

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
HYDERABAD – 5000 007**

Semester-IV

Course title	DIGITAL PHOTOGRAPHY
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC203
Semester	IV
Number of credits	04
Maximum intake	20
Day/Time	Tuesday & Friday, 11:00 Am – 1:00 Pm
Name of the teacher/s	Mr. Tejaswi
Course description	<p>Overview of the course</p> <p>The course aims to familiarize the students with basics of contemporary photographic techniques. It also teaches the application of theory to practical problems and is strongly complemented by hands-on training</p> <p>Objectives of the course:</p> <p style="padding-left: 40px;">To familiarize the students with basics of contemporary photographic techniques. (PO2)</p> <p style="padding-left: 40px;">To teach the application of theory to practical problems and is strongly complemented by hands-on training. (PO5)</p> <p>Learning outcomes</p> <p style="padding-left: 40px;">A. Will have knowledge of digital camera features and functions.</p> <p style="padding-left: 40px;">C. Will learn to identify the use of color, flash, lighting and other aspects of photography.</p> <p style="padding-left: 40px;">B. Will learn the origin and history of photojournalism</p> <p style="padding-left: 40px;">C/D. Will have practical hands-on experience in shooting different subjects.</p> <p style="padding-left: 40px;">C/D Will learn the process of data storage and retrieval.</p>
Course delivery	Lecture/Seminar/ Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	<ol style="list-style-type: none"> 1. Internal (modes of evaluation): 50 Practical Assignments) 2. End-semester (mode of evaluation): 50 (Assignments on Different topics related to Lifestyle, Market place, Human Interest stories etc.
Reading list	Essential reading

	<p>Carrol, Henry, Read This If You Want to Take Great Photographs, (2014) Laurence King publisher</p> <p>DK, Digital Photography Complete Course (Upd Hardcover – 27 May 2021), DK</p> <p>Ang Tom (2008) Digital Photography an Introduction (5th Ed), DK</p> <p>Sontag Susan, (2008) On Photography, Penguin UK</p>
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Semester-IV

Course title	POLITICAL ECONOMY OF NEW MEDIA
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC206
Semester	IV
Number of credits	04 (four credits)
Maximum intake	20
Day/Time	Monday, 2:00Pm – 4:00Pm & Thursday, 11:00Am – 1:00Pm.
Name of the teacher/s	Dr. Srinivas Lankala & Research Scholars
Course description	<p>i. Overview</p> <p>The political economy of new media is a critical subject that explores the intricate relationships between media technologies, economic forces, and political structures. This course module will delve into how new media technologies – encompassing social media platforms, digital news outlets, streaming services, and more – are not only reshaping communication but also redefining economic and political power structures. We will examine key concepts such as media ownership, regulatory frameworks, the role of advertising and market forces, and the impact of digital monopolies on public discourse and democracy.</p> <p>ii. Objectives</p> <p>PO1 To help students examine the economic underpinnings of new media platforms, including how market forces, ownership structures, and funding models influence the distribution and nature of digital content.</p> <p>PO6 To be able to evaluate the effects of digital monopolies and platform capitalism on media diversity and accessibility.</p> <p>PO7 To help analyze the role of policy in managing and responding to the challenges posed by new media, including issues of net neutrality, media convergence, and international media policy debates.</p> <p>iii. Learning outcomes</p> <p>b. The students will examine the economic underpinnings of new media platforms, including how market forces, ownership structures, and funding models</p> <p>b. The students will evaluate the effects of digital monopolies and platform capitalism on media diversity and accessibility.</p> <p>b. The students will analyze the role of policy in managing and responding to the challenges posed by new media, including issues of net neutrality, media convergence, and international media policy debates.</p>

