

SEMESTER – I
AD COPYWRITING
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P26/MCJ/DSC/102/P	Hours per week	: 4 Hrs
Course Type	: Practical	Max.Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. To help students understand the practical aspects and techniques of advertising.

3. Course Outcome:

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

CO	Description	BTL	
CO1	Design effective visual communication for various advertising approaches that combine the use of print, digital and other multimedia communication.	Apply	III
CO2	Create and defend the strategy and execution of an ad campaign.	Create	VI

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4. Course Content

List of internal Practicals

(20 M)

- Introduction to ad copywriting and ad appeals: Identify 5 advertisements (print/digital/OOH) and the appeals used. Rewrite one ad copy using a different appeal strategy.
- Create one full-page print ad and adapt the same idea into a billboard version (max 8 words) and an Instagram post.
- Capture 3 innovative outdoor ads in the city and analyse why they work.
- Create a radio jingle for a product/brand of choice.
- Create a trailer for the department podcast series.
- Hook based writing for short-form video ads- Create a 20 sec ad for instagram


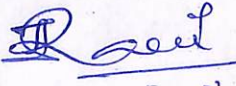
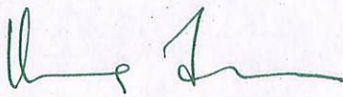
List of External Practicals


(20 M)

- Produce a video PSA aligned with one SDG.
- Develop a Creative Brief for an advertising campaign for a product/brand with its description, target audience, key message, tone and media mix.
- Produce an Integrated Campaign for a chosen brand/product including:
 - Print
 - OOH
 - Radio
 - Short-form Video (Reel/TVC)
 - Performance Ad with CTA

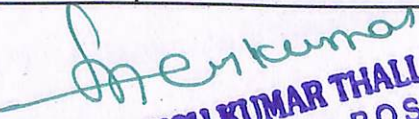
● Viva Voce

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
Merlin Theresa George 	K.Ravi Kumar 	Prof.T.Uma Joseph 


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SEMESTER I

ADVERTISING

1. Course Description

Programme	: M.A.	Max. Hours : 60
Course Code	: P26/MCJ/DSC/102	Hours per week : 4
Course Type	: Discipline Specific Core	Max. Marks : 100
No. of Credits	: 4 Crs	

2. Course Objective:

- 1.To achieve a comprehensive understanding by exploring the concepts and practices of advertising
2. To analytically study the process and execution of advertising by ad agencies and regulations related to advertising

3. Course Outcomes:

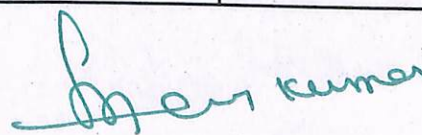
After the successful completion of the course, the students will be able to:

CO	Description	BTL	
CO1	Understand the core concepts, classifications and trends in advertising.	Understand	II
CO2	Analyze advertising strategies and structure and functioning of advertising agencies.	Analyze	IV
CO3	Apply technological tools in advertising planning and evaluation.	Apply	III
CO4	Critically evaluate ethical, legal and regulatory issues in advertising.	Evaluate	V



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4. Course Content

MODULE – I: CONCEPT OF ADVERTISING

(15 Hrs)

Definition, functions, evolution and trends in Advertising- national and global. Indian Folk media as persuasive communication(IKS). Types of advertising based on audience, geography, purpose and medium. Above the line, below the line and through the line advertising. Advertising in Marketing Mix. Advertising and its impact on society with special reference to children and women(SDG). Importance of research-audience analysis, market research, situation analysis etc.

MODULE – II: STRATEGIES OF ADVERTISING & AD AGENCY

(15 Hrs)

Ad campaign planning and steps, Media planning, media buying, Media Strategy, Ad testing methods. Models of advertising- AIDA, DAGMAR, Hierarchy of effects model, Quick Action model. Product positioning strategies, product life cycle. Social Marketing. Selection of advertising agency- departments, process, functions. Types of Advertising agency- client interface, account pitching; creative and media briefing process, agency media interface, revenue earning and sources, agency audit.

MODULE – III: TECHNOLOGY AND ADVERTISING

(15 Hrs)

Programmatic advertising and A.I. in advertising. Technology in advertising: Role of A.I. and Machine learning in ad creation and personalization, Immersive ads, Content curation and User-generated content in targeting. Ad copy research and evaluation measures.

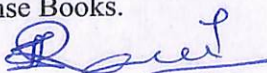
MODULE – IV: REGULATIONS AND ETHICS IN ADVERTISING

(15 Hrs)


Media laws and ethics concerning advertising in India. Current practices- Private treaties, Paid News, Surrogate ads, Product Placement. DD and AIR guidelines, IBF guidelines. Criticism of Advertising. Apex bodies in advertising (DAVP, AAI, ASCI) – ASCI and its code of conduct, case studies from ASCI. Ethical concerns around the use of AI in advertising.

5. Reference books:

1. Chunawalla, S. A., Kumar, K. J., & Sethia, K. C. (2000). *Advertising Theory and Practice*. Himalaya Publishing House.
2. Jefkins, F., & Yadin, D. (2011). *Advertising*. Pearson.
3. Jethwaney, J., & Jain, S. (2013). *Advertising Management*. Oxford University Press.
4. Kundra, S. (2005). *Introduction to Advertising and Public Relations*. Anmol Publications Pvt. Ltd.
5. Ogilvy, D. (2013). *Ogilvy on Advertising*. Knopf Doubleday Publishing Group.
6. Pant, H. (2007). *Advertising and Media*. ABD Publishers.
7. Vilanilam, J. V., & Varghese, A. K. (2004). *Advertising basics!: A resource guide for beginners*. Response Books.


