Detailed syllabus

Lecture-wise Breakup

Subject Code	25B41HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Introduction to Mass Communication		
Credits	4	Contact Hours	4-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define basic concepts and functions of mass communication	Remembering Level (C1)
CO2	Explain the evolution and role of traditional and new media in society	Understanding Level (C2)
CO3	Analyse the major communication models and media theories	Analysing Level (C4)
CO4	Evaluate the ethical, cultural, and political issues related to mass media	Evaluating Level (C5)
CO5	Create a basic multimedia content project representing a social issue	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1.	Basics of Communication	• Introduction to Communication: Definitions, Elements, Process • Types of Communication: Intrapersonal, Interpersonal, Group, Mass	8

2.	History and Media Platforms	• History and Development of Mass Media • Print Media: Evolution, Characteristics, Influence • Radio and Television: Development, Public Service, Entertainment	12
3.	Introduction to Advertising & PR	• Introduction to Advertising: Definition, purpose & types • Categories in advertising: FMGC products, durables, services, new Categories Advertising as a tool of communication • Introduction to PR: Definition, differences between PR, advertising and marketing, purposes of PR, functions of PR	6
4.	Media Forms and Trends	• Cinema and Society • Digital and Social Media: Characteristics, Trends	8
5.	Theories and Models	• Models of Communication (Shannon-Weaver, Lasswell, Berlo, etc.) • Theories of Mass Communication (Agenda Setting, Cultivation, etc.)	12
6.	Media & Society	• Media and Society: Representation, Identity, Stereotypes • Media Ethics, Censorship, and Law • Global Media Systems and Indian Media Landscape • PBL & Group Presentations	10
		Total number of Hours	**56**

Evaluation Criteria

Components	Maximum Marks
Mid-term	30
End Semester Examination	40
TA	30 (Project, Assignment/Quiz)

Total	100

Project based learning: Students will work in groups to develop a basic multimedia campaign (video, podcast, or infographic series) on any chosen social issue (e.g., climate change, public health, gender equity). The project will incorporate:
- Research and script development
- Media production techniques
- Ethical considerations
- Audience analysis and impact measurement

They will be evaluated on creativity, relevance, execution, and reflection.

Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)

1. W. Severin and J. Tankard, *Communication Theories: Origins, Methods and Uses in the Mass Media*, 5th ed. New York, NY, USA: Longman, 2000.

2. D. McQuail, *McQuail's Mass Communication Theory*, 6th ed. London, U.K.: Sage Publications, 2010.

3. D. Kumar, *Mass Communication in India*, 5th ed. Mumbai, India: Jaico Publishing House, 2019.

4. S. Baran, *Introduction to Mass Communication: Media Literacy and Culture*, 10th ed. New York, NY, USA: McGraw-Hill Education, 2017.

5. P. Berger, *Media and Society: A Critical Perspective*, 2nd ed. Lanham, MD, USA: Rowman & Littlefield, 2014.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2				2	1
CO2	3	3				2	2
CO3	2	3	2	2			
CO4	2	3	2	3		2	3
CO5	2	3	3	2	2	3	2
Avg.	**2.40**	**2.80**	**2.33**	**2.33**	**2.00**	**2.25**	**2.00**

Detailed syllabus

Lecture-wise Breakup

Subject Code	25B41HS112	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Fundamentals of Journalism		
Credits	4	Contact Hours	4-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define the basic concepts and scope of journalism	Remembering Level (C1)
CO2	Describe the structure and functions of news media	Understanding Level (C2)
CO3	Analyse journalistic principles and ethical issues	Analysing Level (C4)
CO4	Evaluate different journalistic styles and formats	Evaluating Level (C5)
CO5	Create a basic news report/article using appropriate techniques	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1.	Introduction to Journalism	• Definition, Nature and Scope of Journalism • History and Evolution of Journalism (Global and Indian context)	8
2.	News and News Values	• What is News? Definitions and Characteristics • News Values and Elements of News	12

		• Newsroom Structure and Editorial Hierarchy	
3.	Reporting and Writing	• Basic Reporting Skills: 5Ws & 1H, Sources, Interviews • News Writing Structure: Inverted Pyramid, Leads, Headlines	8
4.	Types of Journalism and Ethics	• Investigative, Developmental, and Citizen Journalism • Ethics in Journalism: Code of Conduct, Objectivity, Accuracy, Fairness	12
5.	Contemporary Issues	• Journalism in the Digital Age: Social Media, Fact-checking, Misinformation • Legal Issues in Journalism: Defamation, Contempt, Privacy Global Media Systems and Indian Media Landscape • News Bulletin Presentation and Discussion • PBL & Group Presentation	16
		Total number of Hours	**56**

