

SEMESTER IV
CAMPAIGN PLANNING AND EXECUTION
PRACTICAL

1. Course Description

Programme	: M.A.	Max. Hours	: 60 Hrs
Course Code	: P24/MCJ/DSC/402/P	Hours per week	: 4 Hrs
Course Type	: Discipline Specific Core	Max. Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objectives:

1. To give students an execution perspective of the marketing process.
2. To be exposed to the inner workings of the media planning ecosystem.

3. Course Outcomes

After the successful completion of the course, the student will be able to:

CO1: Identify and articulate campaign objectives.

CO2: Execute campaigns for the purpose of both social awareness and product sales.

4. Course Content

The following exercises will be given as part of the practicals:

List of Internal Projects**Exercise I****(05 M)**

- Types of Market Research
- Conduct a market research

Exercise II

(10 M)

- SWOT Analysis
- Porter's 5 Forces Analysis
- **Perform Market Analysis for entry of new FMCG Product of their own creation.**

Exercise III

(05 M)

- Define campaign objectives based on research and analysis previously conducted.

List of External Projects

Exercise I

(10 M)

- **Plan and execute a digital marketing campaign for a product of their choice.**
Students must produce a detailed campaign plan along with proof of execution.

Exercise II

(10 M)

- **Plan and execute a social awareness campaign for a cause of their choice using a combination of offline and online methods. Students must produce a detailed campaign plan along with proof of execution.**

Viva Voce

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
NEECA-C <i>[Signature]</i>	K. Ravi Kumar <i>[Signature]</i>	<i>[Signature]</i>

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SEMESTER – IV
DATA JOURNALISM

1. Course Description

Programme : M.A.	Max. Hours	45
Course Code : P24/MCJ/DSE/401	Hours per week	: 3
Course Type : Discipline Specific Elective	Max. Marks	100
No. of credits : 3 Crs		

2. Course Objectives:

1. To provide a theoretical understanding about Data journalism
2. To identify, verify and visualize the Data

3. Course Outcomes

After the successful completion of the course, the student will be able to:

CO1: Recall the concepts of Data Journalism

CO2: Describe Data Driven stories and audience

CO3: Compute the the data for verification and visualization



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4. Course Content

MODULE I : INTRODUCTION TO DATA JOURNALISM (15 Hrs)

Introduction to Data Journalism: Definition and basics of data journalism, Story behind the data, Types of data and key tools (spreadsheets: rows, columns, cells, importing, sorting, filtering), Genealogies and origin of data journalism, Data Literacy, Issues with data.

MODULE II : DATA DRIVEN STORIES, AUDIENCE AND SOURCES (15 Hrs)

Data-Driven Stories, Reaching your Audience, Data Driven Interviews, Anatomy of a Data Story, Data-Driven Leads, Data-Driven Solution Journalism, Sources of Data: Sources of Data & Data gathering, Government Data, Non-Government Data, Primary & Secondary Data, Running Survey and Data, Census Data, Assembling and Reassembling Data, R for journalists.

MODULE III : DATA ANALYSIS AND VISUALIZATION (15 Hrs)

Data Analysis, Interpretation, Transformations, Data tabulation, Open-source, coding practice and Testing data, Processing data: Classification, Segregation and Identification, Data Presentation, Visualising Data stories, various chart types and their use, Tools for visualization.

5. Reference Books

1. Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: How journalists can use data to improve the news. "O'Reilly Media, Inc."
2. Bounegru, L., & Gray, J. (2021). The Data Journalism Handbook: Towards a Critical Data Practice (p. 415). Amsterdam University Press.
3. Hermida, A., & Young, M. L. (2019). Data journalism and the regeneration of news. Routledge.
4. Tong, J. (2022). Data for Journalism: Between Transparency and Accountability. Taylor & Francis.
5. R-Journalism : <https://learn.r-journalism.com/en/wrangling/dates/dates/>

