

Semester 3

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Course Code	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Media Laws, Policies and Ethics	Core Compulsory	4	100
	Documentary Production	Core Compulsory	4	100
	Media Entrepreneurship and Startup Culture	Core Compulsory	4	100
	Deepfakes and AI for Media	Core Compulsory	2	50
	Dissertation (Part-1)	Compulsory Research Project	2	50
	Internship	Core Compulsory	2	50
	Multimedia Lab – V (Ad Design)	Skill Enhancement Course (SEC)	2	50
	Multimedia Lab – VI (Working with AI tools)	Skill Enhancement Course (SEC)	2	50
	Media Portfolio – III	Value Addition Course (VAC)	2	50
Open Elective Courses (OEC)/MOOC (any Two)				
	Defence Journalism	Departmental OEC	2	50
	Environmental Communication	Departmental OEC	2	50
	Health Communication	Departmental OEC	2	50
	Development Communication	Departmental OEC	2	50
	Any relevant OEC offered by other departments at CU Jammu with prior approval of the HoD, MCNM	Interdisciplinary OEC	2	50
	Appropriate MOOC from SWAYAM platform with prior approval of the HoD, MCNM	Swayam MOOC	2	50
Total			28	700

Course Title: Media Laws, Policies and Ethics

Credits: 04

Course Objectives:

- To gain knowledge of the legal frameworks that govern media operations in India.
- To examine the policies affecting media practices and their implications for media content, operations and professionals.
- To develop an understanding of ethical issues and standards in media practices.
- To equip students with skills to handle legal and ethical dilemmas encountered in media professions.

Unit 1: Introduction to Media Laws in India

- Historical evolution of media laws in India
- Key legal provisions affecting media operations
- Overview of constitutional provisions, fundamental rights, and key legislations
- Freedom of speech and expression (Article 19(1)(a))
- Restrictions and limitations (Article 19(2))
- PRB Act, 1867 (revised as PRP Act, 2023)
- Indian Penal Code (IPC) and its implications for media
- New criminal laws in India (BNS 2023, BSA 2023, BNSS 2023) and their impact on media

Unit 2: Media Policies and Regulations

- Overview of Broadcasting Policies and regulations in India
- National Broadcasting Policy
- Policy on digital terrestrial television
- Commissions and committees related to press and media
- Ministry of Information and Broadcasting and its regulations
- Regulatory Bodies: PCI, BCCC, TRAI, BRAI, IBF
- RNI, now Press Registrar General of India (PRGI)
- The Broadcasting Act and its implications for television and radio
- Guidelines for newspaper registration and operations
- Media ownership and cross-media ownership regulations
- Guidelines for online content regulation
- Social media rules and regulations
- The Advertising Standards Council of India (ASCI) guidelines
- Different Media Associations and Organizations

Unit 3: Media Related Laws and Acts

- Press Council of India Act, 1978
- Copy Right Act, 1957
- Contempt of Court, 1971
- Official Secrets Act, 1923
- Right to Information Act, 2005
- Whistle blower Protection Act, 2011
- Prasar Bharati Act, 1990
- Cable Television Networks Rules, 1994
- Cable Television Networks (Regulation) Act, 1995
- Cinematography Act, 1952
- Telecom Regulatory Authority of India (TRAI) Act, 1997

- IT Act, 2000, amendment 2008
- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- Working Journalists Act, 1955

Unit 4: Ethical Issues in Media

- Overview of ethical frameworks and theories
- Utilitarianism, deontology, and virtue ethics in media
- Professional codes of ethics (e.g., PCI Code of Ethics)
- Issues of privacy and confidentiality
- Sensationalism and misinformation
- Conflict of interest and media ownership
- Impact of media conglomerates on journalistic integrity
- Ethical considerations in advertising
- Case studies on media bias and conflict of interest

Unit 5: Legal and Ethical Challenges, Litigation and Compliance

- Online defamation and harassment laws
- Data protection and privacy issues
- The role of intermediaries and content regulation
- Challenges in regulating fake news and misinformation
- Issues of digital ethics and social media responsibility
- Common types of media-related litigation
- Key court cases and precedents impacting media
- Compliance with legal standards and regulations
- Best practices for media professionals in legal and ethical contexts

Suggested Readings:

- Agarwal, R. (2017). *Indian Media Law: Regulations and Challenges*. Sage Publications.
- Bhaskar, N. K. (2019). *Media laws and ethics in India*. Lexis Nexis.
- Bhatia, M. (2019). *Media Law and Ethics in India*. Oxford University Press.
- Dey, S. (2020). *Ethics in Media: An Indian Perspective*. Cambridge University Press.
- Gupta, S. (2020). *Ethics in Indian Journalism*. Routledge.
- Joshi, P. (2020). *Indian Media Laws and Regulations*. Sage Publications.
- Kothari, R. (2019). *Media Laws and Ethics*. Oxford University Press.
- Kothari, S. (2019). *The Law of Media in India: Principles and Practice*. Springer.
- Kumar, A. (2017). *Legal Issues in Media: A Comprehensive Guide*. McGraw-Hill Education.
- Raj, N. (2017). *Ethics in Journalism: An Indian Perspective*. Routledge.
- Rao, P. (2018). *Indian Media Policy: Regulation and Law*. Routledge.
- Reddy, N. (2021). *The Indian Press: Law and Ethics*. Cambridge University Press.
- Sharma, A. (2018). *Broadcasting and Media Policies in India*. Pearson.
- Sharma, R. (2018). *Media Law and Ethics in India*. Oxford University Press.
- Sharma, R. (2021). *Handbook of Media Laws in India*. SAGE Publications.
- Varma, P. (2016). *Media and the Law: An Indian Overview*. Vikas Publishing House.

Course Title: Documentary Production**Credits: 4****Course Objectives:**

- To explore different genres and styles of documentary filmmaking and their impact.
- To learn how to conduct thorough research and plan effectively for documentary production.
- To gain practical skills in shooting, directing, and editing documentary footage.
- To examine and critique notable documentaries to understand successful techniques and approaches.
- To apply knowledge and skills to produce a complete documentary project from concept to final cut.

Unit 1: Introduction to Documentary Production

- History and evolution of documentary filmmaking
- Key documentary styles and genres: expository, observational, participatory, and reflexive
- Fundamentals of documentary storytelling
- Elements of compelling documentary narratives
- Conducting research and background work for a documentary
- Developing a documentary concept and pitch

Unit 2: Research and Pre-Production

- Conducting research for documentary: interviews, archival research, and fieldwork
- Developing a research plan and collecting relevant data
- Scriptwriting and Storyboarding
- Creating a documentary proposal and treatment
- Structuring a documentary script and developing a narrative arc
- Planning interviews, scenes, and visual elements
- Budgeting and Scheduling
- Estimating costs and creating a production budget
- Developing a production schedule and timeline
- Understanding legal issues: release forms, permissions, and copyright
- Ethical considerations in documentary production: consent, representation, and accuracy

Unit 3: Production Techniques

- Choosing and using cameras, lenses, and other equipment
- Cinematography and camera work
- Techniques for capturing high-quality footage: framing, composition, and camera movement
- Techniques for shooting interviews, b-roll, and other footage
- Basics of sound mixing and synchronization with video
- Recording high-quality audio: microphone types and techniques
- Preparing for and conducting effective interviews
- Techniques for eliciting informative and engaging responses
- Lighting setups for different shooting scenarios
- Directing and interviewing

Unit 4: Post-Production and Editing

- Principles of documentary editing: pacing, structure, and flow
- Software tools for editing: Adobe Premiere Pro, Final Cut Pro, etc.
- Basic and advanced editing techniques
- Structuring the documentary: sequences, transitions, and pacing
- Adding titles, graphics, and soundtracks
- Feedback and revisions
- Integrating sound effects, voiceovers, and music into the documentary
- Legal considerations for using music and other copyrighted materials

Unit 5: Distribution and Promotion

- Exploring distribution options: film festivals, online platforms, television, and streaming services
- Understanding distribution agreements and rights
- Developing a marketing plan and promotional materials
- Strategies for reaching and engaging target audiences
- Assessing the impact and effectiveness of the documentary
- Gathering and analyzing audience feedback and reactions

Suggested Readings:

- Aufderheide, P. (2007). *Documentary film: A very short introduction*. Oxford University Press.
- Bernard, S. C. (2015). *Documentary storytelling: Creative nonfiction on screen* (4th ed.). Focal Press.
- Ellis, J. (2012). *Documentary: Witness and self-revelation*. Routledge.
- Grierson, J. (2013). *Grierson on documentary*. University of California Press.
- Hampe, B. (2007). *Making documentary films and reality videos: A practical guide to planning, filming, and editing documentaries of real events*. Holt Paperbacks.
- Hewitt, J., & Vazquez, G. (2021). *Practical guide to documentary editing: Techniques for TV and film*. Focal Press.
- Juhasz, A., & Lerner, S. (2014). *F is for phony: Fake documentaries and truth's undoing*. University of Minnesota Press.
- Macdonald, K. (2011). *Imagining reality: The Faber book of documentary*. Faber & Faber.
- Musser, C. (1994). *Documentary: A history of the non-fiction film*. University of California Press.
- Nichols, B. (2017). *Introduction to documentary* (4th ed.). Indiana University Press.
- Rabiger, M. (2014). *Directing the documentary* (6th ed.). Focal Press.
- Renov, M. (2019). *Theorizing documentary*. Routledge.
- Rosenthal, A. (2007). *Writing, directing, and producing documentary films and videos* (4th ed.). Southern Illinois University Press.
- Saunders, D. (2010). *Documentary*. Routledge.
- Swain, D. V. (2013). *Film scriptwriting: A practical manual* (2nd ed.). Focal Press.
- Tobias, M. (1997). *The search for reality: The art of documentary filmmaking*. Michael Wiese Productions.
- Winston, B. (2008). *Claiming the real: The Griersonian documentary and its legitimations*. British Film Institute.