Evaluation Criteria

Components	Maximum Marks
Mid-term	30
End Semester Examination	40
TA	30 (Project, Assignment/Quiz)
Total	**100**

Project based learning: Students will work in groups to conceptualize and produce a student news bulletin (print or digital). The project includes:

- Topic selection and beat assignment

- Interviewing and field reporting

- Writing and editing news stories

- Layout/design or digital publishing

	Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)
1.	J. Hachten and J. Scotton, *The World News Prism: Digital, Social and Interactive*, 9th ed., Wiley-Blackwell, 2016.
2.	M. Mencher, *News Reporting and Writing*, 12th ed., McGraw-Hill, 2011.
3.	P. Chatterjee, *Indian Journalism: Keeping it Clean*, Sage Publications, 2015.
4.	R. Parthasarathy, *Basic Journalism*, Macmillan, 1989.
5.	B. Franklin, *Key Concepts in Journalism Studies*, Sage Publications, 2005.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2				1	
CO2	3	3				2	1
CO3	2	3	2	3	1	3	2
CO4	2	3	3	3	2	2	
CO5	3	3	3	2	3	2	
Avg.	2.60	2.80	2.67	2.67	2.00	2.00	1.50

Detailed syllabus

Lecture-wise Breakup

Subject Code	25B41HS113	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Indian Polity & Society		
Credits	3	Contact Hours	3-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Recall and explain the historical evolution of Indian society and core constitutional values	Remembering Level (C1)
CO2	Understand and analyse the structure and functioning of key political institutions in India	Understanding Level (C2)
CO3	Apply a sociological perspective to examine caste, class, gender, religion, and regional dynamics in politics	Applying Level (C3)
CO4	Analyse the role of civil society, media, and movements in strengthening democratic governance	Analysing Level (C4)
CO5	Develop well-informed arguments and policy ideas to address contemporary socio-political challenges.	Creating Level (C5)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1.	Foundations of Indian Polity and Society	• Evolution of Indian society: Ancient to Modern • Colonialism and its impact on Indian polity and society • Freedom struggle and nationalist movements	8

		• Making of the Indian Constitution: Constituent Assembly Debates • Core values of the Indian Constitution: Justice, Liberty, Equality, Fraternity	
2.	The Indian Constitution and Its Political Institutions	• Fundamental Rights and Duties • Directive Principles of State Policy • Union Government: Executive, Legislature, Judiciary • State Government: Structure and Functioning • Federalism in India: Centre-State Relations	8
3.	Social Stratification and Political Power	• Caste and Indian politics: Mandal Commission, Caste-based reservations • Class and economic inequality: Poverty, land reforms • Gender and polity: Representation, women's movements • Religion, secularism, and communalism • Region and language: Politics of identity	8
4.	Democracy, Governance and Civil Society	• Electoral politics and reforms • Political parties and pressure groups • Public institutions and accountability (RTI, Lokpal, CAG) • Role of media and civil society in governance • Social movements: Farmers', environmental, women's, anti-corruption	8

5.	Contemporary Challenges and the Way Forward	• Communalism and Nationalism • Urbanisation and policy challenges • Digital governance and surveillance society • Inclusive growth and sustainable development • PBL & Group Presentations	10
		Total number of Hours	**42**

Evaluation Criteria

Components	Maximum Marks
Mid-term	30
End Semester Examination	40
TA	30 (Project, Assignment/Quiz)
Total	**100**

Project based learning: Students will work on a current affairs dossier analysing:

- A key political development or issue
- Institutional response (e.g., parliament, judiciary)
- Constitutional relevance
- Media coverage & public discourse

Outcome: A journalistic article or podcast episode explaining the issue in citizen-friendly language.

	Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)
1.	D.D. Basu, *Introduction to the Constitution of India*, 24th ed., LexisNexis, 2018.
2.	R. Kothari, *Caste in Indian Politics*, 2nd ed. Hyderabad: Orient Blackswan, 2010.
3.	J. Drèze and A. Sen, *An Uncertain Glory: India and Its Contradictions*. London: Allen Lane, 2013.
4.	B. Austin, *Working a Democratic Constitution: A History of the Indian Experience*, Oxford, 2003.

