॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड – ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

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Academic-1 (BOS) Section

website: srtmun.ac.in

E-mail: bos@srtmun.ac.in

आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण—२०२० नुसार पदवी तृतीय अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२६—२७ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २२ एप्रिल २०२६ रोजी संपन्न झालेल्या मा.विद्यापरिषद बैठकीतील विषय क्र.११/६४—२०२६ च्या ठरावानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील राष्ट्रीय शैक्षणिक धोरण—२०२० नुसार पदवी तृतीय वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२६—२७ पासून लागू करण्यास मा.विद्यापरिषदेने मान्यता प्रदान केली आहे. त्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील बी.ए. तृतीय वर्षाचे खालील विषयाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२६—२७ पासून लागू करण्यात येत आहे.

01	B.A.III Year Music (Affiliated Colleges)
02	B.A.III Year Mass Communication & Journalism (Affiliated Colleges)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड — ४३१ ६०६.
जा.क्र.:शै—१/परिपत्रक/पदवी/बीए/२०२६—२७/102
दिनांक : १६.०७.२०२६

उपकुलसचिव
शैक्षणिक (१—अभ्यासमंडळे) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :—

१) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
२) मा. प्र.कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ
३) मा. अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा, प्रस्तुत विद्यापीठ.
४) मा. संचालक, परिक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
५) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. यांना देवून कळविण्यात येते की, परिपत्रक अभ्यासक्रम संकेतस्थळावर प्रसिध्द करण्यात यावेत.

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SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED-431606.



(**Structure and Syllabus of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit Option**)

B.A. (Mass Communication & Journalism)
3rd Year

Under the Faculty of
Interdisciplinary Studies

Effective from Academic Year 2026 – 2027

(As per NEP-2020)

Swami Ramanand Teerth Marathwada University, Nanded
Under the faculty of Interdisciplinary Studies
Details of the Board of Studies Members
Mass Communication & Journalism

Sr. No.	Name of the Member	Designation	Address for Correspondence	Contact No.
01	Prof. Dr. Rajendra Gonarkar	Chairman	School of Media Studies, SRTM University, Nanded	9890619274
02	Prof. Dr. Suhas Pathak	Member	School of Media Studies, SRTM University, Nanded	9326778410
03	Prof. Dr. Ramanand Vyavhare	Member	Shri Shivaji College, Parbhani	8308993825
04	Dr. Balaji Shinde	Member	P. A. H. Mahavidyalaya, Ranisawargaon	9420176582
05	Prof. Dr. Dinkar Mane	Member	Department of Mass Communication & Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad	9850741114

Abbreviations:

1) **DSC** : Department/Discipline Specific Core (Major)
2) **DSE** : Department/Discipline Specific Elective (Major)
3) **DSM** : Discipline Specific Minor
4) **GE** : Generic/Open Elective
5) **SC/VSEC** : Vocational and Skill Enhancement Course
6) **AEC** : Ability Enhancement Courses
7) **MIL** : Modern Indian Languages
8) **IKS** : Indian Knowledge System
9) **VEC** : Value Education Courses
10) **OJT** : On Job Training (Internship/Apprenticeship)
11) **FP** : Field Projects
12) **CEP** : Community Engagement and Service
13) **CC** : Co-Curricular Courses
14) **RM** : Research Methodology
15) **RP** : Research Project/Dissertation

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Faculty of Interdisciplinary Studies

Credit Framework of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit

Program: Bachelor of Arts in Mass Communication & Journalism

Course: B. A. (Mass Communication and Journalism) Third Year

Year & Level	Semester	Major (DSC)			Major Elective (DSE)	Generic Elective (GE) Basket 3 Salect from basket 3 of (faculties other than humanity)	Vocational & Skill Enhancement Course	Ability Enhancement Course (AEC) (Basket 4) Value Education Course (VEC) Indian Knowledge System (IKS) (Basket 5)	Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	Credits	Total Credits
1)	2)	3)	4)	5)	6)		7)	8)	9)	10)	11)
3rd Year (5.0)	5th Sem.	IMCJCT1301 Media Language (2 Cr)	IMCJCT1302 IT Act Cyber Law (2 Cr)	IMCJCT1303 Digital Content Creation (2 Cr)	IMCJCET1301 Data Journalism (2 Cr)	---	IMCJVC1301 Documentary Production **2 Credits**		IMCJF1301 ***(Field Project*** **4 Credits**	22	44
		IMCJCP1301 Media Language (2 Cr) 4 Credits	IMCJCT1302 IT Act Cyber Law (2 Cr) 4 credits	IMCJCT1303 Digital Content Creation (2 Cr) 4 Credits	IMCJCEP1301 Data Journalism (2 Cr) **4 Credits**	---					
	6th Sem.	IMCJCT1351 Media Writing (2 Cr)	IMCJCT1352 Artificial Intelligence in Media (2 Cr)	IMCJCT1353 Cyber Security/Digital Safety (2 Cr)	IMCJET1351 Podcast Production (2 Cr)	---	IMCJVSC1251 Media Effect Theory **2 Credits**		IMCJOJT1351 (4 Cr) **OJT** **4 Credits**	22	
		IMCJCT1351 Media Writing (2 Cr) **4 Credits**	IMCJCT1352 Artificial Intelligence in Media (2 Cr) **4 Credits**	IMCJCT1353 Cyber Security/Digital Safety (2 Cr) **4 Credits**	IMCJEP1352 Podcast Production (2 Cr) **4 Credits**	---					
Cum. Credits		08	08	08	08	---	04		08	44	
Total Cum. Credits		16	16	16	16	---	08		16	88	
Exit Option: UG Diploma in Major DSC and Minor DSM on completion of 88 Credits and additional 4 Credits from NSQF / Internship in DSC											

Member **Member** **Member** **Member**

Chairman
Board of Studies
Mass Communication & Journalism

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड.