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6. Syllabus Focus

a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	National & Global	The module is designed to understand advertising's role in both India and globally
Module II	Global, National & Regional	The module is designed to analyse the structure of ad agencies and strategies in advertising
Module III	National, Regional & Local	The module is designed to apply technology in ad creation
Module IV	Global & National	The module is designed to understand the legal and ethical frameworks in advertising

IKS	Syllabus Component	Module
IKS	Indian Folk media as persuasive communication	I

NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 4, 5, 9 & 16

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b) Components of Skill Development/ Entrepreneurship Development/Employability

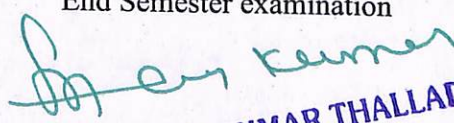
FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Quiz, Group discussions
Entrepreneurship	Module II	Role play
Employability	Module III	Ad research and creation using AI
Skill Development	Module IV	Case Study

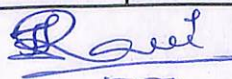
7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentations	Experiential Learning
3.	Group Discussion	Participative Learning
4.	Practical Activities	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, CO2	CIA-1	End Semester examination  Dr. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO3, CO4	CIA-2	
CO1, CO2	Ad Campaign creation using AI tools	
CO3, CO4	Case study presentation	



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(b) Blue print of the Question Paper

ADVERTISING

Course Code: P26/MCJ/DSC/102

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE		4 Q X 10 M = 40 M		
Q.No	Question	Question	CO	BTL
1	Module 1		CO 1	II
OR				
2	Module 1		CO 1	II
3	Module 2		CO 2	IV
OR				
4	Module 2		CO 2	IV
5	Module 3		CO 3	III
OR				
6	Module 3		CO 3	III
7	Module 4		CO 4	V
OR				
8	Module 4		CO 4	V

SECTION B - ANSWER ANY 5 OUT OF 8		5 Q X 4 M = 20 M		
Q.No	Question	Question	CO	BTL
9	Module 1		CO 1	II
10	Module 1		CO 1	II
11	Module 2		CO 2	IV
12	Module 2		CO 2	IV
13	Module 3		CO 3	III
14	Module 3		CO 3	III
15	Module 4		CO 4	V
16	Module 4		CO 4	V

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c) Question Paper Pattern

**ADVERTISING
MODEL QUESTION PAPER
THEORY**

Course Code : P26/MCJ/DSC/102

Max. Marks : 60

No. of Credits : 4 Cr


Time: 2 hrs 30 mins

SECTION A - Answer ALL the questions. (Internal Choice)				4 Q X 10 M = 40 M
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)
1	Module 1	Identify the different classifications of advertising and illustrate how each classification serves different communication objectives. (OR)	CO 1	II
2	Module 1	Illustrate the importance of market research and situational analysis in advertising research.	CO 1	II
3	Module 2	Analyse the steps involved in an ad campaign planning process. How do media planning and media buying contribute to campaign effectiveness? (OR)	CO 2	IV
4	Module 2	Explain Ad agency organization structure and types of ad agency with functions.	CO 2	IV
5	Module 3	Describe the application of AI in advertising creation and personalization. (OR)	CO 3	III
6	Module 3	Explain different evaluation measures used in advertising research and campaign success.	CO 3	III
7	Module 4	Evaluate the role and functions of apex bodies such as DAVP, AAAI and ASCI in regulating advertising. (OR)	CO4	V
8	Module 4	Critically evaluate the ethical challenges posed by AI driven advertising and practices such as paid news and product placement.	CO4	V

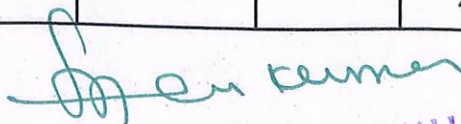
SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4 M = 20 M	
(To compulsorily have ONE question from each module)					
9	Module 1	Comment on the impact of advertising on society.	CO 1	I	
10	Module 1	Explain Above the Line and Below the Line Advertising.	CO 1	I	
11	Module 2	Summarize the concept of AIDA model of advertising.	CO 2	IV	
12	Module 2	Substantiate the idea of social marketing with an example in the context of SDGs.	CO 2	IV	
13	Module 3	Explain immersive advertising with suitable examples.	CO 3	III	
14	Module 3	What are some product positioning strategies used across product life cycle?	CO 3	III	
15	Module 4	Discuss surrogate advertising in India. Why is it considered unethical?	CO4	V	
16	Module 4	Explain the ASCI Code of Conduct in advertising.	CO4	V	

d) 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO-4	2	10	2	4
1,2,3,4		CO-1,2,3,4				4


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9. CO - PO Mapping:

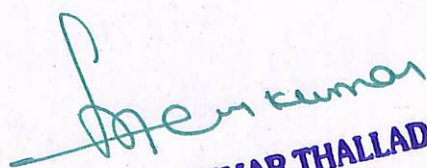
CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1,3	Understand	15
2	5,7	Analyze	15
3	6,7	Apply	15
4	2,5	Evaluate	15

10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		H				
CO2					H	M	H
CO3				M	H		H
CO4		H			H		

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
Merlin Theresa George 	K.Ravi Kumar 	Prof.T.Uma Joseph 


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SEMESTER I
COMMUNICATION, MEDIA AND SOCIETY

1. Course Description

Programme	: M.A.	Max. Hours : 60
Course Code	: P26/MCJ/DSC/101	Hours per week : 4
Course Type	: DSC	Max. Marks : 100
No. of Credits	: 4 Crs	

2. Course Objective:

1. To provide foundational knowledge of communication processes, models, and the development of mass media in India.
2. To develop critical understanding of social media theories and their impact on society.

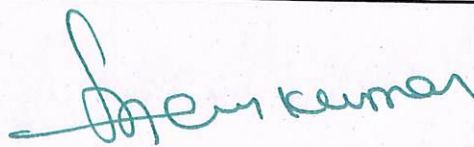
3. Course Outcomes:

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

CO	Description	BTL	
CO1	Recall the process of communication.	Remember	I
CO2	Explain communication using various theories and models.	Understand	II
CO3	Analyse the history and significance of mass media in India.	Analyse	IV
CO4	Assess social media theories and their impact on society.	Evaluate	V



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4. Course Content

MODULE – I: INTRODUCTION TO COMMUNICATION:

(15 Hrs)

Communication: Definition, Nature, process and elements. Function of and barriers to Communication, 7 Cs of effective Communication. Typology of Communication – intrapersonal, interpersonal, group, mass, interactive communication. Mass Communication characteristics, Digital Media Platforms and its characteristics; Communication and its role in society. Role of Communication in SDGS. concept of gatekeeping, algorithmic and networked gatekeeping, propaganda and computational propaganda

MODULE – II: COMMUNICATION MODELS AND THEORIES:

(15 Hrs)

Saadharanikaran Model of Communication (SMC-IKS); Models: Lasswell formula, S M C R model. Shannon and Weaver, Osgood and Schramm. Dance's helical model, spiral of silence, Newcomb's ABX model. Wesley and McLean Model, Gerbner's model. Theories : Knowledge gap hypothesis, Agenda setting and Agenda building (social media version), Framing theory, cultivation theory, uses & gratification/U.G.2.0, Rogers' theory of Diffusion of innovation. two-step flow hypothesis, multi-step flow of communication. Normative media theories: Authoritarian theory, Libertarian theory, Social responsibility theory, Soviet media theory.