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6. Syllabus Focus

a) Relevance to Local Regional/ National/ Global needs

Modules	FOCUS	
	Local , Regional , National and Global Development Needs	Relevance
Module I	Global , National, Regional	The module is designed to understand the concepts of Data Journalism
Module II	Global , National, Regional	The module is designed to understand Data Driven Stories, Audience And Sources
Module III	Global , National, Regional	The module is designed to understand the concepts of Data Analysis And Visualization

b) Components of Skill Development/ Entrepreneurship Development/ Employability

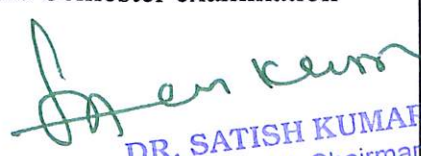
FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		<i>Dr. Satish Kumar</i> DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
Skill Development	Module I	Presentation
Employability	Module II	Case studies, Identification of stories
Entrepreneurship	Module III	Data Presentation activity

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Writing data driven stories	Experiential Learning
3.	Group Discussion	Participative Learning

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination  DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO2		
CO3	CIA-2 Develop 5 data based stories and pitch it to News Organisations	
CO 1,2,3	CIA-2 Data Visualization Presentation	

b) Question Paper Pattern

SEMESTER IV
DATA JOURNALISM
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSE/401

Max. Marks 60

No. of Credits : 3 Crs

Time : 2 1/2 Hours

SECTION A - Answer ALL the questions.			3Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL
1	Module 1	What is Data Journalism? Trace the origins of Data Journalism. (OR)	CO 1	I
2	Module 1	What are the main issues with Data?	CO 1	I
3	Module 2	How can you explain the role of sources in Data Driven Journalism? (OR)	CO 2	II
4	Module 2	How can you explain the usefulness of R for Journalists?	CO 2	II
5	Module 3	How would you use the tools of Data analysis for Data Presentation? (OR)	CO 3	III
6	Module 3	What approach would you use for the visualization of data?	CO 3	III
SECTION B - ANSWER ANY 4 OUT OF 6 (To compulsorily have ONE question from each module)			4Q X 6 M = 24 M	
7	Module 1	What are the main types of Data?	CO 1	I
8	Module 1	What is Data literacy?	CO 1	I
9	Module 2	Explain about the Anatomy of a Data Story.	CO 2	II
10	Module 2	Explain about the Government and Non Government Data.	CO 2	II
11	Module 3	How would you organize a Data tabulation?	CO 3	III
12	Module 3	How would you select chart types for the data?	CO 3	III

SEMESTER IV
DIGITAL JOURNALISM
PRACTICAL

1. Course Description

Programme	: M.A.	Max. Hours	: 60 Hrs
Course Code	:P24/MCJ/DSE/401/P	Hours per week	: 4
Course Type	: Discipline Specific Elective	Max. Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objectives:

1. To gain understanding about digital information patterns, use and scope
2. To enable the students to write for the web platforms

3. Course Outcomes


After the successful completion of the course, the student will be able to:

CO1: Outline basics of blog writing, web designing and digital marketing

CO2: Demonstrate the technical competencies and skills required by the media world.

4. Course Content

The following exercises will be given as part of the practicals:


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List of Internal Projects**Exercise I****(05 M)**

- Writing for Web Media: Basic rules Do's and Don'ts
- Basics of SEO
- Write a blog post using the above skills acquired

Exercise II

(10 M)

- Writing News stories, Features and Articles on the Web
- Interviewing on the Web
- **Produce a Feature Profile of a person of relevance.**

Exercise III

(05 M)

- Basics of HTML
- Basics of CSS
- **Produce a code for their own profile using these skills**

List of External Projects

Exercise I

(10 M)

- **Produce a HTML and CSS code for a blog of current affairs topics.**

Exercise II

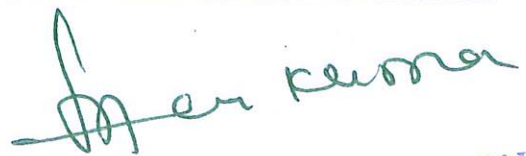
(10 M)

- **Produce a web-blog with weekly posts, including profile and portfolio**

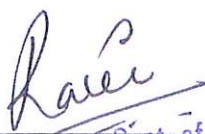
Viva Voce

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
NEELA . C 	K. Ravi Kumar 	



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SEMESTER IV
FILM APPRECIATION
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P24/MCJ/DSC/401/P	Hours per week	4
Course Type	: Discipline Specific Core	Max.Marks	50
No. of Credits	: 2 Crs		

2. Course Objective:

1. Students will acquire the fundamental concepts and techniques of film appreciation.
2. Students will ignite their movie passion and become a critical viewer, analysing diverse films

3. Course Outcome:

After completion of the course, the student will be able to:

- CO1:** Analyse the elements of filmmaking, such as cinematography, editing, sound, and narrative structure, through practical exercises and screenings
- CO2:** Express insights, opinions, and critiques in discussions and written assignments, enhancing their understanding and appreciation of filmmaking.

