conceptual understanding of the principles, scope, and functions of corporate communication in modern organizations. - To analyze the role of corporate reputation as a strategic asset that influences trust, competitiveness, and long-term success. - To equip students with practical skills in developing, implementing, and evaluating communication strategies for diverse stakeholders. - To prepare learners to handle crises effectively through ethical, transparent, and responsive communication practices. - To explore emerging trends and challenges in digital communication, CSR, governance, and global reputation management.	

Course Contents

Unit No.	Unit Description	Learning Outcome
1	Foundations of Corporate Communication: Definition, role, and scope of corporate communication, Historical evolution and significance in modern organizations, and strategic management function.	Explain the role, scope, and significance of corporate communication in organizations. (BTL 2: Understand)
2	Communication Theories & Models for Corporations: Classical and modern communication theories Systems theory, stakeholder theory, and critical perspective Communication flow in hierarchical organizations.	Compare classical and modern communication theories and analyze their relevance in corporate settings. (BTL 4: Analyze)
3	Internal and External Corporate Communication: Role of internal and external communication in organizational culture, Tools and channels Integration for internal and external communication.	Apply suitable tools and channels to enhance internal and external communication for organizational culture. (BTL 3: Apply)
4	Employee communication: Define employee communication, Objectives, Importance and challenges of Employee Communication and Genesis of employee communication.	Evaluate the importance and challenges of employee communication in improving organizational effectiveness. (BTL 5: Evaluate)
5	Corporate Image, and Branding Conceptual: Identity, image, brand, reputation, Visual and verbal identity systems (logos, slogans, narratives), Building organizational symbolism and storytelling, Corporate brand vs. product brand, Co-branding & Re-Branding strategies	Analyze the relationship between corporate identity, image, and branding in reputation building. (BTL 4: Analyze)

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6	Corporate Communication Research: Definition, Objectives of Corporate Communication Research, Areas of Research and Research Methods, Importance of Corporate Communication Research	Apply research methods to assess communication effectiveness and stakeholder perceptions. (BTL 3: Apply)
7	Corporate Advertising & Public Relations: Corporate advertising vs. product advertising, Sponsorships, CSR campaigns, and cause-related marketing, and PR strategies for shaping public perception.	Create advertising and PR strategies to influence public perception and stakeholder engagement. (BTL 6: Create)
8	Crisis Communication: Defining Crisis and Crisis Communication, Crisis Communication Theories, Media Handling in Times of Crisis, Various Types of Crises.	Evaluate crisis communication theories and frameworks to recommend effective organizational responses. (BTL 5: Evaluate)
9	Corporate Reputation Management: Defining reputation, intangible asset vs. measurable outcome, Factors influencing reputation: trust, transparency, performance, Reputation capital and its role in competitiveness.	Assess the impact of trust, transparency, and performance on corporate reputation. (BTL 5: Evaluate)
10	Reputation Measurement Tools: Reputation indices and ranking models, Media monitoring, content analysis, and digital analytics, Stakeholder surveys and perceptual audits	Apply measurement tools such as indices, surveys, and analytics to assess reputation. (BTL 3: Apply)
11	Corporate Governance & Ethical Communication: Principles of good governance and accountability, Transparency, disclosure, and stakeholder trust. Role of ethics in long-term reputation sustainability	Evaluate the role of ethics and governance in sustaining stakeholder trust and reputation. (BTL 5: Evaluate)
12	Digital Corporate Communication: Impact of social media on reputation management, Online crisis response, reputation repair, Corporate blogs, podcasts, and digital storytelling	Design digital communication strategies to strengthen online corporate reputation. (BTL 6: Create)
13	Corporate Social Responsibility (CSR) & Sustainability Communication: CSR, Genesis of CSR, Linking CSR to corporate reputation, Global standards (GRI, ESG Frameworks), Communicating sustainability effectively to stakeholders	Analyze CSR and sustainability communication practices in relation to global standards and reputation. (BTL 4: Analyze)
14	Global & Cross-Cultural Corporate Communication: Cultural differences in communication, Global corporations and localization challenges Case studies of cross-border communication crises.	Evaluate communication challenges in cross-cultural contexts and propose suitable solutions. (BTL 5: Evaluate)
15	Emerging Trends & Future Directions: Artificial intelligence, Reputation management in an era of misinformation and disinformation, Future skills for communication professionals.	Predict future skills and strategies required in corporate communication and reputation management. (BTL 6: Create)

