AC –
Item No. : 8.11 (N)

As Per NEP 2020

University of Mumbai

Title of the program

A-P.G. Diploma in Journalism & Mass Communication **2023-24**

B-MA (Journalism & Mass Communication) (Two Year)

C-MA (Journalism & Mass Communication) (One Year)-**2027-28**

Syllabus for

Semester –I and II

PG GR dated 16th May, 2023 for Credit Structure of PG

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	**Title of program** **O: _____A**	**A**	P.G. Diploma in Journalism & Mass Communication
	O: _____B	**B**	MA (Journalism & Mass Communication)
	O: _____C	**C**	MA (Journalism & Mass Communication)
2	**O:_____A) Eligibility**	**A**	Graduated from any discipline
	O: _____B) Eligibility	**B**	Graduated from any discipline
	O: _____C	**C**	Graduate with 4 year U.G. Degree (Honours / Honours with Research) with Specialization in concerned subject or equivalent academic level 6.00. **OR** Graduate with four years UG Degree program with maximum credits required for award of Minor degree is allowed to take up the Post graduate program in Minor subject provided the student has acquired the required number of credits as prescribed by the concerned Board of Studies.
3	**R: _____** **Duration of program**	**A**	1 year
		B	2 years
		C	1 year

4	**R: _____Intake Capacity**	60	
5	**R: _____Scheme of Examination**	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination.	
6	**R: _____ Standards of Passing**	40%	
7	**Credit Structure** **R: _____**	Attached herewith	
8	**Semesters**	**A**	Sem I & II
		B	Sem I, II, III & IV
		C	Sem I & II
9	**Program Academic Level**	**A**	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year	**A**	2023-24
		B	
		C	2027-28

Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary.

Preamble

1) Introduction :

MA (Journalism & Mass Communication) Semester – I & II new Syllabus to be sanctioned & implemented from 2023-24.

It is a 2 years long postgraduate fulltime program. It is generally studied by the learner who want to know about the Communication Studies, Journalism Studies, Production for the audio-visual media, Digital Media Marketing, Introduction to Interpersonal Communication, Writing for the Media part 1 and 2, etc.

Most importantly, this MA J&MC learner will be trained to critically analyse and understand the world of Communication, Media & Journalism.

2) Aims and Objectives :

i) PO1 : Acquire theoretical understanding of the various phenomena arising out of content creation and dissemination across communication, journalism, media technologies and audiences.

ii) PO2 : Critically evaluates, in terms of the ethics and aesthetics, the range of activities involving creators to users/consumers of content.

iii) PO3 : Explore and understand the economics of content creation and dissemination across media technologies and audiences.

iv) PO4 : Take a review of research of the various phenomena involving content creation and dissemination.

v) PO5 : Explore, understand and acquire knowledge and skill in the range of activities involving communication, media and journalism.

vi) PO6 : Apply the knowledge and skill in the creation and dissemination of content across media technologies and audiences.

3) Learning Outcomes :

i) Experiential learning will help the learner to apply skills of various arts and crafts that will increase their employability for working in the field of Communication, Media and Journalism.

ii) Learners will be exposed to various equipment that are used for Production for the Print Media, Production for the audio-visual media.

iii) Learners will be exposed to the latest software and theories used for Communication, Media and Journalism Content Production.

iv) Learners will be able to develop the portfolio during the execution of their practical course projects.

v) Learners will get an overview of content development processes for various platforms.

4) Any other Points :

i) Internal assessment (Total Marks 50): It can be classroom presentation, classroom test, subject concerned assignments, etc.

ii) Question Paper Patterns :

Total Marks 50 : 1) Question No. 1 is compulsory (10 marks.)
2) Attempt any <u>five</u> more questions from Questions 02 to Question 10. Each question carries 08 marks. The English version of the paper shall be the correct version.

1)- A :

OR

1)- B :
2)
3)
4)
5)
6)
7)
8)
9)
10) Write short notes on **ANY TWO.**

5) Credit Structure of the Program (Table as per Parishisht 1 with sign of HOD and Dean)

R_____ Credit Structure

Post Graduate Programs in University **Parishisht 1**

Year (2 Yr PG) MA(J & MC)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem : I	6.0	Course 1 : Communication Studies (Credits 4) Course 2 : Journalism Studies (Credits4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media-1 (Credits 2)	Credits 4 Course 1: Production for the Print Media **OR** Course 2: Preparing a Public Relations Campaign	Social Science Research Design (Credits 4)			22	PG Diploma (after 3 Years degree)
Sem- II		Course 1: Audience Studies (Credits 4) Course 2: Entertainment Studies (Credits4) Course 3: Strategic	Credits 4 Course 1 : Production for the audio-visual media **OR** Course 2 :		Digital Media Marketing (Credits 4)		22	

		Communication (Credits 4) Course 4: Writing for the Media-2 (Credits 2)	Preparing an Advertising Campaign					
28		**8**	**4**	**4**		**-**	**44**	
Cum. Cr. For PG Diploma		**Exit option : PG Diploma (44 Credits) after Three Year UG Degree**						
Sem-III	6.5	Course 1: Perspectives on Communication Theory (Credits 4) Course 2: Performance Studies (Credits4) Course 3: Ethics, Constitution, the laws and the media (Credits 4) Course 4: Writing for the Media – 3 (Credits 2)	Credits 4 Course 1 : Cinema Studies **OR** Course 2 : Data Journalism	-	-	4	-	-
Sem-IV	6.5	Course 1 : Media Technology and Governance	Credits 4 Course 1 : Quantitative Research in	-	-	6	-	-

		(Credits 4) Course 2 : Media and Culture (Credits4) Course 3 : Participatory Communication (Credits 4)	Mass Communication **OR** Course 2 : Qualitative Research in Mass Communication					

Note : * The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as illustrated.

Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary.

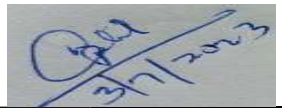
Syllabus

MA (Journalism & Mass Communication)

(Semester- I & II)

Note : It is attached in excel sheet format

Team for Creation of Syllabus:

Name	Dept./College Name	Sign
Prof. (Dr.) Sunder Rajdeep	Dept. of Communication & Journalism	
Dr. Sanjay Ranade	Dept. of Communication & Journalism	
Mrs. Daivata Patil	Dept. of Communication & Journalism	
Mr. Sagar Karande	Dept. of Communication & Journalism	

Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary.

Table :
Letter Grades and Grade Points :

Semester GPA / Program CGPA Semester / Program	% Of Marks	Alpha – Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)
4.00-<5.00	40.0-<50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
AB (Absent)	-	Absent

Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Appendix B

Justification for MA (Journalism and Mass Communication)

1.	Necessity for starting the course :	Skill based and employment generated course. More jobs are available.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	P.G. Diploma in Journalism and Mass Communication MA (Journalism and Mass Communication)
6.	The intake capacity of each course and no. of admissions given in the current academic year : 2023-24	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	Entire Media Industry is open for the career. However, Self employed, entrepreneur and encouragement of students their own startups.

Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary.

SEMESTER- I (Course Outline)

MA(J & MC)	Level	Major		RM	OJT / FP	RP	Cum.Cr.
		Mandatory*	Electives (Any one)				
Sem : I	6.0	Course 1 : Communication Studies (Credits 4) Course 2 : Journalism Studies (Credits4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media- 1 (Credits 2)	Credits 4 Course 1: Production for the Print Media **OR** Course 2: Preparing a Public Relations Campaign	Social Science Research Design (Credits 4)	--	--	22

Course –I

Communication Theory (Mandatory Course, 4 Credits)

Course Outcomes (CO)	
Course Outcome 1	Describe the Communication Discipline and its Scholarly Traditions.
Course Outcome 2	Critically Analyse and Create Messages Appropriate to the Audience, Purpose, and Context .
Course Outcome 3	Identify and describe the foundations and characteristics of mass media.
Course Outcome 4	Interpret, evaluate, and apply media studies scholarship.
Course Outcome 5	Create and critique media content.

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Communication theories and models, meaning and signs	Origins, the Speech Act, Redundancy and entropy, channel-medium-code, Feedback, Basic models, personal influence, diffusion and short-term effects and effects on culture and society, Limited effects paradigm and audience centred models, barriers to communication, Semiotics, codes, ideology and meaning	Remembering, understanding	Fiske, J. (1990). Introduction to Communication Studies. Routledge. Denis McQuail, S. W. (1993). Communication Models for the Study of Mass Communication. Routledge. Castells, M. (2011). The Rise of the Network Society. Wiley-Blackwell. Dijk, J. V. (2012). The Network Society. Sage. Dyer, G. (1982). Advertising as communication. Routledge. Philip Rayner, P. W. (2004). Media Studies: the essential resource. Routledge.Valdivia, A. N. (2003). A companion to media studies. Blackwell. Valdivia, A. N. (2003). A companion to media
2	Digital media and the information society, Planned communication, Advertising as communication	Introduction, convergence, information society and network society, Communication campaigns, four models of public relations, marketing communication, Origins and development, effects, ideology and meaning, language and rhetoric	Analysing and evaluating	

3	Media organisation, selection and production, Media audiences	Reading the media, media text and context, representation, intertextuality and ideology, Gieber and Johnson's model of source-reporter relationships, McNelly's model of news flow, Bass's 'Double Action' model fo internal news flows, gatekeeping, Encoding and decoding, fragmentation and segmentation, audience participation and user-centric performance and participation, Ownership, the news media, public service broadcasting, entertainment, media imperialism	Analysing, evaluating, creating	studies. Blackwell. Wayne, M. (2003). Marxism and Media Studies: Key concepts and contemporary trends. Pluto Press. McMillin, D. C. (2007). International Media Studies. Blackwell. John Nguyet Erni, S. K. (2005). Asian Media Studies Politics of Subjectivities. Blackwell.James Curran, M.-J. P. (2005). De-Westernizing Media Studies. Routledge. Monroe Price, B. R. (2004). Media Reform: Democratizing the media, democratizing the state. Routledge.
4	Media perspectives, Approaches to media history and ethics, International media studies Media reform	Marxist, Feminist, Nationalist, Alternative media, Approaches to history, ethics in production, digital capitalism, Fixity of nation, postcolonial media, competing networks, hybrid identities, politics of research, Asian media studies, de-westernizing media studies, Effects of liberalisation, globalisation and privatisation on media, democratic	Remembering, understanding, applying	

		change, silences and exclusions, authoritarianism and nationalism		

Course –II

Journalism Studies (Mandatory Course, 4 Credits)

Course Outcome 1	i) The students will get an introduction to the basics of Journalism.
Course Outcome 2	ii) It will help students understand various aspects of media practices, the organisational structure of a newspaper establishment, editorial department work, and news-gathering techniques.
Course Outcome 3	iii) It also trains students to write news pieces, letters to editors for English newspapers, press notes for a corporate house, sub-editing and page designing.