Course Title: Media Entrepreneurship and Startup Culture
Credits: 4

Course Objectives:

- To understand the fundamentals of media entrepreneurship.
- To explore the startup ecosystem in India and its specific challenges and opportunities.
- To learn about business models, funding options, and revenue strategies for media startups.
- To examine legal and regulatory aspects relevant to media enterprises in India.
- To develop skills for innovation, leadership, and strategic thinking in media businesses.

Unit 1: Introduction to Media Entrepreneurship

- Entrepreneurship: concept, definition, and scope
- Theories of entrepreneurship
- Types of entrepreneurs
- Media entrepreneurship: nature and scope
- Traditional media vs. new media ventures
- Characteristics of successful media entrepreneurs
- Growth of media entrepreneurship in India
- Startup ecosystem in India
- Challenges and opportunities in Indian media market
- Innovation and creativity in media ventures
- Risk-taking and resilience in entrepreneurship
- Building a vision and mission for a media startup

Unit 2: Business Models and Planning

- Overview of media business models
- Subscription, advertising, and freemium models
- Emerging business models in digital media
- Revenue generation strategies in media startups
- Assessing market viability and competition
- Business plan: concept, definition and key components
- Market research, SWOT analysis and competitive strategy
- Financial forecasting and budgeting
- Defining the unique value proposition
- Creating a brand identity for media startups
- Building a loyal audience and community engagement
- Leveraging technology for media innovation

Unit 3: Funding and Financial Management

- Overview of Funding Options for Media Startups
- Self-funding, angel investors, and venture capital
- Crowdfunding and alternative funding methods
- Government schemes and incentives for startups in India
- Budgeting and financial planning
- Revenue generation and monetization strategies
- Managing cash flow and profitability

- Investor relations and pitching
- Strategies for engaging with investors
- Negotiating terms and managing investor expectations
- Scaling up and growth strategies
- Exploring new markets and revenue streams

Unit 4: Legal and Regulatory Framework

- Legal structure (e.g., sole proprietorship, partnership, Pvt. Ltd. company)
- IPRs and media laws and regulations in India
- Laws for Startups in India (e.g., Companies Act, 2013, IPRs, GST, FDI policy, and labour laws)
- Business registration and licensing for media startups
- Contracts and agreements
- Business registration, regulatory bodies and compliance requirements
- Issues related to content regulation and censorship
- Ethical considerations in media entrepreneurship
- Corporate social responsibility (CSR) in media
- Startup India Initiatives
- Tax exemptions to startups recognized by DPIIT
- Credit Guarantee Fund for startups
- Incubation and accelerator programmes

Unit 5: Scaling Up and Future Trends

- Growth strategies and scaling challenges
- Expanding product lines and market reach
- Managing organizational growth
- Impact of AI, AR/VR, and blockchain on media
- Digital content strategies and audience engagement
- Data analytics for content creation and audience targeting
- Designing user-centric media products and services
- Building professional networks in the media industry
- Case studies of successful Indian media startups
- Future trends in the media industry

Suggested Readings:

- Boczowski, P. J., & Anderson, C. W. (2017). *Remaking the News: Essays on the Future of Journalism Scholarship in the Digital Age*. MIT Press.
- Briggs, M. (2011). *Entrepreneurial Journalism: How to Build What's Next for News*. CQ Press.
- Caddell, D. (2017). *Media Entrepreneurship: The Art of Charting Your Career in New Media*. Allyn & Bacon.
- Choudhury, A., & Mehta, M. (2018). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. Pustak Mahal.
- Cohen, S. (2016). *Media Startups: Creating Value in the Digital Era*. Routledge.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications: Discovery, Creation, and Conversations* (7th ed.). Pearson.
- Frith, K. T., & Mueller, B. (2010). *Advertising and Societies: Global Issues* (2nd ed.). Peter Lang.

- Gulati, A. (2021). *Media Entrepreneurship in the Digital Age: Essentials for Starting and Running a Successful Media Business*. SAGE Publications.
- Gupta, A. (2019). *Digital India: Understanding Information, Communication and Social Media Technologies*. Springer.
- Jha, R. (2019). *Indian Media Business: A Comprehensive Analysis of the Indian Media Industry* (4th ed.). SAGE Publications.
- Krishna, M., & Govindarajan, V. (2018). *The Three Box Solution: A Strategy for Leading Innovation*. Harvard Business Review Press.
- Kumar, K. (2018). *Startup India: A Policy and Regulatory Overview*. Oxford University Press.
- Kunz, W., & Bourk, M. (2018). *Strategies for Media Reform: International Perspectives*. Peter Lang.
- Picard, R. G. (Ed.). (2015). *The Economics and Financing of Media Companies* (2nd ed.). Fordham University Press.
- Rajadhyaksha, A. (2019). *Indian Media Business: A Comprehensive Analysis of the Indian Media Industry* (4th ed.). Sage Publications.
- Shane, S. (2008). *The Illusions of Entrepreneurship: The Costly Myths That Entrepreneurs, Investors, and Policy Makers Live By*. Yale University Press.
- Sharma, R. (2020). *The Indian Media Business* (4th ed.). SAGE Publications.
- Sharma, S. (2018). *Startup India: A Policy and Regulatory Overview*. Oxford University Press.
- Stewart, D. W. (2015). *Media Entrepreneurship: Development, Production, and Distribution*. Sage Publications.
- Stewart, D. W. (2015). *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, & Viral Marketing to Reach Buyers Directly* (5th ed.). Wiley.
- Yadav, R. K. (2017). *Entrepreneurship and New Venture Creation*. Tata McGraw-Hill Education.

