भारतीय जन संचार संस्थान
[समविश्वविद्यालय]

Indian Institute of Mass Communication
[Deemed to be University]

Department of
Strategic Communication

MA in
STRATEGIC COMMUNICATION

Syllabus 2024-26

Indian Institute of Mass Communication
(Deemed to be University)
New Delhi

Academic Calendar for MA Programmes – Odd semesters (1st and 3rd)

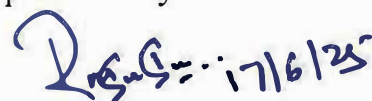|	
Commencement of Session	5th August 2025
Registration & Document Verification	5th and 6th August 2025
Orientation Lectures	7th and 8th August 2025
Commencement of classes	11th August 2025
Internal assignments/ practicals etc.	8th to 12th December 2025
End-of-semester examinations	15th December to 24th December 2025
Semester end break	25th December 2025 to 4th January 2026
Announcement of result	Last week of February 2026

Note:

1. Registration & Document Verification, Orientation Lectures, and Internship are only for the first semester students.
2. Attendance for the EOS exams will be counted up to 5th December 2025

Academic Calendar for MA Programmes – Even semesters (2nd and 4th)

Commencement of classes	5th January 2026
Preparatory leave/ practicals etc.	11th to 15th May 2026
End-of-semester examinations	18th to 29th May 2026
Internship	June 2026
Submission of internship certificates	30th June 2026
Announcement of final result	First week of July 2026

Note:

1. Internship is only for the second semester students
2. Attendance for the EOS exams will be counted up to 8th May 2026

Prof. (Dr.) Rakesh Kumar Goswami
Controller of Examination

INDIAN INSTITUTE OF MASS COMMUNICATION
(Deemed to be University)
Department of Strategic Communication
MA in Strategic Communication (MASC)
Detailed Syllabus as per NEP-2020
(Effective from Academic Session: 2024-2025)

Conceptual Framework

The Master of Arts in Strategic Communication (MASC) programme has been designed to offer an in-depth understanding of the global strategic communication domain, its role and relevance to nations, polity, people, culture, economy, corporations, diplomacy and defence, while exploring and examining the emerging information technology tools with focus on information warfare, crisis communication, perception and brand management and geopolitical issues in the fast-changing communication scenario. The programme explores the dynamics of global strategic communication with sharp focus on the emerging strategic challenges and opportunities in the Asian region. It stresses on interdisciplinary and multi-disciplinary approaches with an aim to connect the media and global communication with different developmental issues.

It needs no elaboration that the COVID-19 pandemic has forced the global communication professionals to rethink over the planning and execution of their crisis communication strategies. Apart from the challenge of effective public communication during crisis (whether pandemic, natural calamity or war) the way the information and communication technology is evolving beyond imagination and also how it is being used by different nations globally for information warfare is another challenge. It is being contemplated by defence experts that the future wars will not just be fought through lethal weapons such as tanks, canons, missiles, nuclear bombs, soldiers, etc. but also through the information technology, Artificial Intelligence-operated weapons, and propaganda using most modern communication tools. Hence, the armies across the globe require especially trained brigades to deal with the information warfare. Also, different government agencies, PSUs, business, industry and corporate houses will be required to rearm their communication professionals with the swift changes in information technology and redesigning of their strategies accordingly. The mainstream media also require trained professionals who can generate content as per the changing preferences of the global audience and can work with ease in the changed scenario. The media today heavily depend upon the retired defence & foreign service officers to write or speak on the strategic issues concerning different nations or their defence capabilities such as Indo-Pak, Indo-China, US-Russia, issues of discord between two nations, etc. The media don't have adequately trained media professionals for writing on strategic issues. Keeping in mind all these challenges, a master's programme in strategic communication is required. The trained professionals in strategic communication are expected to have high employability rate in mainstream media, professional bodies, government communication network, corporate houses and specialised agencies.

The course shall follow the broad guidelines of National Education Policy-2020.

Vision

To prepare world-class professionals who understand & analyze global strategic communication domain and design result-oriented communication strategies in a variety of areas ranging from defence to diplomacy, development, business, polity, governance, etc. using cutting edge technology

Mission

To impart the required skills & knowledge that help the learners understand & analyze how different nations use diplomacy, culture, and economics to build inter-state relations and avoid conflicts, and engage in treaties and trade negotiations at global level. Also, to arm the learners with the knowledge to understand global communication networks and help them in designing effective communication strategies to combat future challenges.

Objectives of the Programme

a) To develop an in-depth understanding of the global strategic communication domain and the strategic challenges that India faces today, and enable the learners to appreciate the potential and limitations of global strategic communication

b) To develop an understanding of the digital technology and strategies used during global information warfare

c) To impart the required skills to design & execute effective crisis communication strategies using advanced communication and digital tools

d) To encourage the learners to participate in strategic communication researches applying their learnings to a real-life communication problem and demonstrate mastery of the strategic communication

e) To introduce the learners to various career opportunities available in strategic communication at national and international level.

Expected Outcome

On successful completion of MA in Strategic Communication:

a) The learners will be able to develop skills for in-depth analytical and critical thinking about international issues and communication matrix.

b) They will be able to work comfortably with the latest, cutting-edge technology in global strategic communication strategies used during information warfare.

c) They will be able to learn how to prepare for combating conflicts between states or with insurgent groups, communicating a path during hostilities, and transitioning through post-conflict situations.

d) They will be able to enhance their networks with think-tanks, organisations, and policymaking bodies through interactions and research. They will also be able to understand how to shape effective strategic responses to natural disasters, terror attacks, and military actions.

e) The learners will be able to find career opportunities in the field of global strategic communication.

Programme Plan

The MASC programme is divided into four semesters, and the duration of each semester will be of

six months as per following schedule:

- ‣ Semester I: July to December
- ‣ Semester-II: January to June
- ‣ Semester-III: July to December
- ‣ Semester-IV: January to June

Each Semester shall comprise of Six papers.

The MASC is an 88-credit programme spread over four semesters. A learner has to select six papers of 22 credits in each semester. These courses are divided with different nomenclature i.e Discipline Based Core Courses (DBCC), Discipline Based Core Elective Courses (DBCE), Open Elective Interdisciplinary Courses (OEIC) and Mandatory Non-Credit Elective Courses (MNEC), and will be offered in each semester.

Theory and Practical: The theory and practical component will vary from paper to paper with a maximum limit of 50 marks each. There will be five theory units in every paper.

Lecture, Practical, Tutorial (LPT): There will be 60 hours of teaching for a 4-credit paper.

Description of different tiers of the Course

- **Discipline Based Core Course (DBCC)** has been designed as a foundational course woven around the core idea of the programme and which is mandatory for all the learners of the Master's programme in Strategic Communication. This will be a core requirement to complete the course.

- **Discipline Based Core Elective Course (DBCE)** has been designed as an elective to support the foundational course aimed to offer more options to learners to explore and expand the domain knowledge and understanding in a specific area, emerged from the foundational knowledge. The learners will get options to choose the courses from a basket of DBCE offered in different semesters.

- **Open Elective (Interdisciplinary) Course (OEIC)** has been designed to offer exposure to related disciplines or domain knowledge. The learners will get opportunity to choose from the bouquet of Open Elective Courses offered independently by the faculty and other departments. Apart from the OEIC basket, the learners of MASC are encouraged to take courses offered by the faculty and other department/disciplines as per their choice in different semesters. They will have to earn 8 credits from the OEIC basket from some other domain. The students can also choose an Open Elective (a course of 4 credits) from SWAYAM portal. As recommended by the NEP, 2020 and UGC, this course will encourage and promote blended mode of learning among the students of the programme. A student can pursue SWAYAM Approved Courses (one Open Elective in semester 1, 2 and 3 each) subject to prior consultation and approval from the HoD of the Department of Strategic Communication, IIMC. Since courses from SWAYAM are flexible and may tend to change, hence students may opt/select/choose course when it is available on SWAYAM platform.

- **Mandatory Elective Non-Credit Course (MENC)** has been designed to add value to the course and also to impart necessary skills and holistic education among the learners. This course is of 2 credits and mandatory to complete successfully for the award of the Master's degree.

Internship

Learners have to pursue mandatory internship during the summer break between 2nd semester (End of 1st year) and 3rd semester (beginning of 2nd year).

Dissertation

Learners will have to write a dissertation in the last semester (6 credits). The viva for the same will be held for 2 credits in the fourth semester.

Teaching Pedagogy

- Lectures and presentations
- Case studies and group discussions
- Guest lectures by industry experts
- Field visits to media organisations and concerned agencies
- Research projects and presentations
- Writing Policy and Research papers

Evaluation and Assessment

- Mid-term and final examinations
- Case study analyses and presentations
- Research papers or projects
- Class participation and contributions
- Quiz
- Viva

Admission Criteria

Minimum Eligibility: Graduation in any discipline with at-least 55% marks.

Selection Process: Admissions to the MASC programme in academic session 2024-25 will be done on the basis of CUET-PG score in Mass Communication & Journalism PG paper (85% weightage) (COQP17), and interview (15% weightage).

Proposed Seats: The number of seats will be 40 plus 20% Supernumerary quota per course. The supernumerary seats (over and above the sanctioned seats) will comprise of the following:

- Wards of Kashmiri Migrants
- Widows/wards of the defence personnel martyred/disabled in action or during peace time;
- Defence service personnel (with 10 years' experience)
- Media Industry professionals (with 10 years' experience)
- Other bodies prescribed by Govt. of India (with 10 years' experience)
- International applicants (Ten per cent (10%) seats in each programme shall be reserved for international applicants.)

Proposed Fees

The fees of the said course will be Rs 60,000/- per semester. Fee for international learners will be $4000 per semester.

Exit/ Lateral Entry

The programme will offer sufficient choices and flexible options to the learners. The MASC will have exit and lateral entry options too. As suggested by NEP-2020, the MASC programme will offer a Post-Graduate Diploma in Strategic Communication to a learner who after successfully completing the Semester-I and Semester-II wants to exit the programme for whatsoever reason. Such learners will get an opportunity to re-join the programme within five years and complete the course to get a Master's degree. Similarly, it will also offer opportunity to join the programme through lateral entry (not more than 20% of total seats) in the third semester to pursue the Master's programme in Strategic Communication. Lateral entry will be decided by the equivalence committee.

Placements

IIMC will facilitate and help the learners in finding placement in legacy media houses, digital media platforms, communication industry, Advertising, Public Relations, corporate and government sector, development sector, NGOs, international think tanks, etc. and also will encourage them to start their own entrepreneurial ventures.

Semester-wise Detailed Plan

SEMESTER-I

Discipline Based Core Course (DBCC)			
Course code	**Course Title**	**Credit**	
MA-SC CC101	**Understanding Communication: Concept & Theories**	4	**All three courses are mandatory**
MA-SC CC102	**Introduction to Strategic Communication: Definition, Concept & Relevance**	4	
MA-SC CC103	**Understanding Media Landscape & Media Audiences**	4	
	Elective Basket –I (DBCE)	4	
	Elective Basket –II (OEIC)	4	
	Elective Basket –III (MENC)	2	
	Total Credits	**22**	

Apart from three mandatory DBCC courses a learner can select/choose one course each from the following DBCE-I, OEIC-II and MENC-III baskets:

Elective Basket-I			
Discipline Based Core Elective Course (DBCE)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC CE 104	**Global Communication Landscape**	4	**Any one in First Semester**
MA-SC CE 105	**Fundamentals of Reporting & Editing: Print, Broadcast & Digital**	4	
MA-SC CE 106	**Disinformation & Information Warfare**	4	
MA-SC CE 107	**Writing for Digital Media: Tools & Techniques for Online Communication**	4	

Elective Basket-II			
Open Elective (Interdisciplinary) Course (OEIC*)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC OE 108	**Science & Technology Communication**	4	**Any one in First Semester**
MA-SC OE 109	**Strategic Political Communication**	4	
MA-SC OE 110	**Health & Wellness Communication**	4	
MA-SC OE 111	**Development Communication**	4	

MA-SC OE 112	To be offered by other Dept. or faculty **Indian Knowledge Systems (IKS) in Communication**	4	
MA-SC OE 113	To be offered by other Dept. or faculty **Fundamentals of Governance**	4	
MA-SC SWAYAM 114	In open elective, a learner can also pursue SWAYAM Approved Courses (one Open Elective in semester 1) (4 credits) subject to prior consultation and approval from the head, Department of Strategic Communication, IIMC. The course can be related to media, emerging technology or allied field. Since courses from SWAYAM are flexible and may tend to change, hence learners may choose courses when it is available on SWAYAM platform	4	

Elective Basket-III			
Mandatory Elective Non-Credit Course (MENC**)			
Course Code	**Course Title**	**Credit**	**Opt In**
MA-SC ME 115	**Presentation Skills**	2	**Any one in First Semester**
MA-SC ME 116	**Effective Writing**	2	

SEMESTER-II

Discipline Based Core Course (DBCC)			
Course Code	**Course Title**	**Credit**	
MA-SC CC 201	**India and Global Strategic Challenges**	4	**All three courses are mandatory**
MA-SC CC 202	**International Relations: Communication as a Tool to Reshape Relations**	4	
MA-SC CC 203	**Disaster Communication**	4	
	Elective Basket-IV (DBCE)	4	
	Elective Basket-V (OEIC)	4	
	Elective Basket-VI (MENC)	2	
	Credit	**22**	

Apart from three mandatory DBCC courses a learner can select/choose one course each from the following DBCE-IV, OEIC-V and MENC-VI baskets:

Elective Basket-IV			
Discipline Based Core Elective Course (DBCE)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC CE 204	**Foreign Policy**	4	**Any one in Second Semester**
MA-SC CE 205	**Public Relations and Crisis Communication**	4	
MA-SC CE 206	**Building Brands**	4	

Elective Basket-V			
Open Elective Interdisciplinary Course (OEIC)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC OE 207	**Globalization & Media**	4	**Any one in Second Semester**
MA-SC OE 208	**Intercultural Communication**	4	
MA-SC OE 209	**Strategic Communication in Business**	4	
MA-SC OE 210	To be offered by the other Dept. or faculty **Printing and Publishing Management**	4	
MA-SC OE 211	To be offered by the other Dept. or faculty **Visual Cultures, Practices & Documentation in the Digital Age**	4	
MA-SC SWAYAM 212	In open elective, a learner can also pursue SWAYAM Approved Courses (one Open Elective in semester 1) (4 credits) subject to prior consultation and approval from the head, Department of Strategic Communication, IIMC. The course can be related to media, emerging technology or allied field. Since courses from SWAYAM are flexible and may tend to change, hence learners may choose courses when it is available on SWAYAM.	4	

Elective Based- VI			
Mandatory Elective Non-Credit Course (MENC)**			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC ME 213	**Writing Policy and Research Papers**	2	**Any one in Second Semester**
MA-SC ME 214	**Solution Journalism**	2	

Internship: The learners have to pursue mandatory internship during the summer break between 2nd semester (End of 1st year) and 3rd semester (beginning of 2nd year).