Sr No	**Topic**	**Session Objective (SO)**	**References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)**
1	The history and development of Journalism Studies. Creation of journalists through training and education, Research methods and processes in journalism. The impact of the 'end product' in wider society	Remembering, understanding	1) Key Concepts in Journalism Studies, By Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey, John E Richardson. Sage Publication Ltd. 2) BBC Trust (2007b) Report of the Independent Panel for the BBC Trust on Impartiality of BBC Business Coverage. www.bbc.co.uk/bbctrust/research/business_news impartiality.html 3) Beaman, Jim (2000) Interviewing for Radio. London: Routledge. 4) Beckett, Andy (2001) 'Mail order', Guardian, 22 February.
2	Global perspectives on journalism, Technology and the future of the discipline.	Remembering, understanding	

3	Journalism Theory, News values & News Selection, Objectivity, Professionalism & Truth seeking. Reporter & their Sources	Remembering, understanding	5) Bedford, Martyn (1997) Exit Orange & Red. London: Bantam. 6) Behr, Edward (1992) Anyone Here Been Raped and Speaks English? London: Penguin. 7) Bell, Allan (1991) The Language of News Media. Oxford: Blackwell. Bell, Martin (1998) 'The journalism of attachment', in Matthew Kieran (ed), Media Ethics. London: Routledge. 8) Bell, Martin (2002) 'Glamour is not good news', Independent, 19 February. 9) Bennett, Catherine (2001) 'The waste of space that is Lord Wakeham', Guardian, 5 July.
4	Framing of the news , News & Storytelling, Journalism & Democracy, Citizen Journalism & Participation, Journalism Ethics	Analysing and evaluating	

Course –III

Media Management and Economics (Mandatory Course, 4 Credits)

Course Outcome 1	Teach how economic theories and concepts apply to all aspects of media.
Course Outcome 2	Equip the learner to understand how economic forces affect the operation of media industry and explore innovation.
Course Outcome 3	Learner must be able to apply economic theories and concepts to the mass media and mass communication.
Course Outcome 4	Understand the media market production, consumption and distribution
Course Outcome 5	Learner must be able to conceptualize media content based on market demands and functions

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Concepts of Media Economics, Understanding media market	What is media economics about, macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior, What is so special about economics of the media, key economic characteristics of the media. Economies of scale, of scope and changing technology, Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence	Remembering, understanding, applying	Understanding Media Economics, Gillian Doyle, Sage, 2013 Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004 Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, University of New Mexico Press, 2012 The Indian Media Business, Vanita Kohli-Khandekar,

2	Role of technology, Media distribution, The Indian media business, Understanding media consumers	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth, Economics of networks, broadcasting networks, online content distribution, social networks and microblogging. The economics of print, film, television and radio, Media economics and public policy, the Indian media business, Understanding Indian consumerism, what works and what doesn't, factors affecting consumer decision making	Understanding and Applying	Response, 2010 The New Media Monopoly, Ben H. Bagdikian, Beacon Press, 2004 Indian Media in a Globalised World, Maya Ranganathan, Usha M Rodrigues, Sage, 2010 Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
3			Understanding and Applying	
4	Media management basic concepts	What is media management, Market segmentation, Marketing mix, History and evolution of media business- pre and post globalisation, Effect of	Analysing and evaluating	

		Globalisation, Liberalisation and Privatisation on media business, Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation of content and audience, Media Basics, Reach, Frequency and Distribution		
5	Understanding media market, Media buying and selling, Budget setting, Evaluation systems	Preparing a Media Strategy, Defining the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling, Understanding media business models in the context of Artificial Intelligence, Auditing and evaluation techniques, risk management, Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation, Budget Setting, Budget allocation, Solutions Approach	Remembering, understanding, applying, evaluating	

Course –IV

Writing for the Media-I (Mandatory Course, 2 Credits)

Course Outcome 1	The students should be able to develop an insight into storytelling skills
Course Outcome 2	The students should be able to think, analyse and write in a structured manner
Course Outcome 3	The students should be able to use creativity and imagination in order to write in a logical manner
Course Outcome 4	The student should be able to provide critical editorial assessment for reviews
Course Outcome 5	The student should be able to write and present for varied media and audiences

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Ideation, Characterization	A voice of your own, Brainstorming of ideas, Developing a practice, taking inspiration from every day, Writing about personal experiences, what makes a story a story. Developing characters, understanding mise-en-scene, exposition, Behaviour, mannerism, language	Understanding, Applying and Evaluating	Wardrip-Fruin, P. H. (2009). Third Person: Authoring and Exploring Vast Narratives. MIT Press. Prose, F. (2006). READING Like a WRITER. Harper Collins
2	Conflict, Context	What is conflict? Social, political, economic, spiritual, physical, mental context of story and character	Understandiang and Applying	Biggs, J. E. (2001). Cliffs Quick Review Writing: Grammar, Usage and Style. Hungry Minds. Field, S. (2005). Screenplay: The Foundations of Screenplay. Delta

3	News stories, Essay writing, Writing reviews	What makes news, what is a good news report, the lead. What is an opinion, theorisation, hypothesising. Book, Film, TV show, play, Food, eating places, products, services	Understanding, Applying and Evaluating	Sandler, E. (2008). The TV Writer's Handbook: A Creative Approach to Television Scripts. Random House. Douglas, P. (2011). Writing the TV Drama Series: How to Succeed as a Profession TV Writer. Michael Wiese Production. Mencher, M. (2011). News Reporting and Writing. McGraw Hill.

Course –V

Production for the Print Media (Elective Course, 4 Credits)

Course Outcome 1	A broad based notion of the theories related to Communication.
Course Outcome 2	A knowledge of the history of the media.
Course Outcome 3	A knowledge of the fundamentals of media writing.

Sr No	**Topic**	**Session Objective (SO)**	**References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)**
1	Introduction to print media, Print Media	Remembering, understanding	Helmut Kipphan (Ed.), Handbook of Print Media Technologies and Production Methods, Springer Publisher.

