

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

**Department of Communication
BA Digital Communication**

SEMESTER-VII

Course title	THEORIES OF COMMUNICATION
Category (Mention the appropriate category (a/b/c) in the course description.)	New course
Course code	BADCC401
Semester	VII
Number of credits	04
Maximum intake	
Day/Time	Tuesday, 11AM – 1AM & Thursday, 2PM – 4PM
Name of the teacher/s	Prof. T.T. Sreekumar

Course description	This is a new course as this is being offered to the first batch of BA Digital Communication students for their VII semester. This course intends to understand and critique the foundational theories of communication and media, including their historical development and key contributors. It familiarises the students with new media technologies in communication theories and practices, highlighting the evolution and transformation within the field. Objectives in terms of Program specific Outcomes: PO 6 To adopt a critical approach in analysing various theoretical and analytical frameworks within classical and contemporary communication and media theories. PO 1 To examine the significant theoretical and methodological transformations in communication and media studies brought about by the advent of new media technologies. PO 1 To map the evolving landscape of academic investigations by exploring relevant frameworks, including functional-structural theories of communication, the political economy of communication, cultural approaches, Marxist and Neo Marxist perspectives, postmodern and Post structure a list theories, and cognitive models. PO 1 To comprehend the field of communication and media studies from three interrelated perspectives: theoretical, methodological, and historical. Learning Outcomes The student will be able to analyse the impact of new media technologies on communication theories and practices. They will be able to integrate theoretical, methodological, and historical perspectives in the study of communication and media, fostering a holistic understanding of the discipline. They will be trained as researchers, activists, and practitioners equipped with essential analytical and conceptual tools in the field of Communication and media for exploring diverse social contexts. The course helps to develop a comprehensive understanding of the major theories and analytical frameworks in communication and media studies
Course delivery	Class room Lectures/Seminars/

Evaluation scheme	The module consists of weekly seminars led by the instructor and class presentations by the students, followed by the submission of short notes based on the presentations. Attendance is mandatory as per university regulations, and students are expected to actively engage in all course-related academic activities. Internal mode of evaluation: 1. Attendance and Class Presentations:10% Students will deliver three Power Point presentations, each lasting 10 to 12 minutes. 2. Submission of Notes: 10% Students will submit short notes of 750 to 1000 words based on each class presentation. 3. Mid-Term Assignment:20% A short essay of 1500 words on an assigned topic. End Semester Mode of Evaluation 4. Final Essay: 60% A project report, or essay of 3000 words on a topic chosen by the student in consultation with the instructor.
Reading list	Essential Readings 1. Mc Quail, Denis. <i>Mc Quail's Mass Communication Theory</i>. 6th ed. London: SAGE Publications, 2010. 2. Hall, Stuart. "Encoding/Decoding." In <i>Culture, Media, Language: Working Papers in Cultural Studies, 1972-79</i>, edited by Stuart Hall, Dorothy Hobson, Andrew Lowe, and Paul Willis, 128-138. London: Hutchinson, 1980. 3. Fuchs, Christian. <i>Social Media: A Critical Introduction</i>. 2nd ed London: SAGE Publications, 2017. Additional Readings 1. Carey, James W. <i>Communication as Culture: Essays on Media and Society</i>. Revised ed. New York: Routledge, 2009. 2. Castells, Manuel. <i>The Rise of the Network Society</i>. 2nd ed. Oxford: Wiley-Blackwell, 2010. 3. Morley, David. <i>Television, Audiences and Cultural Studies</i>. London: Routledge, 1992. 4. Thompson, John B. <i>The Media and Modernity: A Social Theory of the Media</i>. Stanford: Stanford University Press, 1995. Jenkins, Henry. <i>Convergence Culture: Where Old and New Media Collide</i>. New York: New York University Press, 2006.