5.	R. Hasan, *Democracy and the Crisis of Inequality*, Oxford University Press, 2012.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2				1	
CO2	3	3				2	1
CO3	2	3	2	2		2	
CO4	2	3	3	3	1	3	2
CO5	2	3	3	3	2	2	2
Avg.	2.40	2.80	2.67	2.67	1.50	2.00	1.67

Detailed syllabus

Lecture-wise Breakup

Subject Code	25B48HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Language Skills- English / Hindi		
Credits	3	Contact Hours	1-0-4
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Recognize and apply basic grammar structures and vocabulary	Remembering Level (C1)
CO2	Demonstrate improved listening and speaking skills in English	Understanding Level (C2)
CO3	Construct coherent and grammatically correct sentences and paragraphs	Applying Level (C3)
CO4	Analyse and correct common language errors in spoken and written English	Analysing Level (C4)
CO5	Deliver structured oral presentations using correct pronunciation and tone	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1.	Grammar & Usage	• Sentence structure • Tenses and agreement • Parts of speech	3
2.	Vocabulary	• Synonyms, antonyms, collocations • Phrasal verbs, idioms	3

		• Word formation	
3.	Listening & Speaking Skills	• Listening for gist and detail	2
4.	Reading & Writing Skills	• Skimming, scanning • Paragraph writing, summarizing • Error correction, cohesive writing	3
5.	Oral Presentation & PBL	• Voice modulation and speech clarity	3
		Total number of Hours	14

Topics covered in the Lab	
1. Structure & usage tasks 2. Word games, flashcards 3. Role-plays, mock dialogues 4. Role-play, extempore, JAM 5. Group discussions 6. Sentence building & editing 7. PBL and rehearsals for scripted presentations	**28**

Evaluation Criteria

Components	Maximum Marks
Mid-term	30
End Semester Examination	40
TA	30 (Project, Assignment/Quiz)
Total	**100**

Project based learning: 'Pitch a story'

Students will prepare and deliver a 2-minute spoken pitch of a story idea (e.g., for a podcast, video, or article), incorporating:

- Scripted structure

- Clear enunciation

- Formal-informal tone differentiation

- Feedback from peers

- Deliverables: Audio/Video pitch + reflection write-up

Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)	
1.	R. Murphy, *English Grammar in Use*, 5th ed., Cambridge University Press, 2019.
2.	M. Hewings, *Advanced Grammar in Use*, 3rd ed., Cambridge University Press, 2013.
3.	S. Kumar and P. Lata, *Communication Skills*, 2nd ed., Oxford University Press, 2015.
4.	A. B. Sharma, *Spoken English*, McGraw-Hill, 2014.
5.	L. Grellet, *Developing Reading Skills: A Practical Guide to Reading Comprehension Exercises*, Cambridge, 1981.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2				2	
CO2	2	3	2	2		2	
CO3	3	3	2			2	
CO4	2	3	3	2		2	
CO5	2	3	3	3	2	3	
Avg.	**2.40**	**2.80**	**2.50**	**2.33**	**2.00**	**2.20**	**0.00**

Detailed syllabus

Lecture-wise Breakup

Subject Code	25B48HS112	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Print Media Reporting & Editing		
Credits	4	Contact Hours	2-0-4
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Identify and explain key elements of news and print media reporting	Understanding Level (C2)
CO2	Demonstrate effective interviewing, observation, and note-taking skills	Applying Level (C3)
CO3	Write different types of news stories adhering to print journalism standards	Applying Level (C3)
CO4	Analyse and edit news copy for clarity, style, grammar, and objectivity	Analysing Level (C4)
CO5	Produce a complete newspaper lab edition under real deadlines	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1.	News Basics & Story Idea Generation	• What is news? Elements and values • Finding, pitching, and assigning stories • Role of a reporter in the newsroom	5

		• Lab: Story idea generation, story assignment	
2.	Field Reporting Techniques	• Observation and note-taking • Interviewing skills • Use of notebook, recorder, and smartphone for reporting • Lab: Practice reporting + interview simulations	5
3.	Writing News for Print	• Structure: Inverted pyramid, lead, nut graph • Headlines, subheads, captions • Writing hard news, soft news, features • Lab: Writing leads, headlines, and complete news stories	5
4.	Editing & Layout	• Copy editing for grammar, tone, balance • Ethical red flags in editing • Introduction to layout software (InDesign / Canva) • Lab: Editing stories + designing dummy newspaper pages	5
5.	Newspaper Lab Simulation	• Assigning roles (editor, reporter, designer) • Editing, layout, and final production • Lab: Full production of lab newspaper and final presentation	8
		Total number of Hours	**28**