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4. Course Content**List of Internal Projects****Exercise I****(05 M)**

Frame by Frame Analysis of scenes (composition, lighting, costumes, props, settings & decipher the director's language through close observation)

Exercise II

(10 M)

Film Genre Exploration, **Directorial Styles and Auteur Theory**. (watch films from different genres **and directors** and analyze how cinematography, editing, sound, and narrative structure vary across genres **and styles**, leading to a comparative discussion)

Exercise III

(05 M)

Film Review Writing: write film reviews where they critically evaluate a movie's strengths and weaknesses in terms of its filmmaking elements.

List of External Projects

Exercise I

(10 M)

- Choose a Director and analyze three of his/her movies

Exercise II

(10 M)

- Film Appreciation Presentation (Watch and critically analyse the movie that is rich in themes, symbolism, and artistic merit, providing ample material for in-depth analysis)

Viva Voce

(10 M)

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<p>P. CLEMENT <i>[Signature]</i></p>	<p>K. Ravi Kumar <i>[Signature]</i></p>	<p><i>[Signature]</i></p>

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SEMESTER IV

INFORMATION COMMUNICATION TECHNOLOGIES AND DIGITAL MEDIA

1. Course Description

Programme	: M.A.	Max. Hours	: 45 Hrs
Course Code	: P24/MCJ/DSC/401	Hours per week	: 3 Hrs
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 3 Crs		

2. Course Objective:

1. To gain an understanding into the New Media technologies
2. To apply the knowledge of New Media in real life.

3. Course Outcome:

After completion of this course students will be able to

CO1: Define the basic concept of information society and impact of convergence on society

CO2: Examine the growth of new media and its impact on News

CO3: Prioritize skills of Multimedia Production

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4. Course Content**MODULE - I: EVOLUTION OF ICT'S****(15 Hrs)**

Information revolution and the Concept of Information Society. Internet and communication across boundaries, Development of Digital Technology - Convergence and its impact. Digital Divide, Evolution of new media, social media and their impact on radio, TV and newspapers. Cyber-activism, Censorship and democratization of information.

MODULE - II: INTERNET BASICS**(15 Hrs)**

World Wide Web and Internet basics- URLs, HTML, hyperlinks, Search engines, Web databases, search and retrieval; Unique features of Web, language, Webpages, home pages, design and layout. Languages for Web-Page content, Internet Service Providers (ISPs), bandwidth Internet in India---Status and new developments and problems Internet News Groups, e-mail, Twitter, blogs, Video Calling, YouTube, Hangouts, Video on Demand, Internet Radio and Web TV. Online Journalism in India. Internet as a tool for data gathering, Issues of veracity and credibility.

MODULE - III: MULTIMEDIA PRODUCTION**(15 Hrs)**

Multimedia and emerging technologies. Writing for multimedia, integrating text, graphics, audio, video, Image and video formats. Institutions and forums – ICANN, ITU, ISOC, UN, WSIS, IGF, APRICOT. Internet Security and Privacy. Internet and freedom of expression. Internet Regulation in different countries - India, China, USA. Information Technology Act, 2000 (IT Act), Digital Personal Data Protection Act 2023.

5. Reading Books

1. Torero, Maximo, and Joachim von Braun, eds. 2006. Information and communication Technologies for Development and Poverty Reduction: The Potential of Telecommunication. Baltimore, MD; The Johns Hopkins University Press for IFPRI
2. Manuel Castells, 2011. The Rise of the Network Society: The Information Age: Economy, Society, and Culture, Volume 1. John Wiley & Sons.
3. Manuel Castells, 2003. The Internet Galaxy: Reflection on the Internet, Business, and Society Oxford University Press Inc., New York.
4. S Venkatesh, 2003. Information and Communication Technologies: Impacts and Impediments, Authorspress.