Discipline based Core Course (DBCC)			
Course Code	**Course Title**	**Credit**	
MA-SC CC 301	**Defence Communication**	**4**	**All three courses are mandatory**
MA-SC CC 302	**Dealing with Data**	**4**	
MA-SC CC 303	**Communication Research: Research Methods**	**4**	
	Elective Basket-VII (DBCE)	**4**	
	Elective Basket-VIII (OEIC)	**4**	
	Elective Basket IX (MENC)	**2**	
	Credit	**22**	

Apart from three mandatory DBCC courses a learner can select/choose one course each from the following DBCE-VII, OEIC-VIII and MENC-IX baskets:

Elective Basket-VII			
Discipline Based Core Elective Course (DBCE)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC CE 304	**Dealing with the Social Media**	**4**	**Any one in Third Semester**
MA-SC CE 305	**Digital Media & Emerging Technologies**	**4**	
MA-SC CE 306	**Digital Diplomacy**	**4**	
MA-SC CE 307	**Multimedia Reporting and Editing**	**4**	

Elective Basket-VIII			
Open Elective Interdisciplinary Course (OEIC)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC OE 308	**Media Advocacy**	**4**	**Any one in Third Semester**
MA-SC OE 309	**Media and Religion**	**4**	
MA-SC OE 310	To be offered by other Dept: **Media Laws, Ethics and Regulations in India**	**4**	
MA-SC OE 311	To be offered by other faculty **Discourse Studies**	**4**	
MA-SC OE 312	To be offered by other faculty **Media, Civil Society, Markets and Movements**	**4**	

MA-SC SWAYAM 313	In open elective, a learner can also pursue SWAYAM Approved Courses (one Open Elective in one semester) (4 credits) subject to prior consultation and approval from the head, Department of Strategic Communication, IIMC. The course can be related to media, emerging technology or allied field. Since courses from SWAYAM are flexible & may tend to change, hence learners may choose courses when it is available on SWAYAM platform	4	

Elective Based- IX			
Mandatory Elective Non-Credit Course (MENC**)			
Course Code	Course Title	Credit	Opt in
MA-SC ME 314	Media and Information Literacy	2	Any one in Third Semester
MA-SC ME 315	Cyber Security and Data Privacy	2	

SEMESTER-IV

DISCIPLINE BASED CORE COURSE		
Course Code	Course Title	Credit
MA-SC CC 401	International Law & Institutions	4
MA-SC CC 402	Perception Management	4
MA-SC CC 403	Dissertation + Viva	6+2
	Elective Basket-X (DBCE)	4
	Elective Basket-XI (MENC)	2
	Credit	22

❖ Apart from three mandatory DBCC courses a learner can select/choose one course each from the following DBCE-X, and MENC-XI baskets:

Elective Basket- X			
Discipline Based Core Elective Course (DBCE)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC CE 404	**Media Entrepreneurship**	**4**	**Any one in Fourth Semester**
MA-SC CE 405	**Environment & Climate Change Communication**	**4**	
MA-SC CE 406	**Film Studies**	**4**	

Elective Based- XI			
Mandatory Elective Non-Credit Course (MENC**)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC ME 407	**Effective Leadership and Team Building**	**2**	**Any one in Fourth Semester**
MA-SC ME 408	**Critical Thinking and Decision Making**	**2**	

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Semester-I

Discipline Based Core Course (DBCC)			
Course code	**Course Title**	**Credit**	
MA-SC CC101	**Understanding Communication: Concept & Theories**	**4**	**All three courses are mandatory**
MA-SC CC102	**Introduction to Strategic Communication: Definition, Concept & Relevance**	**4**	
MA-SC CC103	**Understanding Media Landscape & Media Audiences**	**4**	
	Elective Basket –I (DBCE)	**4**	
	Elective Basket –II (OEIC)	**4**	
	Elective Basket –III (MENC)	**2**	
	Total Credits	**22**	

Understanding Communication: Theories and Concepts

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To provide with in-depth exploration of communication theories and concepts
- To help learners examine various theoretical frameworks and their applications in understanding the role of media in society, governance, policy implications and strategic communication
- To equip learners with analytical tools and knowledge essential for effective decision-making and policy development in media and strategic communication.

Unit-1
Fundamentals of Communication
- Definition, scope, importance and process of communication
- Types of communication: verbal and non-verbal
- Levels of communication: Intra, Inter, Group, Mass, Online
- Western and Indian Models of communication
- Communication Models: Linear, Interactive, and Transactional Models
- Barriers to effective communication
- Feedback and its Significance
- Communication, Society & Media

Unit-2
Foundations of Communication Theory
- Introduction to Communication Theory
- Western Theories of communication: Direct effects, Limited effects, Cultural effects
- Historical Development of Communication Studies
- Theoretical Perspectives: Functionalism, Marxism, Critical Theory, and Postmodernism
- Applications of Communication Theory in Media and Communication Governance
- Indian concept of Communication

Unit-3
Media Systems and Policy Frameworks in India
- Overview of Media Systems in India: Print, Broadcast, Digital, and Social Media
- Historical Evolution of Media Policy in India
- Regulatory Frameworks: Press Council, Broadcasting Authority, and Telecom Regulatory Authority, Digital Media Ethics Code-2021
- Media Ownership and Control: Government Regulations and Corporate Influence
- Challenges and Opportunities in Indian Media

Unit-4
Media Content Production and Distribution
- Content creation processes
- Print media: writing, editing, proofreading, printing, distribution
- Digital media: scriptwriting, filming, editing, broadcasting
- Distribution channels and platforms in media ecosystems
- Media consumption trends and audience behaviour

Unit-5
Government Communication & Publicity Mechanism
- Introduction to Government Information & Publicity System
- Basic Philosophy and Percepts of Government
- Information and Publicity System
- Management and Operations
- Supporting Services like backgrounds research, reference & feedback
- Govt. Media organisations in India and their working

Suggested Reading

- McQuail, Denis. (2009). McQuail's Mass Communication Theory. Sage.
- Holmes, David. (2012). Communication Theory: Media, Technology and Society. Sage.
- Ranganathan, Maya & Rodrigues, Usha. M. (2010). Indian Media in a Globalised World. Sage.
- Iyengar, Shanto. & McGrady, Jennifer. (2019). Media Politics: A Citizen's Guide. W. W. Norton & Company.
- Thomas, Pradip. Ninan. (2012). Digital India: Understanding Information, Communication and Social Change. Sage.
- Bettinghaus, E. P. (1973). Persuasive Communication. Holt, Rinehart and Winston Inc.
- Stanton, N. (2009). Mastering Communication. Bloomsbury Publishing.
- Vijay, A. (2024). Over the Top: OTT ka Mayajaal. New Delhi: Prabhat Prakashan.
- Bhattacharya, K.K., Choudhury, B.L. & Rao, R.N. Natyasastra: A Study of Continuity and Progress of Indian Communication Theorising and Praxis, New Delhi: Motilal Banarasidas.
- Singh, O.P. (2018). Sanchar Ke Mool Siddhant. Allahabad: Lokbharati Prakashan (Rajkamal Prakashan).
- Singh, O.P. (2016). Communication: Theory and Practice (With Indian Theory of Communication). New Delhi: Vani Prakashan.
- Singh, O.P (2017). Adi Patrakar Narad ka Sanchar Darshan. Bhopal: Archana Prakashan.
- Singh, J.P. (2016). Sampoorn Sancharvid Acharya Abhinavgupt. New Delhi: Jammu Kashmir Study Centre.
- Sanders, Karen. & Canel, Maria. Jose. (2013). Government Communication: Cases and Challenges. Bloomsbury Academic.

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Introduction to Strategic Communication: Definition, Concept & Relevance

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To provide with in-depth understanding of the Strategic Communication and concepts
- To help learners understand the relevance of strategic communication in present global scenario
- To equip learners with analytical tools and knowledge essential for effective strategic communication
- To critically assess the case studies and real-world examples of successful strategic communication initiatives

Unit-1
Introduction to Strategic Communication
- Definition, scope, importance and process of strategic communication
- Relevance of Strategic Communication
- Functions of Strategic Communication
- Strategic Communication for Defence, Security, International Relations, War, Counter Terrorism, Business, Corporate Sector, etc.
- Tools for Credible Strategic Communication in new eco systems: Physical tool, cognitive tools and info tools.

Unit-2
Elements of Strategic Communication
- Introduction to Comprehensive National Power and net assessment (Population, Education level of people, Military Power, Strong willed leadership)
- Challenges in Strategic Communication
- Strong-willed Leadership for Strategic Communication
- Foundation of Strategic Leadership Communication Competence
- Scenario Building in Strategic Communication
- Brand Credibility and Reputation Management
- Creation and maintenance of Brands for Strategic Communication
- Public Affairs and Public Relations

Unit-3
Understanding the Art of Persuasion
- Cultural intelligence for Strategic Communication (Body language, dress, etc.)
- Strategic Communication for Narrative Building
- Problem and Creative thinking in volatile, uncertain, complex, and ambiguous (VUCA) world
- The Art of Persuasion & Influencing: Logical Proofs, Emotional Proofs, Personal Proofs and Selecting the Influencing Strategy

Unit-4
Competitor Analysis for Strategic Communication
- Concept of Competitor & Rivalry
- Identifying the Competitor's Response Profile
- Competitive Structure Analysis
- Analyzing Competitor's Objectives
- Competitive Advantage
- Competitive Tactics & Strategies

Unit-5
Approaches to Strategic Communication
- Behavioural Analysis for Strategic Communication
- Situation Analysis
- 'Third Party' Endorsement

• Information Warfare	• Psychological Warfare
• Cyber Warfare	• Cognitive Warfare
• Electronic Warfare	• Space Warfare

Suggested Readings

- James, P. Farwell. (2012). Persuasion and Power: The Art of Strategic Communication. Georgetown University Press.
- O'Hair, D. et al. (1995). Strategic Communication in Business and the Professions. Boston: Houghton Mifflin Company.
- Hargie, O. et al. (1999). Communication in Management. England: Gower.
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- Goodman, M. B. & Hirsch, P.B. (2010). Corporate Communication: Strategic Adaptation for Global Practice. New York: Peter Lang.
- Jethwaney, J.S. (2010). Corporate Communication: Principles and Practice. New Delhi: Oxford.
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- Berman, B. & Evans, J.R. (1992). Retail Management: A Strategic Approach. New York: Macmillan.
- Wolfe, Alan. (1993). Profit from Strategic Marketing: How to Succeed in Business Markets. Pitman Publishing.
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- Mallick, P.K. (2023). Information, Cyber and Space Domain and its Application in Future Land Warfare. New Delhi: KW Publishers.
- Kumar, S.P. (2024). Vedic Prayers for Global Peace and universal well being. New Delhi : Vivekananda International Foundation.
- Vivekananda International Foundation (2020). Hindu Buddhist Philosophy on Conflict Audience and Environment Consciousness. New Delhi : Vivekananda International Foundation.
- Gupta, A & Mitra, A. (2020). Relevance of India's Ancient Thinking to Contemporary Strategic Reality. New Delhi : Vivekananda International Foundation.
- Sahay, C.D & Banerjee, G. (2024). Vimarsh : Dialogues and Voices on National Concerns. New Delhi: Vivekananda International Foundation.

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Understanding Media Landscape & Media Audiences

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To help learners understanding Indian media landscape
- To introduce learners to the types of Audiences
- To familiarize learners to the various types of digital audiences and their importance in the field of communication
- To introduce learners to the 'how' and 'why' of online behaviour
- To acquaint learners with the concept of Attention Economy and how tech giants are leveraging 'attention' as a resource.

Unit-1
Understanding Indian Media Landscape
- Print Media
- Broadcast Media: TV & Radio
- Film and Documentaries
- Folk Media
- Digital Media

Unit 2
Understanding Media Audiences
- Understanding Public, Crowd, Group and Mass Audience
- Characteristics of Audiences
- Types of Audiences: Passive, Active and Participatory
- Audience Reception Theories
- Understanding patterns in content consumption
- Shift in content consumptions from languages to dialects
- Growing demand for video content and Memes

Unit 3
Digital Audiences
- Defining Digital Audiences
- Characteristics of Digital Audiences
- Content consumption habits of Digital Audiences
- Techniques for segmenting digital audiences

based on demographics, psychographics, and behaviour
- Importance of Digital Audiences (Advertising, Public Relations, Corporate Communications, Journalism)

Unit 4
Psychology of Digital Audiences
- Behavioral psychology and digital audiences
- Cognitive biases and their impact on online behaviour
- Emotional Responses in Digital Interaction—Echo Chamber, Filter bubble, conspiracy theories, cyber bullying, trolling
- Cross-cultural differences in online behaviours and norms

Unit 5
Digital Audiences and Attention Economy
- Attention: a valuable resource for communicators
- Factors influencing online attention span and behaviour of digital audiences
- Strategies for capturing and maintaining digital audience attention
- Personalisation algorithm and recommen-dation engines
- Attention Economy and Digital Platforms

Suggested Readings

- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Lindgren, S. (2017). Digital media and society. Sage.
- Jackson, S. J., Bailey, M., Welles, B. Foucault., & Lauren, G. (2020). #hashtagactivism: Networks of Race and Gender Justice. MIT Press.
- Schmidt, E., & Cohen, J. (2014a). The new digital age: Reshaping the future of people, nations and business. John Murray.
- Finger, L., & Dutta, S. (n.d.). Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior. O'Reilly Media.
- Dahiya, S. (2021). The House that Zee Built, New Delhi: Rupa Publications.
- Dahiya, S. (2022). Indian Media Giants: Unveiling the Business Dynamics of Print Legacies. Oxford University Press.