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**Department of Communication
BA Digital Communication**

SEMESTER-VII

Course title	RESEARCH METHODS
Category (Mention the appropriate category (a/b/c) in the course description.)	New Course
Course code	BADCC404
Semester	VII
Number of credits	04
Maximum intake	
Day/Time	Tuesday 2PM – 4PM & Thursday 11AM – 1PM
Name of the Teacher	Prof. G. Nagamallika

Course description	i) A brief overview of the course: The course is aimed at imparting the necessary skills and core competencies in research methodology with specific focus on media research. The course gives an overview of the theoretical framework of social science research and media research. The course offers an in-depth understanding of different methods of research, data analytical tools, and research writing. ii) Objectives of the course PO 1 Students will be able to get a holistic understanding of academic research with a special emphasis on media research. PO7 The course will train the students to conduct research in a scientific manner. PO 7 The course will enhance the understanding of students on different types of qualitative and quantitative research in the field of media and other allied disciplines. PO1 To map the emerging and expansion of the field of media research and its landscape. PO 3 To contribute to scientific research and advance the knowledge of the media domain. PO 8 To train students for a career in research institutes, market surveys and market research. (iii) Learning outcomes: ● The student will be able to learn of the present and emerging tools and techniques in the domain of media. ● The course will enable the effective integration of theoretical framework with practical evidence-based research in the domain of media. ● The students will be able to understand media research from its practical and application point of view which contributes to quality research in the domain of media. ● The students will have competencies in carrying out research in a scientific manner. It offers solid training and expertise to write the dissertation in a scientific manner as part of their programme at a later stage. ● The course will enable the students to publish their research-based stories should they work for the media. ● They will be able to start their independent media organisations and offer analytical inputs based on scientific research and analysis.
Course delivery	Lectures/seminars/research case studies

Evaluation Scheme	Internal Assessment: 40% (three internal assessments that include presentation, assignment submission, classroom attendance, participation, and interaction. External Assessment: 60% (End Semester written test that include short answer and essay type questions evaluating the understanding of media research)
Reading List	Mass Media Research: An Introduction by Roger D Wimmer and Joseph R Dominick. Media Research Techniques by Asa Arthur Berger. A Handbook of Qualitative Methodologies for Mass Communication Research, edited by Klaus Bruhn Jensen and Nicholas W. Jankowski Gunter, B. (2000). Media Research Methods. London: Sage Publications. Kothari, C.R. (1985). Research Methodology: Methods and Technique. New Delhi : New Age Publication Ltd. Kumar, R. (2014). Research Methodology: A Step to Step guide for beginners. U K : Sage Publications. Mukul Gupta, D.G. (2011). Research Methodology. New Delhi: PHI Learning Private Limited.

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**Department of Communication
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SEMESTER-VII

Course title	CRITICAL READING & WRITING
Category (Mention the appropriate category (a/b/c) in the course description.)	New Course
Course code	BADCC403
Semester	VII
Number of credits	04
Maximum intake	
Day/Time	Monday & Wednesday, 11AM – 1PM
Name of the teacher/s	Prof. T.T Sreekumar

Course description (a)

i) Course description

Critical Reading & Writing is a capstone course designed for the seventh semester BA Digital Communication students, equipping them with advanced interpretative and expressive skills essential for critical engagement in today's media-saturated world. The course focuses on refining students' abilities to analyse, evaluate, and respond to diverse texts, including journalistic pieces, visual media, digital content, academic essays, and literary excerpts, through a critical lens.

By integrating theoretical approaches from cultural studies, media criticism, postcolonial thought, and gender studies, the course encourages students to question narratives, unpack ideologies, and recognize rhetorical strategies in a wide array of communicative forms. Alongside these reading practices, students will develop their academic and creative writing abilities, learning to construct clear, persuasive, and well-reasoned arguments, supported by evidence and critical insight.

The writing component emphasizes clarity of thought, originality, voice, and revision, with assignments including analytical essays, reflective pieces, and open style critiques. Students are trained to move beyond summary toward interpretation, using writing as a tool for inquiry and expression.

