

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD**

**Department of Communication**

**MAJMC Programme**

**SEMESTER -1**

Course title	<b>Theories of Communication (CORE)</b>
Category	<b>Existing course with revision. Mention the percentage of revision.</b> Changes: Revisions made in Objectives, Programme specific Outcomes, Learning Outcomes and Reading List according to the requirements of the new format.
Course code	<b>MAJMCC401</b>
Semester	<b>1</b>
Number of credits	<b>4</b>
Maximum intake	<b>30</b>
Day/Time	<b>Tuesday 11am-1pm and Thursday 2pm-4pm</b>
Name of the teacher/s	<b>Prof. TT Sreekumar</b>
Course description	<b>i) A brief overview of the course:</b>  <b>ii) Objectives in terms of Program specific Outcomes:</b> <ul style="list-style-type: none"><li>• To adopt a critical approach in analysing various theoretical and analytical frameworks within classical and contemporary communication and media theories, focusing selectively on key thinkers, concepts, paradigms, and major research areas.</li><li>• To examine the significant theoretical and methodological transformations in communication and media studies brought about by the advent of new media technologies.</li><li>• 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 poststructuralist theories, cognitive models, and</li></ul>

	<p>emerging new media theories.</p> <p>To comprehend the field of communication and media studies from three interrelated perspectives: theoretical, methodological, and historical.</p> <ul style="list-style-type: none"> <li>• To enhance employability and skill development by fostering the ability to critically evaluate and apply communication and media theories, preparing students for roles in academia, media industries, public relations, and other fields that require strong analytical and conceptual skills.</li> </ul> <p>iii) Learning outcomes:</p> <p><b>A. Domain Specific Outcomes</b></p> <ul style="list-style-type: none"> <li>• To understand and critique the foundational theories of communication and media, including their historical development and key contributors.</li> <li>• To analyse the impact of new media technologies on communication theories and practices, highlighting the evolution and transformation within the field.</li> <li>• To explore and evaluate diverse theoretical frameworks such as functional-structural theories, political economy of communication, cultural approaches, and postmodern/poststructuralist theories.</li> <li>• To integrate theoretical, methodological, and historical perspectives in the study of communication and media, fostering a holistic understanding of the discipline.</li> </ul> <p><b>a. Value Addition</b></p> <ul style="list-style-type: none"> <li>• To engage in continuous discussions on the role of theory in communication research, recognizing the dynamic nature of the field and the importance of understanding how communication and media theories historically emerge and explain related practices.</li> </ul> <p><b>b. Skill-Enhancement</b></p> <ul style="list-style-type: none"> <li>• To equip researchers, activists, and practitioners with essential analytical and conceptual tools in the field of communication and media for exploring diverse social contexts.</li> </ul> <p><b>c. Employability Quotient</b></p> <ul style="list-style-type: none"> <li>• To develop a comprehensive understanding of the major theories and analytical frameworks in</li> </ul>
--	--

	communication and media studies, thereby enhancing the ability to critically analyze and apply these theories in professional contexts.
Course delivery	Lecture/Seminar/Experiential learning to match learning Outcomes a, b, c and d.
Evaluation scheme	<p>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.</p> <p><b>Internal mode of evaluation:</b></p> <ol style="list-style-type: none"> <li><b>1. Attendance and Class Presentations:</b> 10% Students will deliver three PowerPoint presentations, each lasting 10 to 12 minutes.</li> <li><b>2. Submission of Notes:</b> 10% Students will submit a short note of 750 to 1000 words based on each class presentation.</li> <li><b>3. Mid-Term Assignment:</b> 20% A short essay of 1500 words on an assigned topic.</li> </ol> <p><b>End Semester Mode of Evaluation</b></p> <ol style="list-style-type: none"> <li><b>4. Final Essay:</b> 60% A project, report, or essay of 3000 words on a topic chosen by the student in consultation with the instructor.</li> </ol>
Reading list	<p><b>Essential Readings</b></p> <ol style="list-style-type: none"> <li>1. McQuail, Denis. <i>McQuail's Mass Communication Theory</i>. 6th ed. London: SAGE Publications, 2010.</li> <li>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.</li> <li>3. Fuchs, Christian. <i>Social Media: A Critical Introduction</i>. 2nd ed. London: SAGE Publications, 2017.</li> </ol> <p><b>Additional Readings</b></p> <ol style="list-style-type: none"> <li>1. Carey, James W. <i>Communication as Culture: Essays on Media and Society</i>. Revised ed. New York: Routledge, 2009.</li> <li>2. Castells, Manuel. <i>The Rise of the Network Society</i>. 2nd ed. Oxford: Wiley-Blackwell, 2010.</li> <li>3. Morley, David. <i>Television, Audiences and Cultural Studies</i>. London: Routledge, 1992.</li> <li>4. Thompson, John B. <i>The Media and Modernity: A Social</i></li> </ol>