B. A. (MCJ) Third Year Semester 5th

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major(DSC)	IMCJCT1301	**Media Language**	02	--	**04**	02	--
	IMCJCP1301	**Media Language**	--	02		--	04
	IMCJCT1302	**IT Act Cyber Law**	02	--	**04**	02	--
	IMCJCP1302	**IT Act Cyber Law**	--	02		--	04
	IMCJCT1303	**Digital Content Creation**	02	--	**04**	02	--
	IMCJCP1303	**Digital Content Creation**	--	02		--	04
Major Elective (DSE)	IMCJEP1301	**Data Journalism**	--	02	**04**	--	04
	IMCJET1302	**Data Journalism**	02	--		02	--
Generic Elective	---	**----**	---	---	---	---	---
Vocational & Skill Enhancement Course (SC)	IMCJSC1301	**Documentary Production**	--	02	**02**	--	04
Ability Enhancement Course (AEC)	--	--	--	--	--	--	--
	--	--	--	--	--	--	--
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)		**IMCJFP1301 (4 Cr)** **Field Project 4 Credits**	--	04	**04**	--	08
		Total Credits	**08**	**14**	**22**	**08**	**28**

B. A. (MCJ) Third Year Semester 5 th

Examination Scheme

[40% Continuous Assessment (***CA***) and 60% End Semester Assessment (***ESA***)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	Avg. of (T1+T2)	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Major(DSC)	IMCJCT1301	Media Language	20	20	20	30	--	--	50
	IMCJCP1301	Media Language	--	--	--	--	20	30	50
	IMCJCT1302	IT Act Cyber Law	20	20	20	30	--	--	50
	IMCJCP1302	IT Act Cyber Law	--	--	--	--	20	30	50
	IMCJCT1303	Digital Content Creation	20	20	20	30	--	--	50
	IMCJCP1303	Digital Content Creation	--	--	--	--	20	30	50
Major Elective (DSE)	IMCJGEP1301	Data Journalism	--	--	--	--	20	30	50
	IMCJGET1302	Data Journalism	20	20	20	30	--	--	50
Generic Elective	---	---	---	---	---	---	---	---	---
Vocational & Skill Enhancement Course(SC)	IMCJSC1301	Documentary Production	--	--	--	--	20	30	50
Ability Enhancement Course (AEC)	--	--	--	--	--	--	--	--	--
	--	--	--	--	--	--	--	--	--
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	IMCJFP1301 (4 Cr) 4 Credits	Field Project	--	--	--	--	40	60	100
Total			80	80	80	120	140	210	550

NOTE: 1. Learner must pass(with minimum 40% marks) separately in CA and ESE

2. 1Credit=25 Marks, Weekly 1 hour (60min.) for Theory & 2 hours (120 min.) for practical

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मराठवाडा विद्यापीठ, नांदेड.

B. A. (MCJ) Third Year Semester 6 (Level 4.5)

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major(DSC)	IMCJCT1351	Media Writing	02	--	**04**	02	--
	IMCJCP1351	Media Writing	--	02		--	04
	IMCJCT1352	Artificial Intelligence in Media	02	--	**04**	02	--
	IMCJCP1352	Artificial Intelligence in Media	--	02		--	04
	IMCJCT1353	Cyber Security/Digital Safety	02	--	**04**	02	--
	IMCJCP1353	Cyber Security/Digital Safety	--	02		--	04
Major Elective (DSE)	IMCJET1351	Podcast Production	02	--	**04**	02	--
	IMCJEP1352	Podcast Production	--	02		--	04
Generic Elective	---	---	---	---	---	---	---
Vocational & Skill Enhancement Course (SC)	IMCJSC1351	Media Effect Theory	--	02	**02**	--	04
Ability Enhancement Course (AEC)	--	--	--	--	--	--	--
	--	--	--	--	--	--	--
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	VMCJOJT1351	OJT	--	04	**04**	--	08
		Total Credits	**08**	**14**	**22**	**08**	**28**

B. A. (MCJ) Second Year Semester 6th

Examination Scheme

[40% Continuous Assessment (***CA***) and 60% End Semester Assessment (***ESA***)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	Avg. of (T1+T2) /2	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Major(DSC)	IMCJCT151	Media Writing	20	20	**20**	**30**	--	--	**50**
	IMCJCP1351	Media Writing	--	--	--	--	20	30	**50**
	IMCJCT1352	Artificial Intelligence in Media	20	20	**20**	**30**	--	--	**50**
	IMCJCP1352	Artificial Intelligence in Media	--	--	--	--	20	30	**50**
	IMCJCT1353	Cyber Security/Digital Safety	20	20	**20**	**30**	--	--	**50**
	IMCJCP1353	Cyber Security/Digital Safety	--	--	--	--	20	30	**50**
Major Elective (DSE)	IMCJET1351	Podcast Production	20	20	**20**	**30**	--	--	**50**
	IMCJEP1352	Podcast Production	--	--	--	--	20	30	**50**
Generic Elective	---	---	---	---	---	---	---	---	---
Vocational & Skill Enhancement Course (SC)	IMCJSC1351	Media Effect Theory	--	--	--	--	20	30	**100**
Ability Enhancement Course (AEC)	--	--	--	--	--	--	--	--	--
	--	--	--	--	--	--	--	--	--
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	VMCJOJT1351	OJT	--	--	--	--	40	60	**100**
Total			50	50	100	100	**100**	**150**	**120**

NOTE:

1. **Learner must pass(with minimum 40% marks)separately in CA and ESE**
2. **1Credit=25 Marks, Weekly 1 hour (60min.) for Theory & 2 hours (120 min.) for practical.**

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

BA (Mass Communication and Journalism) - *(Affiliated Colleges)*

Question Paper Pattern as per NEP-2020

Time: 2:00 Effective from academic year 2024-25 Max. Marks: 30

Note: Attempt any four questions.
Question no. 1 is compulsory.
Off the remaining Q. 2 to 5 attempt any Two (02)questions.
All questions carry equal marks.
कोणतेही चार प्रश्न सोडवा.
प्रश्न क्रमांक १ सोडवणे अनिवार्य आहे.
उर्वरित प्रश्न क्र. २ ते ५ पैकी कोणतेही दोन प्रश्न सोडवा.
सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on (Any two): 10 Marks