Course Title: Deepfakes and AI for Media

Credits: 2

Course Objectives:

- To learn about the technical foundations of deepfakes and AI, including machine learning and neural networks.
- To examine the ethical challenges, legal concerns, and societal impacts associated with deepfakes and AI in media.
- To develop practical skills in using AI tools for media production and gain practical skills in detecting deepfakes.

Unit 1: Introduction to Deepfakes and AI

- Basic concepts of artificial intelligence and machine learning
- Overview of neural networks and their role in media creation
- History and evolution of AI and deepfake technology
- Role of AI in content creation: image, video, and voice synthesis
- Definition and history of deepfake technology
- Understanding generative adversarial networks (GANs)
- Process of creating deepfakes: data collection, training, and synthesis
- Positive uses of deepfakes: entertainment, education, and innovation
- Negative uses of deepfakes: misinformation, fraud, and privacy invasion
- Key tools and software used in creating deepfakes

Unit 2: Ethical, Legal, and Social Implications

- Privacy concerns and the misuse of deepfakes
- Ethical issues in AI-generated content and digital manipulation
- Overview of legal responses to deepfakes: copyright, defamation, and privacy laws
- Global perspectives on regulation and policy development
- Influence of deepfakes on public trust and media credibility
- Role of deepfakes in political campaigns and social movements

Unit 3: Detecting and Combating Deepfakes

- Challenges in distinguishing real from fake content
- Role of AI in detecting synthetic media
- Techniques for detecting deepfakes: forensic analysis, AI-based detection tools, and digital watermarks
- Key tools and software used for detection
- Approaches to combating deepfakes: technological, legal, and educational
- Role of media literacy in addressing deepfake threats
- Emerging technologies and their potential to counteract deepfakes
- Future of AI in media: opportunities and risks

Suggested Readings:

- Chesney, R., & Citron, D. (2019). *Deepfakes: A looming challenge for privacy, democracy, and national security*. California Law Review, 107(6), 1753-1820.
- Floridi, L. (2014). *The ethics of information*. Oxford University Press.
- Gunning, T., & Szarkowski, J. (2020). *The History of the Deepfake: From Silent Film to Social Media*. University of Chicago Press.
- Harrigan, P., & DiFranzo, D. (Eds.). (2021). *Artificial Intelligence in the Media: Communication, Media, and Society*. Routledge.

- Hwang, T. (2020). *Subprime Attention Crisis: Advertising and the Time Bomb at the Heart of the Internet*. FSG Originals x Logic.
- Knight, W. (2018). *The dark secret at the heart of AI*. MIT Technology Review.
- Knight, W. (2021). *Artificial Unintelligence: How Computers Misunderstand the World*. MIT Press.
- McStay, A. (2018). *Emotional AI: The Rise of Empathic Media*. SAGE Publications.
- Nguyen, C. T. (2020). *Games: Agency as Art*. Oxford University Press.
- O'Neil, C. (2016). *Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy*. Crown Publishing Group.
- Paris, B., & Donovan, J. (2019). *Deepfakes and Cheap Fakes: The Manipulation of Audio and Visual Evidence*. Data & Society Research Institute.
- Pasquale, F. (2020). *New Laws of Robotics: Defending Human Expertise in the Age of AI*. Harvard University Press.
- Russell, S. J., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th ed.). Pearson.
- Sampathkumar, M. (2020). *Artificial intelligence: Ethics and social implications*. Pearson.
- Schwartz, R. (2020). *Data Visualization for the Humanities: A Practical Guide for Beginners*. Routledge.
- Thompson, C. (2020). *Coders: The Making of a New Tribe and the Remaking of the World*. Penguin Books.
- Vacca, A. (2021). *Artificial Intelligence and Deep Learning in the Media: Techniques and Applications*. Wiley-IEEE Press.
- Westerlund, M. (2019). *The emergence of deepfake technology: A review*. Technology Innovation Management Review.
- Zittrain, J. (2019). *The Future of the Internet: And How to Stop It*. Yale University Press.