Semester-I

Elective Basket-I			
Discipline Based Core Elective Course (DBCE)			
Course Code	Course Title	Credit	Opt in
MA-SC CE 104	Global Communication Landscape	4	Any one in First Semester
MA-SC CE 105	Fundamentals of Reporting & Editing: Print, Broadcast & Digital	4	
MA-SC CE 106	Disinformation & Information Warfare	4	
MA-SC CE 107	Writing for Digital Media: Tools & Techniques for Online Communication	4	

Global Communication Landscape

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To examine the global communication landscape, covering key theoretical concepts, historical developments, contemporary issues, and emerging trends in international media
- To understand the cultural, economic, political and technological factors influencing global media
- To explore the strategies and business models of global media conglomerates
- To examine the case studies of successful & unsuccessful media ventures in global markets
- To evaluate the impact of globalization on media production, distribution and consumption
- To discuss regulatory frameworks and challenges faced by media organizations operating across borders
- To develop critical thinking skills through comparative analyses and discussions of international media systems

Unit 1
Introduction to Global Media
- Definition and scope of global media
- Historical evolution of global media systems
- Overview of global media markets and trends
- Global Media Corporations: BBC, CNN, Al Jazeera, DW, RT International, CGTN, AP, Reuters, New York Times, Washington Post, Guardian
- Theories of media globalization and cultural imperialism
- Comparative analysis of media systems (Western vs. non-Western)
- Global Media Consumption Patterns
- Global Media Ownership, Control and Regulations
- Media Literacy and Cultural Sensitivity

Unit 2
Economic Dynamics of Global Media
- Global media conglomerates, transnational corporations and their business strategies
- Media ownership, consolidation, convergence and concentration trends
- Advertising and revenue models in international media markets
- Media Monetization Strategies

Political Influences on International Media
- Government regulation and censorship in global media markets
- Regulatory frameworks and policy issues in global media
- Media Freedom and Press Independence
- Media Propaganda and Manipulation
- Western Media in Post-Independent India
- Case studies of media manipulation and propaganda

Geopolitics and Global Media
- Role of media in shaping international relations and diplomacy
- Media coverage of conflicts, crises, and humanitarian issues
- Propaganda, censorship, and media freedom in global contexts
- The Elite Space Club

Unit 3
Technological Transformations in Global Media
- Digital disruption and convergence in global media industries
- Impact of digital platforms on media consumption habits
- Challenges and opportunities for traditional media in the digital age

- Emerging Technologies in Media Industry
- Digital Platforms and Media Consumption
- Digital Disruption in Legacy Media Industry
- Global Media Markets: Case Studies

Unit 4
Challenges and Opportunities in Global Media
- Market entry strategies for international media companies
- Monetization challenges and strategies in diverse markets
- Future trends and opportunities in global media industries
- Ethical dilemmas in international journalism and media practice
- Journalistic integrity, objectivity, and accountability

- Media literacy and critical thinking skills for global media consumers

Unit 5
Cultural Factors in International Media
- Cultural imperialism vs. cultural hybridity in media content
- Cultural dimensions of media consumption habits
- Cultural Representation in Media
- Cultural Adaptation in Media Production
- Cultural Influence on Media Consumption
- Case studies of successful cross-cultural media products

Presentations
- Group presentations on case studies
- Peer feedback and reflection on learning outcomes

Suggested Readings

- Upadhyay, Umesh. (2024). Western Media Narratives on India from Gandhi to Modi. Rupa Publications.
- Boyd-Barrett, O., & Rantanen, T. (Eds.). (1998). The Globalization of News. Sage Publications.
- Herman, E. S., & Chomsky, N. (2002). Manufacturing Consent: The political economy of the mass media. Pantheon Books.
- Couldry, N., & Kraidy, M. M. (Eds.). (2010). Global media studies: Ethnographic perspectives. Routledge.
- Sparks, C., & Tulloch, J. (2000). Tabloid tales: Global debates over media standards. Rowman & Littlefield.
- Thussu, D. K. (2020). International Communication: Continuity and Change. Bloomsbury Academic.
- Tomlinson, J. (1999). Globalization and culture. University of Chicago Press.
- Goonasekera, Anura. Servaes, Jan. Wang, Georgette. (2000). The New Communications Landscape: Demystifying Media Globalization. Routledge.
- Hamelink, Cees. J. (2015). Global Communication. Sage Publications.
- Kamalipour, Yahya. R. (2019). Global Communication: A Multicultural Perspective. Rowman & Littlefield.
- Brevini, Benedetta. & Swiatek, Lukasz. (2021). Amazon: Understanding a Global Communication Giant. Routledge.
- Mansell, Robin & Raboy, Marc. (2011). The Handbook of Global Media and Communication Policy. Blackwell Publishing.
- Mjøs, Ole. J. (2022). An Introduction to Global Media for the Twenty-First Century. Bloomsbury.
- Balbi, Gabriele. Fei, Jiang & Richeri, Giuseppe. (2019). China and the Global Media Landscape: Remapping and Remapped. Cambridge Scholars Publishing.
- Herman & MCCHESNEY. (2001). Global Media: The New Missionaries of Global Capitalism. Continuum International Publishing Group.

Fundamentals of Reporting & Editing: Print, Broadcast & Digital

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To understand the principles and values of journalism in print, broadcast and digital media
- To develop skills in news gathering, reporting, and writing for different formats
- Learning techniques for conducting interviews and gathering information from diverse sources
- Exploring the role of editing in refining and enhancing journalistic content
- To examine ethical considerations and professional standards in journalism practice
- To analyze case studies and real-world examples of effective reporting and editing
- To apply journalistic principles to produce high-quality news stories for print, broadcast and digital platforms

Unit-1
Introduction to Journalism

- Overview of journalism as a profession
- Historical context and evolution of journalism ethics
- Ethical considerations in news reporting and editing
- The Role of Journalism in Society: Serving as the Fourth Estate
- Journalism Ethics in the Digital Age: Challenges and Solutions
- Ethics in Investigative Journalism: Balancing Public Interest and Privacy
- Objectivity vs. Advocacy Journalism: Examining Different Approaches
- Diversity and Inclusion in Journalism: Representing Marginalized Voices
- Global Perspectives on Journalism Ethics: Comparative Analysis
- Emerging Ethical Issues in Online Journalism: Clickbait, Sensationalism, etc

Unit-2
Understanding News and Reporting Techniques

- Fundamentals of Reporting
- Types of Reporting: Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Concept of News: Elements, Values, Characteristics and Qualities
- Types of news: Hard and Soft
- News Leads and their types
- Inverted pyramid style, feature style, sand clock style and nut graph
- Covering press conferences and writing from press releases, events and meets
- Differences in reporting for Newspapers / News agencies, TV, Radio, Websites Cultivating, verifying and dealing with sources of news
- Sourcing News: Role and importance of news sources, attribution, Ethical aspect of Sourcing News and Reporting
- Long-Form Journalism: Crafting In-Depth Feature Stories

Specialized Reporting and Beats

- Understanding Beats and types of Specialized Reporting
- City Reporting, Crime Reporting, Political Parties and Politics, Government and Parliamentary
- Legislative, Legal & Court Reporting, Defence, International Affairs, Conflict and War, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Health Reporting, Business, Sports, Travel and Food Reporting

Traditional Newsroom Set-up vs integrated News Room
- Reporting department in newspapers, magazines, agencies, radio & TV
- Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Understanding the SPADE workflow of an integrated newsroom
- Roles in an integrated newsroom
- Production of all formats
- Assembly and post producing content depending on the medium
- Engagement with audience and distribution of content

Unit-3
Other Forms of Writing
- Feature: Definition, characteristics, types: news and non-news features
- Process of feature writing: Ideas and Research
- Tools and Techniques of Feature Writing
- Interview: Types and Techniques
- Opinion Writing: Editorial, Op-ed page and Middle
- Special articles, Weekend pullouts, Supplements, Backgrounders, Reviews (Books/Films/Documentaries)
- Magazine Reporting: Current trends, style and future

Innovation in Reporting and Journalism
- Evidence Based Reporting
- Reporting Data: Dealing with Data, Decoding Data, Analyzing and Interpreting Data, Finding & Writing Story from Data, Incorporating and Presenting Data in News Story/Feature/Opinion pieces, sources of data
- Concepts of Automated Storytelling
- Virtual Reality and immersive Journalism
- Mobile Journalism
- Use of Drones in Journalism, Drone Legalities
- Wearable Journalism

Unit-4
Understanding Editing
- Editing: concept, process and significance

- Editorial Values: objectivity, facts, impartiality and balance
- Concept of news and news making
- Difference between newspaper/ radio and TV copy editing
- Challenges for the Editor: bias, slants and pressures

News and Editorial Desk
- Editorial structure of newspaper/magazines/ news agencies /radio and TV
- Editorial hierarchy and job of various functionaries
- Functioning of news desk
- Convergence and Integrated Newsroom
- News Flow and Editing: Role and Responsibility of Gatekeepers

Editing Process
- News selection: News Value and other parameters
- Handling of news copy
- Planning and visualization of news
- Rewriting news stories
- Headlines and intro
- Stylebook and Style sheet
- Use of synonyms and abbreviations
- Importance of Grammar
- Dealing with fake news and the art of fact checking

Unit 5
Photo Journalism
- History and evolution of Photo journalism
- Understanding camera, lenses and accessories
- Photographic Composition, principles and grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic Coverage of News and Events

Visual Communication
- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media

- Visual journalism
- Visual manipulation and ethics

Layout Design
- Principles of Layout, Design
- Typography, Colour and Graphics
- Newspaper Printing Process and printing terminology
- Typography, colour and visual representation
- Principles of graphics and their importance
- Newspaper printing methods, Different types of printing machines

Handling Newsroom Trauma & Pressure
- Understanding Trauma & Pressure in Newsroom
- Reasons of Trauma & Stress in Newsroom
- Mechanism in global Newsrooms to keep the staff relaxed
- Mechanism in Indian Newsrooms to keep the staff relaxed
- Understanding Trauma Literacy
- Tips to manage Stress & Emotions in Newsroom

Suggested Readings

- Dahiya, S., & Shanbhu, S. (2021). Beat Reporting and Editing: Journalism in the Digital Age. Sage.
- Aamidor, A. (2002). Real Feature Writing. Lawrence Erlbaum Associates Publishers.
- Bowles, A. D. (2011). Creative Editing. Wadsworth.
- Click & Baird (1994). Magazine Editing & Production. WCB Brown & Benchmark.
- Chaturvedi, S.N. (2007). Dynamics of Journalism and Art of Editing. Cybertech.
- Farrel, M. (2010). Newspapers: A Complete Guide to the Industry. Peter Lang.
- Farrell, M., & Cupito, M. C. (2010). Newspapers: A Complete Guide to the Industry (Vol. 6). Peter Lang Inc.
- Flemming & Hemmingway. (2005). An Introduction to Journalism, Vistaar Publications.
- Frost, C. (2001). Reporting for Journalists. London: Routledge.
- Garrison, B. (2000). Advanced Reporting, LEA.
- George, A. H. (1990). News Writing. Kanishka Publications.
- Hakemulder, J.& Singh, J. R. (1990). News Agency Journalism.
- Harrington, W. (1997). Intimate Journalism: The Art and Craft of Reporting Everyday Life. Sage.
- Hicks & Homes. (2001). Sub-editing for Journalists. Routledge.
- Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
- Itule & Anderson. (2002). News Writing and reporting for today's Media, McGraw Hill Publication.
- Johnson, K., & Radosh, J. (2016). Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations. Routledge.
- Joseph & Sharma. (2006). The Media and Women's Issues. Sage.
- Kuhn & Neveu. (2008). Political Journalism: New Challenges, New Practice, London.
- Natarajan & Chakraborty. (1995): Defence Reporting in India: The Communication Gap. Trishul Publications.
- Parthasarathy, R. (1994). Here is the News: Reporting for Media. Sterling Publishers.
- Prasad, H.Y.S. (1993). Editors on Editing. New Delhi: National Book Trust (India).
- Randall, D. (2005). The War Correspondent. London:
- Rogers, G. (1993). Editing for Print. McDonald Book.
- Sharma, R. (Ed.). 2018. Media, the State and Marginalisation: Tackling Challenges, UK. Cambridge Scholars Publishing.
- Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.
- Spark, D., & Harris, G. (1997). Practical Newspaper Reporting, Sage Publication.
- Stein, P. & Burnett. (2000). News Writer's Handbook: An Introduction to Journalism. Blackwell.
- Trujillo, T. (2017). Writing and Reporting News You Can Use. Routledge.

❍ Lindsay, Chris. (2022). Breaking: Trauma in the Newsroom. Maverick House.

❍ Jukes, Stephen. (2020). Journalism and Emotion. SAGE Publications.

❍ Šimunjak, Maja. (2023). Managing Emotions in Journalism: A Guide to Enhancing Resilience Hardcover. Palgrave Macmillan.