A)
B)
C)
D)

थोडक्यात टिपा लिहा (कोणत्याही दोन):
अ)
ब)
क)
ड)

Q. 2 10 Marks

Q. 3 10 Marks

Q. 4 10 Marks

Q. 5 10 Marks

Chairman
Board of Studies
Mass Communication & Journalism

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,

NANDED - 431606, MS, INDIA

BA (Mass Communication and Journalism) Third Year Semester V Syllabus

(w.e.f. 2026 - 27)

Paper No. IMCJCT1301

Subject : Media Language

Course Objectives

1. To understand the concept, nature, characteristics, and importance of media language.
2. To develop effective communication skills through appropriate use of language in print, broadcast, digital, and social media.
3. To familiarize students with the language styles and formats used in news, advertisements, features, interviews, and scripts.
4. To enhance writing and editing skills for different media platforms.
5. To understand the ethical, professional, and social responsibilities associated with media language.
6. To enable students to produce clear, accurate, audience-oriented, and impactful media content.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concept, characteristics, and significance of media language.
2. Apply appropriate language styles for print, electronic, digital, and social media platforms.
3. Create media content such as news reports, advertisements, feature articles, scripts, and social media posts using effective language.
4. Demonstrate writing, editing, and proofreading skills for various media formats.
5. Analyze the role of media language in shaping public opinion, culture, and communication.
6. Apply ethical principles and professional standards in media writing and communication.
7. Produce audience-specific, clear, concise, and engaging media content.
8. Evaluate and improve the quality and effectiveness of media messages across different communication platforms.

Topic 1: Introduction to Media Language

- Meaning and Concept of Media Language
- Characteristics of Media Language
- Importance of Language in Mass Communication
- Relationship between Media and Society

Topic 2: Types of Media Language

- Language of Newspapers
- Language of Radio
- Language of Television
- Language of Digital and Social Media
- Language of Advertising

Topic 3: Style and Techniques of Media Language

- Headline Writing
- News Writing Style
- Language of Interviews and Anchoring
- Principles of Effective Media Language
- Accuracy, Clarity, and Brevity in Media Writing

Topic 4: Trends and Challenges in Media Language

- Impact of Social Media on Language
- Changes in Media Language
- Influence of English and Other Languages
- Fake News, Language, and Media Ethics

Practical:

• Practical **1 –**
Write suitable headlines for given news stories and explain the characteristics of effective headlines.
• Practical **2 –**
Prepare a short radio news bulletin using simple, clear, conversational and listener-friendly language.
• Practical **3 –**
Prepare and present a 3–5 minute television news script, including introduction, headlines, news presentation and closing.
• Practical **4 –**
Select a social-media news post, verify its authenticity using reliable sources, and prepare a fact-checked version with appropriate media language.

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,

NANDED - 431606, MS, INDIA

BA (Mass Communication and Journalism)

Third Year Semester V Syllabus (w.e.f. 2026 - 27)

Paper No. IMCJCT1302

Subject : IT Act & Cyber Law

Course Objectives

1. To introduce students to the fundamental concepts of Cyber Law and the Information Technology Act.
2. To develop an understanding of the legal framework governing cyberspace, electronic communication, and digital transactions.
3. To familiarize students with cyber-crimes, cyber security, digital evidence, and legal remedies.
4. To understand the rights, duties, and liabilities of individuals, organizations, and intermediaries in the digital environment.
5. To examine legal and ethical issues related to information technology, privacy, data protection, and intellectual property.
6. To enable students to apply cyber laws in real-life digital and professional contexts.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, scope, and significance of Cyber Law and the Information Technology Act.
2. Interpret the key provisions of the Information Technology Act, 2000 (as amended) and related cyber laws.
3. Identify various types of cyber-crimes and recommend appropriate legal and preventive measures.
4. Understand the legal aspects of electronic contracts, digital signatures, electronic records, and e-governance.
5. Analyze issues related to cyber security, privacy, data protection, and intellectual property rights in the digital environment.
6. Apply legal and ethical principles while using information and communication technologies.
7. Evaluate cyber law cases and emerging legal challenges in the digital era.
8. Demonstrate awareness of cyber safety, responsible digital citizenship, and compliance with applicable cyber laws.

Topic 1: Introduction to Cyber Law and the IT Act

Subtopics:

- Meaning, Definition, and Scope of Cyber Law
- Evolution of Cyber Law in India
- Objectives and Need for the Information Technology Act, 2000
- Key Features of the IT Act
- Information Technology (Amendment) Act, 2008
- E-Governance and Electronic Records
- Digital India and Legal Framework
- Role of Cyber Law in the Digital Era

Topic 2: Cyber Crimes and Legal Provisions

Subtopics:

- Meaning and Characteristics of Cyber Crime
- Types of Cyber Crimes
    - Hacking
    - Phishing
    - Identity Theft
    - Cyber Stalking
    - Cyber Bullying
    - Email Spoofing
    - Online Banking and Credit Card Fraud
    - Ransomware and Malware Attacks
- Investigation of Cyber Crimes
- Important Sections of the IT Act
- Role of Cyber Crime Cells and Law Enforcement Agencies
- Reporting Cyber Crimes

Topic 3: Digital Signatures, Electronic Transactions, and Data Protection

Subtopics:

- Electronic Records and Electronic Governance
- Electronic Contracts (E-Contracts)
- Digital Signature and Electronic Signature
- Public Key Infrastructure (PKI)
- Role of Certifying Authorities
- Data Privacy and Confidentiality
- Data Protection Principles
- Cyber Security Measures
- Safe Online Practices for Individuals and Organizations

Topic 4: Cyber Ethics and Legal Issues

Subtopics:

- Meaning and Importance of Cyber Ethics
- Ethical Use of the Internet
- Intellectual Property Rights (IPR)
- Copyright, Trademark, and Patent in Cyberspace
- Social Media Laws and User Responsibilities
- Privacy Rights and Freedom of Expression
- Fake News and Misinformation
- Challenges in Cyber Law
- Future Trends in Cyber Security and Cyber Law

Practical:

1. **Practical 1 – Case Study of Cyber Crime**
   Select any one cybercrime such as Hacking, Phishing, Identity Theft, Cyber Stalking, Online Banking Fraud or Ransomware. Study its nature, causes, effects, and relevant legal provisions.
2. **Practical 2 – Cyber Crime Complaint and Reporting Process**
   prepare a sample cybercrime complaint and study the procedure for reporting the crime through the National Cyber Crime Reporting Portal. Identify the information and evidence required for filing a complaint.
3. **Practical 3 – Digital Signature and Electronic Transactions**
   Study Digital Signature, Electronic Signature, E-Contracts, and Electronic Records, and explain their practical applications in online transactions and e-governance.
4. **Practical 4 – Cyber Security and Cyber Ethics Awareness**
   Prepare a **Cyber Safety Awareness Poster/Brochure** covering Phishing, Password Security, Online Banking Fraud, Privacy, Fake News, and Social Media Safety, along with guidelines for safe and ethical use of the internet.

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
NANDED - 431606, MS, INDIA
BA (Mass Communication and Journalism)
Third Year Semester V Syllabus (w.e.f. 2026 - 27)
Paper No. IMCJCT1303
Subject : Digital Content Creation

Course Title: Digital Content Creation

Course Objectives

1. To introduce students to the principles and processes of digital content creation across various media platforms.
2. To develop creative, technical, and storytelling skills for producing engaging digital content.
3. To familiarize students with content planning, writing, designing, audio-video production, and publishing techniques.
4. To understand the role of digital platforms, social media, and emerging technologies in content creation.
5. To enhance students' ability to create audience-centric, ethical, and platform-specific digital content.
6. To develop practical skills in using digital tools and software for content production and management.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, principles, and significance of digital content creation.
2. Plan, develop, and publish digital content for websites, blogs, social media, and multimedia platforms.
3. Create effective text, graphics, audio, video, and interactive content using appropriate digital tools.
4. Apply storytelling, design, and communication principles to produce engaging digital media content.
5. Demonstrate skills in content editing, optimization, and distribution across digital platforms.
6. Evaluate the effectiveness of digital content using audience engagement and performance metrics.
7. Apply ethical, legal, and copyright guidelines in digital content creation and publishing.
8. Produce professional-quality digital content that meets the needs of diverse audiences and communication objectives.

Topic 1: Introduction to Digital Content Creation

Subtopics:

- Meaning and Concept of Digital Content
- Importance of Digital Content in the Digital Age
- Types of Digital Content
- Content Creation Process
- Characteristics of Good Digital Content
- Role of Content Creators
- Digital Content Platforms
- Trends in Digital Content Creation

Topic 2: Content Writing and Visual Content Development

Subtopics:

- Principles of Content Writing
- Blog Writing
- Website Content Writing
- Social Media Content Writing
- Script Writing for Digital Media
- Copywriting for Advertisements
- Graphic Design Basics
- Image Editing and Infographics
- Video Content Planning and Storyboarding

Topic 3: Digital Content Production and Publishing

Subtopics:

- Audio and Video Production Basics
- Photography for Digital Media
- Video Editing Techniques
- Podcast Creation
- Content Publishing on Digital Platforms
- YouTube Channel Management
- Social Media Publishing Tools
- Content Scheduling and Distribution

Topic 4: Content Marketing, Ethics, and Performance Analysis

Subtopics:

- Digital Content Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- Audience Engagement Strategies
- Copyright and Intellectual Property Rights
- Ethical Issues in Digital Content
- Analytics and Performance Measurement
- Content Monetization Methods

Practical:

• Practical **1 – Blog and Social Media Content Writing**

Select a topic and create a blog article along with suitable social media posts. Apply principles of effective content writing, audience targeting, clarity, creativity, and engagement.

• Practical **2 – Digital Visual Content and Infographic Creation**

Design a digital poster, social media graphic, or infographic on a selected topic using any suitable graphic design or image-editing tool.

- Practical **3 – Video / Podcast Content Production**

prepare a short script and produce a **3–5 minute video or podcast**. Include content planning, basic recording, editing, and publishing suitable for a digital platform.

- Practical **4 – SEO, Content Marketing and Performance Analysis**

create a digital content piece and optimize it using basic **SEO techniques**. Publish/share it on a suitable platform and analyze its performance using views, reach, likes, comments, shares, or other available engagement metrics.

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BA (Mass Communication and Journalism)

Third Year Semester V Syllabus (w.e.f. 2026 - 27)

Paper No. IMCJCET1301

Subject : Data Journalism

Course Objectives

1. To introduce students to the concepts, principles, and practices of data journalism.
2. To develop skills in collecting, cleaning, analyzing, and interpreting data for journalistic purposes.
3. To familiarize students with data visualization techniques and digital storytelling methods.
4. To enhance the ability to use data-driven evidence in news reporting and investigative journalism.
5. To understand ethical, legal, and privacy issues related to the collection, analysis, and publication of data.
6. To develop practical skills in using data analysis and visualization tools for producing impactful journalistic content.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, scope, and significance of data journalism.
2. Collect, verify, clean, and organize data from reliable sources for news reporting.
3. Analyze and interpret datasets to identify trends, patterns, and newsworthy insights.
4. Create clear and effective data visualizations, including charts, graphs, maps, and infographics.
5. Integrate data analysis into investigative and evidence-based journalistic stories.
6. Apply ethical, legal, and privacy principles in handling and publishing data.
7. Use digital tools and software for data analysis, visualization, and storytelling.
8. Produce accurate, engaging, and data-driven journalistic content for print, broadcast, and digital media platforms.