Throughout the semester, emphasis will be placed on collaborative learning, peer review, and constructive critique. Readings will be drawn from contemporary media, cultural theory, and literature, fostering interdisciplinary connections that align with the broader aims of digital communication studies.

ii) Course Objectives

PO 8· To develop the ability to critically read and interpret a range of texts, including digital media, through theoretical and contextual analysis.

PO 4· To enhance students' writing skills for academic, analytical, and public-facing purposes, with an emphasis on clarity, argumentation, and critical engagement.

PO 7· To foster independent thinking, ethical reflection, and effective communication in diverse media environments.

iii) Course Outcomes

· Students will be able to critically analyze and interpret diverse texts using appropriate theoretical frameworks.

· Students will demonstrate the ability to construct clear, coherent, and persuasive written arguments across academic and media formats.

· Students will engage with media and cultural texts as informed, reflective, and responsible communicators.

Course delivery	Lectures, readings, seminars and group discussions
Evaluation scheme	Internal and external (40% + 60%)
Reading list	· Terry Eagleton – <i>How to Read Literature</i> · Stuart Hall – <i>Representation: Cultural Representations and Signifying Practices</i> · George Orwell – <i>Politics and the English Language</i> · Raymond Williams – <i>Keywords: A Vocabulary of Culture and Society</i> · Pierre Bourdieu – <i>Language and Symbolic Power</i>

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**Department of Communication
BA Digital Communication**

SEMESTER-VII

Course title	INTRODUCTION TO MEDIA STUDIES
Category	a. New Course
Course code	BADCC405
Semester	VII
Number of credits	04
Maximum intake	
Day/Time	Monday & Wednesday, 4PM – 6PM
Name of the teacher/s	Dr. Srinivas Lankala
Course description	This is also a new course that provides an overview of the interdisciplinary field of Media Studies. This is offered for the first batch of four year BA Digital Communication students. It is structured as a theory course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural Studies, Critical Theory, Technology Studies, and the broader humanities. It is intended to provide common ground for students from diverse disciplinary backgrounds and enable them to develop a holistic approach towards the study of media structures, texts, effects, industries, and practices on the one hand, and the relationship between media, culture, and society on the other. The course will also introduce several sub-fields in the study of media which students may encounter in more depth in subsequent semesters. i) Objectives of the course in terms of Programme Specific Outcomes: PO1 Acquire broad knowledge of the historical evolution of communication and media theories PO2 understand the linkages between media and society, and their effects on culture, technology and the public sphere PO1 develop a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication ii) Learning outcomes— a) domain specific outcomes: ● Explain the theoretical concepts of media, communication, culture and critique ● Describe the historical evolution of different media and evaluate their future trajectories ● Understand multiple disciplinary and theoretical approaches to studying media ● Analyse the role and effect of the media in contemporary social and political contexts.

Course delivery	Lecture/Seminar
Evaluation scheme	Internal (modes of evaluation): ● Presentation of an assigned reading, accompanied by a short response paper: 20% ● Mid-semester examination (best of 2 exams): 20% End-semester (mode of evaluation): ● End-semester written examination: 60%
Reading list	Essential reading ● Laughey, Dan. 2007. <i>Key Themes in Media Theory</i>. Open University Press. ● Mitchell, W.J.T. and Mark Hansen. 2010. <i>Critical Terms for Media Studies</i>. The University of Chicago Press. ● Taylor, Paul and Jan Harris. 2008. <i>Critical Theories of Mass Media: Then and Now</i>. Open University Press. Additional reading ● Chun, Wendy Hui Kyong and Thomas Keenan (Eds.). 2006. <i>New Media, Old Media : A History and Theory Reader</i>. Routledge. ● Curran, James and David Morley (Eds.). 2006. <i>Media & Cultural Theory</i>. Routledge. ● Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: Key Works</i>. Blackwell. ● Gillespie, Tarleton et al (Eds.). 2014. <i>Media Technologies: Essays on Communication, Materiality, and Society</i>. The MIT Press. ● Hansen, Mark B.N. 2006. 'Media Theory'. <i>Theory Culture Society</i>. 23, p.297. ● Lister, Martin et al. 2009. <i>New Media: A Critical Introduction</i>. Routledge. ● McLuhan, Marshall. 1994. <i>Understanding Media: The Extensions of Man</i>. The MIT Press. ● Silverstone, Roger. 1999. <i>Why Study the Media?</i> Sage Publications.