	<p><i>Theory of the Media</i>. Stanford: Stanford University Press, 1995.</p> <p>5. Jenkins, Henry. <i>Convergence Culture: Where Old and New Media Collide</i>. New York: New York University Press, 2006.</p>
--	---

Course title	<b>News Reporting (CORE) <u>Skill Oriented</u></b>
Category	a. Existing course without changes
Course code	<b>MAJMCC502</b>
Semester	1
Number of credits	4
Maximum intake	30
Day/Time	<b>Monday 2pm-4pm and Wednesday 11am-1 pm</b>
Name of the teacher/s	Dr. Suchitra Patnaik
Course description	<p><b>i)A brief overview of the course</b>  The course aims to provide hands-on training in the field of news reporting. The course imparts basic skills in the areas of story ideation, identification of sources, news collection and finally writing, editing and presentation of news. The course equips students with basics of tenets news journalism using a combination of classroom teaching and field reporting exercises. The students will be assigned classroom activities and local reporting assignments to help understand the nuances of report writing.</p> <p><b>ii)Objectives of the course in terms of Programme Specific Outcomes</b></p> <ul style="list-style-type: none"> <li>● To acquire broad knowledge and skills in the fields of print journalism - <i>PO 4</i></li> <li>● To develop news reporting skills like identifying news sources, researching and interviewing skills-<i>PO4</i></li> <li>● To gain hands-on experience in story ideation, planning, writing techniques and editing with the help of reporting exercises-<i>PO 6</i></li> <li>● To build a creative portfolio of original news articles and features, leading towards employment opportunities in the news industry-<i>PO11</i></li> </ul> <p><b>iii)Learning outcomes—Students will be able to.....</b></p> <p><b>Domain specific outcomes</b></p> <ul style="list-style-type: none"> <li>● Explain the basic principles of news journalism</li> <li>● Describe news values and ethics</li> <li>● Understand the journalistic practices in newsroom</li> </ul> <p><b>Skill-enhancement</b></p>

	<ul style="list-style-type: none"> <li>Identify the potential news sources and conduct research and interview of sources</li> <li>Write and edit news and feature stories</li> </ul> <p style="text-align: center;"><b>Employability quotient</b></p> <ul style="list-style-type: none"> <li>Publish quality news articles</li> </ul>
Course delivery	<p>Lecture/Seminar/ Field work</p> <p>1. News reporting field activity: The students will be assigned news stories and they will be required to attend events and submit a news report.</p> <p>2. News gathering, editing, information verification and report writing activities to be conducted.</p>
Evaluation scheme	<p>Internal Marks – 50% (news reporting exercises and other class assignments)</p> <p>End semester Examination – 50% (Written test/ project submission)</p>
Reading list	<p>Filak Vincent F. (2021). Dynamics of News Reporting and Writing Foundational Skills for a Digital Age. Sage</p> <p>Randall, D (2016). The Universal Journalist - Fifth Edition. Pluto Press.</p> <p>Harcup, T (2021) Journalism: Principles and Practice. Sage.</p> <p>O'Neill, D. &amp; Harcup, T. (2020). News Values and News Selection. In T. Hanitzsch &amp; K. Wahl-Jorgensen (Eds.), <i>The Handbook of Journalism Studies</i>, 2nd edition. New York, NY: Routledge.</p> <p>Kovach, B., &amp; Rosenthal, T. (2014). <i>The Elements of Journalism: What Newspeople Should know and the Public Should Expect</i>. New York: Three Rivers Press.</p> <p>The Associated Press Guide to News Writing, 4th Edition</p>

Course title	<b>Introduction to Media Studies (ELECTIVE)</b>
Category	a. Existing course without changes
Course code	<b>MAJMCE405</b>
Semester	I
Number of credits	4
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	<b>Tuesday and Thursday 4-6 pm</b>
Name of the teacher/s	<b>Dr. Srinivas Lankala</b>
Course description	<p><b>i) A brief overview of the course:</b></p> <p>The course provides an overview of the interdisciplinary field of Media Studies. It is structured as a survey course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural</p>