Online Resources

1. <https://open.oregonstate.education/new-media-futures/>
2. <https://press.rebus.community/mscy/>
3. [https://www.fulcrum.org/epubs/v405sc56x?locale=en#/6/2\[cover\]!/4/6/1:0](https://www.fulcrum.org/epubs/v405sc56x?locale=en#/6/2[cover]!/4/6/1:0)
4. <https://www.digitalculture.org/books/hyperlinked-society/>

6. Syllabus Focus

a) Relevance to Local/ Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global	The module is designed to explain basic concepts of New Media
Module II	Global, National	The module is designed to understand the functioning of New Media
Module III	Global, National	The module is designed to equip the students with new media skills

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b) Components of Skill Development/ Entrepreneurship Development/Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Seminars
Employability	Module II	Project Work : Creating Webpages with the help of HTML
Employability	Module III	Case Studies

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Research Project : Creating Webpages with the help of HTML	Problem Solving
3.	Case Studies	Problem Solving

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-2 - Creating a multimedia script	
CO 1,2,3	CIA-2 Objective Type Test on apex bodies	

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b) Question Paper pattern

SEMESTER IV
ICT AND NEW MEDIA
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSC/401

Max. Marks: 60

Credits : 3 Crs

Time: 2.5 Hours

SECTION A - Answer ALL the questions.				3Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL	
1	Module 1	Identify the impact of Social Media on TV Radio, and Print media? (OR)	CO 1	I	
2	Module 1	Define democratization of information and comment on Cyber activism.	CO 1	I	
3	Module 2	Arrange chronologically the origin and growth of WWW in terms of the institutions involved, people contributed and the development of technology (OR)	CO 2	IV	
4	Module 2	Examine the Internet as a tool for data gathering while shining light on Issues of veracity and credibility.	CO 2	IV	
5	Module 3	What are the considerations to assess while writing for multimedia (OR)	CO 3	V	
6	Module 3	Justify Internet Regulation in India	CO 3	V	

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SECTION B - ANSWER ANY 4 OUT OF 6**4Q X 6 M = 24 M**(To compulsorily have **ONE** question from **each** module)

7	Module 1	Explain Information Society.	CO 1	I
8	Module 1	What is Digital Divide?	CO 1	I
9	Module 2	How has Web TV changed the media landscape?	CO 2	IV
10	Module 2	What is the role of HTML in internet development?	CO 2	IV
11	Module 3	What is the importance of Freedom of Expression?	CO 3	V
12	Module 3	Justify the need for ICANN.	CO 3	V

c) Question Paper Blueprint

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
1,2,3		CO-1.2.3				6

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SEMESTER IV

MARKETING COMMUNICATION AND DIGITAL MARKETING

1. Course Description

Programme : MA

Max. Hours : 45 Hrs

Paper Code: P24/MCJ/DSC/402

Hours per week: 3 Hrs

Type of Course: Discipline Specific Core

Max. Marks: 100

No. of Credits: 3 Crs

2. Course Objective:

1. To help students understand the principles and practices of marketing communications
2. To provide a managerial framework for integrated marketing communications planning.

3. Course Outcomes:

After completion of the course, the student will be able to:

CO1: Outline basic concepts of marketing communications and consumer behaviour.

CO2: Demonstrate a comprehensive understanding of digital marketing.

CO3: Critically analyze the role of market research.

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4. Course Content

MODULE-I: INTRODUCTION TO MARKETING COMMUNICATION (15 HRS)

Concept of Integrated Marketing Communication process covering product, price, place and promotion. Marketing objectives, product positioning strategies, product life cycle, brands, branding strategies, brand equity, Understanding Consumer psychology and buying behaviour, Models of buying behaviour, psychological and sociological perspectives, digital customers

MODULE-II: DIGITAL MARKETING (15 HRS)

Introduction to digital marketing, Search engine optimization(SEO), Digital display advertising, Email Marketing, Pay per click search Marketing, Influencer Marketing, Affiliate Marketing, Create strategy and plan to manage social media, Social media optimization, Social media management tools, Mobile marketing.

MODULE -III: MARKET RESEARCH (15 HRS)

Nature, Scope, and importance, areas of research, price research, sales promotion research, product research, packaging research, stage in marketing research process, sources of information, market research organizations in Indian case studies and evaluation media buying and planning, methods of marketing research, motivation research, market segmentation methods

5. Reference Books:

1. Robyn Blackman, Integrated Marketing Communication: Creative Strategy from Idea to Implementation, Rowman & Littlefield, 2014.