Course Title: Dissertation (Part-1)**Credits: 2****Course Objectives:**

- To help students identify and refine a research topic.
- To develop students' skills in conducting a literature review and identifying research gaps.
- To guide students in designing a research methodology appropriate to their research questions.
- To familiarize students with the ethical considerations in research.
- To prepare students to write and present a comprehensive dissertation proposal by the end of the semester.

Unit 1: Literature Review and Topic Selection

- Identifying a research area of interest
- Conducting a comprehensive literature search
- Analyzing and synthesizing existing research
- Identifying research gaps and justifying the research
- Formulating research questions and hypotheses
- Defining the scope and significance of the research
- Theoretical and conceptual frameworks
- Establishing the research context
- Writing the Introduction and Background Sections

Unit 2: Research Design and Methodology

- Choosing the appropriate research design (qualitative, quantitative, or mixed methods)
- Designing a study that addresses the research questions
- Selecting the appropriate method and techniques of data collections and analysis
- Understanding ethical issues in research
- Obtaining informed consent and ensuring confidentiality
- Writing the methodology section

Unit 3: Proposal Writing and Presentation

- Working on first drafting of the proposal
- Summarizing the proposed research and its potential contributions
- Outlining the expected outcomes and future research directions
- Supervisor's feedback and revisions
- Presenting the proposal before departmental faculty
- Responding to feedback and questions
- Polishing and proofreading the proposal
- Submission the final proposal

Evaluation (2 credits, 50 marks): Literature Review (10 marks), Research Design and Methodology (10), Draft Proposal (10 marks) and Final Proposal and Presentation/Viva (20)

Suggested Reading:

1. Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.

2. Machi, L. A., & McEvoy, B. T. (2016). *The Literature Review: Six Steps to Success* (3rd ed.). Corwin Press.
3. Booth, W. C., Colomb, G. G., & Williams, J. M. (2016). *The Craft of Research* (4th ed.). University of Chicago Press.

Course Title: Multimedia Lab – V (Ad Design)**Credits: 2****Course Objectives:**

- To apply the principles of visual communication, advertising and PR in practice.
- To develop skills in using design software and tools for ad creation.
- To develop creative concepts and translate them into effective ad campaigns.
- To analyze and critique ad designs for effectiveness and creativity.

Unit 1: Fundamentals of Ad Design

- Understanding the target audience
- Crafting a clear message and call to action
- Brainstorming and ideation techniques
- Writing a compelling ad copy for different media and audience
- Using elements of effective ad design
- Analyzing successful ad campaigns
- Initial sketches and rough drafts

Unit 2: Tools and Software for Ad Design

- Familiarization by different graphic and design software
- Using basic functionalities and tools
- Hands-on practice with design software
- Creating digital ads for various social media platforms
- Designing print ads and preparing them for print

Unit 3: Practical Ad Projects

- Developing individual/group ad campaign
- Designing ads for various media (digital, print, outdoor)
- Creating a portfolio of ad designs
- Peer review and critique of ad projects
- Presenting final ad projects to the class

Suggested Readings:

- Bly, R. W. (2005). *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells* (3rd ed.). Holt Paperbacks.
- Bly, R. W. (2010). *The Online Copywriter's Handbook: Everything You Need to Know to Write Electronic Copy That Sells* (2nd ed.). McGraw-Hill Education.
- Botello, C. (2021). *Adobe Illustrator Classroom in a Book* (2021 Release). Adobe Press.
- Haldeman, C. (2019). *How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often*. Entrepreneur Press.
- Herschell, R. (2017). *Write to Sell: The Ultimate Guide to Great Copywriting*. Pearson.
- Inc., Canvanizer. (2019). *The Canva Book: How to Create Stunning Designs and Graphics*. Independently Published.
- Krohn, R. (2021). *Canva for Beginners: The Ultimate Guide to Canva for Creating Stunning Designs*. Independently Published.
- Landa, R. (2016). *Advertising by Design: Generating and Designing Creative Ideas Across Media* (3rd ed.). Wiley.

- Loewy, R. (2009). *Smashing Logo Design: The Art of Creating Visual Identities*. Wiley.
- Lupton, E. (2014). *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students* (2nd ed.). Princeton Architectural Press.
- Maslen, A. (2019). *Persuasive Copywriting: Using Psychology to Engage, Influence and Sell*. Kogan Page.
- McCue, C. (2021). *Adobe InDesign Classroom in a Book* (2021 Release). Adobe Press.
- Nealon, M. (2020). *Canva for Beginners: A Complete Guide to Mastering Canva Design for Business and Social Media*. Independently Published.
- Sugarman, J. (1998). *Advertising Secrets of the Written Word: The Ultimate Resource on How to Write Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. DelStar Publishers.
- Weber, R. (2019). *CorelDRAW 2019: A Beginners Guide for Graphics Designing and Illustration*. Independently Published.
- Wheeler, A. (2017). *Designing Brand Identity: An Essential Guide for the Whole Branding Team* (5th ed.). Wiley.
- White, A. W. (2011). *The Elements of Graphic Design* (2nd ed.). Allworth Press.
- Williams, R. (2014). *The Non-Designer's Design Book* (4th ed.). Peachpit Press.
- Henricks, M. (2016). *Creative Advertising: Ideas and Techniques from the World's Best Campaigns* (3rd ed.). Laurence King Publishing.
- Moriarty, S., Mitchell, N., & Wells, W. (2018). *Advertising & IMC: Principles & Practice* (11th ed.). Pearson.