❍ Caruso, Carmela. (2023). The Toll it Takes: Media Trauma in an Unrelenting News Cycle. Retrieved from https://www.voanews.com/a/the-toll-it-takes-media-trauma-in-an-unrelenting-news-cycle/6978029.html

❍ Khan, S.G. (2016). Suffering in Silence: Journalists and Mental Health. Retrieved from https://thewire.in/health/suffering-in-silence-journalists-and-mental-health

❍ Barnes, Lyn. (2016). Journalism & Everyday Trauma: A Grounded Theory of the Impact Death-Knocks and Court Reporting. Retrieved from https://core.ac.uk/download/pdf/74311027.pdf

❍ Chen, Zhen. Troy. (2017). Trauma report and its impact on journalists: A case study of Chinese leading news outlets. Retrieved from https://www.researchgate.net/publication/309506608_Trauma_report_and_its_impact_on_journalists_A_case_study_of_Chinese_leading_news_outlets

❍ Shilpa, K., Kumari, A. Das, M.M., Sharma, Tanushree. & Biswal, S.K. Biswal. (2023). Exploring Trauma Literacy Quotient Among Indian Journalists and a Way Forward in Post-Pandemic Era: A Case Study of India. Retrieved from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10125894/

Disinformation & Information Warfare

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To understand the problem of misinformation and disinformation in India and across the world
- To define different types of misinformation from Satire to Imposter content
- To analyze various types of media content
- To fact-check content using variety of tools and techniques
- To understand the use of disinformation and misinformation as a tool of Information Warfare

Unit-1
Introduction to Information Warfare
- Information Warfare: Concept and Historical Background
- Information Warfare Mechanism
- Tools and mediums for Information Warfare
- Audiences and Vulnerability
- Content and forms of Information Warfare
- Forms of Propaganda as part of Information Warfare

Unit-2
Disinformation & Misinformation as tools of Strategic Communication
- Understanding Disinformation, Misinformation and Mal-information across the world
- Misinformation Ecosystem in India
- Tools of Understanding Disinformation, Misinformation & Mal-information
- Disinformation, Misinformation & Mal-information as tools of Information Warfare
- Understanding Information Warfare through case studies at global level
- Filter Bubble
- Echo Chamber
- Biases
- Social Media Giants and their role
- National and International Fact checking Initiatives
- Deep Fakes and AI
- AI, Deepfakes Challenges of countering deep fakes

Unit-3
Types of Misinformation and Disinformation
- Misinformation, Disinformation and Malinformation
- Satire: Role of satire websites and parody handles in spreading misinformation
- Misleading Content
- Imposter Content
- Fabricated Content
- False Context
- False Connection
- Manipulated Content

Unit-4
Debunking and Prebunking Disinformation
- Understanding Debunking
- Understanding Prebunking
- Understanding Disinformation, Misinformation and Mal-information
- Tools for debunking Disinformation and Misinformation

Unit-5
Fact Check Training
- Power of Visuals
- Visuals as vehicle of misinformation and disinformation
- Keyword Search (Keyword Planner)
- Google Reverse Image Search
- Searching images on other search engines like Baidu and Yandex- Tineye, Reveye, Google lens
- Remove Background for search (Remove bg)

- Manipulated Photo- Fotoforensics, Forensically
- Identifying Faces- Pimeyes
- Advanced Video search
- Invid for video verification
- YouTube Data viewer
- Analyser- Frame by Frame Analysis
- Extract text from Pictures and Videos- Blackbox
- Archiving Content before verification
- What places can tell?
- Locating the exact spot (Google Maps, Bing, Naver, Wikimapia, Baidu)
- Geolocation by satellite imagery
- Street View
- Yandex Panorama
- Time travel (Google Earth pro)
- Geotagging
- Content verification – Date and Time: How different platforms display date & time
- Exif Data
- Tweets from a particular location, Tweetdeck-filters
- Snapchat Map

Suggested Readings

- Bradshaw, Samantha, & Philip, N. Howard. (2018). Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation. Computational Propaganda Research Report available at https://demtech.oii.ox.ac.uk/wp-content/uploads/sites/12/2018/07/ct2018.pdf
- McNair, Brian. (2018). Fake News: Falsehood, Fabrication and Fantasy in Journalism. Routledge.
- Meyer, Robinson. (2018). Why It's Okay to Call It 'Fake News'. The Atlantic, Retrieved on March 20, 2024 from https://www.theatlantic.com/ technology/archive/2018/03/why-its-okay-to-say-fake-news/555215/
- Julie, Posetti. & Matthews, Alice. (2018). A Short Guide to the History of 'fake News' and Disinformation. Retrieved on March 2024 from https://www.icfj.org/sites/default/files/2018-07/A%20 Short%20Guide%20to%20History%20of%20Fake%20News%20and%20Disinformation_ICFJ%20 Final.pdf
- La, Phuong. (2023). Fact Check Handbook: Navigating the Truth in the Age of Misinformation (Reasoned Debate: Navigating Rhetoric, Fallacies, and the Art of Persuasion). VnZone.
- O`connor, Cailin & Weatherall, James. Owen. (2019). Misinformation Age: How False Beliefs Spread. Yale University Press.
- Silverblatt, Art. Yadav, Anubhuti, Kundu, Vedabhyas. (2022). Media Literacy: Keys to Interpreting Media Messages. Kanishka Publishers.
- Duggal, Pavan. (202). Fake News & Cyber Legal Approaches in India. Kindle edition.
- Greifeneder, Rainer., Jaffe, Mariela. et.al. (2021). The Psychology of Fake News: Accepting, Sharing, and Correcting Misinformation. Routledge.
- Sinha, Pratik. (2019). India Misinformed: The True Story. HarperCollins India.

Writing for Digital Media: Tools & Techniques for Online Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To analyze digital media evolution and principles of online writing
- To develop compelling content and visual strategies for digital platforms
- To explore social media engagement and analytics
- To explore SEO techniques and content optimization

Unit 1
Introduction to Digital Media Writing
- The digital media landscape and its evolution
- Core principles of effective online writing: clarity, conciseness, and scannability
- Writing for the Web vs. Traditional Media
- Understanding Digital Audiences
- Content Formats and Platforms
- Ethical considerations in digital communication: accuracy, attribution, and plagiarism

Unit 2
Content Creation and Strategy
- Crafting Compelling Headlines and Copy
- The art of the lead paragraph: grabbing and holding attention
- Visual Content: Images, Videos, and Infographics
- User-Generated Content and Crowdsourcing
- Formatting for online audiences: chunking content, bullet points, and white space

Unit 3
Social Media and Engagement
- Social Media Platforms Overview
- Writing for Social Media: Tone, Style, and Format
- Building and Engaging Online Communities
- Social Media Analytics and KPIs

Unit 4
SEO and Content Marketing
- Introduction to SEO
- Keyword Research and Strategy
- SEO Writing and Content Optimization
- Local SEO and Mobile Optimization
- Measuring SEO Success and Analytics

Unit-5
Online Tools for content creation
- Introduction to AI tools for content creation
- Popular AI Tools: ChatGPT, Gemini, Bing, etc
- Challenges posed by AI Tools

Suggested Readings
- Carr, Nicholas. (2011). The Shallows: What the Internet Is Doing to Our Brains. W. W. Norton & Company.
- Handley, Ann. (2014) Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. Wiley.
- Heath, Chip & Heath, Dan. (2007). Made to Stick: Why Some Ideas Survive and Others Die. Random House.
- Halvorson, Kristina. & Rach, Melissa. (2012). Content Strategy for the Web. Pearson.
- Kerpen, Dave. et.al. (2021) Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on All Social Networks That Matter. McGraw Hill-Ascent Audio.
- Kawasaki, Guy & Fitzpatrick, Peg. (2014). The Art of Social Media: Power Tips for Power Users. Portfolio.

❍ Clarke, Adam. (2022) SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies. Independently Published.

❍ Scoble, Robert & Israel, Shel. (2016). The Fourth Transformation: How Augmented Reality & Artificial Intelligence Will Change Everything. Patrick Brewster Press.

❍ Goodwin, Tom. (2023). Digital Darwinism: Survival of the Fittest in the Age of Business Disruption. Kogan Page.

Semester-I

Elective Basket-II			
Open Elective (Interdisciplinary) Course (OEIC*)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC OE 108	**Science & Technology Communication**	**4**	**Any one in First Semester**
MA-SC OE 109	**Strategic Political Communication**	**4**	
MA-SC OE 110	**Health & Wellness Communication**	**4**	
MA-SC OE 111	**Development Communication**	**4**	
MA-SC OE 112	To be offered by the other Dept. or faculty **Indian Knowledge Systems (IKS) in Communication**	**4**	
MA-SC OE 113	To be offered by the other Dept. or faculty **Fundamentals of Governance**	**4**	
MA-SC SWAYAM 114	In open elective, a learner can also pursue SWAYAM Approved Courses (one Open Elective in semester 1) (4 credits) subject to prior consultation and approval from the Course Director of the Department of Strategic Communication, IIMC. The course can be related to media, emerging technology or allied field. Since courses from SWAYAM are flexible and may tend to change, hence learners may choose courses when it is available on SWAYAM platform	**4**	

Science & Technology Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To familiarize learners with the basics of Science & Technology communication
- To train learners how to effectively communicate Science & Technology to diverge audiences through different media formats
- To equip learners with the necessary tools and techniques of effective Science & Technology communication
- To train learners as professional Science & Technology communicators who can contribute to public understanding of Science & Technology and encourage public participation in science and technology related activities

Unit-1
Science & Technology Communication: An Introduction

- Why Communicate Science & Technology to the Public?
- Scientific Ignorance and Scientific Literacy
- Public Understanding of Science & Technology
- Role of Scientists, Media, and Communicators
- Career in Science & Technology Communication

Unit-2
Science & Technology Communication: Theory

- Evolution of Science & Technology Communication
- Science & Technology Communication: Theories and Concepts
- Models and Approaches in Science & Technology Communication
- Methods and Techniques in Science & Technology Communication
- Understanding Audiences, their needs, culture and contexts
- Technical Jargons and their Simplification

Unit-3
Practical Science & Technology Communication: Writing

- Basics of Popular Science Writing
- Science writing Vs. General Writing
- News: Writing Effective Press Releases and News Stories
- Non-News: Writing Articles, Features and Opiniated Pieces
- Science Fiction, Stories and Poetry
- Sources of Science & Technology News and Information
- Infographics and Visuals for Print

Unit-4
Practical Science & Technology Communication: Audio-Visuals

- Telling Science & Technology Stories through Radio and TV
- Science Broadcasting: Radio Formats
- Science Broadcasting: TV Formats
- Making Powerful Science Documentaries
- Interviewing Scientists and Recording Labs/equipment
- Capturing Sound Bites and Science in Action

Unit-5
Practical Science & Technology Communication: New Media and AI

- Creating Science & Technology Content for New Media
- Science & Technology Content Creation and Use of AI

• Writing Science & Technology for the Web: Blogs, Social Media Posts, etc. • Creating Science & Technology Podcasts	and Videos for New Media • Creating Audio-Visual Content through Mobile Devices

Suggested Readings

❍ Sabareesh, P.A. (2022). A Brief History of Science in India. Gurugram; Garuda Prakashan.

❍ Chauhan, B.C. (2024). The History & Culture of Science in Bharata (Vol. 1&2). Gurugram; Garuda Prakashan.

❍ Wilson, Anthony. (1998). Handbook of Science Communication, Routledge.

❍ Holliman, R. (2009). Practising Science Communication in the Information Age, Oxford University Press.

❍ Rajput, A.S.D. (2018). Handbook of Science Journalism, Vigyan Prasar.

❍ Cristina, Hanganu-Bresch. et al. (2022). The Routledge Handbook of Scientific Communication, Routledge.

❍ Kathleen, Hall. Jamieson. et al. (2027). The Oxford Handbook of the Science of Science Communication, Oxford University Press.

❍ Narlikar, Jayant. V. (2003). Scientific Edge: The Indian Scientist from Vedic To Modern Times. Penguin Books India.

❍ Patairiya, Manoj. (2007). Vigyan Patrakarita. Vani Prakashan.

❍ Salvi, Dilip. M. (2002). Science in Indian Media a blue print for the New Millennium. Vigyan Prasar.

❍ Mishra, Shiv. Gopal. (2003). Hindi me vigyan lekhan ke sau varsh. Vigyan Prasar.

❍ Bauer, Martin. W. & Bucchi, Massimiano. (2008). Journalism, Science and Society: Science Communication Between News and Public Relations. Routledge.

❍ Dunwoody, Sharon. (2014). Science Journalism: Prospects in the Digital Age. Routledge.

❍ Bucchi, Massimiano. (1998). Science and the Media: Alternative Routes to Scientific Communications. Routledge.

❍ Nature, Special Issue on Science Journalism. Available online at: http://www.nature.com/news/specials/sciencejournalism/index.html

❍ Burkett, D.W. (1969). Writing Science News for Mass Media, New York: Greenwood Press.

❍ Claron, Burnett. (1973). Agricultural News Writing. Kendall Hunt Publications.

❍ Elise, H. (2003). Ideas into Words: Mastering the Craft of Science Writing. Johns Hopkins University Press.

❍ Fox, Rodney. (1969). Agricultural and Technical Journalism, New York: Greenwood Press.

❍ Gregory, J. & S. Miller. (1998). Science in Public: Communication Culture and Credibility. New York: Plenum Press.

❍ Thomas, Richard. K. (2005). Health communication, New York: Springer.

❍ Nelkin, D. (1987). Selling Science: How the press Covers S&T, New York: Freeman & Co.

❍ Stuart, A. (2011). Science Journalism in a Digital Age.

❍ Goepfert, W. (2008). The Strength of PR and the Weakness of Science Journalism. Routledge.