	Production Method, History of printing, Production of Print Media, Printing Technologies, The reporter on the job, what makes news, how to read a newspaper, how to follow news?		News Reporting and Editing, K M Shrivastava, Sterling Publishers, 2008. Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009. Melvin Mencher's News Reporting and Writing, McGraw-Hill Education, 2010. Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005. Political Discourse, Media and Translation, edited by Christina Schaeffner and Susan Bassnett, Cambridge Scholars Publishing, 2010. The Associated Press Stylebook 2016, By The Associated Press.
2	Components of a news story, the lead, the story structure, what are features, long stories, series. Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources.	Remembering, understanding	
3	Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes.	Analysing and evaluating	

4	Reporting accidents and disasters, writing obituaries. Writing a crime story, reporting on the courts. Writing sports and business stories. What is investigative journalism, principles and practices?	Analysing and evaluating	
5	Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media. Modern news editing, layout and design. Style books, grammar, syntax of news.	Analysing and evaluating	

Course –VI

Preparing a Public Relations Campaign (Elective Course, 4 Credits)

Course Outcome 1	To know about public relations and its function.
Course Outcome 2	To understand the tools and techniques for handling public relations campaign.
Course Outcome 3	To understand the essence of PR as a practical discipline within the organization.

Sr No	Topics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	What is the point of planning? The role of PR in organisations and for individuals, Public Relations contexts, What is public opinion?	Remembering, understanding	Planning and Managing Public Relations Campaigns: A Strategic Approach, Anne Gregory, Kogan Page Limited 2015 EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY, C.V. NARASIMHA REDDI, PHI Learning Pvt Ltd, 2014.
2	Making a PR policy, why planning is important, Stages of planning – from taking the brief to preparing the plan, Research and analysis – analyzing the environment, the organization, the stakeholder, What is communication, setting aims and objectives	Remembering, understanding	

3	Who shall we talk to, what shall we say, when, in what medium and to what effect?, Media relations, How to prioritise publics? Constructing the content, crafting, Strategy and tactic–different strokes for different folks, What is risk in PR? Evaluation techniques	Analysing and evaluating	

Course –VII

Social Science Research Design (RM Course, 4 Credits)

Course Outcome 1	Develop a comprehensive understanding of the fundamental principles of social science research, including its purpose, methods, ethics, and significance in contributing to the body of knowledge.
Course Outcome 2	Learn how to do thorough literature review, formulate research questions, hypotheses, and objectives, and develop appropriate research designs, whether quantitative, qualitative, or mixed methods, based on the research goals.
Course Outcome 3	Learn various data analysis techniques, such as statistical analysis, content analysis, thematic analysis, and coding, depending on the type of data collected and the research questions.
Course Outcome 4	Foster critical thinking skills to evaluate the strengths and weaknesses of various research methodologies, data sources, and analytical techniques, promoting a well-rounded approach to research.
Course Outcome 5	Develop skills to interpret research findings critically, connect them to the research questions, and draw meaningful conclusions that contribute to the field's understanding.

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Basic concepts of research, Critical thinking, Research ethics	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science Research Approaches and Research paradigms in social science research, Research methods and tools, Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research, Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy	Remembering, understanding	Northey, M., Tepperman, L., Russell, J. M. (2005). Making Sense: A Student's Guide to Research and Writing : Social Sciences. United Kingdom: Oxford University Press. O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications. Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning. Nardi, P. M. (2017). Critical Thinking: Tools for Evaluating Research. United States: University of California Press. Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications. Lincoln, Y. S., Guba, E. G. (1985). Naturalistic inquiry. India: SAGE Publications.
2	Reviewing Literature, Understanding research tools	Paraphrasing, Understanding plagiarism, Meta Analysis, Annotation, citing, referencing, How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist	Remembering, understanding, applying	
3	Understanding research tools	Action Research, Case Studies, Experimental research design, Ethnography and observation studies	Remembering, understanding, applying	

4	Data analysis techniques	Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics. Mean, median, mode, variance, standard deviation, covariance, correlation and regression, Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables. Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA	Understanding, Applying, Evaluating	
5	Interpreting research findings, Research writing	Different types of Graphs and diagrams, How to read data, getting insights and inferences, how to conclude, Writing transcripts, identfying themes, evluating data, Establishing causal relationships, undertsanding research integrity at the writing stage, research writing approaches, understanding different styles of writing	Evaluating, creating	

SEMESTER- II (Course Outline)

MA(J & MC)	Level	Major		RM	OJT / FP	RP	Cum.Cr.
		Mandatory*	Electives (Any one)				
Sem- II	--	Course 1: Audience Studies (Credits 4) Course 2: Entertainment Studies (Credits4) Course 3: Strategic Communication (Credits 4) Course 4: Writing for the Media-2 (Credits 2)	Credits 4 Course 1 : Production for the audio-visual media **OR** Course 2 : Preparing an Advertising Campaign	--	Digital Media Marketing (Credits 4)		22

Course –I

Audience Studies (Mandatory Course, 4 Credits)

Course Outcome 1	Demonstrate knowledge of the key issues, problems and contexts for understanding audiences within Media and Communication Studies.
Course Outcome 2	Demonstrate an evaluation of empirical and theoretical approaches to the study of media audiences.
Course Outcome 3	Demonstrate an understanding of the importance of multi-method research and interdisciplinary research in contemporary audience studies.