MODULE – III: MASS MEDIA

(15 Hrs)

An overview of media in India (Major Issues, Landmarks): History of Print Media Broadcast media, New media; Regional language press, Status of Regional media; Traditional media. Cross media ownership/ media conglomerates, Mass media audiences. Functions and effects of Mass Media; cultural integration and pollution. Public opinion and democracy.

MODULE – IV: SOCIAL MEDIA

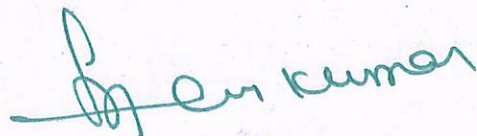
(15 Hrs)

Social Media theories: Demassification, platformisation, attention economy, data colonialism, digital capital theory. Echo chambers & Filter Bubble theory (Eli Pariser), Networked Public Sphere (Zizi Papacharissi), Affective Publics (ZP); and Post-Truth and Media Credibility theory (Misinformation, Disinformation, Deep fakes).



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5. Reference books:

1. McQuail, D., & Windahl, S. (1993). Communication Models for the Study of Mass Communications (2nd ed.). Routledge.
2. Rogers, E. M. (1976). Communication and Development: Critical Perspectives. Sage Publications.
3. Kumar, K. J. (2010). Mass Communication in India (4th ed.). Jaico Publishing House.
4. Narula, U. (2001). Mass Communication: Theory and Practice. Har-Anand Publications Pvt. Ltd.
5. DeFleur, M. L., & Ball-Rokeach, S. J. (1989). Theories of Mass Communication (5th ed.). Longman.
6. Baran, S. J., & Davis, D. K. (2012). Mass Communication Theory: Foundations, Ferment, and Future (6th ed.). Cengage Learning.
7. Fiske, J. (2011). Introduction to Communication Studies (2nd ed.). Routledge.
8. McQuail, D. (2010). McQuail's Mass Communication Theory (6th ed.). Sage Publications.
9. Bucher, T. (2018). If...Then: Algorithmic Power and Politics. Oxford University Press.
10. Howard, P. N. (2020). Computational Propaganda. Oxford University Press.
11. Natarajan, S. (1955). History of Indian Journalism. Publications Division, Government of India.
12. Pariser, E. (2011). The Filter Bubble. Penguin Press.
13. Papacharissi, Z. (2015). Affective Publics: Sentiment, Technology, and Politics. Oxford University Press.
14. Wardle, C., & Derakhshan, H. (2017). Information Disorder: Toward an interdisciplinary framework for research and policy making. Council of Europe.
15. Oxford Internet Institute*. (Various years). Reports on disinformation and computational propaganda. University of Oxford.
16. Chesney, R., & Citron, D. K. (2019). Deep fakes: A looming challenge to privacy, democracy, and national security. California Law Review, 107(6), 1753–1820. <https://doi.org/10.15779/Z38RV0D15J>

6. Syllabus Focus

- a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	National & Global	The module is designed to understand the process and elements in Communication
Module II	Global & Regional	The module is designed to understand the critical theories
Module III	National, Regional & Local	The module is designed to understand the Mass Media
Module IV	Global & Local	The module is designed to understand Social media theories

IKS	Syllabus Component	Module
IKS	Saadharanikaran Model of Communication (SMC)	II

NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 4, 5, 10 & 16

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b) Components of Skill Development/ Entrepreneurship Development/Employability

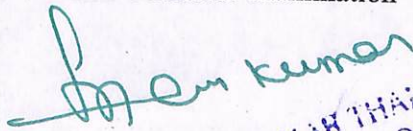
FOCUS		
Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Role-Play
Skill Development	Module II	Interactive Quizzes
Skill Development	Module III	Group discussions
Skill Development	Module IV	Debate, Quiz


7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentations	Experiential Learning
3.	Group Discussion	Participative Learning
4	Field Visit	Experiential 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, CO2	CIA-1	 Dr. SATISH KUMAR THALLURI Head & Chairman, E.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO3, CO4	CIA-II	
CO1, CO2	Chart preparations/MCQ/Quiz	
CO3, CO4	Presentations	


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(b) Blue print of the Question Paper

COMMUNICATION, MEDIA & SOCIETY

Course Code: P26/MCJ/DSC/101

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE		4 Q X 10 M = 40 M		
Q.No	Question	Question	CO	BTL
1	Module 1		CO 1	I
OR				
2	Module 1		CO 1	I
3	Module 2		CO 2	II
OR				
4	Module 2		CO 2	II
5	Module 3		CO 3	IV
OR				
6	Module 3		CO 3	IV
7	Module 4		CO 4	V
OR				
8	Module 4		CO 4	V

SECTION B - ANSWER ANY 5 OUT OF 8		5 Q X 4 M = 20 M		
Q.No	Question	Question	CO	BTL
9	Module 1		CO 1	I
10	Module 1		CO 1	I
11	Module 2		CO 2	II
12	Module 2		CO 2	II
13	Module 3		CO 3	IV
14	Module 3		CO 3	IV
15	Module 4		CO 4	V
16	Module 4		CO 4	V

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c) Question Paper Pattern

**COMMUNICATION, MEDIA & SOCIETY
MODEL QUESTION PAPER
THEORY**

Course Code : P26/MCJ/DSC/101

Max. Marks : 60

No. of Credits : 4 Cr

Time: 2 hrs 30 mins

SECTION A - Answer ALL the questions. (Internal Choice)				4 Q X 10 M = 40 M
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)
1	Module I	Explain 7 Cs of effective Communication with suitable examples?(OR)	CO 1	I
2	Module I	Elaborate on Digital Media Platforms and its characteristics in detail	CO 1	I
3	Module II	Explain Shannon & Weaver's communication model. (OR)	CO 2	II
4	Module II	Describe Normative Media Theory's relevance in today's world?	CO 2	II
5	Module III	Analyze the effects of Mass media in society? (OR)	CO 3	IV
6	Module III	List out the landmark developments of the print media in India.	CO 3	IV
7	Module IV	Evaluate the impact of Echo chambers & Filter Bubble theory with examples. (OR)	CO4	V
8	Module IV	Evaluate the impact of the attention economy in society.	CO4	V

