Detailed syllabus

Lecture-wise Breakup

Subject Code	25M41HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Fundamentals of Journalism & Mass Communication		
Credits	4	Contact Hours	4-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define key terms, concepts, and forms of journalism and mass communication	Remembering Level (C1)
CO2	Explain the history, types, and functions of various media platforms	Understanding Level (C2)
CO3	Apply communication models to real-world media scenarios	Applying Level (C3)
CO4	Analyse the relationship between media, society, and culture	Analysing Level (C4)
CO5	Evaluate journalistic practices based on ethics, objectivity, and social responsibility	Evaluating Level (C5)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1	Introduction to Communication	Communication types, process, barriers, mass communication characteristics	8
2	History of Media	Development of press in India, evolution of radio, TV, cinema, and digital platforms	12

3	Types of Journalism	Print, broadcast, digital, investigative, advocacy, development journalism	12
4	Media and Society	Role of media in democracy, public opinion, media ownership, media effects	12
5	Ethics and Laws	Press freedom, ethical dilemmas, media laws, RTI, PCI, codes of conduct	12
		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 conduct a media analysis project where they track news coverage of a selected event across platforms (TV, newspapers, social media). They will examine media framing, ethical implications, and the role of public interest, submitting a written report and group presentation.

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. McQuail, D. *McQuail's Mass Communication Theory*, 6th ed., Sage Publications, 2010.
2. Baran, S. *Introduction to Mass Communication*, 10th ed., McGraw-Hill, 2017.
3. Vivian, J. *The Media of Mass Communication*, Pearson Education, 2021.
4. Kumar, K. J. *Mass Communication in India*, Jaico Publishing, 2020.
5. Parthasarathy, R. *Journalism in India*, Sterling Publishers, 1997.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	1	1	2	2
CO2	3	2	2	2	3	2
CO3	3	3	2	3	3	3
CO4	3	3	3	2	3	2
CO5	3	2	3	3	3	3
Avg.	**3.00**	**2.40**	**2.20**	**2.20**	**2.80**	**2.40**

Detailed syllabus

Lecture-wise Breakup

Subject Code	25M48HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Introduction to Photography		
Credits	4	Contact Hours	2-0-4
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	Cos	Bloom's Level
CO1	Identify basic parts of the camera and principles of photography	Remembering Level (C1)
CO2	Explain compositional rules, framing, and aesthetics	Understanding Level (C2)
CO3	Apply photographic techniques in practical assignments	Applying Level (C3)
CO4	Critically analyse photographs based on technical and aesthetic merit	Analysing Level (C4)
CO5	Create a visual storytelling project demonstrating narrative coherence	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1	Introduction to Photography	History and evolution of photography, camera types and functions, exposure triangle (ISO, shutter speed, aperture)	7
2	Principles of Composition	Rule of thirds, leading lines, symmetry, framing, perspective, balance, and depth	7

3	Lighting and Aesthetics	Natural vs artificial light, three-point lighting, colour theory, shadows and contrast, use of reflectors and diffusers	7
4	Genres and Techniques	Portrait, landscape, documentary, street and conceptual photography; lens selection; field work	7
		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: Students will undertake a visual storytelling project capturing a social theme (e.g., urban life, sustainability, identity). The final output should be a photo essay or visual series with captions, showcasing narrative depth, composition, and technique. Assessment will focus on originality, coherence, aesthetic quality, 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. Langford, M., Fox, A., & Sawdon Smith, R. *Langford's Basic Photography*, 10th ed., Routledge, 2015.

2. Freeman, M. *The Photographer's Eye: Composition and Design for Better Digital Photos*, Focal Press, 2007.

3. Hirsch, R. *Exploring Color Photography: From Film to Pixels*, 5th ed., Focal Press, 2010.

4. Prakel, D. *Composition*, AVA Publishing, 2006.

5. *Adobe Lightroom and Photoshop Classroom in a Book*, Adobe Press, latest edition.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	1	1	2	3
CO2	3	2	2	1	3	3
CO3	3	3	2	2	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Avg.	**3.00**	**2.60**	**2.20**	**2.00**	**2.80**	**3.00**