2. Larry Percy, Strategic Integrated Marketing Communication: Theory and Practice, Butterworth-Heinemann, 2008

3. John R Rossiter, Larry Percy, Lars Bergkvist, Marketing Communications: Objectives, Strategy, Tactics, Sage 2018.

4. Lan Dodson, The Art of Digital Marketing: The Definitive Guide to creating strategic Targeted and Measurable Online campaigns, published by John Wiley, & Sons, Inc., Hoboken, New Jersey. 2016

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Online Resources:

<https://www.ispr.edu/wp-content/uploads/2022/05/Smith-> -

[Zook-2011 IMC Integrated Marketing Communic.pdf](#)

<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>

6. Syllabus Focus**a) Relevance to Local/ Regional/ National/ Global needs**

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global, National, Local	The module is designed to give a basic understanding of Marketing Communications
Module II	Global	The module is designed to understand processes of Digital Marketing
Module III	Global, National, Regional, Local	The module is designed to highlight the importance of market research

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b) Components of Skill Development/ Entrepreneurship Development/
Employability

FOCUS		
Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Group Discussion
Employability	Module II	Presentation
Entrepreneurship	Module III	Market Research

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Research Project	Problem Solving
3.	Case Studies	Problem Solving

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination <i>Dr. Satish Kumar</i> DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO2		
CO3	CIA-2 - Presentation	
CO 1,2,3	CIA-2 - Case Study on Marketing Plan <i>Ravi</i> Head Department of Mass Communication & Journalism St. Francis College for Women Begumpet, Hyderabad	

b) Question Paper pattern

SEMESTER IV
MARKETING COMMUNICATIONS AND DIGITAL MARKETING
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSC/402

Max. Marks: 60

Credits : 3

Time: 2.5 Hours

SECTION A - Answer ALL the questions.				3Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL	
1	Module 1	Define Integrated Marketing Communication process covering product, price, place and promotion. (OR)	CO 1	I	
2	Module 1	Cite different Branding Strategies	CO 1	I	
3	Module 2	Use Marketing concepts to craft a social media plan for a product of your choice (OR)	CO 2	III	
4	Module 2	Illustrate the various Social media management tools	CO 2	III	
5	Module 3	Examine the importance of Market Research and situational analysis in creating a marketing strategy. (OR)	CO 3	IV	
6	Module 3	Analyze any one case study on Market Research.	CO 3	IV	

SECTION B - ANSWER ANY 4 OUT OF 6

4Q X 6 M = 24 M

(To compulsorily have **ONE** question from **each** module)

7	Module 1	Explain the Product Life Cycle.	CO 1	I
8	Module 1	What is the concept of Media Buying and Planning	CO 1	I
9	Module 2	How would you use SEO?	CO 2	III
10	Module 2	What are the benefits of using Pay per Click?	CO 2	III
11	Module 3	What is the purpose of Motivation Research?	CO 3	IV
12	Module 3	How do marketers use Market Segmentation and how can they improve upon it?	CO 3	IV

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c) Question Paper Blueprint

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
1,2,3		CO1,2,3				6

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SEMESTER-IV
PROJECT / DISSERTATION


1. Course Description

Programme : MA	Max. Hours :75 hrs
Paper Code: P24/MCJ/PRJ/401	Hours per week: 5 hrs
Type of Course: PROJECT	Max Marks: 150
No. of Credits: 5 Crs	

2. Course Objectives

1. To enable students to produce a coherent and logically argued piece of writing on a subject of their choice related to the field of mass communication and journalism that demonstrates competence in research.
2. To enable students to understand review of literature, research design, methodology, ethics and theoretical arguments.

3. Course Outcomes


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After the completion of the course, students will be able to

- CO1:** Discuss a research idea, transform it into a research question, and investigate it using the appropriate methods.
- CO2:** Summarize a survey of literature using different sources of information.
- CO3:** Categorize the different types of variables at play in the research and kind of methods and tools to be used.
- CO4:** Examine hypothesis testing with statistical analysis tools.
- CO5 :** Justify the hypothesis by presenting the findings of the study in an appropriate written format.