Course Title: Multimedia Lab – VI (Working with AI Tools)

Credits: 2

Course Objectives:

- To understand the fundamentals of AI and its applications for media.
- To learn how to use various AI tools for different purposes.
- To explore ethical considerations and best practices in AI usage.

Unit 1: AI in Content Creation and Curation

- Using NLP tools such as ChatGPT, Jarvis.ai, and Quillbot
- Using tools for automated video and image generation such as DALL-E and Pictory
- Using and reviewing AI tools for content curation such as Feedly
- Create multimedia content using AI tools for text, image, and video

Unit 2: AI in Media Production and Editing

- Using AI-powered tools for video and audio editing
- Using AI tools for visual effects and animation
- Create audio/video content using AI tools for video, audio and animation

Unit 3: AI in Media Analytics and Audience Engagement

- Using social media analysis tools such as Hootsuite and BuzzSumo
- Conduct a social media analysis using AI tools
- Using AI for data and sentiment analysis
- Using AI tools for marketing and market analysis
- Using chatbots and virtual assistants in audience engagement

Final Project: Present a report on the tools used, their benefits, content created, projects executed, and any challenges faced

Suggested Readings:

- Broussard, M. (2019). *Artificial unintelligence: How computers misunderstand the world*. MIT Press.
- Diakopoulos, N. (2019). *Automating the news: How algorithms are rewriting the media*. Harvard University Press.
- Hamilton, J. T., & Turner, F. (2020). *Democracy's detectives: The economics of investigative journalism*. Harvard University Press.
- Hansen, M., Roca-Sales, M., Keegan, J., & King, G. (2017). *Artificial intelligence: Practice and implications for journalism*. Tow Center for Digital Journalism, Columbia University.
- Lewis, S. C., Guzman, A. L., & Schmidt, T. R. (2019). *Emerging technologies in journalism and media: AI, automation, and algorithms*. Taylor & Francis.
- Marconi, F., & Siegman, A. (2020). *Newsmakers: Artificial intelligence and the future of journalism*. Columbia University Press.

Course Title: Media Portfolio – III**Credits: 2****Course Objectives:**

- To apply portfolio skills learnt in semester-I to create impressive and creative portfolio for a successful career in media industry.
- To develop and organize a professional media portfolio (physical/online).
- To continuously update and refine media portfolio to reflect their evolving skills and experiences.
- To develop and maintain a personal portfolio and defend it at the end of semester.

Course Description

- Students are required to create and maintain a strong portfolio of their creative and professional work in media and communication. This includes writing and publishing news stories and articles in newspapers/magazines/newspostals/etc., visual content, AV products, etc. They are to regularly update and maintain their semester-wise portfolio file (digital/physical/hybrid).
- Developing and maintaining a personal portfolio (min. no. 20)
- Evaluation based on final presentation and viva.

Course Title: Defence Journalism**Credits: 2****Course Objectives:**

- To understand the fundamentals of defence journalism.
- To equip students with skills to cover various aspects of defence news.
- To familiarize students with the legal framework, regulations and restrictions in India relevant for defence journalists.
- To train students in the essentials of conflict reporting and safety.
- To prepare students for responsible and ethical defence journalism.

Unit 1: Foundations of Defence Journalism

- Definition and scope of defence journalism
- Historical evolution and significance of defence reporting
- Key characteristics and skills required for defence journalists
- Understanding military structures and operations
- Overview of the Indian Armed Forces: Army, Navy, and Air Force
- Structure and hierarchy of the military
- Key military operations and exercises
- Identifying credible sources in defence reporting
- Handling classified and sensitive information
- Using open-source intelligence (OSINT) for defence journalism

Unit 2: Indian Laws and Policies in Defence Journalism

- Overview of legal framework, regulations and restrictions
- Official Secrets Act, 1923
- Defence of India Act, 1971
- Armed Forces (Special Powers) Act, 1958 (AFSPA)
- Censorship and self-censorship in defence reporting
- Reporting on sensitive areas: borders, conflict zones, and military installations.
- Legal implications of reporting on national security
- Balancing national security and the public's right to know
- Ethical dilemmas in defence journalism
- Guidelines for responsible reporting

Unit 3: Practical Applications in Defence Journalism

- Covering war and military operations
- Techniques for reporting from conflict zones
- Embedding with military units: procedures and challenges
- Risk assessment and safety protocols for journalists
- Types of defence news
- Covering defence diplomacy and international relations
- Investigative defence journalism
- Case studies of significant defence investigative reports
- Impact of technology on defence reporting: drones, satellite imagery, AI
- Future trends in defence journalism
- The role of social media in modern defence journalism