Detailed syllabus

Lecture-wise Breakup

Subject Code	25M48HS112	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Art of Storytelling		
Credits	4	Contact Hours	2-0-4
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define key elements and principles of storytelling in media contexts.	Remembering Level (C1)
CO2	Distinguish storytelling techniques across print, electronic, and digital platforms	Understanding Level (C2)
CO3	Apply storytelling frameworks to develop news stories, features, scripts, and digital narratives	Applying Level (C3)
CO4	Critically evaluate media stories for narrative strength, audience engagement, and editorial quality.	Evaluating Level (C5)
CO5	Create original, impactful stories for various media with purpose and creativity	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1	Foundations of Storytelling	Elements of storytelling (character, conflict, resolution); narrative voice and tone;	5

		coherence, clarity, grammar, and punctuation essentials	
2	Storytelling in Print Media	News narratives, feature storytelling, human-interest stories, interviews, crafting leads and headlines, report writing	5
3	Broadcast Storytelling	Writing for ears and eyes: scripts for radio and TV, creating mood with sound and visuals, formats and pacing of storytelling in news bulletins	5
4	Digital Storytelling	Writing for web, blogs, social media, integrating multimedia, interactive formats like reels, podcasts, and data-driven storytelling	5
5	Editing Techniques	Editing techniques for narrative refinement, ethical considerations, peer review, rewriting, and compiling a final storytelling portfolio/campaign	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: Students will create a multimedia storytelling campaign around a social issue, combining blog posts, short videos, and social media reels. Students will research, script, produce, and publish their stories to engage and inform a real-world audience.

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. Hart, *Storycraft: The Complete Guide to Writing Narrative Nonfiction*. Chicago, IL, USA: University of Chicago Press, 20112. Scanlan, C. & Craig, R. *Newswriting and Reporting*, Oxford University Press, 2014.

2. M. Kramer and W. Call, Eds., *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. New York, NY, USA: Plume, 2007.

3. J. Lambert and B. Hessler, *Digital Storytelling: Capturing Lives, Creating Community*, 5th ed. New York, NY, USA: Routledge, 2018

4. J. Franklin, *Writing for Story: Craft Secrets of Dramatic Nonfiction*. New York, NY, USA: Plume, 1994.

5. W. Zinsser, *On Writing Well: The Classic Guide to Writing Nonfiction*, 30th Anniversary ed. New York, NY, USA: Harper Perennial, 2006.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	1	1	2	3
CO2	3	2	2	1	3	3
CO3	3	3	2	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Avg.	3.00	2.60	2.20	2.20	2.80	3.00

Subject Code	25M41HS112	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Media & Socio-Cultural Dynamics		
Credits	3	Contact Hours	3-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define key concepts in media, society, and culture	Remembering Level (C1)
CO2	Explain how media contributes to social construction and identity	Understanding Level (C2)
CO3	Apply classical Indian aesthetic and discourse frameworks (e.g., Rasa, Vaad, Natyashastra) to modern media practices	Applying Level (C3)
CO4	Analyse media texts and representations in cultural and socio-political contexts	Analysing Level (C4)
CO5	Evaluate the role of media in shaping ideologies and public discourse	Evaluating Level (C5)
CO6	Develop a presentation/project exploring media narratives around social issues	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1	Media and Society	Concepts of society and culture, media as a social institution, media audiences and effects	7

2	Theoretical Approaches	Marxism, Feminism, Postmodernism, Cultural Studies and Reception Theory	7
3	Media Representation	Gender, caste, race, class in media; stereotypes, othering, nationalism, and identity politics	7
4	Global Media & Cultural Flows	Globalization, glocalization, cultural imperialism, hybridization, and localization of content	7
5	Media and Everyday Life	Popular culture, fandom, memes, digital cultures, media rituals, and symbolic interactionism	7
6	Indian Aesthetics and the Public Sphere	Rasa theory and the Natyashastra; Abhinavagupta and viewer reception (*Sahridaya*, *Rasanubhava*); Vaad and Samvaad (traditions of discourse, pluralism, and debate); Indigenous public spheres: from *sabhas* and *kathas* to digital platforms; Application of classical Indian aesthetics to cinema, television, and social media	7
		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: Title: *Reimagining Indian Aesthetics in Modern Media*

Students will select a media form (film, advertisement, web series, digital meme, or news debate) and analyse it using tools from Indian aesthetic and discourse traditions:

- Use of *Rasa* and performance principles from *Natyashastra*
- Viewer interpretation through Abhinavagupta's theory
- Presence or distortion of *Vaad/Samvaad* traditions in contemporary discourse (e.g., TV debates, YouTube panels)