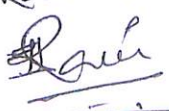
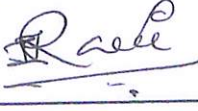
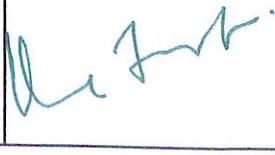
4. Course Content

- All the students need to work on a research project in any area of Mass Communication and Journalism detailed in the curriculum under the guidance of a faculty supervisor.
- Each Faculty member will be allotted a group of students based on the strength and depending on their specialization and interest, to guide the students and assess their Dissertation.
- The Faculty members will guide the students in selecting the topic and method for research.
- Right from the initial stage of defining the problem the candidate has to submit the progress periodically and also present her progress in the form of seminars in addition to regular discussion with the guide.
- The dissertation should be a minimum of 50 pages and up to a maximum of 80 pages.
- APA style needs to be used for the final write-up to the dissertation. The final submission needs to be duly approved by the concerned supervisor. Ethical standards need to be followed. Plagiarism checking (15% only) needs to be done before taking the final submission and the report to be added to the dissertation.

5. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Internal Assessments - CIA (40%)	External Assessment - (60%)
CO1 - CO5	1. Research Proposal - 10 M 2. Project Progress Presentation - 10 M 3. Faculty Supervisor Assessment - 30 M	1. Presentation - 15M 2. Viva Voce - 25M 3. Dissertation Evaluation - 60 M

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD/Programme Coordinator [Name & Signature]	Approved by the Principal
K. Ravi Kumar 	K. Ravi Kumar 	

SEMESTER IV
SHORT FILM PRODUCTION
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	:60 Hrs
Course Code	: P24/MCJ/DSE/402/P	Hours per week	: 4 Hrs
Course Type	: Discipline Specific Elective	Max.Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objective:

1. Students will acquire skills of film production.
2. Students will use the skills to produce Short films.

3. Course Outcome:

After completion of the course, the student will be able to:

CO1: Demonstrate the skills of film production

CO2: Implement this gained knowledge in the creation of a film.

4. Course Content**List of Internal Projects****Exercise I****(05 M)**

Brainstorming and idea Generation (Research and Proposal writing)

Exercise II**(05 M)**

Script Development (Gather information and develop a compelling narrative structure)

Satish Kumar

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Exercise III

(10 M)

Storyboarding and Visual Planning

List of External Projects

Exercise I

(10 M)

- Production Practicum (video shooting, cinematography, lighting, sound recording, and direction techniques)

Exercise II

(10 M)

- Post-production Editing (produce final short film)

Viva Voce

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
P. CLEMENT 	K. Ravi Kumar 	



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Head
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Begumpet, Hyderabad - 16.

SEMESTER – IV
TRENDS IN JOURNALISM

1. Course Description

Programme : M.A.	Max. Hours	50
Course Code : P24/MCJ/DSE/402	Hours per week :	3
Course Type : Discipline Specific Core	Max. Marks	100
No. of credits : 3 Crs		

2. Course Objectives:

1. To provide a theoretical understanding of trends in journalism
2. To analytically study the use of Drone, mobile and social media for journalism

3. Course Outcomes

After the successful completion of the course, the student will be able to:

CO1 : Discuss about the usage and relevance of drones for journalism

CO2: Analyze the MOJO as New Communication Tool

CO3: Create compelling journalistic social media content on different social networks

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4. Course Content**MODULE I: DRONE JOURNALISM****(15 Hrs)**

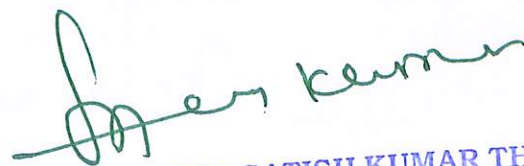
Definition and history of drones, Types of drones and their applications, Drone components and terminology, Regulations and Guidelines for drone usage, Basic principles of flight & Drone, Drone Equipments, Camera & Camera settings, flying, Drone as an investigative journalism tool, Advantages and disadvantages of Drones.

MODULE II: MOBILE JOURNALISM**(15 Hrs)**

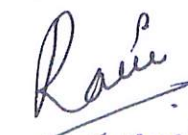
Mobile Journalism(MOJO)-Meaning and Definition, Its Need & Significance in reportage Advantages & Limitations OF MOJO as New Communication Tool, Do's and Don'ts for ethical mobile journalism, History of MOJO in India, Case Studies: Arab Revolution, Anna Hazare Movement, Usage of Photo, Video/audio editing apps for MOJO, MOJO and Informational Revolution, Use of technology and understanding of laws related to cybercrime : Digital Personal Data Protection Act (DPDPA)

MODULE III: SOCIAL MEDIA FOR JOURNALISM**(15 Hrs)**

Social media landscape, Social Media Optimization/Engagement (SMO), Social Newsgathering and Listening: Story Ideas, Sources, and Content, Social Collaboration and Curation: Crowdsourcing, News engagements : Facebook, twitter, instagram and Youtube, Verification and Authenticity of Information, Social Media Policies, Ethics and Diversity.