Strategic Political Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To examine the theories, practices and dynamics of political communication in both global and Indian contexts with focus on strategic communication
- To have basic understanding of the functioning of political parties and Election process in India
- To help the learners explore the role of communication and media in shaping political discourse, electoral campaigns, government communication, and public opinion formation
- To help the learners gain insights into the complexities of political communication and its implications for strategic communication

Unit-1
Introduction to Political Communication

- Introduction to Political Communication: Definitions and Concepts
- Theoretical Frameworks: Agenda-setting, Framing, Spiral of Silence, and Uses and Gratifications, Mediatization
- Role of Media in Political Communication: Information Dissemination, Agenda-setting, and Framing
- Media Effects on Political Knowledge, Attitudes, and Behaviours
- Case Studies on Political Communication in Global and Indian Contexts

Unit-2
Indian Political Parties

- National Political Parties
- Regional Political Parties
- Pressure Groups
- Coalition Politics
- Parliament & Legislative Assemblies Reporting

Unit-3
Political Campaigns and Electoral Communication

- Political Campaign Strategies and Techniques: Advertising, Public Relations, and Social Media
- Media Coverage of Elections: Campaign Advertising, News Framing, and Candidate Image
- Role of New Media in Electoral Communication: Social Media Campaigns, Online Debates, and Viral Marketing
- Election Monitoring and Regulation: Role of Election Commissions and Media Coverage Guidelines
- Case Studies on Political Campaigns and Electoral Communication in India and Global Elections

Unit-4
Government Communication and Public Relations

- Government Communication Strategies: Public Information, Public Diplomacy, and Crisis Communication
- Media Relations and Press Management in Government: Press Conferences, Press Releases, and Media Briefings
- Public Opinion Management and Persuasion Techniques in Government Communication
- Challenges to Government Communication: Media Scrutiny, Transparency, and Accountability
- Case Studies on Government Communication and Media Relations in Global and Indian Contexts

Unit-5
Media Policy and Regulation in Political Communication
- Media Regulation Frameworks: Broadcasting Laws, Press Freedom, and Internet Governance
- Political Advertising Regulations: Content Restrictions, Spending Limits, and Disclosure Requirements
- Media Ownership and Political Influence: Concentration, Cross-ownership, and Political Bias
- Role of Regulatory Bodies in Ensuring Fairness, Accuracy, and Balance in Political Communication
- Case Studies on Media Policy and Regulation in Political Communication in India and Global Media Systems

Suggested Readings

- Bhatnagar, S. (2018). Social Media in South Asia: Tracking Political and Social Change. Sage.
- Biswas, Prasenjit & Bhattacharjee, Nirmal. Kanti. Media and Politics in Contemporary India: Some Issues and Concerns
- Chadha, K. (2019). Indian Politics and Society since Independence: Events, Processes and Ideology. Routledge.
- Chatterjee, P., & Dutta, P. (2019). Communication, Culture and Confrontation: A Reader. Routledge India.
- Davis, Aeron. (2019). Political Communication: A New Introduction for Crisis Times. Polity.
- Desai, R. (Ed.). (2017). Communication in India: Historical and Comparative Perspectives. Routledge.
- Helfert, David, L. (2017). Political Communication in Action: From Theory to Practice. Lynne Rienne.
- Jayal, N. G. (2019). Representing India: Political Rhetoric and Visual Representation. Routledge India.
- Kamalipour, Yahya. R. (2010). Media, Power, and Politics in the Digital Age: The 2009 Presidential Election Uprising in Iran. Rowman & Littlefield Publishers.
- Kaul, A. (Ed.). (2018). Media and Political Engagement: Citizens, Communication, and Democracy. Routledge.
- Kaur, R. (2019). Social Media and Political Mobilization in India. Routledge India.
- Krishnamurthy, R. (2017). Digital Democracy: Analysing the Use of New Media in Indian Politics. Sage.
- Kumar, P. (2018). Political Advertising in India: Dimensions and Impact. Routledge.
- Ray, S. (2017). Mapping Multiple Realities: Rhetoric in India. Oxford University Press.
- Robertson, Alexa. (2015). Media and Politics in a Globalizing World. Polity.
- Semetko, Holli. A. & Scammell, Margaret. (eds). (2012). The SAGE Handbook of Political Communication. Sage.
- Sen, A. (2018). The Argumentative Indian: Writings on Indian History, Culture and Identity. Penguin Books India.
- Sen, S. (2019). Political Branding in India: A Conceptual Framework. Sage.
- Sharma, M. (2017). The Social Media Mavens: Politics, Democracy, and the Fate of Deliberation. Oxford University Press.
- Singh, A. (2018). Political Campaign Communication: Principles and Practices. PHI Learning Pvt. Ltd.
- Singh, P. (2019). Political Communication in India: From the Era of Print to Social Media. Oxford University Press.
- Sinha, S. (2019). Political Public Relations in India: New Challenges and Opportunities. Routledge.

❍ Sisodia, Yatindra. Singh & Chattopadhyay. Pratip. (eds). (2023). Political Communication in Contemporary India: Locating Democracy and Governance. Routledge.

❍ Srivastava, N. (2019). Social Media and Political Communication in India: Emerging Trends and Challenges. Springer.

❍ Street, John. (2021). Media, Politics, and Democracy. Bloomsbury Publishing.

❍ Tripathi, S. (2018). Speaking the Nation: The Oratorical Making of Secular, Neoliberal India. Penguin Random House India.

❍ Trivedi, P. (2017). Political Marketing and Political Communication: Strategies in Indian Context. Springer.

❍ Varshney, A. (2017). Political Science Research in India: The State of the Discipline. Oxford University Press.

❍ Vowe, Gerhard. & Henn, Philipp. (eds). (2015). Political Communication in the Online World: Theoretical Approaches and Research Designs. Routledge.

❍ Wahl, Karin. (ed). (2021). Politics and the Media: Intersections and New Directions. Sage Publications.

Health & Wellness Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To acquire basic understanding of Indian and global healthcare systems
- To understand health and wellness communication and its outcomes
- To understand the role of communication and its effect in promoting health and wellness
- To understand the correlation of theory and practice in health communication settings and campaigns.
- To identify the strategies for targeting various audiences and health communities for health communication campaigns
- To develop effective health messages for individuals and publics by understanding how the media, literacy affect the perceptions of health

Unit-1
Understanding Healthcare systems
- Introduction to Health & wellness Communication: Theoretical and Critical Perspective
- Introduction to Modern & Indian Systems of Medicines (Allopathic & Ayush)
- Indian Concept of Health and wellness
- Changing Health Needs of public
- Health Care System in Public and Private Sector
- Role of Global Agencies in Public Healthcare

Unit-2
Health Literacy
- Challenges in Health Communication and Behaviour Change
- Health Promotion at Community Level
- Communicating Health & wellness
- Communication in Drug Abuse Preventions
- Health Communication Campaign Design
- Public Health, Family Planning and Communication

Unit-3
Dealing with Health Disasters
- Conceptual Framework for Strategic Communication in Health
- Dealing with Disasters: Health Communication during Pandemics
- Health Risk Communication
- Misinformation, Disinformation and Health Literacy
- Medical Tourism
- Understanding Technological evolutions in health sector

Unit-4
Understanding Legal Framework and Health Institutions
- Health related research Organisations in India and abroad
- Media guidelines by ICMR
- Laws governing the Indian Health Sector
- Basic understanding of the pharmaceutical sector
- Understanding of E-health
- Medical Research
- Pharmaceutical sector
- Health Insurance

Unit-5
Communicating Health & Wellness
- Evolution and Functions of IEC (Information, Education and Communication)
- Social media as a vehicle to communicate Health Information

• Role of Public Campaigns in Promoting Health Literacy • Helping patients Access High Quality	Health Information • Best Practices in public health and Crisis Communication

Suggested Readings

○ Harvey, K. & Koteyko, N. (2013). Exploring Health Communication Language in Action. London: Routledge.

○ Cross, R., Davis, S. & O'Neil, I. (2017). Health Communication: Theoretical and Critical Perspective. Cambridge: Polity.

○ Kar, B. S. et. el. (2001). Health Communication: A Multicultural Perspective. New York: Sage.

○ Gwyn, R. (2002). Communicating Health and Illness. New Delhi: Sage.

○ Bracht, N. (Ed.) (1999). Health Promotion at the Community Level. New Delhi: Sage.

○ Piotrow, P.T. et. al. (1997). Health Communication: Lessons from Family Planning and Reproductive Health. London: Praeger.

○ Whaley, B.B. (Ed.) (2014). Research Methods in Health Communication: Principles and Application. New York: Routledge.

○ Kreps, G.L. (Ed.). (2010). Health Communication: Health Communication in the Delivery of Health Care (volume-1). New Delhi. Sage.

○ Kreps, G.L. (Ed.). (2010). Health Communication: Health Communication and Health Promotion (volume-2). New Delhi. Sage.

○ Kreps, G.L. (Ed.). (2010). Health Communication: Health Risk Communication (volume-3). New Delhi. Sage.

○ Kreps, G.L. (Ed.). (2010). Health Communication: Health Communication and New Information Technologies-eHealth (volume-4). New Delhi. Sage.

○ Kreps, G.L. (Ed.). (2010). Health Communication: Health Communication and the Health care system (volume-5). New Delhi. Sage.

○ Seale, C. (2002). Media and Health. London: Sage Publications.

Development Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To provide an in-depth exploration of development communication within the Indian context
- To help the learners examine the theories, practices, and challenges of communication in fostering social change, sustainable development, and empowerment
- To help the learners gain a comprehensive understanding of the role of communication in addressing developmental issues in India
- To explain the role of various media in development communication
- To discuss the role & impact of new communication technologies for imparting development communication

Unit-1
Introduction to Development Communication
- History of Development
- Overview of Development Communication and Development Journalism
- Dominant Paradigm-WW Rostows theory, critique of the dominant paradigm
- Communications based on the Dominant Paradigm
- Alternative approaches to development-Schumacher, Carson
- Dependency Paradigm- Gunder Frank, Cardoso and Galtung, development and under development, centre-periphery relation and third world perspectives
- Critique of Dependency
- Communications based on Dependency Paradigm, cultural imperialism
- Participatory Paradigm- Freire, Communitarian model
- Critique of Participatory paradigm
- Government role in Development
- Rights Based approach to development
- Telecommunications and Development

Unit-2
Development Journalism
- Evolution of development journalism
- Scope and relevance of development journalism
- Research for development stories –reports and data sets
- Development reporting: tools and techniques
- Field visits, observation and interviews
- Beats, areas within development journalism
- Ethical considerations

Unit-3
Development Communication
- Theories- Diffusion of Innovation, modernization
- International Development Agencies and programs—MDGs, SDGs.
- Role of Civil society, NGOs and Government
- Writing for media—press releases, rejoinders etc
- Participatory Communication: Principles and Practices
- Community Engagement and Empowerment
- Participatory Action Research and Communication for Social Change

Unit 4
Development Communication in India
- Historical context
- Government Campaigns through ad deconstruction and Case studies.
- Corporate Social Responsibility and Campaigns, case studies
- Effective Development Journalism practices and case studies

Media and Technology in Development Communication
- Role of Traditional and New Media in Development
- ICTs for Development: Mobile Phones, Internet and Social Media
- Digital Storytelling and Multimedia Approaches

Unit 5
Advocacy and Social Marketing
- Concepts of Media Planning
- Campaign planning for social causes
- Advocacy Campaigns: Strategies for Social Change
- Social Marketing: Applying Commercial Marketing Techniques to Social Issues
- Public Relations and Media Relations for Development Organizations
- Social advertising and brand management

Practical
- Monitoring and Evaluation of Development Communication Programs
- Assessing Social Impact and Behaviour Change
- Using Data and Metrics to Measure Success

Suggested Reading

- Servaes, J. (2013). Communication for Development and Social Change. Sage Publications.
- White, S. A., & Asante, M. (Eds.). (2001). New Agendas for Communication for Development. Kumarian Press.
- Gumucio-Dagron, A., & Tufte, T. (Eds.). (2006). Communication for Social Change Anthology: Historical and Contemporary Readings. Communication for Social Change Consortium.
- Rogers, E. M. (2003). Diffusion of Innovations (5th ed.). Free Press.
- Melkote, S. R., & Steeves, H. L. (2001). Communication for Development in the Third World: Theory and Practice for Empowerment. Sage Publications.
- Jacobson, T. L. (Ed.). (2009). Communication Perspectives on HIV/AIDS for the 21st Century. Routledge.
- Lee, S. D., & Maslog, C. C. (Eds.). (2005). Making Waves: Stories of Participatory Communication for Social Change. Praxis Publishing.
- Rice, R. E., & Atkin, C. K. (2013). Public Communication Campaigns (4th ed.). Sage Publications.
- Sriramesh, K., & White, J. (Eds.). (2007). The Global Public Relations Handbook: Theory, Research, and Practice. Routledge.
- Hemer, O., & Tufte, T. (Eds.). (2005). Media and Glocal Change: Rethinking Communication for Development. Clarity Press.
- Karin, Gwinn. Wilkins, Thomas. Tufte. Rafael, Obregon. (2014). The Handbook of Development Communication and Social Change. Wiley-Blackwell.
- Melkote, Srinivas & Steevs, H. Leslie. (2001). Communication for Development in the Third World (2nd Edition). New Delhi: Sage.
- Joshi, P.C. (2002). Communication and National Development. New Delhi: Anamika Publishers & Distributors.
- Servaes, Jan, Jacobnson, Thomas. & White, Shirley. (1996). Participatory Communication for Social Change. New Delhi: Sage.
- McLuhan, Marshall. (1964). Understanding Media. New York: Mc Graw-Hill.
- McQuail, Denis. (2002). Mass Communication Theory. London: Sage.
- Schramm, Wilbur. (1971). The Process and Effects of Mass Communication. Urbana: University of Illinois Press.

Indian Knowledge Systems (IKS) in Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To understand the concept, principles, and philosophy of India's ancient communication systems
- To explore the etymology of 'Sanchar' and communication in Indian traditions
- To examine the concept of 'Rasa Siddhant', principles of 'Sadharanikaran' and concept of 'Sahridaya' and its relevance in Indian communication theories
- To analyze the role of Veda, Vedang, and Shadadarshan in shaping the Indian communication systems
- To explore communication themes in the Upanishads and their relevance in contemporary discourse
- To identify and analyze the contribution of prominent Indian communicators
- To explore the diversity of India's folk traditions including folk dances, folk theatre, folk art, folk literature, folk songs, fairs and festivals
- To facilitate the learners to understand importance of roots of Indian Knowledge based communication traditions and their systems
- To make the learners acquaint with the relevance of Indian communication tradition and help them apply it to day-to-day life.

Unit 1
Indian Knowledge System: An Introduction
- India's ancient Communication System
- Concept, Principles and philosophy
- Etymology of 'Sanchar' and Communication
- Sources of Indian Communication
- 'Sanchar' and 'Samvad' in Indian Tradition

Unit 2
Indian Theories of Communication
- Rasa Siddhant
- Sadharanikaran
- Concept of Sahridaya
- Theory of भवतु सब्ब मंगलम (Let the welfare of all be)
- Theory of सत्यमेव जयते (Satyamenv Jayate)
- Puranas and Story Telling Method
- Theory of Natya Shastra

Unit-3
Indian Communication Tradition
- Veda, Vedang and Shadadarshan
- Communication in Upanishads
- Communication in Srimad Bhagwadgita
- Buddhist Communication System
- Tripitik, Jain Literature, Guru Granth Sahib, Sangam Literature and Tirukkural
- Bhakti Literature and Communication

Unit-4
Legacy of Indian Communicators
Devarshi Narada, Maharshi Valmiki, Maharshi Vyasa, Bharat Muni, Abhinav Gupta, Kautilya, Adi Shankaracharya, Guru Nanak Dev, Swami Vivekananda, etc.