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SEMESTER-VII

Course title	Environmental Journalism
Category	c. New course
Course code	BADCC421
Semester	VII
Number of credits	04
Maximum intake	
Day / Time	Wednesday & Friday, 9AM – 11PM
Name of the teacher	Dr. K. Rajaram

Course description	a. A brief overview of the course Environmental journalism is one of the emerging fields of journalism at the global level. The environmental-specific journalism offers scope to the aspiring journalists to investigate, explore, analyse, and highlight issues related to the environment and other relevant aspects like climate change, pollution, fate of the planet, human livelihoods, migration, extinction of species, over exploitation of the natural resources, sustainability, and other initiatives and policies towards the protection of environment. Environmental journalism offers scope for advocacy on many key issues related to the environment and make a difference through writings and multimedia story telling. Environmental journalism course also offers a good understanding of policy and governance issues in terms of laws and their implementation related to the environment, biodiversity, climate change, sustainability at the local, national, and global level. This course is thoroughly a specialised field of journalism that is also part of the science communication with a focus on environment. Broad modules to be covered include: Climate Change Journalism, Sustainable Development Goals, National and Global level initiatives like COP and other major summits, Policies and Governance, and Environmental Laws and Justice. Ethical issues like Greenwashing, and development vs environment. b. Objectives of the course in terms of Programme specific outcomes ● To get a clear understanding on the broader field of journalism and mass communication with a core focus on environmental journalism- PO4 ● To hone the skill of presenting journalistic stories on areas concerning environment-PO3 ● To gain the critical understanding on aspects related to environmental journalism and be able to develop deeper understanding on varied issues on environment and come out with stories that make a difference to the society-PO5 c. Learning outcomes...Students will be able to...Domain Specific outcomes Students will be able to develop deeper understanding on key aspects of environment. They will be able to analyse emerging developments in the domain of environment and will present stories to highlight the impactful developments in the field. The students will develop a comprehensive understanding and will be able to spot stories in the domain of environment. d. Skill enhancement: The course is thoroughly a skill-based one. It enhances their idea of environment, spotting stories, presenting stories in all formats including print, electronic, and multimedia digital platforms. The course gives them a new ability of writing stories and making impact on issues related to environment from the local to global level. They will develop skills in pitching advocacy, activism and environmental consciousness stories to make a positive difference. e. Employability quotient: As the environmental journalism is an emerging and highly sought after specialization, there is a good possibility of employability. They students will be able to explore employment opportunities in science communication in general and environmental journalism in particular. With the governments prioritizing the net-zero policies, proactive initiatives in environmental protection, there is a growing employability scope for those specialised in environmental journalism.
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Course delivery	Lecture/Seminar/Presentation/Fieldwork/Case study based teaching
Evaluation scheme	Internal Assessment (40 Marks): Presentations, Assignments, special stories/environmental campaign design/advocacy roadmap design End-Semester Examination (60 Marks): Written
Reading list	Carson, R. (1962) <i>Silent Spring</i>. Houghton Mifflin Pezullo, P.C., and Cox, J.R (2024). <i>Environmental Communication and the Public Sphere</i> (7th edition) Kolbert, E. (2014). <i>The Sixth Extinction: An unnatural history</i>. Henry Holt and Company. <i>Down to Earth</i> fortnightly magazine published by the Centre for Science and Environment.(www.downtoearth.org.in) United Nations Climate Change Conference Reports. United Nations Framework Convention on Climate Change (unfccc.int) Ministry of Environment, Forests, and Climate Change (MoEFCC) publications (https://moef.gov.in) Additional readings include: Latest reports, stories, news items published in newspapers and magazines.