	<p>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.</p> <p><b>ii) Objectives of the course in terms of Programme Specific Outcomes:</b></p> <ul style="list-style-type: none"> <li>• acquire broad knowledge of the historical evolution of communication and media theories (PO1)</li> <li>• understand the linkages between media and society, and their effects on culture, technology and the public sphere (PO2)</li> <li>• develop a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication (PO3)</li> </ul> <p><b>iii) Learning outcomes—</b>a) domain specific outcomes:</p> <ul style="list-style-type: none"> <li>• Explain the theoretical concepts of media, communication, culture and critique</li> <li>• Describe the historical evolution of different media and evaluate their future trajectories</li> <li>• Understand multiple disciplinary and theoretical approaches to studying media</li> <li>• Analyse the role and effect of the media in contemporary social and political contexts.</li> </ul>
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):</p> <ul style="list-style-type: none"> <li>• Presentation of an assigned reading, accompanied by a short response paper: 20%</li> <li>• Mid-semester examination (best of 2 exams): 20%</li> </ul> <p>End-semester (mode of evaluation):</p> <ul style="list-style-type: none"> <li>• End-semester written examination: 60%</li> </ul>
Reading list	<p>Essential reading</p> <ul style="list-style-type: none"> <li>• Laughey, Dan. 2007. <i>Key Themes in Media Theory</i>. Open University Press.</li> </ul>

	<ul style="list-style-type: none"> <li>● Mitchell, W.J.T. and Mark Hansen. 2010. <i>Critical Terms for Media Studies</i>. The University of Chicago Press.</li> <li>● Taylor, Paul and Jan Harris. 2008. <i>Critical Theories of Mass Media: Then and Now</i>. Open University Press.</li> </ul> <p>Additional reading</p> <ul style="list-style-type: none"> <li>● Chun, Wendy Hui Kyong and Thomas Keenan (Eds.). 2006. <i>New Media, Old Media : A History and Theory Reader</i>. Routledge.</li> <li>● Curran, James and David Morley (Eds.). 2006. <i>Media &amp; Cultural Theory</i>. Routledge.</li> <li>● Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: KeyWorks</i>. Blackwell.</li> <li>● Gillespie, Tarleton et al (Eds.). 2014. <i>Media Technologies: Essays on Communication, Materiality, and Society</i>. The MIT Press.</li> <li>● Hansen, Mark B.N. 2006. 'Media Theory'. <i>Theory Culture Society</i>. 23, p.297.</li> <li>● Lister, Martin et al. 2009. <i>New Media: A Critical Introduction</i>. Routledge.</li> <li>● McLuhan, Marshall. 1994. <i>Understanding Media: The Extensions of Man</i>. The MIT Press.</li> <li>● Silverstone, Roger. 1999. <i>Why Study the Media?</i> Sage Publications.</li> </ul>
--	--

Course title	<b>Scripting for Television (ELECTIVE) Skill Oriented</b>
Category	a. Existing course without changes
Course code	<b>MAJMCE412</b>
Semester	I
Number of credits	4
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	<b>Monday 11am-1pm and Wednesday 2pm-4pm</b>
Name of the teacher/s	Prof. Sujatha Mukiri
Course description	<p><b>i) A brief overview of the course:</b></p> <p>The course is a basic introduction to the craft of developing and writing scripts for television. The initial half of the course covers fundamental concepts of video such as shots, sequences, movements,</p>

	<p>lighting and sound. It then introduces narrative techniques such as plot, character, structure, theme and voice. By the end of the course, the student will be familiar with the skills to conceptualise, develop and produce shooting scripts, storyboards and screenplays for different genres of fiction and non-fiction television programmes, such as television drama, interviews / talk-shows and documentary films.</p> <p><b>iii) Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Understand the television production process and the role of writing</li> <li>2. Demonstrate the skills to conceptualise and develop screenplays for different genres of television, such as drama, non-fiction programming, and documentary films</li> <li>3. Demonstrate different ways to create and communicate social messages through scripts for public service announcements and advertisements</li> <li>4. Produce a set of short scripts in different genres and formats to build students' own creative portfolios, and prepare for careers</li> </ol>
Course delivery	Lecture/Seminar: The course involves lectures, screenings and in-class writing and video exercises. Many of the exercises will be group-based, and attendance and participation is mandatory. The exercises will include peer-review and feedback on individual scripts and screenplays.
Evaluation scheme	<p>This is a practicum-based course. Evaluation is based on:</p> <ol style="list-style-type: none"> <li>1. Five internal in-class exercises for 10 marks each: 50%</li> <li>2. Final Script assignment for 50 marks: 50%</li> </ol> <p>Internal assessment will include five short in-class scripting and video exercises (50%) and a final assignment will be in the form of an individual television script project based on the student's interest (50%)</p>
Reading list	Blum, Richard A; Television Writing: From Concept to Contract; Focal Press London, 1984;



	<p>Brenner, Alfred; TV Scriptwriters Handbook: Dramatic Writing for Television and Film; Silman-James Los Angeles, 1980;</p> <p>Fossard, Esta de; Writing and Producing for Television and Film; Sage New Delhi, 2005;</p> <p>Hilliard, Robert L.; Writing for Television, Radio, and New Media; Thomson Australia, 2004</p>
--	--