Unit-5
India's Folk and Classical Traditions
- Folk Dances, Folk Theatre, Folk Art, Folk Literature, Folk Songs, Fairs and Festivals.
- Classical Dance, Classical Theatre, Classical Music
- Bharatiya Bhasha tradition

Suggested Readings

- Bhattacharya, K.K., Choudhury, B.L. & Rao, R.N. (2023). Natyasastra: A Study of Continuity and Progress of Indian Communication Theorising and Praxis, New Delhi: Motilal Banarasidas.
- Sabareesh, P.A. (2022). A Brief History of Science in India. Gurugram; Garuda Prakashan.
- Chauhan, B.C. (2024). The History & Culture of Science in Bharata (Vol. 1&2). Gurugram; Garuda Prakashan.
- Singh, Sukhnandan. (2022). Adhyatmik Patrakarita. Dehradun: Vinsar Publishing Company.
- Rakesh, A.V. (2015). Swami Shraddhanand aur Unka Patrakar Kul. New Delhi: Prabhat Prakashan.
- Adhikary, N. M. (2008). The sadharanikaran model and Aristotle's model of communication: A comparative study. Bodhi: An Interdisciplinary Journal, 2, 268-289.
- Adhikary, N. M. (2009). An introduction to Sadharanikaran model of communication. Bodhi: An Interdisciplinary Journal, 3(1), 69-91.
- Adhikary, N. M. (2010). Communication and moksha-in-life. Ritambhara: Journal of Nepal Sanskrit University Research Center, 14, 183-195.
- Adhikary, N. M. (2010). Sancharyoga: Approaching communication as a vidya in Hindu orthodoxy. China Media Research, 6(3), 76-84.
- Adhikary, N. M. (2010). Sahridayata in communication. Bodhi: An Interdisciplinary Journal, 4(1), 150-160.
- Adhikary, N. M. (2011). Theorizing communication: A model from Hinduism. In Y. B. Dura (Ed.), MBM anthology of communication studies (pp. 1-22). Kathmandu: Madan Bhandari Memorial College.
- Banerjee, A. (Ed.). (2009). Indian Communication Theories: Methods and Practices. Sage Publications.
- Chakraborty, K. (2016). Indian Communication: Theory and Practice. Oxford University Press.
- Chattopadhyay, S., & Mazumdar, S. (2018). Communication in Ancient India: An Analytical Study. DK Printworld.
- Dwyer, R. (2006). Filming the Gods: Religion and Indian Cinema. Routledge.
- Narula, S. (2014). The Bhagavad Gita and the West: The Esoteric Significance of the Bhagavad Gita and Its Relation to the Epistles of Paul. Quest Books.
- Patnaik, S. (2007). Indian Communication: An Historical Perspective. Pearson Education India.
- Rangarajan, L.N. (2001). The Collected Essays of L.N. Rangarajan. Orient Blackswan.
- Sarangi, J., & Hu, G. (Eds.). (2019). Indian Communication: Perspectives and Practices. Routledge.
- Saumitra, A. (2022). Sanchar ka Samajshastra, Madhya Pradesh Hindi Granth Academy
- Sharma, A. (2010). The Monk Who Sold His Ferrari: A Fable About Fulfilling Your Dreams & Reaching Your Destiny. HarperCollins India.
- Sharma, B. (2020). World Heritage Sikh Guru Tradition. National Book Trust.
- Sharma, S.K. (2023). Bhartiya Pragyan: Parampara ka Punya Pravah. National Book Trust.
- Shukla, S., & Kaul, V. (Eds.). (2015). Communication Research in India: Methods and Approaches. Cambridge University Press.
- Singh, O. (2018). Sanchar ke mool Siddhant. Lokbharti Prakashan.
- Soni, S. (2006). Hamari Sanskritik vichardhara ke mool shrot. Lokhit Prakashan.
- Srimad Bhagavad Gita. (Year). Geeta Press.
- Tewari, I.P. (1980). Sadharanikaran: Indian Theory of Communication. Indian and Foreign Review, (pp. 13-14).
- Pillai, Jagdish. (2023). The Indian Folk Arts and Craft: An Exploration of India's Regional Folk Arts and Crafts. Notion Press.
- Tripathi, R. (2008). Sankshipt Natyashastram. Vani Prakashan.

- Tripathi, R. (2016). Vāda in Theory and Practice: Studies in Debates, Dialogues and Discussions in Indian Intellectual Discourses. DK Printworld.
- Varadharajan, A., & Moorthy, K. (2012). Communication Theories: Perspectives from India. Macmillan Publishers India.
- Venkatesan, S. (2012). The Secret of the Nagas. Westland Publications.
- Yadava, J.S. (1979). Communication in an Indian village. In W. C. McCormack & S. A. Wurm (Eds.), Language and Society: Anthropological issues (pp. 627-636). The Hague: Mouton.
- Yadava, J.S. (1987). Communication in India: The tenets of Sadharanikaran. In D. L. Kincaid (Ed.), Communication theory: Eastern and Western perspectives (pp. 161-171). San Diego, CA: Academic Press.
- VIF. (2002). India's Contribution to World Thought and Culture. New Delhi : Vivekananda International Foundation.

Fundamentals of Governance

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- Understand the concept of governance and its significance in different organizational settings
- Identify the key principles and theoretical frameworks underlying effective governance practices
- Analyze different models and structures of governance, including corporate governance, public governance, and non-profit governance
- Evaluate the roles and responsibilities of governing bodies, executives, shareholders, and other stakeholders in governance processes
- Examine the relationship between governance, ethics, and social responsibility
- Discuss the challenges and emerging trends in governance, including globalization, technological advancements, and regulatory compliance
- Apply governance principles to real-world case studies and scenarios
- Develop critical thinking and problem-solving skills to assess and improve governance practices in diverse contexts

Unit 1
Introduction to Governance

- Definition and Concept of Governance
- Historical Evolution of Governance
- Theories and Models of Governance (e.g., Traditional, Corporate, Network Governance)
- Key Principles of Democratic Governance (e.g., Transparency, Accountability, Participation, Rule of Law)
- Key theoretical perspectives on governance: agency theory, stakeholder theory, stewardship theory
- Principles of good governance: Accountability, Transparency, Responsibility, Fairness
- Importance of governance in organizations and society
- Case Studies on Governance Practices in Different Sectors

Unit 2
Governance Models, Structures and Processes

- Governance Structures: Roles and Responsibilities of Stakeholders (e.g., Board of Directors, Corporate governance: board of directors, executive management, shareholders)
- Public governance: government agencies, regulatory bodies, public-private partnerships
- Non-profit governance: Board governance, Volunteer Management, Stakeholder Engagement, Government Agencies, Shareholders
- Decision-Making Processes in Governance
- Regulatory Frameworks and Legal Aspects of Governance
- Corporate Governance Codes and Standards
- Case Studies on Governance Structures and Processes
- Duties and responsibilities of governing bodies and executives
- Shareholder activism and corporate governance mechanisms
- Stakeholder engagement and community involvement

Unit 3
Challenges, Ethics and Issues in Governance

- Governance Challenges in Contemporary Society (e.g., Globalization, Technological Advancements, Environmental

Sustainability)
- Ethical Issues in Governance (e.g., Conflict of Interest, Corruption, Human Rights)
- Diversity and Inclusion in Governance
- Crisis Management and Governance
- Case Studies on Governance Challenges and Issues

Unit 4
Innovations and Best Practices in Governance and E-Governance
- Innovations in Governance (e.g., E-Governance, Participatory Governance, Social Entrepreneurship)
- Concept and Definition of E-Governance
- Evolution of E-Governance: Global and Indian Perspectives
- Principles of Good E-Governance
- Role of ICT in E-governance, issues of digital divide
- Corporate Social Responsibility (CSR) and Sustainable Governance
- Stakeholder Engagement and Collaboration in Governance
- Monitoring, Evaluation, and Continuous Improvement in Governance
- Case Studies on Innovations and Best Practices in Governance

E-Governance Models and Frameworks
- E-Governance Interactions (G2C, G2B, G2G, G2E)
- National E-Governance Plan (NeGP) of India: Vision, Mission, and Objectives
- Legal Framework for E-Governance in India: IT Act and Related Laws
- Institutional Framework for E-Governance in India (DeitY, MeitY, etc.)
- Case studies of successful global e-governance initiatives

Governance Reform and Innovation
- Trends in governance reform efforts
- Innovations in governance practices and technologies
- Prospects for future governance developments

Unit 5: Case Studies in Governance
- Analysis of governance failures and scandals
- Examination of successful governance practices and strategies

Key E-Governance Initiatives in India
- Digital India: Pillars, Strategies, and Impact
- Aadhaar: Unique Identification System and its Applications in E-Governance
- E-Services Delivery Platforms (e-District, e-Procurement, etc.)
- Mobile Governance Initiatives in India
- Role of E-governance in Rural India: Significant Projects
- Changing Technological Trends in E-governance

Governance in Specialized Contexts
- Diversity and inclusion in governance
- Environmental, social, and governance (ESG) considerations
- Government Information Systems

Practical
- Group project: Apply governance principles to analyse a real-world case study
- Presentation of findings and recommendations
- Reflection on key learnings and insights from the course

Suggested Readings
- Assisi, C., & Ramnath, N. S. (2018). The Aadhaar effect: Why the world's largest identity project matters. OUP India.
- Baker, H. K., & Anderson, R. (2010). Corporate governance: A synthesis of theory, research, and practice. John Wiley & Sons.
- Chait, R. P., Ryan, W. P., & Taylor, B. E. (2005). Governance as leadership: Reframing the work of nonprofit boards. John Wiley & Sons.
- Cornforth, C., Brown, W. A., & Mohamed, H. (Eds.). (2013). Nonprofit governance: Innovative

perspectives and approaches. Routledge.

- Hill, C. W. L., & Jones, G. R. (2019). Strategic management theory: An integrated approach. Cengage Learning.
- Joss, S., & Grin, J. (Eds.). (2007). The governance of sustainable development: Taking stock and looking forward. Edward Elgar Publishing.
- Schnoll, Hans. J. (2010). E-government: Information, technology, and transformation. Routledge.
- Monks, R. A. G., & Minow, N. (2011). Corporate governance. John Wiley & Sons.
- Muttoo, S. K., Gupta, R., & Pal, S. K. (2019). E-governance in India: The progress status. Palgrave Macmillan.
- Prabhu, C. S. R. (2012). E-governance: Concepts and case studies. PHI Learning Pvt Ltd.
- Saich, T. (2011). Governance and politics of China. Palgrave Macmillan.
- Sharma, V. (2016). Information technology law and practice: Law & emerging technology cyber law & e-commerce. Universal Law Publishing.
- World Bank. (2016). Reforming public services in India: Drawing lessons from success. Sage India.
- Solomon, J. (2019). Corporate governance and accountability. John Wiley & Sons.
- Stillman II, R. (2010). Public administration: Concepts and cases. Cengage Learning.
- Stoker, G. (2010). Transforming local governance: From Thatcherism to New Labour. Palgrave Macmillan.
- Thomas, P. N. (2012). Digital India: Understanding information, communication and social change. Sage India.
- Tricker, B. (2012). Corporate governance: Principles, policies, and practices. Oxford University Press.
- Weiss, T. G., & Wilkinson, R. (Eds.). (2014). Global governance: Why? What? Whither? Polity Press.
- Williamson, O. E., & Şahin, M. (Eds.). (2011). Theories of governance: Reconceptualizing public administration, politics, and public policy. Routledge.

Elective Basket-III

Mandatory Elective Non-Credit Course (MENC**)			
Course Code	**Course Title**	**Credit**	**Opt In**
MA-SC ME 115	**Presentation Skills**	**2**	**Any one in First Semester**
MA-SC ME 116	**Effective Writing**	**2**	

Presentation Skills

50 Marks: Theory-25, Practical-25
Credits: 2

Course Objectives
- To understand the importance of effective presentation skills in academic and professional settings
- To develop verbal communication skills for delivering clear and engaging presentations
- To master non-verbal communication techniques such as body language and vocalics
- To learn strategies for creating and using visual aids to support presentations
- To explore techniques for engaging and interacting with the audience
- To overcome stage fright and develop confidence in public speaking

Unit 1
Introduction to Communication & Presentation Skills
- Importance of effective presentations in professional and academic contexts
- Verbal Communication
- 7 Cs of communication
- Non-verbal Communication: Proxemics, Kinesics, Oculesics, Vocalics, Chronemics, Haptics, Olfactics

Unit 2
Presentation Planning and Structure and Delivery Techniques
- Setting clear objectives for presentations
- Developing a coherent structure
- The Opening Statement
- The Body of the Speech
- Using storytelling techniques, weaving in Anecdotes to captivate the audience
- Overcoming nervousness and Confidence-building exercises
- Rehearsal strategies for smooth delivery
- Overcoming Stage Fright
- Coping strategies and relaxation techniques
- Techniques for effective delivery, including pacing and emphasis

Unit 3
Visual Design and Slide Creation
- Principles of effective visual design
- Selecting appropriate visuals
- Effective use of multimedia tools
- Creating visually appealing slides using presentation software
- Techniques for capturing audience attention
- Structuring Presentations

Unit 4
Public Speaking and Audience Analysis
- Understanding different audience types and psychology of audiences
- Techniques for engaging an audience
- Tailoring presentations to specific audiences
- Understanding anxiety and fear of public speaking
- Creating compelling narratives
- Audience and Audience contact
- Dealing with audience questions and feedback
- Handling unexpected situations and technical difficulties
- Incorporating audience participation and interaction
- Using humor and storytelling to engage the audience
- Incorporating data and statistics effectively
- Facilitating discussions and group activities
- Using technology for interactive presentations (polls, quizzes, etc.)