Sr No	Topic	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Compare different types of audience,	Remembering, understanding	Boyle, Raymond, and Kelly, Lisa. (2012) The Television Entrepeneurs, Ashgate:

	Analyze the history of audience, Use the various methods in audience measurement, Analyze the challenges of audience research in the digital media era		176pp. Butsch, Richard. (2008) The Citizen Audience: Crowds, Publics and Individuals, London and New York: Routledge: 200pp. Hermes, Joke. (2005) Re-reading Popular Culture, London: Blackwells: 196pp. Hill, Annette (2005) Reality TV: Audiences and Popular Factual Television, London: Routledge: 223pp. Hill, Annette (2007) Restyling Factual TV: Audiences and News, Documentary and Reality Genres, London: Routledge: 210pp. Hill, Annette. (2011) Paranormal Media: Audiences, Spirits and Magic in Popular Culture, London: Routledge: 263pp. Napoli, Phillip. (2010) Audience Evolution, Columbia University Press: 272pp. Nightingale, Virgina, ed. (2011) The Handbook of Media Audiences, London: Blackwells: 562pp. Sandvoss, Cornell. (2005) Fans, Cambridge: Polity Press: 198pp. Staiger, Janet. (2005) Media Reception Studies, New York: NYU Press: 262pp.
2	Assess the significance of audience research in media industries, Use the basic concepts in audience measurement, Apply the techniques used in sampling design and audience measurement	Remembering, understanding	
3	Utilize the skills in the audience data production, Utilize the metrics used in quantitative online research	Analysing and evaluating	

4	Classify the common theories explaining audiences' behaviors, Utilize cumulative measures used in audience research, Utilize gross measures used in audience research.	Analysing and evaluating	
5	Compare the paradigms of audience research, Use the concepts and theories to study transnational audience from a critical perspective, Use the theories to understand the audiences from a global perspective	Analysing and evaluating	

Course –II

Entertainment Studies (Mandatory Course, 4 Credits)

Course Outcome 1	Analyze the evolution of Indian entertainment industry: Students will be able to critically evaluate the historical development and transformation of the Indian entertainment industry, including cinema, television, music, and performing arts.
Course Outcome 2	Understand the cultural significance of Indian entertainment: Students will gain an understanding of the cultural, social, and economic impact of Indian entertainment on society, exploring how it reflects and shapes Indian identity, values, and traditions.
Course Outcome 3	Evaluate the role of technology in Indian entertainment: Students will examine the influence of technological advancements on the production, distribution, and consumption of entertainment content in India, considering the challenges and opportunities brought about by digital platforms.
Course Outcome 4	Explore the business aspects of Indian entertainment: Students will delve into the business models, marketing strategies, and financial dynamics of the Indian entertainment industry, developing skills to analyze revenue streams, distribution networks, and audience behavior
Course Outcome 5	Critically analyze contemporary issues in Indian entertainment: Students will engage in discussions and research on current topics and challenges faced by the Indian entertainment industry, such as censorship, representation, diversity, globalization, and the intersection of entertainment with politics and social issues.

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Rise of Entertainment, Entertainment Industrialised, Indian TV and Cinema	What is entertainment? Emergence of entertainment market, structure of household entertainment expenditure, Films as branded products, Entertaining Millennials, International market integration: firms versus trade, Industrialising the discovery process,	Remembering, understanding	Bose, M. (2008). Bollywood: A History. India: Roli Books. Bakker, G. (2008). Entertainment Industrialised: The Emergence of the International Film Industry, 1890-1940. United Kingdom: Cambridge University Press. Encyclopedia of Indian Cinema. (2014). United Kingdom: Taylor & Francis. Taylor, M. (2016). Musical Theatre, Realism and Entertainment. United Kingdom: Taylor & Francis. Encyclopedia of Indian Cinema. (2014). United

		At the origins of increased productivity growth in services, Global mediascape, Bollywood film industry, Regional cinema, Film aesthetics, Celebrity culture, TV Shows, social and cultural representation		Kingdom: Taylor & Francis. Sigismondi, P. (2011). The Digital Glocalization of Entertainment: New Paradigms in the 21st Century Global Mediascape. Netherlands: Springer New York. Beattie, K. (2004). Documentary screens : non-fiction film and television. United Kingdom: Macmillan Education UK. Making Sense of Censorship: Clarifying Rating Systems for Entertainment. (n.d.). Levy, M. S. (2015). Celebrity and Entertainment Obsession: Understanding Our Addiction. United States: Rowman & Littlefield Publishers. Beeton, S. (2005). Film-induced Tourism. United Kingdom: Channel View Publications. Foutz, N. Z. (2017). Entertainment Marketing. United States: Now Publishers. Stein, A., Evans, B. B. (2009). An Introduction to the Entertainment Industry. Austria: Peter Lang. O'Brien, M. (2006). Nazi Cinema as Enchantment: The Politics of Entertainment in the Third Reich. United Kingdom: Camden House. King, C., Sayre, S. (2010). Entertainment and Society: Influences, Impacts, and Innovations. Ukraine: Taylor & Francis.
2	Music and Performing Arts in India, Technology and Digitalization in Indian Entertainment	Indian classical music, Popular music genres, Influence of regional music traditions, Fusion music and cross-cultural collaborations, Live concerts, Traditional Indian and Contemporary dance forms, Theater and dramatic arts, Folk and tribal performing arts, Digital platforms and streaming services, Impact of social media on celebrity culture, Virtual reality and augmented reality in entertainment, Reality shows, Non-scripted entertainment as a new genre	Remembering, understanding	
3	Indian Entertainment and Globalization, The Digital Glocalization of Entertainment	Global reach of Indian entertainment, Cultural exchange and cultural imperialism, Impact of international collaborations in Indian entertainment, Influence of Indian entertainment on global popular culture, Disruptive changes in entertainment due to digital technology, The	Remembering, understanding, applying	