Topic 1: Introduction to Data Journalism

Subtopics:

- Meaning and Concept of Data Journalism
- Importance and Scope of Data Journalism
- History and Evolution of Data Journalism
- Characteristics of Data-Driven Reporting
- Role of Data Journalists
- Types of Data Sources
- Open Data and Public Data
- Ethics in Data Journalism

Topic 2: Data Collection and Analysis

Subtopics:

- Sources of Data
- Primary and Secondary Data
- Data Collection Methods
- Government and Open Data Portals
- Data Cleaning and Verification
- Data Analysis Techniques
- Introduction to Spreadsheets (MS Excel/Google Sheets)
- Basic Statistical Concepts for Journalism
- Fact-Checking and Data Validation

Topic 3: Data Visualization and Storytelling

Subtopics:

- Principles of Data Visualization
- Charts, Graphs, and Infographics
- Maps and Interactive Visualizations
- Data Storytelling Techniques
- Visual Design Principles
- Dashboard Creation
- Data Interpretation
- Case Studies in Data Journalism

Topic 4: Digital Tools, Ethics, and Future Trends

Subtopics:

- Tools for Data Journalism (Excel, Google Sheets, Tableau, Power BI, Flourish)
- Data Security and Privacy
- Copyright and Data Usage Rights
- Ethical Issues in Data Journalism
- Misinformation and Data Manipulation
- Artificial Intelligence in Data Journalism
- Future Trends and Career Opportunities

Practical:

- **Practical 1 – Data Collection and Verification**
  Collect data on a selected social, economic, political, or local issue from reliable primary or secondary sources. Organize the data in MS Excel/Google Sheets and verify its accuracy using credible sources.
- **Practical 2 – Data Analysis Using Spreadsheet**
  Select a dataset and perform basic data analysis using MS Excel/Google Sheets. Calculate percentages, averages, totals, and comparisons, and identify important trends or patterns in the data.

- **Practical 3 – Data Visualization and Infographic Creation**
  Convert a selected dataset into suitable charts, graphs, or an infographic using Excel, Google Sheets, Canva, Flourish, or another appropriate tool. Write a short explanation interpreting the visualized data.
- **Practical 4 – Data-Driven News Story**
  Prepare a short **data journalism report** based on a real dataset. Include the data source, methodology, key findings, visualizations, interpretation, and a news story while maintaining accuracy, privacy, copyright, and ethical standards.

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Third Year Semester V Syllabus (w.e.f. 2026 - 27)
Paper No. IMCJVC1301
Subject : Documentry Production

Course Objectives

1. To introduce students to the principles, history, and genres of documentary filmmaking.
2. To develop skills in documentary research, scripting, planning, and visual storytelling.
3. To familiarize students with documentary production techniques, including camera operation, sound recording, lighting, and editing.
4. To enhance students' ability to produce factual, engaging, and socially relevant documentary films.
5. To understand the ethical, legal, and professional responsibilities involved in documentary production.
6. To develop practical skills in planning, producing, and presenting documentaries for various media platforms.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, history, types, and significance of documentary production.
2. Conduct research and develop documentary ideas based on factual evidence and credible sources.
3. Prepare documentary proposals, scripts, storyboards, and production plans.
4. Demonstrate proficiency in camera handling, sound recording, lighting, interviewing, and editing techniques.
5. Apply storytelling principles to create informative, engaging, and visually compelling documentaries.
6. Use appropriate production and post-production tools to produce professional-quality documentaries.
7. Apply ethical, legal, and copyright standards in documentary filmmaking.
8. Produce and present a complete documentary suitable for broadcast, digital, or online media platforms.

Topic 1: Introduction to Documentary Production

Subtopics:

- Meaning and Concept of Documentary
- History and Evolution of Documentary Films
- Characteristics and Features of Documentaries
- Types of Documentaries (Expository, Observational, Participatory, Poetic, Reflexive, Performative)
- Importance and Objectives of Documentary Production
- Role of Documentary in Education, Society, and Mass Communication
- Documentary Production Process
- Ethical and Legal Considerations in Documentary Making

Topic 2: Pre-Production Planning

Subtopics:

- Topic Selection and Research
- Identifying Target Audience
- Developing the Documentary Concept
- Script Writing and Story Development
- Storyboarding and Shot Planning
- Budget Preparation
- Production Schedule and Planning
- Location Scouting and Permissions
- Casting and Interview Planning
- Equipment Selection (Camera, Microphone, Lighting, Tripod)

Topic 3: Production Techniques

Subtopics:

- Camera Operations and Shot Composition
- Types of Camera Shots and Angles
- Lighting Techniques for Documentary
- Audio Recording and Sound Quality
- Conducting Interviews
- Voice-over Recording
- B-Roll Footage Collection
- Field Reporting Techniques
- Team Coordination During Production
- Managing Production Challenges

Topic 4: Post-Production and Distribution

Subtopics:

- Video Editing Process
- Editing Software (Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro)
- Audio Editing and Sound Mixing
- Color Correction and Color Grading
- Titles, Graphics, and Subtitles
- Background Music and Copyright Issues
- Documentary Review and Quality Control
- Publishing on Television, YouTube, and OTT Platforms
- Documentary Promotion and Distribution

Reference Book :

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Third Year Semester VI Syllabus (w.e.f. 2026 - 27)
Paper No. IMCJCT1351
Subject : Media Writing

Course Objectives

1. To introduce students to the principles, techniques, and styles of writing for different media platforms.
2. To develop effective writing skills for print, broadcast, digital, and social media.
3. To familiarize students with various forms of media writing, including news, features, editorials, advertisements, scripts, and web content.
4. To enhance students' ability to write clear, concise, accurate, and audience-oriented media content.
5. To develop editing, proofreading, and content presentation skills for professional media communication.
6. To promote ethical, creative, and responsible writing practices in journalism and mass communication.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the principles, characteristics, and significance of media writing.
2. Write effective content for print, broadcast, digital, and social media platforms.
3. Prepare news reports, feature articles, editorials, advertisements, press releases, scripts, and online content using appropriate writing styles.
4. Apply journalistic principles of accuracy, clarity, brevity, and objectivity in media writing.
5. Demonstrate editing, proofreading, headline writing, and content organization skills.
6. Adapt writing style and language to suit different audiences, media formats, and communication objectives.
7. Apply ethical, legal, and professional standards in media writing and content production.
8. Produce high-quality, engaging, and audience-focused media content suitable for professional communication.