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SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4M = 20 M	
(To compulsorily have TWO questions from each module)					
9	Module I	What are the types of Communication?	CO 1	I	
10	Module I	Define interactive Communication ?	CO 1	I	
11	Module II	Explain the Lasswell's model of communication.	CO 2	II	
12	Module II	Explain SMCR model of Communication	CO2	II	
13	Module III	Distinguish traditional media and new media.	CO 3	IV	
14	Module III	Analyse the impact of Media Conglomerates on today's society?	CO 3	IV	
15	Module IV	Examine the impact of Misinformation, Disinformation and Deep fakes	CO4	V	
16	Module IV	Examine the impact of digital capital theory in society.	CO4	V	

d). 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO-4	2	10	2	4
1,2,3,4		CO-1,2,3,4				4

9. CO - PO Mapping:



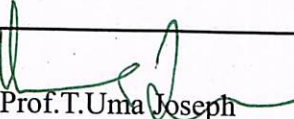
CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1	Remember	15
2	2	Understand	15
3	5	Analyze	15
4	6	Evaluate	15


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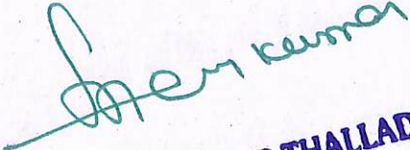
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10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		H	L	M	H	M
CO2	H			M	H	H	H
CO3	H	M	H			H	L
CO4	H	M	H			H	L

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
K.Ravi Kumar 	K.Ravi Kumar 	Prof.T.Uma Joseph 


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SEMESTER I
FILM STUDIES

1. Course Description

Programme	: M.A.	Max. Hours	: 60
Course Code	: P26/MCJ/DSC/104	Hours per week	: 4
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 4 Crs		


2. Course Objective:

1. To develop critical understanding of film theory, aesthetics, history, and cinematic language.
2. To analyze world cinema and Indian cinema in relation to culture, politics, ideology, and industry

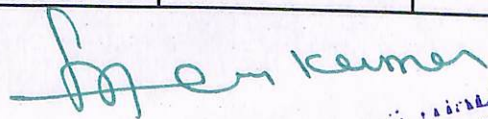
3. Course Outcomes:

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

CO	Description	BTL	
CO1	Explain major film theories, concepts, and cinematic language.	Understand	II
CO2	Analyse global film movements and their aesthetic and historical significance.	Analyze	IV
CO3	Critically evaluate Indian cinema in relation to industry, politics, and cultural contexts.	Evaluate	V
CO4	Apply film criticism methods and research tools in academic and practical analysis.	Apply	III


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4. Course Content

MODULE I: INTRODUCTION TO FILM AND CRITICAL APPROACHES

(15H)

The scope of Film Studies as an interdisciplinary field in humanities and social sciences. Film as aesthetic object, industrial system and cultural practice. Major theories: Formalism; Realism; Auteur Theory; Structuralism & Semiotics; Psychoanalysis; Feminist and Queer film theory; Marxist and Postcolonial and Subaltern studies. Concepts of cinematic time, movement embodiment, affect, and spectatorship. Film language: Mise-en-scène, cinematography, editing, sound, narrative structure. Semiotics of film – signs, codes, and meaning-making. Contemporary debates: Posthumanism, AI, algorithmic recommendation systems

MODULE II: HISTORY AND MOVEMENTS IN WORLD CINEMA

(15H)

Early cinema and modernity: technologies, attractions, global circuits. Classical Hollywood and its global influence. European art cinemas movements: German Expressionism, Soviet Montage, Italian Neorealism, French New Wave. Asian cinematic traditions: Japanese Classical and New Wave, Chinese Fifth Generation, Iranian New Wave. Contemporary transformations: Global art cinema, transnational auteurs, streaming-era production cultures, festival circuits

MODULE III: INDIAN CINEMA: HISTORIES, PLATFORMS, POLITICS

(15H)

Early Indian cinema: mythologicals, nationalist aesthetics. Parallel Cinema, the Indian New Wave. Mainstream cinema: Bollywood as industry, stardom, sound, dance, spectacle. Regional cinemas: aesthetic specificity, industrial structures, linguistic publics (Tamil, Telugu, Malayalam, Bengali, Marathi). Contemporary transformations: Multiplex culture and OTT platforms; digital film distribution; fandom cultures; rise of Pan-Indian South Cinema

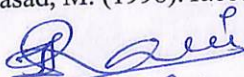
MODULE IV: FILM CRITICISM, GENRES, RESEARCH METHODS, AND PRACTICE

(15H)

Genre theory: melodrama, comedy, thriller, horror, science fiction, documentary, experimental and essay films. Approaches to film criticism: journalistic review, analytical critique. Research methodologies: textual analysis, historiography, ethnographic audience studies, digital research methods. Case studies of landmark films (global and Indian). Practical components: seminar presentations, critical essays, film analysis assignments, review writing, comparative analysis.

References:


1. Bordwell, D., & Thompson, K. (2024). *Film art: An introduction* (13th ed.). McGraw-Hill.
2. Sikov, E. (2020). *Film studies: An introduction* (2nd ed.). Columbia University Press.
3. Bordwell, D. (1985). *Narration in the fiction film*. University of Wisconsin Press.
4. Monaco, J. (2009). *How to read a film: Movies, media, multimedia* (4th ed.). Oxford University Press.
5. Cook, D. A. (1996). *A history of narrative film*. W. W. Norton.
6. Barnouw, E., & Krishnaswamy, S. (1980). *Indian film*. Oxford University Press.
7. Rajadhyaksha, A., & Willemen, P. (2003). *Encyclopedia of Indian cinema*. Routledge.
8. Dwyer, R., & Patel, D. (2002). *Cinema India: The visual culture of Hindi film*. Rutgers University Press.
9. Vasudevan, R. (2011). *The melodramatic public: Film form and spectatorship in Indian cinema*. Palgrave Macmillan.
10. Ganti, T. (2013). *Bollywood: A guidebook to popular Hindi cinema*. Routledge.
11. Prasad, M. (1998). *Ideology of the Hindi film*. Oxford University Press.


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6. Syllabus Focus

a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Modules	FOCUS	Relevance
	Local, Regional, National and Global Development Needs	
Module I	National, Global	This module develops theoretical and analytical foundations for understanding cinema as art, industry, and cultural practice in global contexts.
Module II	Global	This module provides knowledge of major global film movements, fostering cross-cultural cinematic awareness and critical comparison.
Module III	Local, Regional, National, Global	This module examines Indian and regional cinemas, industry structures, policy, and digital transformations in national and global frameworks.
Module IV	National, Global	This module enhances critical, research, and professional skills applicable to film scholarship, media industries, and creative sectors.