		regulatory issues in digital media entertainment, Changes in the distribution of content and new business models		
4	Documentary and Non-fiction Media in India, Indian Entertainment and Politics, Indian Entertainment and Tourism	Documentary filmmaking in India, Social issue-based programming on television, Documenting cultural heritage and traditions, Ethical considerations in non-fiction media production, Influence of entertainment on political discourse, Celebrity activism and social movements, Portrayal of politics in films and television, Use of entertainment for propaganda and political messaging, Film tourism and shooting locations, Influence of entertainment on travel trends, Promotion of destinations through films and TV shows, Cultural tourism and heritage preservation	Remembering, understanding, applying	
5	Advertising and Branding in Indian Entertainment, Censorship and Controversies in Indian Entertainment	Product placement and brand integration in films and TV shows, Celebrity endorsements and brand partnerships, Marketing strategies in the entertainment industry, Impact of advertising on audience perception, Film	Analysing, evaluating, creating	

		certification and regulatory bodies, Controversies surrounding films and TV shows, - Freedom of expression and creative constraints, Balancing cultural sensitivities and artistic expression		
6	Emerging Trends in Indian Entertainment, Social and Cultural Impact of Indian Entertainment, Critiquing entertainment studies	Web series and digital content production, Influencer culture and social media influencers, Animation and visual effects in Indian entertainment, Cross-platform storytelling and transmedia narratives, Representation and diversity in Indian entertainment, Gender and sexuality in Indian films and television, Influence of entertainment on societal norms and values, Entertainment as a tool for social change, The social construction of happiness through entertainment, Mapping identities through entertainment content, The politics of entertainment	Analysing, evaluating, creating	

Course –III

Strategic Communication (Mandatory Course, 4 Credits)

Course Outcome 1	To understand the basic concepts of communication
Course Outcome 2	To establish the connection between the theory and the practice of mass communication and mass media
Course Outcome 3	To make learner apply the communication theory in order to analyse their own communication universe, their media sphere, their social, political and economic environment.
Course Outcome 4	To understand the importance of inclusion and ethics in strategic communication
Course Outcome 5	To study the domains of practice of strategic communication. To make the learner understand how communication contributes to shaping discourses and practices associated with leadership within organisations and across them.

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Understanding concepts of strategic communication	What is communication, communication theory, communication models, meaning and signs, codes, signification, Semiotic methods and applications, Structuralist theory and applications, Empirical methods, ideology and meanings, Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication	Remembering, understanding	Introduction to Communication, John Fiske, Routledge, 1990 Pinkleton, E. W. (2006). Strategic Public Relations Management . London: Lawrence Erlbaum Associates. Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984 Indian News Media: From

2	Institutional and Organizational Dimensions, Implementing Strategic Communication, Understanding media content structures	Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication, Why People Respond to Messages—Finding the Right Motivating Strategy, Relationship Cultivation Strategies in Strategic Communication, Media content issues, concepts and methods of analysis, media genres and texts	Remembering, understanding	Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015 McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
3	Media and Communication Theories	Theory of Media and Society, Media and culture, Media content- public opinion and political communication. A Theoretical Framework for Strategic Communication Messaging, Framing as a Strategic Persuasive Message Tactic, Cognitive Dissonance theory, Adaptive Structuration theory, Attraction-Selection-Attrition Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications, Theory of Rasa, Four theories of the Press.	Remembering, understanding, applying	

4	Role of digital media, Ethics in strategic communication	Strategic Communication in Participatory Culture: From One- and Two-Way Communication to Participatory Communication Through Social Media, Strategic Communication During Change, Social Media and Strategic Communication, Global Strategic Communication: From the Lens of Coordination, Control, Standardization, and Localization, Fundamentals of ethics in business communication, Ethical dilemmas, Understanding ethics in the management context, Right decision making process	Analysing, evaluating, creating	
5	Strategies for inclusive communication, Domains of Practice	Need and importance of inclusive communication, Best practices of diverse and inclusive communication, Politics of inclusion, Strategic Health Communication, Strategic Communication Practice of International and National Non-governmental Organizations, Strategic Activism for Democratization and Social Change, Strategic Dimensions of Public Diplomacy, International relations and strategic communication	Analysing, evaluating, creating	

Course –IV

Writing for the Media-II (Mandatory Course, 2 Credits)

Course Outcome 1	The students should be able to develop an insight into storytelling skills
Course Outcome 2	The students should be able to think, analyse and write in a structured manner
Course Outcome 3	The students should be able to use creativity and imagination in order to write in a logical manner
Course Outcome 4	The student should be able to provide critical editorial assessment for reviews
Course Outcome 5	The student should be able to write and present for varied media and audiences

Week Number	**Topic**	**Session Objective (SO)**	**References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)**
1	Narrative theory core concepts and critical debates: An introduction, Narrative dynamics, Communication writing and design	Understanding, Applying and Evaluating	Bassnett, S. (2002). Translation studies. Routledge. Bassnett, S. (2011). Reflections on Translation (S. Bassnett, Ed.). Multilingual Matters. Bassnett, S. (2014). Translation. Routledge. Bassnett, S., & Trivedi, H. (Eds.). (1999). Post-colonial Translation: Theory and Practice (S. Bassnett, Trans.). Routledge. Bielsa, E., & Bassnett, S. (2008). Translation in Global News. Taylor & Francis. Bonea, A. (2016). The News of Empire: Telegraphy, Journalism, and the Politics of Reporting in Colonial India, C. 1830-1900. Oxford University Press. Brooks, B. S. (2013). News Reporting and Writing. Bedford/St. Martin's. Collings, A. (2010). Capturing the News: Three Decades of Reporting Crisis and Conflict. University of
2	Translation	Understanding, Applying and Evaluating	