Topic 1: Introduction to Media Writing

Subtopics:

- Meaning and Concept of Media Writing
- Characteristics of Media Writing
- Principles of Effective Media Writing
- Importance of Media Writing in Mass Communication
- Types of Media Writing
- Elements of Good Writing
- Audience Analysis
- Ethics and Responsibility in Media Writing

Topic 2: News and Feature Writing

Subtopics:

- Meaning and Types of News
- News Values and News Sources
- Structure of a News Story
- The 5Ws and 1H Principle
- Inverted Pyramid Style
- Headline Writing
- Lead (Intro) Writing
- Feature Writing
- Editorial and Opinion Writing
- Interview Writing

Topic 3: Writing for Different Media

Subtopics:

- Newspaper Writing
- Magazine Writing
- Radio Script Writing
- Television News Script Writing
- Digital Media Writing
- Social Media Content Writing
- Blog Writing
- Press Release Writing
- Advertisement Copywriting

Topic 4: Editing, Ethics, and Emerging Trends

Subtopics:

- Copy Editing and Proofreading
- News Editing Techniques
- Language, Grammar, and Style
- Fact-Checking and Verification
- Media Ethics in Writing
- Copyright and Plagiarism
- AI and Digital Tools in Media Writing
- SEO Writing and Online Content Optimization
- Future Trends in Media Writing and Digital Journalism

Practical:

- Practical **1 – News Writing and Headline Writing**

Select a current event and prepare a news report using the **5Ws and 1H principle** and the **Inverted Pyramid style**. Write an appropriate headline and lead for the news story.

- **Practical 2 – Feature / Interview Writing**

Prepare a **feature article or interview** on a relevant social, cultural, educational, or local topic. Apply appropriate structure, language, questioning techniques, and audience-oriented writing.

• **Practical 3 – Writing for Different Media**

Select one news topic and write it in **three different formats**:

- Newspaper news report
- Radio/TV news script
- Digital/Social media post

Adapt the language and style according to the requirements of each medium.

• **Practical 4 – Editing, Proofreading and Fact-Checking**

Take a sample news article containing grammatical, factual, structural, and stylistic errors. Edit and proofread the article, verify important facts, identify plagiarism or copyright issues, and prepare the corrected final version.

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Third Year Semester VI Syllabus (w.e.f. 2026 - 27)
Paper No. IMCJCT1352
Subject : Artificial Inteligence in Media

Course Objectives

1. To introduce students to the concepts, principles, and applications of Artificial Intelligence (AI) in the media and communication industry.
2. To develop an understanding of AI-driven tools and technologies used in journalism, content creation, broadcasting, and digital media.
3. To familiarize students with AI applications in news gathering, content generation, audience analytics, and media automation.
4. To examine the ethical, legal, and societal implications of AI in media and communication.
5. To develop practical skills in using AI tools for content creation, editing, data analysis, and media production.
6. To encourage critical evaluation of AI's impact on media practices, employment, creativity, and audience engagement.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, principles, and significance of Artificial Intelligence in media and communication.
2. Identify and apply AI-powered tools for content creation, editing, translation, transcription, and media production.
3. Analyze the role of AI in journalism, digital marketing, audience analytics, and personalized media experiences.
4. Evaluate the benefits, limitations, and challenges of AI technologies in the media industry.
5. Apply ethical, legal, and professional principles while using AI in media and communication.
6. Demonstrate the ability to use AI for data-driven storytelling, automated content generation, and multimedia production.
7. Assess the impact of AI on media organizations, communication practices, and future employment trends.
8. Develop innovative and responsible AI-assisted media projects that meet professional standards and audience needs.

Topic 1: Introduction to Artificial Intelligence in Media

Subtopics:

- Meaning and Concept of Artificial Intelligence (AI)
- Evolution and History of AI
- AI in Mass Media and Communication
- Importance of AI in the Media Industry
- Components of AI (Machine Learning, Deep Learning, Natural Language Processing)
- Applications of AI in Journalism and Media
- Advantages and Limitations of AI
- Future Scope of AI in Media

Topic 2: AI Applications in Media Production and Journalism

Subtopics:

- AI in News Gathering and Reporting
- Automated Journalism and Robot Journalism
- AI-Based Content Writing and Editing
- AI in Video and Audio Production
- AI-Powered Image Generation and Editing
- AI in Social Media Content Creation
- AI for Translation and Subtitling
- AI Tools for Media Professionals (ChatGPT, Gemini, Claude, Midjourney, DALL·E, Canva AI)

Topic 3: AI in Digital Media, Marketing, and Audience Engagement

Subtopics:

- AI in Digital Content Creation
- AI-Based Recommendation Systems
- Personalized News and Content Delivery
- AI in Digital Marketing
- Social Media Analytics Using AI
- Chatbots and Virtual Assistants
- Search Engine Optimization (SEO) with AI
- Audience Behaviour Analysis and Predictive Analytics

Topic 4: Ethics, Challenges, and Future of AI in Media

Subtopics:

- Ethical Issues in AI and Media
- Bias and Fairness in AI
- AI and Fake News Detection
- Deepfakes and Misinformation
- Privacy, Data Protection, and Cyber Security
- Copyright and Intellectual Property Issues
- Government Policies and AI Regulations
- Future Trends and Career Opportunities in AI and Media
- Responsible and Ethical Use of AI in Journalism and Mass Communication

Practical:

- **Practical 1 – AI-Assisted News Writing and Editing**
  Select a current news topic and use an AI tool to prepare a news report. Compare the AI-generated report with a manually written report and identify differences in accuracy, language, structure, and factual reliability.