Unit 5
Group Presentations and Collaboration
- Persuasion and influencing techniques
- Adapting presentations to different audiences

• Effective communication and teamwork in group presentations • Assigning roles and responsibilities within the group • Constructive feedback	**Practical** • Each learner has to deliver a final presentation on a topic of his/her choice • Evaluation and feedback from instructor and peers • Reflection on progress and areas for improvement

Suggested Readings

❍ Anderson, C. (2016). TED talks: The official TED guide to public speaking. Mariner Books.
❍ Berkun, S. (2009). Confessions of a public speaker. O'Reilly Media.
❍ Carnegie, D. (1990). The quick and easy way to effective speaking. Pocket Books.
❍ Carnegie, D. (2006). Public speaking for success. Pocket Books
❍ Duarte, N. (2008). Slideology: The art and science of creating great presentations. O'Reilly Media.
❍ Gallo, C. (2010). The presentation secrets of Steve Jobs: How to be insanely great in front of any audience. McGraw-Hill Education.
❍ Gallo, C. (2015). Talk like TED: The 9 public-speaking secrets of the world's top minds. St. Martin's Griffin.
❍ Humes, J. C. (2002). Speak like Churchill, stand like Lincoln: 21 powerful secrets of history's greatest speakers. Three Rivers Press.
❍ Lucas, S. E. (2014). The art of public speaking (12th ed.). McGraw-Hill Education.
❍ Reynolds, G. (2008). Presentation Zen: Simple ideas on presentation design and delivery. New Riders.

Effective Writing

50 Marks: Theory-25, Practical-25
Credits: 2

Course Objectives
- To understand the importance and principles of effective writing
- To learn the writing process and organizing the content
- To develop a personal writing style adaptable to different genres and audiences.
- To refine writing style for clarity, coherence and consistency
- To practice different types of academic and professional writing
- To acquire proficiency in effective business writing and formatting professional documents
- To explore editing strategies for self-proofreading, incorporating feedback to revise and improve written communication

Unit 1
Introduction to Effective Writing
- Importance of effective writing
- Effective Writing as an Art
- Principles of Effective Writing
- Types and Stages of Effective Writing
- Understanding audience and purpose in writing
- Notions of Correctness and Appropriateness

Unit 2
Understanding the Writing Process
- Pre-writing strategies: brainstorming, outlining, and mind mapping
- Drafting: developing ideas and organizing content

Clarity, Coherence and consistency
- Sentence Structure and Clarity
- Strategies for clear and coherent writing
- Sentence structure and paragraph development
- Common grammar and punctuation errors
- Principles of effective grammar usage
- Using active voice and avoiding passive constructions

Unit 3
Developing a Writing Style
- Understanding tone, voice, and style in writing
- Developing a personal writing style
- Adapting writing style for different genres and audiences
- Techniques for engaging and persuasive writing
- Academic Writing: Structuring academic essays, reports and research papers, Integrating evidence and citations effectively, Developing critical analysis and argumentation skills, Project proposals, Academic citation and referencing
- Specialized Writing Genres: Writing literature reviews and annotated bibliographies, crafting abstracts and executive summaries, Developing technical writing skills for specialized fields

Writing for Digital Platforms
- Writing for websites and blogs
- Optimizing content for search engines (SEO)
- Understanding the principles of digital storytelling
- Social media and online platforms

Unit 4
Effective Business Writing
- Organizing Your Content
- Analyzing Your Audience
- Writing effective Emails, Instant Text Messages, Memo

- Internal Announcement, Routine Request, Complaint
- Crafting persuasive proposals and reports
- Positive Response to Customer Complaints
- Bad-News Messages
- Business Letter, Thank-You Letter
- Writing Business Proposals
- Writing an Executive Summary
- Formatting and styling professional documents

Unit 5
Editing
- Strategies for self-editing and proofreading
- Common errors to watch out for

- Understanding citation styles (APA, MLA, Chicago, Harvard, etc.)
- Proper citation practices and avoiding plagiarism
- Feedback and Revision
- Revising and editing for clarity and coherence

Practical
- Each learner completes a final writing project
- Presentation and peer review of final projects
- Reflective essay on growth and development as a writer

Suggested Readings

○ Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). The craft of research (3rd ed.). University of Chicago Press.
○ Hacker, D., & Sommers, N. (2017). A writer's reference (9th ed.). Bedford/St. Martin's.
○ Howard, R. M., & Barton, E. (2015). Writing matters: A handbook for writing and research (3rd ed.). McGraw-Hill Education.
○ Lunsford, Andrea A. (2023). The Everyday Writer with Readings (10th ed.). Bedford/St. Martin's
○ Oliu, W. E., Brusaw, C. T., & Alred, G. J. (2016). Handbook of technical writing (11th ed.). Bedford/St. Martin's.
○ Pinker, S. (2015). The sense of style: The thinking person's guide to writing in the 21st century. Penguin Books.
○ Strunk Jr., W., & White, E. B. (2000). The elements of style (4th ed.). Pearson.
○ Strunk Jr., W., White, E. B., & Angell, R. (2005). The elements of style illustrated. Penguin Books.
○ Swales, J. M., & Feak, C. B. (2012). Academic writing for graduate learners: Essential tasks and skills (3rd ed.). University of Michigan Press.
○ Williams, J. M. (2017). Style: Lessons in clarity and grace (12th ed.). Pearson.
○ Zinsser, W. (2006). On writing well: The classic guide to writing nonfiction (30th anniversary ed.). Harper Perennial.

SEMESTER-II

Discipline Based Core Course (DBCC)			
Course Code	**Course Title**	**Credit**	
MA-SC CC 201	**India and Global Strategic Challenges**	**4**	**All three courses are mandatory**
MA-SC CC 202	**International Relations: Communication as a Tool to Reshape Relations**	**4**	
MA-SC CC 203	**Disaster Communication**	**4**	
	Elective Basket-IV (DBCE)	**4**	
	Elective Basket-V (OEIC)	**4**	
	Elective Basket-VI (MENC)	**2**	
	Credit	**22**	

India and Global Strategic Challenges

100 Marks: Theory-75, Practical-25

Credits: 4

Course Objectives
- To familiarise learners with the strategic global challenges that India has been facing in its neighbourhood
- To understand the responses to those strategic challenges
- To identify the military and non-military challenges India faces today
- To understand India's role in the changing global order

Unit-1
India's Global Strategic Challenges
- Introduction to Jambudweep
- Foreign Invasions and Aggressions
- Partition of India and creation of Afghanistan, Pakistan, Bangladesh, Myanmar
- Biasness of International Agencies towards India
- India's strategic Partnership with the US
- Ties with Russia
- European Union

Unit-2
Challenges in Neighbourhood
- Chinese threats
- Proxy war by Pakistan
- Illegal Occupation of large areas of J&K & Aksai Chin
- Cross Border Terrorism & Infiltration
- Tibet
- Central Asia
- Nuclear threat
- Religious Extremism in Pakistan, Afghanistan & Bangladesh
- The Gulf, Iran & Fossil Fuel

Unit-3
Non-Military Challenges
- Global Convergence of ICT
- Sustainable Development and Climate Change
- Population & Resources
- Health
- Climate change
- Water & Sanitation
- Ocean
- Chabahar & Gwadar ports
- One Road One Belt or New Silk Road Strategy by China

Unit-4
India's Response to the Global Challenges
- Non-negotiable sovereignty over J&K
- Trade with China
- India's Look East Policy
- Building strategic capabilities on a faster pace
- Fencing on Indian borders
- Curbing Infiltration
- Building strategic culture
- Maritime Security

Unit-5
Redefining India's Place in the World Order
- Championing the issues like climate change and sustainable development
- Contributing to global peacekeeping efforts
- Forging strategic partnerships with like-minded nations
- Shaping the global discourse on key issues
- Emerging Global Power

Suggested Readings
- Jaishankar, S. (2024). Why Bharat Matters: Navigating Global Challenges and India's Rise on the

World Stage: Part 2. New Delhi: Rupa Publications India.

○ Jaishankar, S. (2024). Why Bharat Matters and The India Way: Strategies for an Uncertain World. New Delhi: Rupa.

○ India: Strategic Challenges and Responses, A Policy Brief prepared by Vivekanand International Foundation. Available at https://www.vifindia.org/sites/default/files/India%20Strategic%20Challenges%20and%20Responses.pdf

○ Ranade, Jayadeva. (ed). (2022). Strategic Challenges: India in 2030. HarperCollins India.

○ Glenn, Jerome. C.& Florescu, Elizabeth. (2017). State of the Future. The Millennium Project.

○ Sikri, Rajiv. (2009). Challenge and Strategy: Rethinking India's Foreign Policy. SAGE Publications.

○ Kumar, Satish. (2020). India's Security Challenges: In Changing Global Strategic Environment. The Readers Paradise.

○ Krishnappa, V. & George, Princy. Marin. (2012). Grand Strategy for India 2020 and Beyond. Pentagon Security International.

○ Bhadauria, R.P.S. (2023). Strategic Priorities of India and The Changing International Landscape. Available at https://valdaiclub.com/a/highlights/strategic-priorities-of-india-and-the-changing-int/

○ Kukreja, Veena. (2020). India in the Emergent Multipolar World Order: Dynamics and Strategic Challenges. Sage Publications. Available at https://perspectivesblog.sagepub.com/blog/research/india-in-the-emergent-multipolar-world-order-dynamics-and-strategic-challenges

○ Tellis, Ashley. J.(2021). Non-Allied Forever: India's Grand Strategy According to Subrahmanyam Jaishankar. Available at https://carnegieendowment.org/2021/03/03/non-allied-forever-india-s-grand-strategy-according-to-subrahmanyam-jaishankar-pub-83974

○ Pablos, Patricia. Ordóñez de. Lytras, Miltiadis. D. (2020). Global Challenges and Strategic Disruptors in Asian Businesses and Economies. IGI Global.

○ Chinoy, Sujan. R. & Pradhan, Prasanta. Kumar. (2024). India`s Approach to West Asia: Trends, Challenges and Possibilities. Pentagon Press.

○ Vivekanandan, Jayashree. (2011). Interrogating International Relations: India's Strategic Practice and the Return of History. Routledge.

○ Khan, Kashif. Hasan. (2020). The Strategy of (Re) connectivity: Revisiting India's Multifaceted Relations with Central Asia. KW Publishers.

○ Chinoy, S. et.al. (2023) Modi: Shaping a Global Order in Flux. New Delhi : Wisdom Tree.

○ जयशंकर, एस. (2021). परिवर्तनशील विश्व में भारत की रणनीति. नई दिल्ली : प्रभात प्रकाशन.

○ जयशंकर, एस. (2024). विश्व बंधु भारत. नई दिल्ली: रुपा पब्लिकेशंस.

International Relations: Communication as a Tool to Reshape Relations

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To provide basic information about international relations
- To make the learners comprehend the sphere of public diplomacy
- To have understanding of the communication tools to reshape international relations
- To understand the tool of communication in diplomacy and negotiations

Unit-1
Introduction to International Relations
- History of International Relations
- Indian scriptures and Diplomacy
- Theories of International Relations
- Area Studies: West Asia, North Africa and Middle East, Eurasia
- Refugees, Statelessness and International Migration
- Creation of Afghanistan, Pakistan, Bangladesh, Burma
- Issues-Conflict and Cooperation (Traditional and Non-traditional Threats–Indo–Pacific)

Unit-2
South Asia and Indian Ocean
- South Asia Geographical Significance (Colonialism - Nationalism – South Asia as a Region)
- Issues in South Asia (Pluralism – Multiculturalism – Ethnic Conflict – Regionalism – Sectarianism - Refugees – Insurgencies – Fundamentalism -Terrorism)
- Regional Cooperation in South Asia - SAARC – BIMSTEC- IORARC
- Geopolitics of Indian Ocean - Indian Ocean and the Law of the Sea – Maritime Issues - Conflict and Cooperation – Traditional and Non-traditional Threats – Indo - Pacific

Unit-3
India and the World
- India a Civilizational Power (Historical Origin and Determinants – Grand Strategy)
- Evolution of India's Diplomacy (Nehru's Idealism, Indira Gandhi, Realism, Liberalisation- Rajiv Gandhi, Transformation Dynamic, Narasimha Rao, Globalisation, Vajpayee Doctrine, Manmohan Singh Doctrine, Narendra Modi)
- India and its Strategic Partners (United States of America – Russia- United Kingdom- Japan- West Asia)
- India and its Neighbours (India and South Asia -Pakistan, Sri Lanka, Bangladesh, Nepal, Afghanistan, China, Indian Ocean States)
- India and Multilateralism (EU–SAARC–BRICS–G-20–Alliance for Multilateralism)
- India and Global South

Unit-4
Communicating International issues
- India's soft power
- Changing world perception towards India
- India First Approach
- Viksit Bharat @2047
- Ethical Tips for Journalists Reporting on Conflict
- Diplomatic Immunity for Correspondents
- Coverage of wars and international conflicts
- Coverage of Defence negotiations
- Coverage of Cross Border Terrorism
- Coverage of Infiltration
- Writing for Foreign Media

Unit-5
Practical
- Visit to Ministry of External Affairs &

Pradhanmantri Sangrahalaya, New Delhi	foreign correspondents
• Visit to Embassies of different counties in New Delhi	• Analysis of the coverage of India by foreign media
• Interaction with Foreign Diplomats and	

Suggested Readings

❍ Boucher David. (1998). Political Theories of International Relations: From Thucydides to the Present, Oxford University Press, Oxford.

❍ Rajagopalan, Swarna. (2014). 'Grand Strategic Thought' in the Ramayana and Mahabharatha, in India's Grand Strategy: History, Theory, Cases edited by Kanti Bajpai, Saira Basit, V. Krishnappa, Routledge, New Delhi.

❍ Rich, Bruce. (2008). To Uphold the World: The Message of Kautilya and Ashoka for the 21st Century, Penguin Publishers, New Delhi.

❍ Chakrabarty, Phanindranath. (2018). History of International Relations. London: New Central Book Agency.

❍ Hartmut, Behr. (2010). A History of International Political Theory: Ontologies of the International. New York: Palgrave Macmillan.