Suggested Readings:

- Bhagat, M. (2013). *Reporting from the Frontlines: The Challenges and Ethics of War and Defence Journalism*. Sage Publications India.
- Chandran, D. S. (2014). *National Security and the Role of the Media in India: An Analytical Study*. Pentagon Press.
- Joshi, M. (2016). *The Lost Rebellion: Kashmir in the Nineties*. Penguin Books India.
- Karnad, B. (2002). *Nuclear Weapons and Indian Security: The Realist Foundations of Strategy*. Macmillan India.
- Karnad, B. (2005). *India's Nuclear Policy*. Praeger Security International.
- Nayar, K. (2018). *Beyond the Lines: An Autobiography*. Roli Books.
- Pradhan, S. (2015). *India's Nuclear Debate: Exceptionalism and the Bomb*. Routledge India.
- Ramachandran, V. K. (2007). *Media and the Military: The Dynamics of Conflict Coverage in India*. Atlantic Publishers & Distributors.
- Singh, B. (2008). *The Military Factor in Pakistan*. Lancer Publishers.
- Subrahmanyam, K. (1999). *Indian Armed Forces in the 21st Century*. Allied Publishers.

Course Title: Environmental Communication**Credits: 2****Course Objectives:**

- To understand the fundamental concepts and theories of environmental communication.
- To analyze the role of media in environmental advocacy.
- To develop necessary skills for devising effective environmental communication strategies.
- To train students for reporting environmental issues and promoting public engagement and education on environmental issues.

Unit 1: Foundations of Environmental Communication

- Introduction and importance
- Definition and scope
- Historical context
- Theories, models and approaches
- Language and framing in environmental discourse
- Persuasive strategies and narratives
- Key milestones and movements

Unit 2: Media and Environmental Communication

- Role of traditional media
- Influence of media on public perception and policy
- Digital media and environmental advocacy
- Social media for environmental campaigns
- Digital storytelling and multimedia approaches
- Investigative reporting on environmental issues
- Challenges and ethics in environmental journalism
- Case Studies

Unit 3: Public Engagement and Policy Communication

- Public participation in environmental decision-making
- Stakeholder analysis and community involvement
- Strategies for Communicating risks and uncertainties
- Role of communication in environmental policy-making
- Environmental Education and Advocacy
- Advocacy strategies and public awareness campaigns

Suggested Readings:

- Cox, R., & Pezzullo, P. C. (2018). *Environmental communication and the public sphere* (5th ed.). SAGE Publications.
- Hansen, A., & Cox, R. (Eds.). (2015). *The Routledge handbook of environment and communication*. Routledge.
- Lester, L. (2010). *Media and environment: Conflict, politics and the news*. Polity Press.
- Milstein, T., Pileggi, M., & Morgan, E. (Eds.). (2017). *Environmental communication pedagogy and practice*. Routledge.
- Pezzullo, P. C., & Cox, R. (2018). *Environmental communication and the public sphere* (5th ed.). SAGE Publications.

- Robert, L. F., & Whitaker, M. (Eds.). (2019). *Environmental communication: Second edition*. Routledge.
- Senecah, S. L. (Ed.). (2004). *The environmental communication yearbook, Volume 1*. Lawrence Erlbaum Associates.
- Smith, J. (2009). *Communicating climate change: The path forward*. Palgrave Macmillan.

Course Title: Health Communication
Credits: 2

Course Objectives:

- To introduce students with the theories and models of health communication.
- To develop skills in media and digital health communication.
- To design and implement effective health campaigns.
- To enhance interpersonal and policy communication skills.

Unit 1: Introduction to Health Communication

- Definition, importance, and key concepts
- Key theories and models (Health Belief Model, Social Cognitive Theory)
- indigenous models in health communication
- Global and Indian scenarios
- The social ecology of illness and health
- Fake news and infodemic
- Public discourse and controversies
- Social context of health care and communication
- Tailoring messages for diverse audiences
- Current issues in provider-patient communication
- Skills in culturally sensitive communication
- Health literacy and education

Unit 2: Media and Digital Tools

- Health journalism and reporting
- Health and medicine in news
- Crafting accurate and engaging health stories
- Simplification and avoiding medical jargon
- Ethical considerations in health journalism
- Planning and executing health communication campaigns
- Framing messages for different audiences
- Basics of creating digital content: videos, infographics, and podcasts
- Social media for health awareness
- Strategies for managing health crises and emergencies
- Skills in delivering clear and concise messages under pressure

Unit 3: Public Engagement and Professional Practices

- Techniques for engaging communities in health initiatives
- Skills in organizing and facilitating community health events
- Advocacy strategies for health issues
- Skills in policy communication and stakeholder engagement
- Ethics and legal issues in health communication
- Skills in ethical decision-making and communication

Suggested Readings:

- Berry, D. (2007). *Health communication: Theory and practice*. Open University Press.
- Bylund, C. L., & Peterson, E. B. (Eds.). (2021). *Health literacy and numeracy: Workshop summary*. National Academies Press.
- du Pré, A. (2017). *Communicating about health: Current issues and perspectives* (5th ed.). Oxford University Press.