- **Practical 2 – AI-Based Digital Content Creation**
  Create a digital media package using AI tools, including a **social media post, image, caption, and short video/audio script**. Document the AI tools and prompts used in the content creation process.
- **Practical 3 – AI for Social Media and Audience Analysis**
  Select a social media page or campaign and use available AI-based tools to analyze **audience engagement, content performance, trends, and audience behaviour**. Prepare a short analytical report with findings and suggestions.
- **Practical 4 – AI Ethics, Deepfake and Misinformation Analysis**
  Collect an AI-generated or potentially manipulated media example and analyze it for **deepfake/misinformation indicators, bias, copyright, privacy, and ethical concerns**. Prepare a fact-checked report explaining how responsible AI use can be ensured in journalism and mass communication.

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Third Year Semester VI Syllabus (w.e.f. 2026 - 27)
Paper No. IMCJCT1353
Subject: Cyber Security (Digital Safety)

Course Objectives

1. To introduce students to the fundamental concepts, principles, and importance of cyber security and digital safety.
2. To develop awareness of cyber threats, cyber crimes, and online risks affecting individuals and organizations.
3. To familiarize students with safe digital practices, cyber hygiene, and data protection techniques.
4. To understand the legal, ethical, and regulatory aspects of cyber security and digital privacy.
5. To develop practical skills for identifying, preventing, and responding to common cyber security incidents.
6. To promote responsible digital citizenship and secure use of information and communication technologies.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, principles, and significance of cyber security and digital safety.
2. Identify common cyber threats, cyber attacks, and online security risks.
3. Apply cyber security best practices to protect personal and organizational digital assets.
4. Demonstrate safe use of passwords, authentication methods, encryption, and secure online communication.
5. Recognize phishing, malware, ransomware, identity theft, and social engineering attacks and recommend appropriate preventive measures.
6. Apply legal, ethical, and privacy principles while using digital technologies and online platforms.
7. Respond appropriately to cyber security incidents through basic risk assessment and incident reporting procedures.
8. Demonstrate responsible digital citizenship by promoting cyber awareness, digital ethics, and safe online behavior.

Topic 1: Introduction to Cyber Security and Digital Safety

Subtopics:

- Meaning and Concept of Cyber Security
- Meaning of Digital Safety
- Importance of Cyber Security in the Digital Age
- Objectives of Cyber Security
- Types of Cyber Threats
- Cyber Security Principles (Confidentiality, Integrity, Availability)
- Role of Individuals, Organizations, and Government
- Current Trends in Cyber Security

Topic 2: Cyber Threats and Online Risks

Subtopics:

- Hacking and Unauthorized Access
- Malware (Virus, Worm, Trojan Horse, Spyware, Ransomware)
- Phishing and Spear Phishing
- Identity Theft and Online Fraud
- Cyber Bullying and Cyber Stalking
- Social Engineering Attacks
- Email Spoofing and Spam
- Data Breaches and Information Theft
- Mobile and Social Media Security Risks

Topic 3: Cyber Security Measures and Digital Safety Practices

Subtopics:

- Strong Password Management
- Multi-Factor Authentication (MFA)
- Antivirus and Firewall Protection
- Secure Internet Browsing
- Safe Use of Social Media
- Data Backup and Recovery
- Cloud Security Basics
- Secure Online Banking and Digital Payments
- Mobile Device Security
- Personal Data Protection and Privacy

Topic 4: Cyber Laws, Ethics, and Future Trends

Subtopics:

- Information Technology (IT) Act, 2000 and Amendments
- Cyber Crime Investigation
- Reporting Cyber Crimes
- Digital Rights and Responsibilities
- Cyber Ethics and Responsible Internet Use
- Privacy and Data Protection Laws
- Artificial Intelligence in Cyber Security
- Emerging Cyber Threats
- Career Opportunities in Cyber Security
- Future Trends in Digital Safety and Cyber Defence

Practical:

- **Practical 1 – Cyber Threat Identification and Case Study**
  Select any one cyber threat such as Phishing, Malware, Ransomware, Identity Theft, or Social Engineering. Study a real or hypothetical case and identify its causes, warning signs, impact, and preventive measures.

- **Practical 2 – Personal Cyber Security and Digital Safety Audit**
  Conduct a personal digital safety audit covering **password strength, MFA, privacy settings, device security, software updates, social media security, and data backup**. Prepare a checklist and suggest improvements.
- **Practical 3 – Phishing and Online Fraud Awareness**
  Collect sample phishing emails/messages or create hypothetical examples and identify suspicious links, fake identities, urgent language, and other warning signs. Prepare a **Phishing Awareness Poster/Report** explaining how users can stay safe.
- **Practical 4 – Cyber Crime Reporting and Legal Awareness**
  Study the procedure for reporting a cyber crime in India. Prepare a **sample cyber crime complaint** and explain the relevant provisions of the IT Act, digital rights, responsibilities, and ethical use of the internet.

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Third Year Semester VI Syllabus (w.e.f. 2026 - 27)

Paper No. IMCJET1351

Subject : Podcast Production

Course Objectives

1. To introduce students to the fundamentals, formats, and significance of podcasting as a digital audio medium.
2. To develop skills in podcast planning, scripting, recording, editing, and publishing.
3. To familiarize students with audio storytelling, interviewing techniques, and voice presentation.
4. To enhance students' ability to produce engaging, informative, and audience-focused podcast content.
5. To understand the ethical, legal, and copyright considerations involved in podcast production.
6. To develop practical skills in using digital audio recording, editing, and distribution tools for professional podcast production.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concepts, formats, and significance of podcast production in digital media.
2. Plan, research, script, and organize podcast episodes for different target audiences.
3. Demonstrate proficiency in audio recording, voice presentation, interviewing, sound editing, and post-production techniques.
4. Produce high-quality podcasts using appropriate recording and editing software.
5. Apply storytelling and communication principles to create engaging and informative audio content.
6. Publish and distribute podcasts through digital platforms while optimizing content for audience reach and engagement.
7. Apply ethical, legal, and copyright standards in podcast production and distribution.
8. Produce a complete professional-quality podcast series or episode suitable for educational, journalistic, or commercial purposes.