TEXTBOOK REFERENCES:

- Argenti, P. A., & Barnes, C. M. (2009). *Digital Strategies for Powerful Corporate Communications*. McGraw Hill Professional.
- Coombs, W. T., & Holladay, S. J. (2014). *It's Not Just PR: Public Relations in Society* (2nd ed.). Atlantic Publishers.
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- Moloney, K., & McGrath, C. (2020). *Rethinking Public Relations*. Routledge.
- Singh, C. L., & Gupta, M. (2023). *Introduction to Corporate Communication*. Routledge.

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- <https://amecorg.com/>
- <http://www.prcal.org/>

(Bloom's Taxonomy: BT level 1: Remembering, BT level 2: Understanding, BT level 3: Applying, BT level 4: Analysing, BT level 5: Evaluating, BT level 6: Creating)

Brand Management

Course Code: MJ25441	Course Title: Brand Management	(Credit-5)
Course Objectives:- ➤ To Understand the fundamentals, scope, and evolution of branding and brand management. ➤ To Analyze consumer behavior and its influence on brand associations, loyalty, and preference. ➤ To Apply strategies of brand positioning, repositioning, and communication for competitive advantage. ➤ To Evaluate brand equity models, valuation methods, and leadership practices for brand success. ➤ To Differentiate between corporate, luxury, global, and digital branding strategies through case studies. ➤ To Develop ethical awareness by examining CSR, transparency, and sustainability in branding practices. ➤ To Create innovative branding strategies by integrating new trends, digital tools, and experiential approaches.		

Course Content

Unit No.	Unit Description	Unit Outcome
1	Introduction to Branding: Meaning, definition, scope, and importance., Evolution of branding, Brand process, and elements.	Understand the concept, evolution, and elements of branding. BTL 2: Understanding
2	Brand Management: Definition and importance, Strategic brand management process, and mix marketing strategies.	Apply strategic brand management concepts in designing brand strategies. BTL 3: Applying
3	Brand Communication & Awareness: IMC strategies, Advertising, PR, sponsorship, storytelling, Role of digital & social media.	Create integrated communication plans for branding. BTL 6: Creating
4	Brand Positioning & Repositioning: Importance of positioning, concepts & strategies, Brand vs. product positioning, Repositioning strategies.	Evaluate positioning and repositioning strategies for brands. BTL 5: Evaluate
5	Brand Equity & Measurement Models: Concept and Importance, Sources of Brand Equity, Measurement Models: Aaker, Keller, CBBE.	Apply equity models to measure and assess brand strength. BTL 3: Applying
6	Brand Leadership & Valuation: Brand leadership strategies, Loyalty programs, Financial value of brands, and Valuation methods.	Evaluate brand leadership practices and valuation methods. BTL 5: Evaluate
7	Consumer Behavior and Branding: Consumer perception, Brand associations and loyalty, Role of culture, personality, and lifestyle.	Analyze consumer behavior and its impact on branding decisions. BTL 4: Analyze