IKS	Syllabus Component	Module
IKS	Cultural Identity & Representation in Regional Indian Cinema (Telugu, Tamil, Malayalam, Marathi)	III

NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 4, 5, 9 & 16



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b) Components of Skill Development/ Entrepreneurship Development/Employability

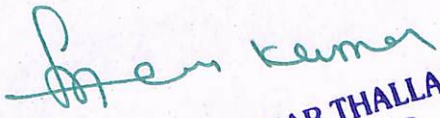
FOCUS Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Group discussions on film theories and cinematic concepts
Skill Development	Module II	Seminar presentations on world cinema movements
Skill Development	Module III	Case studies and comparative analysis of Indian and regional films
Skill Development	Module IV	Film reviews, critical essays, research-based assignments


7. Pedagogy:

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Film Screening & Analysis	Experiential Learning
3.	Group Discussion	Participative/Collaborative 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, CO2	CIA-I	 Dr. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO3, CO4	CIA-II	
CO1, CO2	Film Scene Analysis / Theory Application Exercise / Seminar Presentation	
CO3, CO4	Film Review Writing/ Mini Research Assignment	


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(b) Blue print of the Question Paper

FILM STUDIES

Course Code: P26/MCJ/DSC/104

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE			4 Q X 10 M = 40 M	
Q.No	Question	Question	CO	BTL
1	Module 1		CO 1	II
OR				
2	Module 1		CO 1	II
3	Module 2		CO 2	IV
OR				
4	Module 2		CO 2	IV
5	Module 3		CO 3	V
OR				
6	Module 3		CO 3	V
7	Module 4		CO 4	III
OR				
8	Module 4		CO 4	III

SECTION B - ANSWER ANY 5 OUT OF 8			5 Q X 4 M = 20 M	
Q.No	Question	Question	CO	BTL
9	Module 1		CO 1	II
10	Module 1		CO 1	II
11	Module 2		CO 2	IV
12	Module 2		CO 2	IV
13	Module 3		CO 3	V
14	Module 3		CO 3	V
15	Module 4		CO 4	III
16	Module 4		CO 4	III

c) Question Paper Pattern

**FILM STUDIES
MODEL QUESTION PAPER
THEORY**

Course Code : P26/MCJ/DSC/104

Max. Marks : 60

No. of Credits : 4 Cr

Time: 2 hrs 30 mins

SECTION A - Answer ALL the questions. (Internal Choice)				4 Q X 10 M = 40 M
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)
1	Module 1	Explain the film theories Formalism and Realism with suitable examples.(OR)	CO 1	II
2	Module 1	Discuss film language with reference to mise-en-scène, cinematography, editing and sound.	CO 1	II
3	Module 2	Describe the development, key features, and global influence of Classical Hollywood cinema. (OR)	CO 2	IV
4	Module 2	Explain the major characteristics of German Expressionism in cinema.	CO 2	IV
5	Module 3	Analyse the rise of Pan-Indian South Cinema and its impact on the national film landscape. (OR)	CO 3	V
6	Module 3	Analyse the transformation of Indian cinema in the era of multiplexes and OTT	CO 3	V
7	Module 4	Critically evaluate the role of film criticism in shaping public opinion and cinematic culture. (OR)	CO4	III
8	Module 4	Evaluate the relationship between cinema and society through the study of landmark films (Indian or global).	CO4	III

SECTION B - ANSWER ANY 5 OUT OF 8 (To compulsorily have ONE question from each module)			5 Q X 4 M = 20 M	
9	Module I	What is Auteur Theory?	CO 1	II
10	Module I	Explain the concept cinematic spectatorship in cinema	CO 1	II
11	Module II	Write short notes on Soviet Montage.	CO 2	IV
12	Module II	Explain the key features of Italian Neorealism.	CO 2	IV
13	Module III	What are the features of Bollywood as an industry?	CO 3	V
14	Module III	Analyse the significance of regional cinemas in the Indian film landscape.	CO 3	V
15	Module IV	Analyse the differences between journalistic film review and scholarly film criticism.	CO4	III
16	Module IV	Explain the basic principles of genre theory in cinema.	CO4	III

d) 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO-4	2	10	2	4
1,2,3,4		CO-1,2,3,4				4

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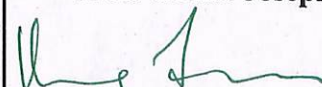
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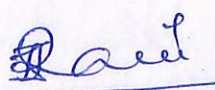
9. CO - PO Mapping:

CO	PO	Cognitive Level	Class room sessions (hrs)
1	1	Understand	15
2	2	Analyse	15
3	6	Evaluate	15
4	5	Apply	15

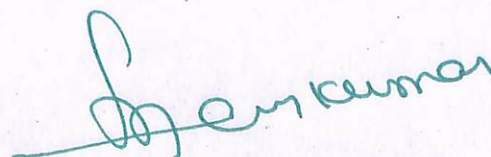
10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M	L		L	
CO2	H		M		M	L	
CO3	H	H	M		H	M	M
CO4	M	H	H	M		M	H

Prepared by Course Teacher [Name & Signature]	Checked & verified by HoD [Name & Signature]	Approved by the Principal
Mr.P. Clement Babu 	Mr.K.Ravi Kumar 	Prof. T.Uma Joseph 


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SEMESTER – I
NEWS WRITING AND REPORTING ANALYSIS
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P26/MCJ/DSC/101/P	Hours per week	: 4 Hrs
Course Type	: Practical	Max.Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objective:

1. Students will acquire skills of news writing, editing and reporting.
2. Students will use the skills to analyze the coverage of news from multiple angles.