- Public sphere transformation: from participatory to polarized or performative

Deliverables:

- Analytical report (1,500–2,000 words) or multimedia project
- 5-minute class presentation
- Reflective component connecting theory to analysis

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. S. Hall, *Representation: Cultural Representations and Signifying Practices*. Sage, 1997.
2. D. McQuail, *McQuail's Mass Communication Theory*. Sage Publications, 2010.
3. D. Kellner, *Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Postmodern*. Routledge, 1995.
4. A. A. Berger, *Media and Communication Research Methods*. Sage, 2011.
5. L. Grossberg, E. Wartella, D. C. Whitney, and J. M. Wise, *Media Making: Mass Media in a Popular Culture*. Sage, 2006.
6. Bharata, *Natyashastra* (translated excerpts; any academic edition)
7. Abhinavagupta, *Abhinavabharati* (translated excerpts)
8. Sheldon Pollock, "What Was Bhatta Nayaka Saying?"
9. Jürgen Habermas, *The Structural Transformation of the Public Sphere*, Polity Press
10. Ashis Nandy, *The Intimate Enemy*, Oxford University Press
11. Arvind Rajagopal, *Politics After Television*, Cambridge University Press.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	2	1	3	2
CO2	3	2	3	2	3	2
CO3	2	3	3	1	3	2
CO4	3	3	3	2	3	2
CO5	3	2	3	2	3	2
CO6	3	3	3	3	3	3
Avg.	2.83	2.50	2.83	1.83	3.00	2.17

Lecture-wise Breakup

Subject Code	25M41HS113	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Emerging Technologies: AI, AR, VR		
Credits	3	Contact Hours	3-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Define core concepts of AI, AR, and VR technologies	Remembering Level (C1)
CO2	Explain the functions and potential applications of emerging technologies in media and communication	Understanding Level (C2)
CO3	Identify key tools and platforms used for creating AR and VR experiences	Applying Level (C3)
CO4	Evaluate the ethical, legal, and social implications of immersive and automated technologies	Evaluating Level (C5)
CO5	Design a conceptual project using AR/VR or AI tools for media storytelling or education	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1	Introduction to Emerging Tech	Overview of AI, AR, VR; History, definitions, and use in communication and storytelling	8
2	Artificial Intelligence	AI in content generation, recommendation engines, data	8

		personalization, ethical concerns in automation	
3	Augmented Reality	AR basics, mobile-based AR, interactive content, use in marketing and journalism	8
4	Virtual Reality	VR environments, hardware, immersion theory, VR in education, training, and journalism	8
5	Trends, Ethics & Application	Hands-on tools, case studies, critical perspectives on accessibility, privacy, misinformation	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 conceptualize and present a project that integrates one of the emerging technologies into a communication-related theme. This could be an AR filter for a cause, a VR simulation of a news event, or an AI-powered chatbot for media education. Projects will be judged on creativity, application, user experience, and ethical awareness.

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. B. Marr, *Artificial Intelligence in Practice*. Wiley, 2020.
2. P. Milgram and F. Kishino, "A taxonomy of mixed reality visual displays," *IEICE Transactions*, 1994.
3. W. R. Sherman and A. B. Craig, *Understanding Virtual Reality*. Morgan Kaufmann, 2018.
4. J. Lanier, *Dawn of the New Everything: Encounters with Reality and Virtual Reality*. Henry Holt, 2017.

5. T. O'Reilly, *WTF? What's the Future and Why It's Up to Us*. Harper Business, 2017.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	1	1	2	3
CO2	3	2	2	2	3	3
CO3	2	3	1	2	2	3
CO4	3	2	3	2	3	2
CO5	2	3	2	3	3	3
Avg.	2.60	2.40	1.80	2.00	2.60	2.80

Detailed syllabus

Lecture-wise Breakup

Subject Code	25M45HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Language Skills – English / Hindi		
Credits	2	Contact Hours	0-0-4
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Recall basic grammar rules, vocabulary, and sentence structures	Remembering Level (C1)
CO2	Interpret written and spoken texts with clarity	Understanding Level (C2)
CO3	Apply language skills in professional, academic, and conversational settings	Applying Level (C3)
CO4	Assess writing and speaking outputs for clarity, tone, and correctness	Evaluating Level (C5)
CO5	Produce coherent, well-structured texts and oral presentations	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lab Practical for the module
1	Grammar and Syntax	Parts of speech, sentence construction, punctuation, common errors	10
2	Vocabulary and Usage	Word formation, idioms, phrasal verbs, academic and workplace vocabulary	10

3	Reading and Listening	Comprehension exercises, skimming/scanning techniques, audio-based practice	10
4	Speaking Skills	Conversations, group discussions, public speaking, pronunciation drills	16
5	Writing Skills	Email writing, essays, reports, resumes, creative writing basics	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 prepare a portfolio consisting of a resume, formal email, reflective essay, and a recorded oral presentation or conversation. This project will showcase their ability to use language in context, communicate clearly, and adapt tone and structure for different purposes.