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8	Corporate Branding: Corporate vs. product branding, Employer branding, Brand architecture, and portfolio.	Analyze corporate vs. product branding and portfolio structures. BTL 4: Analyze
9	Co-Branding & Brand Extensions: Types & benefits of co-branding, Brand alliances & partnerships, Risks and success factors.	Evaluate co-branding and extension strategies for business growth. BTL 5: Evaluate
10	Global Branding: Challenges across cultures, Standardization vs. adaptation, Global brand case studies.	Analyze global branding challenges and strategies in diverse markets. BTL 4: Analyze
11	Digital Branding: Online brand presence. Influencer branding, Analytics, and customer engagement.	Apply digital tools and analytics for branding strategies. BTL 3: Applying
12	Ethics in Branding: Ethical principles, transparency & CSR, Avoiding manipulation & greenwashing and Case studies.	Evaluate ethical practices in branding with real-world cases. BTL 5: Evaluate
13	Luxury Branding: Characteristics of luxury brands, Brand exclusivity, and prestige, Case studies of fashion, auto, and lifestyle brands.	Analyze strategies of luxury brands and their unique positioning. BTL 4: Analyze
14	Brand Crisis Management: Types of crises, Crisis preparedness, Response strategies, Reputation recovery, and Case studies.	Apply crisis management strategies to protect and restore brand reputation. BTL 3: Applying
15	Future Emerging Trends in Branding: Digital-first & AI-driven branding, Purpose-driven sustainability-focused, Storytelling, experiential, Customer, employee-centric approaches, Personal and influencer Branding.	Create innovative branding strategies based on emerging trends. BTL 6: Creating

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(Bloom's Taxonomy: BT level 1: Remembering; BT level 2: Understanding; BT level 3: Applying; BT level 4: Analyzing; BT level 5: Evaluating; BT level 6: Creating).

Transmedia Storytelling

Course Code: MJ25442	Course Title: Transmedia Storytelling	(Credit-5)
Course Objectives:- ➤ Examine the scope, principles, and theoretical foundations of transmedia storytelling in journalism and media. ➤ Critically analyze the historical evolution of transmedia from literature and cinema to digital and immersive media. ➤ Understand narrative architecture, storyworld construction, and audience participation across platforms. ➤ Apply transmedia strategies in journalism, education, and branded communication. ➤ Evaluate global, cross-cultural, ethical, and legal implications of transmedia practices. ➤ Develop innovative and research-driven transmedia projects using emerging technologies such as AI, AR/VR, and the metaverse.		

Course Content

Unit No.	Unit Description	Unit Outcome
1	Introduction to Transmedia Storytelling – Definitions, scope, principles, academic perspectives.	Understand foundational concepts of transmedia storytelling. BTL 2: Understand
2	History and Evolution – From literature and cinema to fan fiction, convergence culture, and digital ecosystems.	Critically analyze the historical and cultural evolution of transmedia. BTL 4: Analyze
3	Narrative Architecture – Storyworlds, characters, plot expansion, nonlinear narratives.	Evaluate the design of transmedia narrative structures. BTL4: Analyzing
4	Media Platforms and Integration – Television, cinema, games, comics, podcasts, social media, immersive newsrooms.	Apply integration strategies across media platforms. BTL5: Evaluating
5	Interactivity and Participation – Fan cultures, audience engagement, user-generated content, participatory journalism.	Evaluate the impact of interactivity on transmedia narratives. BTL2: Understanding
6	Character and World Building – Developing multidimensional universes for journalism, fiction, and hybrid storytelling.	Create compelling characters and storyworlds for transmedia projects. BTL3: Applying
7	Transmedia Campaign Planning – Content mapping, strategy design, audience segmentation, newsroom applications.	Design transmedia campaigns for journalism and media communication. BTL6: Creating

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8	Gaming and Gamification in Storytelling – Serious games, Alternate Reality Games (ARGs), immersive design in journalism.	Apply gamification principles to media storytelling. BTL5: Evaluating
9	Cross-cultural and Global Storytelling – Adaptation across cultures, global audiences, localization vs. standardization.	Analyze challenges of transmedia storytelling across cultural contexts. BTL4: Analyzing
10	Transmedia Journalism – Immersive news narratives, data storytelling, VR/AR journalism, visual reporting.	Evaluate applications of transmedia in contemporary journalism. BTL5: Evaluating
11	Transmedia and Education – Edutainment, pedagogical storytelling, learning through immersive narratives.	Apply storytelling approaches to education and edutainment. BTL3: Applying
12	Business and Marketing Applications – Branded storytelling, influencer collaborations, content marketing.	Critically evaluate commercial uses of transmedia storytelling. BTL5: Evaluating
13	Measurement and Metrics – Engagement, virality, analytics, platform-specific KPIs.	Analyze measurement models to assess transmedia success. BTL4: Analyzing
14	Legal and Ethical Aspects – Copyright, IP rights, media ethics, manipulation, corporate/social responsibility.	Evaluate ethical and legal challenges in transmedia practices. BTL5: Evaluating
15	Future of Transmedia – AI-driven narratives, AR/VR, metaverse, decentralized media, blockchain storytelling.	Create forward-looking strategies in transmedia practice and research. BTL6: Creating