3. Course Outcome:

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

CO	Description	BTL	
CO1	Create News reports while demonstrating an understanding of various techniques of news writing, reporting, and editing.	Create	VI
CO2	Analyze news coverage from multiple perspectives, including framing, media ownership, and related contextual factors.	Analyze	IV

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4. Course Content

The list of internal Practicals

(20M)

News writing :



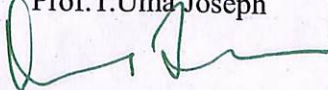
- Event coverage news report writing
- Interview based news story writing
- Fact checking and verification for news writing
- Multimedia news story writing
- Data based news writing
- Study AI use in AP, Reuters & Washington post
- AI as News Assistant


Reporting Analysis :

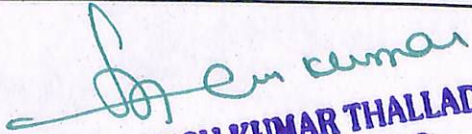
- Coverage & News Framing analysis
- Editorial Vs News report analysis
- Media Ownership Analysis
- AI-Generated News Evaluation

External Practicals

- Publishing Letters to the editor (5-10) (10 M)
- Designing of a Newsletter (10 M)
- Viva Voce (10 M)

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SEMESTER I
PHOTOGRAPHY

1. Course Description

Programme : M.A.	Max.Hours : 30 Hrs
Course Code : P26/MCJ/GE/101	Hours per week : 2 Hrs
Course Type : Generic Elective	Max.Marks : 50
No. of Credits : 2 Crs	

2. Course Objective:

- 1.To provide students with comprehensive insights into digital photography.
2. To develop students' understanding of the technical aspects of photography, including equipment and settings.

3. Course Outcomes:

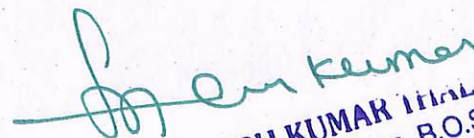
After completion of the course, the student will be able to:

CO	Description	BTL	
CO1	Identify and interpret digital camera components.	Understand	II
CO2	Apply camera settings for high-quality image capture, demonstrating photography competence.	Apply	III



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4.Course Content

MODULE - I: INTRODUCTION TO DIGITAL CAMERA

(15 Hrs)

Introduction to the Digital Camera, different types of cameras, how a Digital Camera Works, Camera Features, white balance, Type of Shots, Camera angles, Types of Lenses - Fixed & Zoom Lens Cameras, Composition, Framing; Visual storytelling for SDG.

MODULE -II: APERTURE, ISO & SHUTTER SPEED

(15 Hrs)

Exposure Triangle: Aperture, Shutter Speed, ISO, Depth of Field, Black and White Photos, Lighting Techniques: Natural and Artificial Light, three point lighting- Types of Flash, Filters. Adobe Photoshop: Editing tools, Image Editing and Post-Processing. AI in photography.

5. Reference Books

1. Doug Harman, The Digital Photography Handbook, Quercus Publishing Plc, 2010
2. Tomang, Digital Photography and Introduction, by Darling Kindersley Limited,2018.
3. Kim Doty & Cindy Snyder, The Digital Photography, 2012, Peachpit Press

6. Syllabus Focus

- a) **Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs**

Modules	FOCUS Local, Regional , National and Global Development Needs	Relevance
Module I	Global, National, Regional, Local	The module is designed to understand the basics of digital photography and camera settings
Module II	Global, National, Regional, Local	The module is designed to understand the advanced composition and image editing

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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	Hands-on demonstrations of camera operations and various settings
Employability	Module II	Hands-on tutorials on image editing software and techniques.

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentation	Experiential Learning
3.	Pre-Production, Production, Post-Production sessions	Experiential 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%)
CO4	CIA-I : Produce POV Photo Magazine (20 Marks)	End Semester examination (30 Marks)

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b) Question Paper Pattern

PHOTOGRAPHY

MODEL QUESTION PAPER


Course Code : P26/MCJ/GE/101

Max Marks: 30Marks

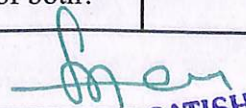
Credits: 2 Crs

Time: 1hr

SECTION A -Answer any FIVE of the following			5 Q X 6 M = 30 M	
Q.No.	Module	Question	CO	BTL
1	Module 1	What is a DSLR camera and enumerate different parts of camera?	CO 1	II
2	Module 1	What are different camera shots? Explain graphically.	CO 1	II
3	Module 1	Explain about different types of lenses and their usage.	CO 1	II
4	Module 1	Explain any of the five elements of composition	CO 1	II
5	Module 2	What is flash? Explain different conditions in which you use it or avoid it?	CO 2	III
6	Module 2	Discuss the importance of light in Photography. What are the types of lighting techniques used in Indoor and outdoor shootings?	CO 2	III
7	Module 2	Express your views on Traditional and Digital Photography covering the advantages and disadvantages of both?	CO 2	III


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C) Question Paper Blueprint



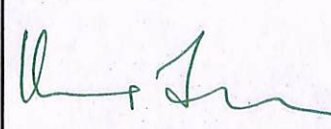
Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks
1	15	CO-1	4	30
2	15	CO-2	3	


9. CO - PO Mapping with BTL:

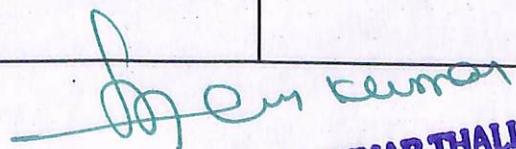
CO	PO	Cognitive Level	Classroom sessions (Hrs)
1	2	Understand	15
2	3	Apply	15

10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1				M	H		H
CO2				M	H		H

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
Ms. T. Suzan Spurthi 	Mr. K. Ravi Kumar 	Prof. T. Uma Joseph 


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SEMESTER - I
PUBLIC RELATIONS

1. Course Description**Programme : M.A.****Max. Hours : 60****Course Code : P26/MCJ/DSC/103****Hours per week : 4****Course Type : Discipline Specific Core****Max. Marks : 100****No. of credits : 4 Crs****2. Course Objectives**

1. To be able to understand and explain the concepts of Public Relations.
2. To acquaint students with the knowledge of tools of Public Relations.

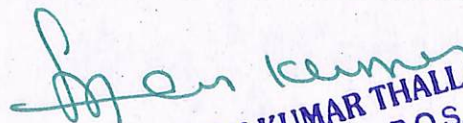
3. Course Outcomes

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

CO	Description	BTL	
CO1	Identify and list the concepts of the Public Relations discipline.	Understand	II
CO2	Analyze different types of publics and apply communication skills in campaigns and times of crisis.	Apply	III
CO3	Assess the use of various tools of Public Relations.	Evaluate	V
CO4	Design effective PR execution.	Create	VI



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4. Course Content

MODULE I: INTRODUCTION TO PR**(15 Hrs)**

Public Relations-Definition, concept, nature, scope and distinction from advertising, propaganda, liaison, lobbying; PR and Public opinion, opinion leaders; History and growth of PR; Four models of PR; Grapevine and types of grapevine. Basic Principles of Public Relation; Public Relations Officer-role, duties and responsibilities. Types of PR partnerships: Media relations, influencer collaborations, CSR/NGO partnerships, co-branded campaigns, internal collaborations.