Evaluation Criteria

Components	**Maximum Marks**
Mid-term	30
End Semester Examination	40
TA	30 (Project, Assignment/Quiz)

Total	100

Project based learning: Lab Newspaper Production

Students will collaboratively produce one or more issues of a lab newspaper that includes:

- Beat coverage assignments (education, health, politics, etc.)

- Reporting from field (local events, interviews, news stories)

- Story pitching, editing, layout, and proofreading

- Roles: Reporters, Sub-editors, Page designers

Output: One printed or digital lab newspaper issue (PDF/print-ready)

Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)

1.	M. Mencher, *News Reporting and Writing*, 12th ed., McGraw-Hill Education, 2011.
2.	T. Harrower, *Inside Reporting*, 3rd ed., McGraw-Hill, 2013.
3.	J. R. Bender et al., *Writing and Reporting for the Media*, 12th ed., Oxford University Press, 2021.
4.	F. Fedler, *Reporting for the Media*, Oxford University Press, 2005.
5.	R. Parthasarathy, *Basic Journalism*, Macmillan India, 1989.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2	1			2	
CO2	2	3	2	2		2	1
CO3	2	3	2	1		2	2
CO4	3	2	3	2	1	2	
CO5	2	3	3	2	3	3	2
Avg.	2.40	2.60	2.20	1.75	2.00	2.20	1.67

Subject Code	25B46HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Environmental Studies		
Credits	2	Contact Hours	2-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define key environmental terms and concepts	Remembering Level (C1)
CO2	Describe ecosystem functioning and biodiversity significance	Understanding Level (C2)
CO3	Examine causes and effects of pollution, climate change, and deforestation	Analysing Level (C4)
CO4	Evaluate environmental policies and sustainability strategies	Evaluating Level (C5)
CO5	Propose responsible environmental reporting and personal lifestyle choices	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1.	Introduction to Environment	• Definition, scope and multidisciplinary nature • Natural resources and their conservation • Environmental ethics and awareness	5

2.	Ecosystems and Biodiversity	• Structure and function of ecosystems • Food chains, webs, ecological pyramids • Biodiversity types, hotspots, conservation efforts	5
3.	Environmental Issues	• Types of pollution: air, water, soil, noise • Global warming, ozone depletion, climate change • Deforestation and land degradation • Case of Sunita Narain (Urban pollution and climate justice)	5
4.	Environment & Governance	• Environmental policies and acts in India • Environmental movements (Bhoodan Movement and sustainable land reform, Chipko, Narmada Bachao) • Role of media and civil society	5
5.	Sustainability	• Sustainable development goals (SDGs) • Lifestyle for Environment (LiFE) and green habits • Rajendra Singh (Water conservation) • Student-led PBL campaigns and presentations	8
		Total number of Hours	**28**

Evaluation Criteria

Components	Maximum Marks
Mid-term	30
End Semester Examination	40
TA	30 (Project, Assignment/Quiz)
Total	**100**

Project based learning: "Media for the Planet"

Students will conceptualize and develop a small media project (poster, social media reel, photo-story, podcast) on an environmental issue such as:

•	Waste management
•	Air pollution
•	Water conservation
•	Climate change effects in their city

Deliverable: Media piece + 300-word rationale for chosen approach

Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)	
1.	E. Bharucha, *Textbook of Environmental Studies for Undergraduate Courses*, University Press, 2013.
2.	S. Kaushik and C.P. Kaushik, *Perspectives in Environmental Studies*, 6th ed., New Age International, 2021.
3.	N. Arvind, *Environment and Ecology*, 5th ed., McGraw Hill Education, 2020.
4.	D. A. Vallero, *Fundamentals of Air Pollution*, 5th ed., Academic Press, 2014.
5.	UNEP, *Global Environment Outlook Reports*, available online: www.unep.org

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2				2	
CO2	3	2		1		2	
CO3	2	3	2	3		3	2
CO4	2	2	2	3	1	2	2
CO5	2	3	2	2	2	2	2
Avg.	2.40	2.40	2.00	2.20	1.50	2.20	2.00