- Dutta, M. J. (2008). *Communicating health: A culture-centered approach*. Polity Press.
- Eadie, W. F. (Ed.). (2015). *The SAGE handbook of communication and instruction*. SAGE Publications.
- Kreps, G. L. (Ed.). (2017). *Health communication: Theory and practice*. Waveland Press.
- Kreps, G. L., Sparks, L., & Parrott, R. (Eds.). (2009). *Routledge handbook of health communication* (2nd ed.). Routledge.
- Lampropoulos, G. K., & Hauenstein, N. M. A. (Eds.). (2011). *Principles of integrative health: An evidence-based approach*. Springer.
- Lewis, M. J., & Lewis, M. C. (2014). *Health communication: A media and cultural studies approach*. Palgrave Macmillan.
- McQueen, D. V., & Kickbusch, I. (Eds.). (2007). *Health and modernity: The role of theory in health promotion*. Springer.
- Schiavo, R. (2014). *Health communication: From theory to practice* (2nd ed.). Jossey-Bass.
- Servaes, J., & Oyedemi, T. (Eds.). (2016). *Social inequalities, media, and communication: Theory and roots*. Rowman & Littlefield.
- Thompson, T. L., Parrott, R., & Nussbaum, J. F. (Eds.). (2011). *The Routledge handbook of health communication* (2nd ed.). Routledge.
- Wright, K. B., Sparks, L., & O'Hair, H. D. (Eds.). (2012). *Health communication in the 21st century* (2nd ed.). Wiley-Blackwell.
- Zoller, H. M., & Kline, K. N. (Eds.). (2008). *Health communication research measures*. Routledge.

Course Title: Development Communication**Credits: 02****Course Objectives**

- To learn about key theories and models of development communication.
- To develop skills in designing and implementing communication strategies for development projects.
- To evaluate real-world examples of development communication initiatives to understand their impact and effectiveness.

Unit 1: Introduction to Development Communication

- Definition and scope of development communication
- Historical evolution and significance in global development
- Key theories: participatory communication, diffusion of innovations, and development support communication
- Models of development communication: Top-down vs. Bottom-up approaches
- Role of communication in development
- Designing appropriate communication strategies
- Needs assessment, audience analysis, and goal setting
- Developing messages and choosing appropriate channels
- Using all possible communication tools and channels
- Implementing communication strategies effectively
- Monitoring and evaluating the impact of communication initiatives

Unit 2: Participatory Approaches to Development Communication

- Participatory Communication: Overview, historical context, Principles and Practices
- Issues in participatory communication: agriculture, public health, education, environment
- International developmental agencies, MDGs, SDGs
- Community media for development
- ICTs for development, social marketing
- Development journalism: concept and objectives
- Role of government, civil society and NGOs
- Community engagement and empowerment
- Participatory action research and communication for social change

Unit 3: Development Communication in India

- Changing structure of Indian society and economy
- Organized and unorganized sectors
- overview of Indian thoughts, culture and development related concepts
- National planning: micro and macro level planning
- Development related agencies: and others
- Government Campaigns through ad deconstruction and Case studies
- Role of different agencies and organizations in development
- Role of international organizations such as World Bank, UNDP, IMF
- Panchayati Raj and rural development

- Communicaty radio and local media for development communication
- Advocacy and social marketing

Suggested Readings:

- Ascroft, J. (2014). *Development communication in practice*. Routledge.
- Blumer, H., & Katz, E. (1976). *The role of mass media in social change*. Routledge.
- Dutta, M. J. (2018). *Communicating social change: A global perspective*. Routledge.
- Figueroa, M. E., Kincaid, D. L., Rani, M., & Lewis, T. (2002). *Communication for social change: An integrated model for measuring the process and its outcomes*. Communication for Social Change Consortium.
- Galtung, J., & Vincent, R. (1992). *Peace by peaceful means: Peace and conflict, development and civilization*. Sage Publications.
- Gumucio-Dagron, A., & Tufte, T. (2006). *Communication for social change: An introduction*. Communication for Social Change Consortium.
- Ho, S. S. (2013). *Communication and development: A strategic approach*. Springer.
- Kumar, K. (2017). *Communication and development: A global perspective*. Sage Publications.
- McAnany, E. G., & Field, S. (2017). *Media and development: An introduction*. Routledge.
- Mefalopulos, P. (2008). *Development communication sourcebook: Broadening the boundaries of communication*. World Bank Publications.
- Melkote, S. R. (2008). *Communication for development in the third world: Theory and practice*. Sage Publications.
- Nair, K. (2015). *Communication strategies for development: Innovations and best practices*. Routledge.
- Servaes, J. (2008). *Communication for development and social change*. Sage Publications.
- Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide*. World Bank Publications.
- White, S. A. (2003). *Participatory communication: A practical guide*. Sage Publications.