MODULE II: PUBLICS, PLANNING & CRISIS**(15 Hrs)**

Types of Public; Segmentation of publics – Internal and External Publics. Importance of communicating effectively to internal and external publics, overview of stakeholders and ecosystems. PR Campaign: Public Relations Planning Process- RPCE/ RACE formula; Crisis communication: Crisis Management and PR, Crisis Team – Need and Importance. Case studies, challenges of Public relations.

MODULE III: TOOLS & ETHICS**(15 Hrs)**

Tools of PR: **Interpersonal:** Press Conference, Open House, Exhibitions, Seminars; **Print:** House journals, newsletters, brochures, pamphlets, circulars, notices, newspapers, annual reports, magazines, press releases, press invitations, **Audio-visual :** radio, television, corporate LMS. **Digital:** E-PR, Social media, Blogs, Vlogs & Podcasts; **Deceptive tools:** OCTV, VNRs, FNRs, Astroturfing, Spin doctoring; PR code of ethics: Legal, ethical, and cultural considerations- Indian Cultural Symbols (IKS)- Transparency, conflict of interest, greenwashing risks, data sharing, cross-cultural sensitivity in international partnerships.

MODULE IV: PR EVALUATION**(15 Hrs)**

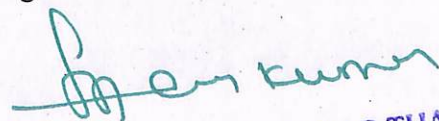
Public Relations in Government and NGO sector; In-house PR, PR consultancy, and Third system; What is evaluation – role, importance, methods of evaluation. Types of research Surveys, Media Monitoring. Media content analysis. PR Audit. Communication audit; P.R 2.0: Define PR 2.0, transition from traditional PR to PR 2.0- tools of PR 2.0

5. Reference Books:

1. Reddi, N. (2009). *Effective public relations and media strategy*. PHI Learning.
2. Guth, D. W., & Marsh, C. (n.d.). *Public relations: A values-based approach*. Pearson.
3. Johnston, J. (2008). *Media relations: Issues and strategies*. Allen & Unwin.
4. Theaker, A. (n.d.). *The public relations handbook*. Routledge.



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6. Syllabus Focus

a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Module	FOCUS Local /Regional/ National / Global	Relevance
Module I	Regional, National & Global	The module is designed to introduce public relations and differentiate between other media roles
Module II	National & Global	The module is designed to understand the segmentation of publics, the process of PR campaigns and tackle crisis.
Module III	Local, Regional, National, Global	The module is designed to understand the various tools of PR and the code of ethics.
Module IV	Local, Regional, National, Global	The module is designed to understand the working of PR in different sectors, evaluation and PR 2.0.

IKS	Syllabus Component	Module
IKS	Indian cultural symbols in global PR	I

NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 4, 5, 8 & 16

b) Components of Skill Development/ Entrepreneurship Development/Employability

FOCUS Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Activity on identifying the differences between PR-Advertising, Lobbying, Propaganda.
Skill Development & Employability	Module II	PR campaign assignment
Entrepreneurship & Employability	Module III	Tools of PR: Drafting Press invites and Releases.
Skill Development & Employability	Module IV	Case studies of effective and ineffective PR campaigns

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7. Pedagogy

S. No	Student Centric Methods Adopted	Type/Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Interactive classroom games/quiz	Experiential Learning
3.	Group Discussion	Participative Learning

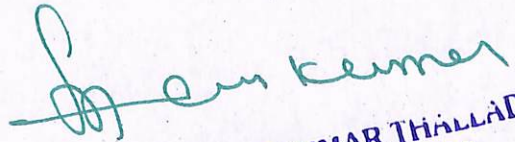
8. Course Assessment Plan

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

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1, CO2	CIA-I	End Semester examination
CO3, CO4	CIA-II	
CO1, CO2	Objective type test/ Presentations	
CO3, CO4	Quiz	



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(b) Blue print of the Question Paper

PUBLIC RELATIONS

Course Code: P26/MCJ/DSC/103

Max Marks: 60

Credits: 4

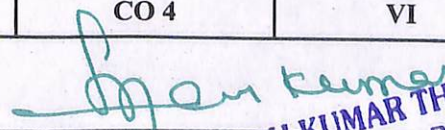
Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE		4 Q X 10 M = 40 M		
Q.No	Question	Question	CO	BTL
1	Module 1		CO 1	II
OR				
2	Module 1		CO 1	II
3	Module 2		CO 2	III
OR				
4	Module 2		CO 2	III
5	Module 3		CO 3	V
OR				
6	Module 3		CO 3	V
7	Module 4		CO 4	VI
OR				
8	Module 4		CO 4	VI

SECTION B - ANSWER ANY 5 OUT OF 8		5 Q X 4 M = 20 M		
Q.No	Question	Question	CO	BTL
9	Module 1		CO 1	II
10	Module 1		CO 1	II
11	Module 2		CO 2	III
12	Module 2		CO 2	III
13	Module 3		CO 3	V
14	Module 3		CO 3	V
15	Module 4		CO 4	VI
16	Module 4		CO 4	VI


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c) Question Paper Pattern

PUBLIC RELATIONS
MODEL QUESTION PAPER

Course Code : P26/MCJ/DSC/103

Max. Marks: 60 M

No. of credits : 4 Crs

Time : 2 ½ Hrs

SECTION A- Answer ALL the questions.			4Q X 10 M = 40 M	
Q.No	Module	Question	CO	BTL
1	Module 1	Describe the nature and scope of Public Relations. (OR)	CO 1	II
2	Module 1	Write short notes on PR, Publicity and Propaganda.	CO 1	II
3	Module 2	Apply the RACE formula to a scenario like a Hyderabad college launching a sustainability campaign amid low student participation. (OR)	CO 2	III
4	Module 2	How would you use the principles of Public Relations to plan a product launch for a company?	CO 2	III
5	Module 3	Assess the importance of communicating effectively with Internal & External Public. (OR)	CO 3	V
6	Module 3	Appraise the effectiveness of PR tools for a company celebrating a milestone year.	CO 3	V
7	Module 4	Formulate a PR campaign using RACE for gender equality (OR)	CO 4	VI
8	Module 4	Design PR 2.0 strategy for a college club event.	CO 4	VI