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5. Reference Books

1. Drone Journalism And Professional Media Ethics Imperative Discourse by Beryl Ehondor Pan-Atlantic University, Nigeria.
2. Sachi Nandan Mohanty, J.V.R. Ravindra, G. Surya Narayana, Chinmaya Ranjan Pattnaik, Y. Mohamed Sirajudeen, Drone Technology: Future Trends and Practical Applications, 22 May 2023.
3. Geetali Tilak, Drones and media industry, 2020 <https://pdfs.semanticscholar.org/2e44/e686442ef63faf11a410924d41d55b6aed33.pdf>
4. Astrid Gynnild, Turo Uskali, Responsible Drone Journalism, 2018, <https://www.taylorfrancis.com/pdfviewer/>
5. AlJazeera Media Training and Development Centre, Mobile journalism <https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalism%20english.pdf?title=Mobile%20Journalism>
6. Oscar Westlund, MOBILE NEWS - A review and model of journalism in an age of mobile media, <https://www.tandfonline.com/doi/pdf/10.1080/21670811.2012.740273>
7. From the Field: the mobile Journalist, Sage Publication, https://us.sagepub.com/sites/default/files/upm-assets/83042_book_item_83042.pdf
8. Anthony Adornato, Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism, 2nd edition, 2022.



6. Syllabus Focus

a) Relevance to Local/ Regional/ National/ Global needs

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Modules	FOCUS	
	Local , Regional , National and Global Development Needs	Relevance
Module I	Global, National, Regional	The module is designed to understand the concepts about Drone Journalism
Module II	Global , National, Regional, Local	The module is designed to understand the concepts about Mobile Journalism
Module III	Global , National, Regional, Local	The module is designed to understand the concepts about social media Journalism

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b) Components of Skill Development/ Entrepreneurship Development/ Employability

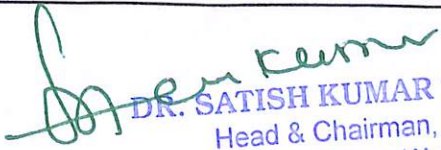
FOCUS		
Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Case Studies
Employability	Module II	Role Play
Entrepreneurship	Module III	Ideation

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Case studies	Experiential Learning
3.	Group Discussion	Participative Learning

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	 DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007 End Semester examination
CO2		
CO3	CIA-2 Mobile Journalism : Reporting a story	
CO 1,2,3	CIA-2 Objective Type Test	

b) Question Paper Pattern

SEMESTER III
TRENDS IN JOURNALISM
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSE/402

Max. Marks 60

No. of Credits : 3 Crs

Time : 2 1/2 Hours

SECTION A - Answer ALL the questions.			3Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL
1	Module 1	Explain about Drone and its history. (OR)	CO 1	II
2	Module 1	Explain about Drone as an investigative journalism tool.	CO 1	II
3	Module 2	How would you use mobile Journalism to bring about change in Society. (OR)	CO 2	III
4	Module 2	How would you apply the Digital Personal Data Protection Act in the mobile era?	CO 2	III
5	Module 3	What way would you design a social media content on Gender Based Violence? (OR)	CO 3	VI
6	Module 3	What way would you design a social media engagement strategy for a celebrity promotion?	CO 3	VI
SECTION B - ANSWER ANY 4 OUT OF 6 (To compulsorily have ONE question from each module)			4Q X 6 M = 24 M	
7	Module 1	What are the types of Drone?	CO 1	II
8	Module 1	What can you say about Principles of Flight?	CO 1	II
9	Module 2	What elements would you like to change in mobile journalism ?	CO 2	III
10	Module 2	What examples can you find of MOJO as a New Communication Tool?	CO 2	III
11	Module 3	How would you improve Social Media Optimization?	CO 3	VI
12	Module 3	How would you design a strategy for Crowdsourcing ?	CO 3	VI