Course title	<b>Understanding Communication (ELECTIVE)</b>
Category	C. New Course
Course code	<b>MAJMCE413</b>
Semester	I
Number of credits	4
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	<b>Tuesday 2pm-4pm and Friday 11am-1 pm</b>
Name of the teacher/s	Prof. Ajit Kumar
Course description	<p>Mastery of interpersonal communication is indispensable for both personal and professional success. This mastery is achieved through comprehensive learning and consistent practice. "Understanding Communication" delves into the foundational principles of interpersonal communication, providing an essential first step towards achieving mastery in this crucial area.</p> <p>Students will gain a comprehensive understanding and appreciation of fundamental concepts, including:</p> <ul style="list-style-type: none"> <li>• Theories and models of interpersonal communication</li> <li>• Functions and processes involved in interpersonal communication</li> <li>• Various types of communication and the barriers that can impede them</li> <li>• Nonverbal Communication</li> <li>• Intercultural communication</li> <li>• Communication anxiety</li> </ul>

	<ul style="list-style-type: none"> <li>● Active listening</li> </ul> <p>Having this extensive understanding will enable students to apply these concepts in their everyday interactions, thereby strengthening their communication skills in real-world contexts.</p> <p>Objectives of the course in terms of Programme Specific Outcomes and learning outcomes</p> <p>5. <i>Objective 1:</i> Explore and critically examine various theories and models of interpersonal communication to understand their foundational principles and applications.</p> <ul style="list-style-type: none"> <li>● <i>Outcome:</i> Students will describe, explain, and critically evaluate the theories and models of interpersonal communication.</li> </ul> <p>● <i>Objective 2:</i> Investigate and understand the key functions and processes essential for effective interpersonal communication, with an emphasis on practical application.</p> <ul style="list-style-type: none"> <li>● <i>Outcome:</i> Students will comprehend, analyse, and apply the various functions and processes of interpersonal communication.</li> </ul> <p>● <i>Objective 3:</i> Gain comprehensive knowledge of different types of communication and identify the barriers that can impede interpersonal interactions.</p> <ul style="list-style-type: none"> <li>● <i>Outcome:</i> Students will identify, evaluate, and demonstrate strategies to overcome barriers in interpersonal communication.</li> </ul> <p>● <i>Objective 4:</i> Analyse the significance, impact, challenges, and subtleties of nonverbal and intercultural communication in diverse settings.</p> <ul style="list-style-type: none"> <li>● <i>Outcome:</i> Students will synthesize the knowledge and apply appropriate nonverbal and intercultural communication skills in diverse interpersonal interactions.</li> </ul> <p>● <i>Objective 5:</i> Develop an understanding of communication anxiety, including its sources, and explore effective strategies for managing and reducing this anxiety.</p> <ul style="list-style-type: none"> <li>● <i>Outcome:</i> Students will identify sources of communication anxiety and apply effective coping strategies in their interactions.</li> </ul> <p>● <i>Objective 6:</i> Explore the concept and importance of active listening, and understand its influence on the quality of interpersonal communication.</p>
--	--

	<ul style="list-style-type: none"> <li>● <i>Outcome:</i> Students will demonstrate and integrate active listening techniques in their interpersonal communication.</li> </ul>
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Assessment will be conducted in two parts: internal and end-of-term. The internal assessment, worth 50 marks, will include tests, quizzes, presentations, assignments, and student-led seminars. The end-of-term assessment, also worth 50 marks, will consist of one or a combination of the following:</p> <ul style="list-style-type: none"> <li>● sit-down written exam</li> <li>● book review</li> <li>● application tasks</li> <li>● viva voce.</li> </ul>
Reading list	<ol style="list-style-type: none"> <li>1. Adler, R., &amp; Rodman, G. <i>Understanding Human Communication</i>. Tata McGraw Hill.</li> <li>2. Bowe, H., &amp; Martin, K. <i>Communication across Cultures</i>. Cambridge University Press.</li> <li>3. Collins, S. D. <i>Listening and Responding</i>. Cengage Learning.</li> <li>4. DeVito, J. A. <i>The Interpersonal Communication Book</i>. Harper &amp; Row.</li> <li>5. Hall, B. J. <i>Among Cultures: The Challenge of Communication</i>. Thomson.</li> <li>6. Kincaid, L. D. (Ed.). <i>Communication Theory: Eastern and Western Perspectives</i>. Academic Press.</li> <li>7. Littlejohn, S. W. <i>Theories of Human Communication</i>. Wadsworth Publishing House.</li> <li>8. Mattelart, A. <i>The Invention of Communication</i>. University of Minnesota Press.</li> <li>9. McBride, S. <i>Many Voices, One World</i>. Kogan Page.</li> <li>10. McMillan, S. <i>How to be a Better Communicator</i>. Kogan Page.</li> <li>11. Mortensen, C. D. (Ed.). <i>Basic Readings in Communication Theory</i> (2nd ed.). Harper and Row.</li> <li>12. Philipsen, G. <i>Speaking Culturally: Explorations in Social Communication</i>. SUNY Press.</li> <li>13. Schramm, W. <i>The Story of Human Communication</i>. Harper &amp; Row.</li> </ol>