SECTION B - ANSWER ANY 5 OUT OF 8			5 Q X 4 M = 20 M	
9	Module 1	What are the four models of PR? Which of them is the most sought after?	CO 1	II
10	Module 1	Explain Lobbying?	CO 1	II
11	Module 2	Comment on the challenges of PR in context to a brand crisis of your choice?	CO 2	III
12	Module 2	Demonstrate the role of stakeholders and ecosystems in PR.	CO 2	III
13	Module 3	Defend the need of Open house and Exhibitions to maintain healthy Internal External relations	CO 3	V
14	Module 3	Judge the tools that are not used in ethical practice of PR?	CO 3	V
15	Module 4	Formulate objectives using SMART technique for an NGO working for environmental causes?	CO 4	VI
16	Module 4	Develop a plan on the role of media relations for a company dealing leadership crisis?	CO 4	VI

d) 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO-4	2	10	2	4
1,2,3,4	-	CO 1,2,3,4	-	-	-	4

[Signature]

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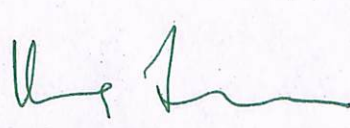
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9. CO-PO Mapping:


CO	PO	Cognitive Level	Class room sessions (hrs)
1	1	Understand	15
2	5	Apply	15
3	2	Evaluate	15
4	4	Create	15

10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H						H
CO2		H	H	M	L		H
CO3		H	H	L	H		H
CO4		H			H		H

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
T. Suzan Spurthi 	Mr. K. Ravi Kumar 	Prof. T. Uma Joseph 


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SEMESTER I
PUBLIC RELATIONS
PRACTICAL

1. Course Description

Programme : M.A.

Max. Hours : 60

Course Code : P26/MCJ/DSC/103/P

Hours per week : 4

Course Type : : Practical

Max. Marks : 50

No. of credits : 2 Crs

2. Course Objectives:

1. Students will acquire PR skills.
2. Students will use the skills and tools to apply in PR practice.

3. Course Outcomes:

CO	Description	BTL	
CO1	Demonstrate the skills of a PR Professional.	Apply	III
CO2	Design PR promotional material using PR tools	Create	VI

4. Course Content**The List of Internal Practicals:****(20 M)**

- PR & Integrated Communication: PR working with marketing, sales, HR, investor relations, and legal; integrated strategic communication.
- Role play understanding client partner negotiation in a PR agency.
- Draft objectives using S.M.A.R.T technique, aligning partner goals, defining value exchange and mutual benefit for a proposed partnership.
- Design an outline for a CSR collaboration involving company-NGO-local government.
- Media Pitch- to pitch an idea via email for media and influencer collaborations.
- PR measurement, evaluation & reporting: KPIs for partnership campaigns: media outputs, engagement, reputation metrics, social impact, business outcomes. Create a measurement framework and sample report for a completed collaboration.
- Presentations on developing a Crisis Management plan for existing crisis cases (Analysis & Criticism).

Ravi
Head

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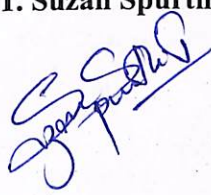


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The List of External Practicals**(20 M)**

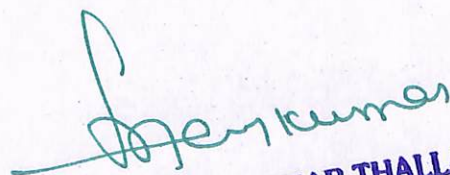
- Plan a Mock Press conference launching a product: 7 part activity.
 - Press Invitation
 - Press Kit
 - A Z/ 3 fold brochure (Size: A4, attractive and visually appealing)
 - Newsletter
 - Product launch
 - Promotional video
 - Press Release
- A Collaborative PR Campaign: Co-creating narratives, content calendars, and activation plans across channels and organisations.
- Viva Voce

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
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SEMESTER – I
VIDEOGRAPHY AND VIDEO EDITING
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours : 60 Hrs
Course Code	: P26/MCJ/DSC/104/P	Hours per week : 4 Hrs
Course Type	: Practical	Max.Marks : 50
No. of Credits	: 2 Crs	

2. Course Objective:

1. Students will acquire practical skills in video production including camera handling, shot composition, lighting, and visual storytelling.
2. Students will acquire non-linear video editing techniques for transforming raw footage into structured and aesthetically coherent audiovisual content.

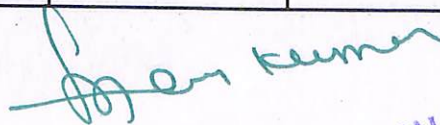
3. Course Outcome:

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

CO	Description	BTL	
CO1	Produce professional-quality video content demonstrating effective camera techniques, framing, continuity, and production planning.	Understand	II
CO2	Edit and assemble video footage using appropriate transitions, sound design, graphics, and sequencing to create meaningful visual narratives.	Create	VI


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4. Course Content

The list of internal Practicals

(20M)

Videography Production:

- **Scene Remake Project:** Select a scene from a film, web series, or television programme and recreate it by performing, shooting, and editing the scene. The production must demonstrate proper shot division, continuity, framing, lighting, camera angles, and synchronized editing.
- **News / Event Video Production:** Produce a 1-minute video news story or event coverage including anchor introduction, visuals, sound bites, piece-to-camera (PTC), and proper closing.
- **Interview-Based Video Production:** Conduct, shoot, and edit a 2-minutes structured video interview ensuring proper framing, lighting, audio clarity, and continuity.
- **Character Introduction Project – Female Lead and Antagonist:** Produce a 3–5 minute video introducing two contrasting characters (Female Lead and Antagonist).

Video Editing Production:

- **Short Documentary Production:** Develop and edit a 2–3-minute short documentary on a social, cultural, or community issue incorporating voice-over, interviews, natural sound, and background music.
- **Promotional / Public Awareness Video:** Design and produce a 60–90 second promotional or public awareness video integrating creative visuals, titles, graphics, and background music.
- **Music / Montage Video Editing:** Create a 1-minute music-based montage video demonstrating rhythm-based editing, transitions, and visual continuity.

External Practicals

- Character Introduction Project – Female Lead and Antagonist (10 M)
- Scene Remake Project / Music / Montage Video Editing (10 M)
- Viva Voce (10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
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