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. Raymond Murphy, *English Grammar in Use*, Cambridge University Press, 2013.
2. Rajeevan, K., & Jayakumar, R. *Communication Skills in English*, Foundation Books.
3. Singh, R. P. *Functional Hindi Grammar and Composition*, Vani Prakashan.
4. Pattanayak, D. P. *Multilingualism and Mother Tongue Education*, Oxford University Press, 1981.
5. Relevant language-based content from newspapers, websites, podcasts, and grammar portals.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	1	1	1	2	2
CO2	3	2	2	2	3	2
CO3	3	3	2	3	3	3
CO4	3	3	3	3	2	3
CO5	3	3	3	3	3	3
Avg.	**3.00**	**2.40**	**2.20**	**2.40**	**2.60**	**2.60**

Subject Code	25M46HS111	Semester: ODD	Semester: 1 Session: 2025-26 Month: July-December 2025
Subject Name	Positive Psychology		
Credits	2	Contact Hours	2-0-0
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		

	COs	Bloom's Level
CO1	Demonstrate an understanding of various concepts and perspectives of positive psychology	Understanding Level (C2)
CO2	Apply the concepts of positive psychology in day-to-day life	Applying Level (C3)
CO3	Evaluate interventions and strategies for overall positive functioning	Evaluating Level (C5)
CO4	Develop solutions for personal happiness, well-being, and mental health	Creating Level (C6)

Module No.	Subtitle of the Module	Topics in the module	No. of Lectures for the module
1	Introduction to Positive Psychology	Overview, Perspectives, Classification and Measures: Human Strengths and Positive Outcomes.	4
2	Positive Emotions and Wellbeing	Emotional and Cognitive States; Focus on Application: Finding the positive in the Negative; Positive Emotions & Well-Being; Positive Emotions & Flourishing; Flow Experiences	7

3	Happiness	Subjective Well-Being: Hedonic Basis of Happiness; Life Satisfaction; Self – Realization: The Eudaimonia Basis of Happiness	6
		Happiness and Emotional Experiences; Other Facts of Life- Work & Unemployment; Intelligence; Education; and Religion.	
4	Mental Health	Mental Health and Behaviour; Prevent the Bad and Enhance the Good.	4
5	Living Well	Mindfulness; Contours of a Positive Life: Meaning & Means; Cultural Context, Every Stage of Life, Resilience, Positive Youth Development, Life Tasks of Adulthood, Successful Aging.	7
		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: Each student will do 10 different acts to enhance happiness for 10 days. They will evaluate each act to raise happiness using the concepts of Positive Psychology. Students will use a minimum of 7 concepts for evaluation of those 10 acts. After evaluation, each student will create a personalized plan based on the evaluation and using a minimum of 5 acts from the total list of acts. Each student will make a presentation in the class and will also submit a project report.

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. Snyder, C.R., Lopez, S. J., & Pedrotti, J.T. *Positive Psychology: The Scientific and Practical Explorations of Human Strengths*, 4th Ed., Sage Publications, 2018.
2. Steve, B., & Marie, C. *Positive psychology*, 1st Ed., Pearson Education India, 2014.
3. Boniwell, I., & Tunariu, A. D., *Positive Psychology: Theory, Research and Applications*, 2nd Ed., McGraw-Hill Education, 2019.
4. Zelenski, J., *Positive Psychology: The Science of Well-being*, 1st Ed., Sage Publications, 2019.
5. Snyder, C. R., Lopez, S. J., Edwards, L. M., & Marques, S. C. (Eds.), *The Oxford handbook of positive psychology*. 1st Ed., Oxford university press, 2020.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	1	1	2	1
CO2	2	3	2	2	2	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Avg.	2.75	2.75	2.25	2.00	2.50	2.25