### SEMESTER III

Course title	<b>Television Production (CORE) Skill oriented courses</b>
Category	Existing course without changes
Course code	<b>MAJMCC601</b>
Semester	III
Number of credits	4
Maximum intake	30
Day/Time	<b>Wednesday 11 am &amp; Friday 2pm-4pm</b>
Name of the teacher/s	<b>Dr. Srinivas Lankala</b>
Course description (a)	<p><b>i) A brief overview of the course:</b></p> <p>The course introduces the fundamental concepts and skills required to produce programmes for television. It is structured around the production of short single-camera narrative films and a live studio-based multi-camera production exercise. The course consists of weekly lectures that introduce specific concepts, skills, principles and equipment use. They cover scriptwriting, sound recording, lighting design, visual composition and the principles of editing. These lectures are followed by an intensive production session that includes single-camera production and editing exercises in the first half of the course, and studio-based, multiple-camera, live production in the latter half. Each weekly production session will be based on the concepts covered in that week's lecture. The final project for the course is the production of a narrative drama in consultation with the instructor. This exercise involves scripting, field and studio-based single-camera production and post-production using non-linear editing software.</p> <p><b>ii) Programme-specific outcomes:</b></p> <ul style="list-style-type: none"> <li>● acquire skills in the fields of print, broadcast and new media by producing original print and audio-visual material (PO4)</li> <li>● gain hands-on working experience using state-of-the-art industry standards and practices (PO6)</li> <li>● build a creative portfolio which can enable employment in media industries (PO11)</li> </ul> <p><b>iii) Learning outcomes:</b></p> <p>a) Domain specific:</p> <ul style="list-style-type: none"> <li>● Learn the fundamental concepts and basic skills of television programme production</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrate the knowledge and use of filmmaking principles and conventions</li> <li>• Demonstrate the knowledge of scriptwriting formats in television and film</li> </ul> <p>b) Skill enhancement:</p> <ul style="list-style-type: none"> <li>• Understand the creative use of technical elements such as light, sound and optics</li> <li>• Produce short fiction films and a live programme on current topics</li> </ul> <p>c) Employability quotient:</p> <ul style="list-style-type: none"> <li>• Develop a portfolio of original work for creative fulfilment and career preparation</li> </ul>
Course delivery	<i>Lecture/ /Experiential learning</i>
Evaluation scheme	<p>This is a practicum-based course. Evaluation is based on:</p> <p>Internal evaluation (50 marks):</p> <ul style="list-style-type: none"> <li>• Single-camera production of short narrative films: 30 marks</li> <li>• Live multiple-camera studio production: 20 marks</li> </ul> <p>Final Evaluation (50 marks): narrative drama film project</p>
Reading list	<p>Millerson, Gerald &amp; Jim Ownes Television Production, (14th ed.), (2009), Focal Press, London.</p> <p>Asher, Steven and Edward Pincus The Filmmaker's Handbook, (5th Ed.) (2020), Plume-Penguin, New York.</p> <p>Belavadi, Vasuki Video Production, (2nd Ed.), (2012) Oxford University Press, Delhi.</p>

Course title	<b>Research Methodology(CORE)</b>
Category	<p><b>b.Existing course with revision.</b></p> <p>Changes: Revision made in Objectives, new units on research writing and presentation, Programme Specific Outcomes, Learning Outcomes, Additional Reading List.</p>
Course code	<b>MAJMCRC698</b>
Semester	Semester III

Number of credits	5
Maximum intake	30 (on first-come-first-served-basis for MA courses only)
Day/Time	Tuesday 2 pm to 4 pm & Thursday 11am-1pm
Name of the Teacher	<b>Prof. Nagamallika Gudipaty</b>
Course description	<p><b>Objectives in terms of Programme specific Outcomes:</b></p> <p>(i) <b>A brief overview of the course:</b> 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.</p> <p>As part of the course students will get broad and in-depth insights and understanding of the following topics:</p> <ul style="list-style-type: none"> <li>-Introduction to the research and media research, importance and evolution, characteristics and types of research, and methodologies</li> <li>-Research process, steps in research, different stages of research.</li> <li>-Qualitative and Quantitative research methods and techniques and tools.</li> <li>-Research analysis, statistical tools, and research writing etc.,</li> </ul> <p>(ii) <b>Objectives of the course in terms of Programme specific outcomes:</b></p> <ul style="list-style-type: none"> <li>● Students will be able to get a holistic understanding of academic research with a special emphasis on media research.</li> <li>● The course would enable the students to carry out research in a scientific manner.</li> </ul>