Course delivery	<p>Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)</p> <p>Each Module topic is designed to build upon the previous, ensuring a cohesive and comprehensive understanding of the political economy of new media. The course can include a mix of lectures, case studies, guest speakers, and interactive discussions to engage students effectively.</p>
Evaluation scheme	<p>The evaluation will include classroom presentations, assignments, internal assessment and semester-end seminar paper.</p> <p>The assessment includes: Internal Assessment: 40 % Final Examination (external): 60%</p>
Reading list	<p>Athique, A., &Parthasarathi, V. (2020). Global Transformations in Media and Communication Research - A Palgrave and IAMCR Series: Platform Capitalism in India (1st ed.). Springer International Publishing; Palgrave Macmillan.</p> <p>Bilić, P., Prug, T., &Žitko, M. (2021). The Political Economy of Digital Monopolies: Contradictions and Alternatives to Data Commodification (1st ed.). Bristol University Press.</p> <p>Christiaens, T. (2023). Digital Working Lives: Worker Autonomy and the Gig Economy (1st ed.). Rowman & Littlefield Publishers.</p> <p>Croteau, D., &Hoynes, W. (2018). Media/Society: Industries, Images, and Audiences. Sage Publications.</p> <p>Curran, J., &Hesmondhalgh, D. (Eds.). (2019). Media and Society. Bloomsbury Academic.</p> <p>Einav, G. (Ed.). (2015). The Economics of Information, Communication, and Entertainment: The New World of Transitioned Media: Digital Realignment and Industry Transformation (1st ed.). Springer International Publishing.</p> <p>Flew, T., Holt, J., & Thomas, J. (2022). The SAGE Handbook of the Digital Media Economy. SAGE Publications.</p> <p>Goldberg, G. (2018). Antisocial Media: Anxious Labor in the Digital Economy. New York University Press.</p>

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Semester-IV

Course title	COMMUNICATION FOR SOCIAL CHANGE
Category (Mention the appropriate category (a/b/c) in the course description.)	A New course
Course code	BADCC204
Semester	IV
Number of credits	04
Maximum intake	20
Day/Time	Monday, 11:00Am – 1:00Pm & Thursday, 2:00 Pm – 4:00Pm
Name of the teacher/s	Prof. K. RajaRam
Course description (a)	<p>(i) Overview: The course is designed to enable the students to understand how communication plays an important and catalytic role in social change. The course is aimed at offering critical insights into different social change theories with a communication perspective. Communication for Social Change course also tries to explore the centrality of communication in development and social change with the concepts of social inclusion and participatory development. The ideas of strategic communication, social transformation campaigns, marginalised voices, grassroots media, alternate media, and narration building for social transformation, through communication will be discussed in detail.</p> <p>ii) Course Objectives:</p> <p>PO2: To train the students understand the role of communication as a catalyst in social change</p> <p>PO3: To enhance the skills of students in preparing strategic communication for social change</p> <p>PO5: To help understand different tools of communication and create communication strategies and narration for social change and development</p> <p>iii) Course Outcomes:</p> <p>-At the end of the course, students will be able to understand the transformative role of communication in social change.</p> <p>-At the end of the course, students will acquire the skills to create strategic communication campaigns for social change.</p> <p>-At the end of the course, participants will get deeper insights into different digital and traditional communication tools to create social change communication.</p>
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): 40 Marks-Internal assignments, seminars, presentations, campaign planning. Continuous evaluation End-semester (mode of evaluation): 60 Marks -Written Exam
Reading list	<ul style="list-style-type: none">• Melkote, Srinivas R. & Steeves, H. Leslie (2001). Communication for Development in the Third World: Theory and Practice. Sage Publications.• Tufte, Thomas (2017). Communication and Social Change: A Citizen Perspective. Polity Press.• Wilkins, Karin, Tufte, Thomas & Obregon, Rafael (eds.) (2014) – The Handbook of Development Communication and Social Change.

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Semester-IV

Course title	VISUAL ART & DESIGN
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course changes
Course code	BADCCSEC201
Semester	IV
Number of credits	03
Maximum intake	20
Day/Time	Wednesday & Friday, 2:00 Pm – 5:00 Pm
Name of the teacher/s	Prof. G. Nagamallika & Research Scholars
Course description (a)	<p>i) The course will provide hands-on training in the art of visual design using digital technology. It is a practical course where the students are trained in the use of tools like Photoshop to create designs, edit and apply it in real world situations.</p> <p>ii) Course Objectives PO3 Understand Graphic Design Fundamentals Learn the purpose, importance, and applications of graphic design across print, digital, and entertainment media.</p> <p>PO4 Learn Core Design Principles Explore color theory, design principles, and their application in various media formats.</p> <p>PO4 Master Raster & Vector Graphics Develop technical skills in image editing, illustration, and layout design using industry-standard tools.</p> <p>iii) Course Outcomes a. Create Practical Design Projects The course will train students in technical skills where they will be able to apply it in real world projects like logos, posters, social media posts, and infographics.</p> <p>b. Build a Career-Ready Portfolio Prepare for career opportunities with a strong portfolio and hands-on design experience.</p>
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): Continuous assignment submission 50 End-semester (mode of evaluation): Practical Exam 50
Reading list	Essential reading : Adobe Photoshop, Illustrator -Basics for beginners