			Missouri Press. DiMarco, J. (2017). Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations (J. DiMarco, Ed.). Wiley. Filak, V. F. (2018). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. SAGE Publications. Foster, J. (2008). Effective Writing Skills for Public Relations. Kogan Page. Herman, D. (2012). Narrative Theory: Core Concepts and Critical Debates. Ohio State University Press. Killenberg, G. M. (2008). Public Affairs Reporting Now: News Of, by and for the People. Focal Press. Lombardo, L., & Haarman, L. (Eds.). (2009). Evaluation and Stance in War News: A Linguistic Analysis of American, British and Italian Television News Reporting of the 2003 Iraqi War. Bloomsbury Academic. Mencher, M. (2010). Melvin Mencher's News Reporting and Writing. McGraw-Hill Education. Paniker, A. K. (2003). Indian Narratology. Indira Gandhi National Centre for the Arts. Pumarlo, J. (2005). Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper. Acorn Guild Press, LLC. Richardson, B. (Ed.). (2002). Narrative Dynamics: Essays on Time, Plot, Closure, and Frames. Ohio State University Press. Richardson, B. (2021). Essays in Narrative and Fictionality: Reassessing Nine Central Concepts. Cambridge Scholars Publishing. Riggs, A. (2020). Stylistic Deceptions in Online News: Journalistic Style and the Translation of Culture. Bloomsbury Academic.

			Scammell, C. (2018). Translation Strategies in Global News: What Sarkozy Said in the Suburbs. Springer International Publishing. Sidlow, F. M., & Stephens, K. (2022). Broadcast News in the Digital Age: A Guide to Storytelling, Producing and Performing Online and on TV. Taylor & Francis Group. Thompson, T. (Ed.). (2001). Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism. Columbia University Press. Verschueren, J. (1985). International News Reporting: Metapragmatic Metaphors and the U-2. J. Benjamins Publishing Company. White, T., & Barnas, F. (2010). Broadcast News: Writing, Reporting, and Producing. Focal Press/Elsevier. Zanettin, F. (2021). News Media Translation. Cambridge University Press.

Course –V

Production for the Audio-Visual Print Media (Elective Course, 4 Credits)

Course Outcome 1	Analysing and evaluating audio and visual content
Course Outcome 2	Critiquing audio and visual content
Course Outcome 3	Understanding the production process
Course Outcome 4	Creating audio content

Week Number	**Topic**	**Session Objective (SO)**	**References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)**
1	Analysing, evaluating audio visual content, Basic terms - auteur, diegesis, editing, flashback/flashforward, focus, genres, mise-en-scene, story/plot, scene sequence, shot	Analysing and evaluating	Lexmann, J. (2009). Audiovisual Media and Music Culture. Austria: Peter Lang. Orpen, V. (2019). Film Editing: The Art of the Expressive. United Kingdom: Columbia University Press.

2	Mise-en-scene - Décor, lighting, space, costume, acting	Analysing and evaluating	Reich, J. T. (2017). Exploring Movie Construction & Production. (n.p.): Open Suny Textbooks. Hodsdon, B. (2017). The Elusive Auteur: The Question of Film Authorship Throughout the Age of Cinema. United States: McFarland, Incorporated, Publishers. Gibbs, J. (2012). Mise-en-scène: Film Style and Interpretation. United Kingdom: Columbia University Press. Malkiewicz, K., Mullen, M. D. (2005). C inematography : a guide for filmmakers and film teachers. United Kingdom: Touchstone.
3	Cinematography - Quality, framing, scale, movement	Analysing and evaluating	
4	Editing - Devices, style	Analysing and evaluating	
5	Sound - sound editing, source, quality	Analysing and evaluating	

Course –VI

Preparing an Advertising Campaign (Elective Course, 4 Credits)

Course Outcome 1	To learn different steps of designing advertising campaign.
Course Outcome 2	To create effective advertisements that achieve your advertising goals.
Course Outcome 3	To set up advertising campaigns and determining within appropriate budget and using segmented approach.
Course Outcome 4	To get hands on practical training of creating designs and understand the production process.
Course Outcome 5	To understand the effectiveness of creative management process.

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Basic concepts and terminologies	Overview of the advertising scene in India, the current practice of this profession, social and economic impact of advertising, agency operations, and client agency interface. PLC, USP, Branding process, brand positioning, brand equity, The art of oral, written and visual communication	Remembering, understanding	Strausbaugh-Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning. ADVERTISING: PLANNING AND IMPLEMENTATION, THIRD EDITION. (2021). (n.p.): PHI Learning Pvt. Ltd. ADVERTISING: PLANNING AND IMPLEMENTATION, THIRD EDITION. (2021). (n.p.): PHI Learning Pvt. Ltd. Ind, N. (1995). Great Advertising Campaigns: Goals and Accomplishments. United
2	Advertising copy, Strategy Planning and Brand Management	Develop a creative concept, Writing for different media, Elements of good copy, writing effective ad copy, How to read a storyboard, Role and relevance of strategy in advertising, The strategy planning process, Various theories and models in brand management and case studies	Remembering, understanding	