	<ul style="list-style-type: none"> <li>● 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.</li> <li>● To map the emerging and expanding of media research and its landscape.</li> <li>● To contribute for the scientific research and advance the knowledge of media domain.</li> </ul> <p><b>(iii) Learning outcomes:</b></p> <p><b>A: Domain specific outcomes:</b></p> <ul style="list-style-type: none"> <li>● Understanding the domain of media and its various forms and the techniques and research methodologies. Advancing the domain knowledge through scientific research in the sphere of media.</li> <li>● To understanding the present and emerging tools and techniques in the domain of media.</li> <li>● The course will enable the effective integration of theoretical framework with practical evidence-based research in the domain of media.</li> </ul> <p><b>B: Value addition:</b></p> <ul style="list-style-type: none"> <li>● Understanding media research from its practical and application point of view contributes for the quality research in the domain of media. Students will be discerning in understanding the media landscape from with a research perspective</li> </ul> <p><b>C: Skill Enhancement:</b></p> <p>As the course offers practical exposure to the media research with focus on methodologies, tools and techniques, the students will have competencies in carrying out research in a scientific manner. It offers a solid training and expertise to write the dissertation in a scientific manner as part of their programme at a later stage.</p> <p><b>D: Employability quotient:</b></p> <ul style="list-style-type: none"> <li>● Media Research course will enable the students to publish their research-based stories should they go on to work for the media.</li> <li>● They can also start their independent media research organisations and offer analytical inputs based on scientific research and analysis.</li> </ul>
--	---

	<ul style="list-style-type: none"> <li>● As the media, especially the digital media, is witnessing exponential growth, media analytics based on the media researchers will be in greater demand.</li> <li>● Offering freelancing professional services and syndicated news based on impactful research stories.</li> <li>● The Media Research course would seamlessly enable them to pursue their doctoral and post-doctoral studies and other academic publishing.</li> </ul>
Course delivery	Lectures/seminars/research case studies
Evaluation Scheme	<p><b>Internal Assessment: 40%</b> (three internal assessments that include presentation, assignment submission, classroom attendance, participation, and interaction.</p> <p><b>External Assessment: 60%</b> (End Semester written test that include short answer and essay type questions evaluating the understanding of media research)</p>
Reading List	<p>Mass Media Research: An Introduction by Roger D Wimmer and Joseph R Dominick.</p> <p>Media Research Techniques by Asa Arthur Berger.</p> <p>A Handbook of Qualitative Methodologies for Mass Communication Research, edited by Klaus Bruhn Jensen and Nicholas W. Jankowski</p> <p>Gunter, B. (2000). Media Research Methods. London: Sage Publications.</p> <p>Kothari, C. R. (1985). Research Methodology: Methods and Technique. New Delhi : New Age Publication Ltd.</p> <p>Kumar, R. (2014). Research Methodology: A Step to Step guide for beginners. U K : Sage Publications.</p> <p>Mukul Gupta, D. G. (2011). Research Methodology. New Delhi: PHI Learning Private Limited.</p>



Course title	<b>Advertising and Marketing Communication (CORE) Skill oriented course</b>
Category	a. Existing course
Course code	<b>MAJMCC603</b>
Semester	III
Number of credits	4
Maximum intake	30
Day/Time	<b>Tuesday 11am-1pm and Thursday 2pm-4pm</b>
Name of the teacher/s	<b>Dr. Suchitra Patnaik</b>
Course description (a)	<p><b>i) A brief overview of the course</b>  The course which aims to equip students with core concepts in the field of advertising and marketing communication. Advertising is not about just effective delivery of the message but instilling a desired response from the recipients. The course will discuss the theories of integrated marketing communication, branding and advertising. It will also include classroom activities and discussions on case studies, brand strategy and advertising campaigns. Some of the major topics included in the course are : Consumer behaviour, Marketing mix, STP, Brand management and positioning, advertising and campaign strategies with special reference to print campaigns. The course will encourage learners to think out of the box, develop creative solutions and apply the theoretical concepts in the assignments conducted as part of the course.</p> <p><b>ii) Objectives of the course in terms of Programme Specific Outcomes</b></p> <ul style="list-style-type: none"> <li>• develop a systematic understanding of the major marketing and advertising theories and their applications in the field of Integrated Marketing Communication-PO 4</li> <li>• acquire skills and gain hands-on working experience in designing marketing strategies and advertising campaigns-PO5 and PO6</li> <li>• learn print advertising skills to create posters and other creative materials-PO11</li> <li>• Develop creative solutions for marketing and advertising of brands-PO11</li> </ul> <p><b>iii) Learning outcomes Domain Specific</b></p>