Topic 1: Introduction to Podcast Production

Subtopics:

- Meaning and Concept of Podcasting
- History and Evolution of Podcasts
- Importance and Scope of Podcasting
- Types of Podcasts (Interview, Solo, Panel Discussion, Storytelling, Educational, News, Entertainment)
- Characteristics of a Good Podcast
- Podcast Platforms and Distribution Channels
- Audience Analysis and Target Audience
- Role of Podcasts in Digital Media

Topic 2: Pre-Production Planning

Subtopics:

- Topic Selection and Research
- Defining Podcast Objectives
- Script Writing and Content Planning
- Episode Structure and Format
- Preparing Interview Questions
- Voice Modulation and Presentation Skills
- Budget and Production Planning
- Equipment Selection (Microphone, Headphones, Audio Interface, Recording Software)
- Recording Environment and Soundproofing

Topic 3: Podcast Recording and Post-Production

Subtopics:

- Audio Recording Techniques
- Microphone Handling and Voice Recording
- Interview Recording Techniques
- Background Music and Sound Effects
- Audio Editing Basics
- Noise Reduction and Sound Enhancement
- Editing Software (Audacity, Adobe Audition, GarageBand, Reaper)
- Intro, Outro, and Jingles
- Exporting Audio in Different Formats
- Quality Control and Final Review

Topic 4: Publishing, Promotion, and Ethics

Subtopics:

- Publishing Podcasts on Digital Platforms
- Podcast Hosting Services
- Distribution to Spotify, Apple Podcasts, YouTube, and Other Platforms
- Podcast Marketing and Promotion
- Social Media Promotion Strategies
- Audience Engagement and Feedback
- Podcast Analytics and Performance Measurement
- Copyright and Licensing for Music and Content
- Media Ethics in Podcasting
- Future Trends and Career Opportunities in Podcast Production

Practical:

- **Practical 1 – Podcast Concept and Script Writing**
  Select a suitable topic and prepare a **5–10 minute podcast concept and script**. Define the target audience, objective, format, episode structure, introduction, main content, and conclusion.

- **Practical 2 – Podcast Recording and Voice Presentation**
  Record a short podcast episode using a microphone or mobile device. Apply appropriate **voice modulation, pronunciation, microphone handling, and presentation techniques**.
- **Practical 3 – Podcast Audio Editing and Production**
  Edit the recorded podcast using **Audacity, Adobe Audition, GarageBand, Reaper, or another suitable audio-editing tool**. Add intro/outro music, sound effects, noise reduction, and volume adjustments, then export the final episode.
- **Practical 4 – Podcast Publishing, Promotion and Analytics**
  Prepare a podcast for digital publication by creating a **title, description, cover image, keywords, and promotional social media post**. Study publishing/distribution platforms and analyze basic audience engagement and performance metrics.

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Third Year Semester VI Syllabus (w.e.f. 2026 - 27)

Paper No. IMCJVC1351

Subject : Media Effect Theory

Course Objectives

1. To introduce students to the concept, nature, and importance of Media Effect Theory.
2. To understand how mass media influences individuals, groups, and society.
3. To study major media effects theories and their applications in communication studies.
4. To analyze the role of media in shaping public opinion, attitudes, beliefs, and behavior.
5. To develop critical thinking skills for evaluating the impact of traditional and digital media.
6. To understand the relationship between media messages, audiences, and social change.

Course Learning Outcomes (CLOs)

After completing this course, students will be able to:

1. **Explain** the basic concepts and principles of Media Effect Theory.
2. **Identify and describe** major theories such as Hypodermic Needle Theory, Two-Step Flow Theory, Uses and Gratifications Theory, Agenda-Setting Theory, and Cultivation Theory.
3. **Analyze** the effects of media on individual behavior, social values, and public opinion.
4. **Evaluate** the role of media in influencing political, cultural, and social issues.
5. **Apply** media effect theories to understand contemporary examples from television, news, advertising, and social media.
6. **Develop** critical perspectives toward media content and its influence on audiences.

Topic 1: Introduction to Media Effect Theory

Subtopics:

- Meaning and Concept of Media Effects
- Definition and Scope of Media Effect Theory
- Relationship Between Media and Audience
- Importance of Studying Media Effects
- Evolution of Media Effect Studies
- Role of Mass Media in Society
- Factors Influencing Media Effects
- Audience Behaviour and Media Influence

Topic 2: Early and Traditional Media Effect Theories

Subtopics:

- **Magic Bullet Theory / Hypodermic Needle Theory**
  - Concept and Assumptions
  - Direct Influence of Media on Audience
  - Limitations of the Theory
- **Two-Step Flow Theory**
  - Role of Opinion Leaders
  - Media Influence through Social Groups
- **Limited Effects Theory**
  - Selective Exposure
  - Selective Perception
  - Selective Retention
- **Uses and Gratifications Theory**
  - Active Audience Concept
  - Audience Needs and Media Use

Topic 3: Modern Media Effect Theories

Subtopics:

- **Agenda Setting Theory**
  - Media's Role in Setting Public Issues
  - Media Agenda and Public Agenda
- **Cultivation Theory**
  - Long-Term Effects of Television
  - Formation of Social Reality
- **Spiral of Silence Theory**
  - Public Opinion Formation
  - Fear of Social Isolation
- **Framing Theory**
  - Media Presentation and Interpretation of Issues
  - Role of Frames in News Coverage
- **Social Learning Theory**
  - Media Influence on Behaviour and Attitudes

Topic 4: Media Effects in Digital Era

Subtopics:

- Impact of Social Media on Individuals and Society
- Digital Media and Audience Engagement
- Effects of Online News and Fake Information
- Influence of Influencers and Digital Creators
- Media Effects on Culture and Public Opinion
- Positive and Negative Effects of Media
- Media Literacy and Critical Thinking
- Challenges of Studying Media Effects in the Digital Age
- Future Scope of Media Effect Research