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Social Media Content & Marketing

Course Code: MJ25443	Course Title: Social Media Content & Marketing (Credit-5)
Course Objectives:- ➤ To Analyze the unique features and audiences of major social media platforms to inform strategic platform selection. ➤ To Create engaging, platform-specific content and a structured calendar to maintain a consistent brand voice and identity. ➤ To Implement community management and influencer collaboration strategies to foster engagement and grow an online presence. ➤ To Plan and execute paid advertising campaigns, utilizing targeting and budgeting tools to achieve specific marketing goals. ➤ To Evaluate campaign performance using key metrics and analytics to measure ROI and inform data-driven optimization.	

Course Content

Unit No.	Unit Description	Unit Outcome
1	Introduction to Social Media: Evolution, types, trends, and impact on communication and marketing.	Define social media and describe its evolution and influence in modern communication. BTL1: Remembering
2	Social Media Platforms: Overview of major platforms (Meta, YouTube, LinkedIn, X, Threads, Snapchat, WhatsApp, Pinterest, Reddit, etc.)	Compare different social media platforms and identify their unique features and audiences. BTL4: Analyzing
3	Content Creation Basics: Writing for social media, content types (text, image, video, reels, stories, shorts), formatting and tone.	Apply principles of social media writing and content formatting to engage audiences. BTL3: Applying
4	Visual and Video Content Strategies: Image design, video editing, captioning, reels, IGTV, YouTube Shorts, etc	Design visually appealing and effective multimedia content for social media. BTL6: Creating
5	Content Calendars and Planning: Scheduling, consistency, seasonal campaigns, and audience timing.	Create a content calendar for a brand's month-long social media campaign. BTL6: Creating
6	Branding and Voice on Social Media: Brand identity, tone of voice, brand persona, brand storytelling.	Analyze and implement brand-aligned communication strategies for social platforms. BTL4: Analyzing
7	Engagement and Community Building: Comments, DMs, polls, lives, stories, user-generated content (UGC).	Apply techniques for growing online communities and boosting engagement. BTL3: Applying

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8	Influencer and Affiliate Marketing: Influencer types, selection, contracts, influencer content strategy.	Evaluate the role of influencer partnerships in social media marketing campaigns. BTL5: Evaluating
9	Paid Advertising and Boosting: Social media ads, ad formats, A/B testing, targeting, budgeting.	Plan and execute a basic paid campaign using platform-specific ad managers. BTL3: Applying
10	SEO & Hashtag Strategies: Platform-specific SEO, keyword optimization, trending and branded hashtags	Apply SEO and hashtag strategies to increase discoverability and reach. BTL3: Applying
11	Analytics and Performance Tracking: KPIs, engagement metrics, reach, impressions, CTR, tools like Meta Insights, Google Analytics.	Analyze performance metrics to assess content and campaign effectiveness. BTL4: Analyzing
12	Social Media Strategy Development: Campaign planning, goal setting, targeting, funnel creation.	Design a full-scale social media marketing strategy based on business goals. BTL6: Creating
13	Social Media Crisis Management: Trolls, negative comments, PR crisis, platform takedowns.	Evaluate social media crisis scenarios and develop response strategies. BTL5: Evaluating
14	Ethics, Policy, and Privacy: Platform guidelines, content moderation, fake news, ethical dilemmas.	Assess ethical and legal issues in social media use and marketing. BTL5: Evaluating
15	Emerging Trends and Tools: AI in content creation, automation tools, metaverse, AR filters, scheduling tools.	Examine the role of new technologies and automation in transforming social media practices. BTL5: Evaluating

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- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
- Long, G. (2007). *Transmedia Storytelling: Business, Aesthetics and Production at the Jim Henson Company*. MIT.
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