	<ul style="list-style-type: none"> <li>• Understand the core concepts in the field of advertising and marketing theories.</li> <li>• Develop creative thinking and come up with solutions for marketing and promotional strategies</li> </ul> <b>Skill-enhancement</b> <ul style="list-style-type: none"> <li>• Design print advertising campaign</li> <li>• Acquire skills and techniques to design print advertisements</li> </ul>
Course delivery	Lecture/ case study discussion/ classroom and take home exercises
Evaluation scheme	<p>Internal Marks – 50% (class assignments, quiz and presentations)</p> <p>End semester Examination – 50% (Written test/ project submission)</p>
Reading list	<p><b>Essential Readings:</b></p> <p>Kotler, P., Keller, K., Brady, M., Goodman, M., Hansen, T. (2019). Marketing Management: 4th European Edition. United Kingdom: Pearson.</p> <p>Baines, P., Whitehouse, S., Antonetti, P., &amp; Rosengren, S. (2021). Fundamentals of Marketing 2e. Oxford University Press, USA.</p> <p><b>Additional readings :</b></p> <p>Katz, H. (2022). The media handbook: A complete guide to advertising media selection, planning, research, and buying. Routledge.</p> <p>Innovation in Advertising and Branding Communication. (2020). United Kingdom: Taylor &amp; Francis.</p> <p>Juska, J. M. (2021). Integrated marketing communication: advertising and promotion in a digital world. Routledge.</p> <p>Chernev, A. (2020). The marketing plan handbook. Cerebellum Press.</p> <p>Ndofirepi, E., Farinloye, T., &amp; Mogaji, E. (2020). Marketing mix in a heterogenous higher education market: A case of Africa.</p> <p>Kwok, L., Tang, Y., &amp; Yu, B. (2020). The 7 Ps marketing mix of home-sharing services: Mining travelers' online reviews on Airbnb. International Journal of Hospitality Management, 90, 102616.</p> <p>Mogaji, E. (2021). Brand management. Springer International Publishing.</p>

	<p>Lalaounis, S. T. (2020). Strategic brand management and development: Creating and marketing successful brands. Routledge.</p> <p>Fennis, B. M., &amp; Stroebe, W. (2020). The psychology of advertising. Routledge.</p> <p>Rosenbaum-Elliott, R. (2020). Strategic advertising management. Oxford University Press.</p> <p>Landa, R. (2021). Advertising by design: generating and designing creative ideas across media. John Wiley &amp; Sons.</p> <p>Quesenberry, K. A. (2020). Social media strategy: Marketing, advertising, and public relations in the consumer revolution. Rowman &amp; Littlefield Publishers.</p> <p>Ketter, E., &amp; Avraham, E. (2021). # StayHome today so we can# TravelTomorrow: tourism destinations' digital marketing strategies during the Covid-19 pandemic. Journal of Travel &amp; Tourism Marketing, 38(8), 819-832.</p> <p>Al-Azzam, A. F., &amp; Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. The Journal of Asian Finance, Economics and Business, 8(5), 455-463.</p> <p>Lee, H., &amp; Cho, C. H. (2020). Digital advertising: present and future prospects. International Journal of Advertising, 39(3), 332-341.</p>
--	---

Course title	<b>Semiotics: Theory and Method</b>
Category	a. Existing course without changes
Course code	<b>MAJMCE608</b>
Semester	III
Number of credits	4
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	Monday and Wednesday 4pm-6pm
Name of the teacher/s	<b>Dr. Srinivas Lankala</b>

Course description	<p>Semiotics refers to the systematic study of signs and signification. This course is designed to introduce the basic concepts of semiotics as a field, theory and method. We will discuss the historical and philosophical origins of semiotics, its relationship to structuralism and post-structuralist thought and its applications in the fields of media studies and visual culture. While the origins of semiotics lie in the thought of ancient Greek philosophers such as Aristotle and the Stoics, the course will focus on the theories of the sign inaugurated by the work of the linguist and founder of modern Semiotics, Ferdinand de Saussure. We will discuss the interrelated emergence of structuralism, and its influence on Marxism and post-Marxist thought, psychoanalysis, hermeneutics, visual culture and contemporary social theory. Readings for the course will engage with the application of semiotic analyses in the field of ideology, politics, history, and literary and cultural discourses. A substantial part of the course will investigate the field of media semiotics and the application of semiotic methods to the analysis of mass media.</p> <p>i) Objectives of the course in terms of Programme Specific Outcomes:</p> <ul style="list-style-type: none"> <li>● acquire broad knowledge of the historical evolution of communication and media theories (PO1)</li> <li>● understand the linkages between media and society, and their effects on culture, technology and the public sphere (PO2)</li> <li>● develop a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication (PO3)</li> </ul> <p>ii) Learning outcomes—</p> <p>a) domain specific:</p> <ul style="list-style-type: none"> <li>● Develop a critical understanding of semiotics as a field of knowledge as well as a method of media analysis</li> <li>● Understand the interdisciplinary origins of semiotics in linguistics, literary theory, philosophy and media studies</li> </ul> <p>b) skill enhancement:</p> <ul style="list-style-type: none"> <li>● Demonstrate the application of the semiotic method as a tool for analysing contemporary mass media and visual cultural texts</li> <li>● Demonstrate the application of semiotics as a means of critical analysis of current discourses in popular culture, politics and society.</li> </ul>
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):</p> <ul style="list-style-type: none"> <li>● In-class presentation and critique of an assigned original reading: 10%</li> </ul>