3	Setting advertising campaign goals	Strategic planning, product development, Marketing and Communication objective, Create an advertising brief, Pitching mechanism in advertising, various appeals in ads, Language of ad claims, agency revenue process,	Applying, creating	Kingdom: NTC Business Books. Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited. Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and Visualization in 3D. Germany: Wiley. Editorial, M. (2023). How To Create An Out of Control Viral Marketing Campaign. United Kingdom: Bibliomundi. Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited.
4	Segmentation, targeting and positioning, Case studies	What is market segmentation, targeted advertising, product positioning, deciding the marketing mix, digital media and traditional media, International advertising strategies, appreciation and presentation of some of the great and failed campaigns, case studies	Analysing and evaluating	
5	Setting an ad budget, Production Techniques and Methods	Budget allocation, types of budgeting, Optimum utilisation of resources, Best practices of ad budgeting, preparing a budget sheet, Students will be familiarized with the AV (audio-visual) equipment, photography, design software	Understanding, Analysing, Applying and Evaluating	
6	Execute an advertising campaign, Evaluate campaign effectiveness	Creative management process, Integrated Marketing Communication, Implementing advertising strategy, Understanding persuasive communication, need for evaluation, campaign metrics, pre and post testing, evaluating campaign objectives, ROI, understand the impact and reach of the campaign	Applying, creating	

Course –VII

Digital Media Marketing (OJT Course, 4 Credits)

Course Outcome 1	Students will analyze and apply theoretical frameworks from media and communication studies to understand the role of digital media in shaping consumer behavior, media consumption patterns, and communication dynamics in the digital age.
Course Outcome 2	Students will critically examine the theoretical underpinnings of digital media marketing strategies, such as branding, storytelling, influencer marketing, and viral content, and assess their effectiveness in achieving communication goals and engaging target audiences.
Course Outcome 3	Students will explore the social, cultural, and political implications of digital media marketing practices by drawing on theories of media power, media effects, cultural studies, and critical theory, and evaluate how digital marketing shapes perceptions, identities, and social relationships.
Course Outcome 4	Students will analyze the impact of digital media on journalism, public relations, and advertising, drawing on theories of media convergence, participatory culture, and networked communication, and explore the challenges and opportunities that digital media present to these fields.
Course Outcome 5	Students will engage in theoretical discussions on emerging trends and issues in digital media marketing, such as artificial intelligence, algorithmic bias, data privacy, and online activism, and assess the theoretical frameworks that can inform ethical and responsible digital marketing practices.

Sr No	Topic	Subtopics	Session Objective (SO)	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Media Effects and Digital Media Marketing, Communication Theories and Digital Media Marketing, Branding and Digital Media Marketing	Theoretical perspectives on media effects Influence of digital media marketing on consumer behavior Psychological theories applied to digital marketing strategies Theories of persuasion and their application in digital marketing Interpersonal communication theories in the digital marketing context Social influence theories and their relevance to digital media campaigns, Theoretical foundations of branding in digital spaces Building brand equity through digital media marketing Role of storytelling in digital brand communication	Remembering, understanding, evaluating	Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster. Enge, E., Spencer, S., & Stricchiola, J. (2015). The Art of SEO: Mastering Search Engine Optimization. O'Reilly. Fletcher, G., Rashid, T., Cruz, A., & Heinze, A. (Eds.). (2016). Digital and Social Media Marketing: A Results-Driven Approach. Taylor & Francis. Jeffery, M. (2010). Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know. Wiley. Lieb, R. (2012). Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media. Que. McGruer, D. (2020). Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business. Wiley. Singh, N., Rana, N. P., Sahu, G. P., Gutierrez, A., Kizgin, H., Dey, B., Slade, E. L., & Dwivedi, Y. K. (Eds.). (2019). Digital and Social Media Marketing: Emerging Applications and Theoretical Development. Springer International Publishing. Sponder, M. (2012). Social
2	Audience Reception and Digital Media Marketing, Social Media and Digital Media Marketing, Cultural Studies and Digital Media Marketing, Ethics and Digital Media	Theoretical perspectives on audience reception of digital marketing messages User-generated content and audience engagement in digital campaigns Consumer empowerment and participatory culture in digital marketing,	Analysing, applying and evaluating	

	Marketing	Theoretical frameworks for understanding social media marketing Influencer marketing and its impact on consumer behavior Viral content and the spread of messages in social media Cultural theories applied to digital marketing practices Cross-cultural considerations in digital media campaigns Representation and diversity in digital advertising, Theoretical perspectives on ethical issues in digital marketing Privacy concerns and data ethics in digital media campaigns Responsible advertising and social responsibility in the digital age		Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics. McGraw-Hill Education.
3	Media Convergence and Digital Media Marketing, Online Activism and Digital Media Marketing, Media Power and Digital Media Marketing	Theoretical foundations of media convergence and its impact on marketing Integration of traditional and digital media in marketing strategies Cross-platform storytelling and multi-channel marketing approaches, Theoretical frameworks for understanding online activism and social change Digital marketing campaigns for social	Analysing, evaluating, creating	

		causes and activism Challenges and ethical considerations in leveraging activism for marketing purposes, Theoretical perspectives on media power and control in digital environments The role of algorithms and data-driven targeting in digital advertising Media concentration and its impact on digital marketing practices	
4	User Experience (UX) and Digital Media Marketing, Data Analytics and Digital Media Marketing	Theoretical foundations of UX design in digital marketing Human-computer interaction theories applied to digital campaigns Optimizing user journeys and conversion funnels in digital marketing, Theoretical frameworks for analyzing and interpreting digital marketing data Data-driven decision making and optimization in digital campaigns, Theoretical perspectives on media globalization and its impact on marketing Cross-cultural communication and global branding in digital campaigns Localization strategies and adapting marketing messages to different markets	Remembering, understanding

5	Media Globalization and Digital Media Marketing, Mobile Marketing and Digital Media, Artificial Intelligence (AI)	Theoretical foundations of mobile marketing strategies Location-based advertising and personalized mobile campaigns Mobile user behavior and its implications for digital marketing tactics, Theoretical foundations of AI strategies	Remembering, understanding	