	<ul style="list-style-type: none"> <li>• Short research paper on an applied topic: 20%</li> <li>• Class presentation of final research topic: 10%</li> </ul> <p>End-semester (mode of evaluation):</p> <ul style="list-style-type: none"> <li>• Research paper on a topic to be decided in consultation with the Course Instructor: 60%</li> </ul>
Reading list	<p>Essential reading</p> <ul style="list-style-type: none"> <li>• Barthes, Roland (1967) <i>Elements of Semiology</i> (trans. Annette Lavers &amp; Colin Smith). London: Jonathan Cape</li> <li>• Chandler, Daniel (2007) <i>Semiotics: The Basics</i>. 2nd Edn. Routledge</li> <li>• Hawkes, Terence (1977) <i>Structuralism and Semiotics</i>. London: Routledge</li> </ul> <p>Additional reading</p> <ul style="list-style-type: none"> <li>• Foucault, Michel (2008) <i>This is Not a Pipe</i> University of California Press</li> <li>• Barthes, Roland ([1957] 1987): <i>Mythologies</i>. New York: Hill &amp; Wang</li> <li>• Barthes, Roland (1977): <i>Image-Music-Text</i>. London: Fontana</li> <li>• Baudrillard, Jean (1994) <i>The Gulf War Did Not Take Place</i>. Bloomington: Indiana University Press</li> <li>• Culler, Jonathan (1981) <i>The Pursuit of Signs: Semiotics, Literature, Deconstruction</i>. London: Routledge &amp; Kegan Paul</li> <li>• Culler, Jonathan (1985) <i>Saussure</i>. London: Fontana</li> <li>• Derrida, Jacques (1978) <i>Writing and Difference</i> (trans. Alan Bass). London: Routledge &amp; Kegan Paul</li> <li>• Eco, Umberto (1976) <i>A Theory of Semiotics</i>. Bloomington: Indiana University Press/London: Macmillan</li> <li>• Foucault, Michel (1970) <i>The Order of Things</i>. London: Tavistock</li> <li>• Jensen, Klaus Bruhn (1995) <i>The Social Semiotics of Mass Communication</i>. London: Sage</li> <li>• Metz, Christian (1974) <i>Film Language: A Semiotics of the Cinema</i> New York: Oxford University Press</li> </ul>

Course title	<b>INTRODUCTION TO DOCUMENTARY</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	<b>MAJMCE 610</b>

Semester	III
Number of credits	4
Maximum intake	30
Day/Time	<b>Monday 2pm-4pm and Friday 11am-1pm</b>
Name of the teacher/s	<b>Dr. A Nagraj</b>
Course description (a)	<p>i) The course will provide insights into Non-fiction films, understanding the Non-fiction genre, the early history of actualities, Types of documentaries, and analyzing some of the early documentaries.</p> <p>ii) Course Objectives</p> <ul style="list-style-type: none"> <li>• Understand the relevance of non-fiction films and its impact</li> <li>• Able to distinguish the difference between fiction and non-fiction</li> <li>• Critically analyze the impact of documentary films on various socio-political and cultural issues</li> </ul> <p>iii) Course Outcome</p> <ul style="list-style-type: none"> <li>• To understand the types of documentaries and analyze some of the early documentaries in non-fiction categories.</li> <li>• Understand the relevance of non-fiction films and its impact and be able to distinguish the difference between fiction and non-fiction</li> <li>• Critically analyze the impact of documentary films on various socio-political and cultural issues in the context of audience reach and globalized media.</li> <li>• Ability to produce a documentary film</li> </ul>
Course delivery	<i>Lecture/Seminar/Experiential learning</i> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): Assignment submission End-semester (mode of evaluation): Written Exam
Reading list	<ol style="list-style-type: none"> <li>1. Rabinger, Michael (1998). <i>Directing the Documentary</i>, Focal Press</li> <li>2. Patricia, Aufderheide (2007) <i>Documentary Film: A Very Short Introduction</i>, Oxford University Press</li> <li>3. Richard Brasam (1992) <i>Nonfiction Film: A Critical History</i>, Indiana University Press</li> <li>4. Michale Chanan (2008) <i>The Politics of Documentary</i>, British Film Institute.</li> </ol>