❍ Malchow, Howard. 2016). History and International Relations: From the Ancient World to the 21st Century. New York: Bloomsbury Publishing.

❍ Bose, Sugata. (2006). The Indian Ocean in the Age of Global Empire, Harvard University Press.

❍ IDSA Task Force Report. (2010). Water Security for India: The External Dynamics, IDSA, New Delhi.

❍ Lawrence, W. Prabhakar. (2005). Regional Maritime Dynamics in Southern Asia in the 21st Century" in Joshua Ho and Catherine Zara Raymond, The Best of Times, The Worst of Times: Maritime Security in the Asia-Pacific World Scientific, Singapore.

❍ Bandopadhyay, J. (1980). The Making of India's Foreign Policy, Allied Publishers, New Delhi.

❍ Cohen, Stephen. (2001). India: Emerging Power, Oxford University Press, New Delhi.

❍ Kanti, Bajai & Siddharth, Mallavarapu. (2005). International Relations in India: Bringing Theory Back Home, Orient Longman, Hyderabad.

❍ Nayar, Baldev. R. & Paul, T.V. (2004). India in the World Order: Searching for Major Power Status, Cambridge University Press, New Delhi.

❍ Ethical Guidelines for Journalists prepared by United Nations Communications Group (UNCG), Afghanistan in December 2016 available at https://www.unicef.org/afghanistan/media/2136/file/afg-publication_UN%20Ethical%20Guidelines%20for%20Journalists%20-%20English.pdf%20.pdf

❍ Safety guide for journalists: a handbook for reporters in high-risk environments, prepared by 'Reporters sans Frontières'. Available at https://unesdoc.unesco.org/ark:/48223/pf0000243986

❍ Norms of Journalistic Conduct prepared by Press Council of India in 2022. Available at https://presscouncil.nic.in/WriteReadData/Pdf/Norms2022.pdf

❍ Dwivedi, Manan. (2022). India's Foreign Policy: Narendra Modi and his Indic Perspective. New Delhi: Anne Books.

❍ Dwivedi, Manan. (2024). Cinema and International Relations. New Delhi: Anne Books.

❍ Gupta, V.S. (2005). International Communication: Contemporary Issues and Trends in Global Information Revolution. New Delhi: Concept Publishing.

Disaster Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To understand the cause and consequences of various types of disasters
- To know about the structures and functioning of various agencies working for disaster mitigation and management
- To understand the communication and media needs and solutions for effective disaster management and communication
- To make the learners aware of the advanced communication technology that can be incorporated in communication and media ecosystem for a better strategic communication framework for disaster prevention, mitigation and management

Unit-1
Understanding Disasters

- Understanding vulnerability, risks and disasters
- Natural Disasters: Earthquakes, Tsunamis & Cyclone, floods, Landslides, droughts, Climate change and extreme weather conditions, farm related disasters
- Manmade Disasters: Conflicts and Terrorism, Urban Floods, War, chemical & biological disasters, nuclear disasters
- Health Disasters and pandemics
- Understanding Disaster Management: Prevention, Preparedness, Management

Unit-2
Disaster Management Agencies & Governance

- NDMA & its functioning, important wings, structures and state wings
- Agencies and Departments responsible for Relief & Rehabilitation
- Urban Administration and its Functioning
- Rural administration and its functioning
- Role of Armed forces in rescue operations
- Role of International agencies
- Communication from the Political Leadership
- Case Studies: Success and Failures

Unit-3
Content Creation for Mass Media

- Reporting Disasters: Pre, during and post-disaster and rehabilitation
- Reporting and writing for print media
- Reporting and writing for electronic media
- Multimedia Content creation for Digital media
- Multi-platform content creation and publishing on Social Media
- Production of Films & Documentaries
- Use of Ham radio and Community radio for pre and during disasters
- Use of folk media for creating awareness towards disaster prevention and preparedness

Unit-4
Convergent Media Ecosystem for Disaster Management

- Stakeholders and their specific role: Individual, Community, Society and Agencies
- Networked technology and new mobile applications
- Disaster alert system of NDMA
- Contemporary studies on advance researches in the area of communication technology

Unit-5
Ethical & Legal Concerns to Cover Disasters

- Ethical guidelines for covering Disasters: FEMA Guidelines, NDMA & Press Council of India Guidelines, UNICEF Guidelines

for journalists reporting on children, etc. • Legal provisions for disaster reporting • International conventions on Trauma and Disaster Reporting	• Practical on reporting and writing for various media on issues of disaster communication and management

Suggested Readings

- Berube, D.M. (Ed.). (2021). Pandemic Communication and Resilience. Springer.
- Comunello, F. & Mulargia, S. (2018). *Social Media in Earthquake-Related Communication: Shake Networks*. Emerald Publishing Limited.
- Chaiken, M.S. (2016). *Responses to Disasters and Climate Change: Understanding Vulnerability and Fostering resilience*. CRC Press, Taylor & Francis.
- Kumar, D. & Vishnoi, V. (2018). *Professional Ethics and Disaster Management – A Report*. LAP LAMBERT Academic Publishing.
- McLean, H. & Ewart, J. (2020). *Political leadership in Disaster and Crisis Communication and Management: International Perspective and Practices*. Springer.
- Shaw, R., Kakuchi, S. & Yamaji, M. (Eds.) (2021). *Media and Disaster Risk Reduction: Advances, Challenges, and Potentials*. Springer.
- Yokomatsu, M. & Hochraniner, S. (Eds.). (2020). *Disaster Risk Reduction and Resilience*. Springer.
- Zack, N. (2009). *The Ethics of Disaster Planning: Preparation vs Response*. Springer.
- Milka, Amy. & Warfield, Abaigéal. (2017). News Reporting and Emotions Part 2: Reporting Disaster: Emotions, Trauma and Media Ethics. Available at https://historiesofemotion.com/2017/10/20/news-reporting-and-emotions-part-2-reporting-disaster-emotions-trauma-and-media-ethics/
- UNICEF Guidelines for journalists reporting on children. Available at https://www.unicef.org/eca/media/ethical-guidelines

Semester-II

Elective Basket-IV			
Discipline Based Core Elective Course (DBCE)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC CE 204	**Foreign Policy**	**4**	**Any one in Second Semester**
MA-SC CE 205	**Public Relations & Crisis Communication**	**4**	
MA-SC CE 206	**Building Brands**	**4**	

Foreign Policy

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To acquaint the learners with fundamental principles of foreign policy
- To help the learners understand about the institutions and Actors in India's Foreign Policy Making
- To identify the specific thrust areas of India's Foreign Policy
- To understand the priorities and challenges of India's foreign policy

Unit-1
Introduction to India's Foreign Policy
- Introduction to Foreign Policy
- Evolution of India's Foreign Policy
- Fundamental Principles of Indian Foreign: Mutual respect for each other's territorial integrity and sovereignty, Mutual non-aggression, Mutual non-interference, Equality & mutual benefit, Peaceful co-existence
- Objectives of Indian Foreign Policy: Securing National Interests while Ensuring Inclusive Development
- Domestic Determinants: Geography, History and Culture, Society and Political System
- International Determinants: Global, Regional and Bilateral
- Structure and Process of Foreign Policy Making
- Constructive Engagement over Aggression

Unit-2
Dealing with Global Powers
- Dealing with major powers: USA, Russia, UK, China, Japan, EU
- India's policy towards Neighbourhood and Extended Neighbourhood
- India's Look East and Act East Policy
- Non-Alignment: Following the Middle Path
- Peaceful settlement of International Disputes
- Role of India's Soft Power in its Foreign Policy

Unit-3
Institutions and Actors in India's Foreign Policy Making
- Ministry of External Affairs
- National Security Council
- Parliament of India
- Media, Public Opinion
- Indian Federalism and Foreign Policy
- Future Direction of India's Foreign Policy

Unit-4
Specific thrust areas of India's Foreign Policy
- India's Neighbourhood First Policy
- Diplomacy for Development
- Non-Prescriptive Development assistance as soft power
- Global Good
- Economic Dimensions of Foreign Policy: International Trade and Investment, Multinational Corporation and Regional Cooperation
- India's Approach to Major Global Issues and Institutions: Globalisation and WTO, The UN, Disarmament and Arms Race, Cross Border Terrorism and Human Rights, Environment
- India as a peace maker

Unit-5
Priorities and Challenges
- Connectivity: Both physical and digital connectivity
- Border Security
- Insurgency
- Corruption

• Black Money • Money Laundering • Fugitive Economic Offenders **Practical** • Visit to the Ministry of External Affairs • Interaction with Indian diplomats and	experts of foreign affairs • Interactions with foreign diplomats • Workshops on the issues related to foreign affairs • Case studies of some current international conflicts

Suggested Readings

❍ Saran, Shyam. (2018). How India Sees the World: Kautilya to the 21st Century. Juggernaut.
❍ Pande, Aparna. (2017). From Chanakya to Modi: Evolution of India's Foreign Policy. HarperCollins.
❍ Jaishankar, S. (2020). The India Way: Strategies for an Uncertain World. HarperCollins India.
❍ Nalapat, Madhav. Das. (2022). Journey of a Nation: 75 Years of Indian Foreign Policy. Rupa Publications India.
❍ Pant, Harsh. V. (2019). Indian Foreign Policy. Orient Blackswan.
❍ Pant, Harsh, V. (2019). New Directions in India's Foreign Policy: Theory and Praxis. Cambridge University Press.
❍ Pant, Harsh. V. (2019). Indian Foreign Policy: The Modi Era Hardcover. Har-Anand Publications.
❍ Puri, Hardeep, Singh. (). Perilous Interventions: The Security Council and the Politics of Chaos.
❍ Dubey, Muchkund. (2017). India's Foreign Policy: Coping with the Changing World. Orient Blackswan.
❍ Khanna, V. N. & Kumar, Leslie. (2018). Foreign Policy of India. Vikas Publishing House.
❍ Shukla, Haridwar. (2022). India's Foreign Policy in a Globalizing World. Mahaveer Publications.
❍ Dwivedi, Manan. (2022). India's Foreign Policy. Ane Books
❍ Appadorai, A. (1981). Domestic Roots of India's Foreign Policy. New Delhi: Oxford University Press.
❍ Bandhopadhyaya, Jayantanuja. (2003). The Making of India's Foreign Policy: Determinants, Institutions, Process and Personalities. Calcutta: Allied.
❍ Malhotra, Achal. (2019). India's Foreign Policy: 2014-19: Landmarks, achievements and challenges ahead. Available at https://www.mea.gov.in/distinguished-lectures-detail.htm?833#:~:-text=These%20Five%20Principles%20are%3A%20Mutual,and%20mutual%20benefit%2C%20and%20v.\
❍ Prasad, Bimal. (2013). The Making of India's Foreign Policy (The Indian National Congress and World Affairs 1885-1947). Vitasta Publication.

Public Relations & Crisis communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To develop understanding of public relations, corporate communication and crisis communication in present scenario
- To map out the scope of Public Relations management and its various tools
- To acquaint the learners with the emerging trends in the field of Public Relations
- To provide hands-on training on Strategic campaign planning

Unit-1
Introduction to Public Relations
- Basic Concepts, Definitions, Role, Scope, Functions of Public Relations, Prominent Theories of PR (Organizational Theories, Conflict Theory, Structural-Functional Theory, Excellence Theory), Models in PR—Press Agentry, Public Information model, Grunig's model of Symmetrical PR, Asymmetrical PR.
- Understanding various terms- Advertising, Marketing, Publicity, Propaganda, Public Opinion and Persuasion
- Concept of Public and its various types, PR Process: RACE, ROPE, ROSIE
- Government communication system—Role of PIB, Outreach department, social media and governance
- Types of PR –Political, Celebrity PR, Financial PR

Unit-2
Corporate Communication
- Corporate communication an introduction— Definition, significance and functions of CC. Evolution of CC in India
- Corporate reputation management, corporate image and Identity, CC and Brand, sponsorship, Events
- Employee communication: Introduction to Employee Communication, Internal and External Communications, segmentation of internal publics
- Corporate Social Responsibility—defining CSR, CSR research findings in India, various phases of CSR in India, case study: CSR initiatives
- Laws and Ethics of PR: Introduction to mass media laws, copyright act, RTI Act, Consumer protection Act, code of ethics in PR, professional bodies in PR (PRSI, PRSA, IPRA)

Unit-3
Crisis Communication
- Defining crisis, Emergence of crisis and its various types
- Phases of crisis and the role of communication
- Handling the media—Pros and Cons
- Government agencies and crisis—case studies
- Navigating crisis communication strategies: Management and real time response and recovery plan

Unit-4
Tools and techniques for PR
- Media relations and its significance in PR
- Writing for Print media, News report, Press Release, producing News Letter, House journal and its types and production
- Organising Press conference, Press visits, Events, Press briefing
- Creative storytelling in digital Age: Crafting compelling narratives using multimedia elements (video, AR/VR interactive media)

Unit-5	Objectives, writing S-M-A-R-T
Strategic campaign planning	• Formulating strategies, SWOT Analysis, Leveraging organisation resources, Tactics, Implementation
• Elements of strategic plan; Research, Diagnosis, Goal setting, objective, strategies Tactics, implementation, Evaluation	
• PR and Brand building, PESO model	• Real time campaign planning
• Setting management objectives, Types of	

Suggested Readings

- Danny, M., & Desanto, B., (2011). Public Relations: A Managerial Perspective, Sage.
- Jethwaney, J., & Sarkar, N. N., (2015). Public Relations in Practice, Kogan Page India.
- Jugenheimer, D. W., Bradley, S. D., Kelley, L. D., & Hudson, J. C., (2014). Public Relations Management, Sterling Publishers.
- L'etang, J. & Gregory, A. (2008). Advertising and Public Relations, (2nd edition), Routledge.
- Luttrell, Regina M. L.W. Capizz (2022). Public Relations Campaigns An Integrated Approach, Sage.
- Parsons, Patricia, J. (2005). Public Relations, Concepts, Practice and Critique, Sage.
- Prabhakar, Naval, N. Basu. (2021). Ethics in Public Relations: A Guide to Best Practice, Kogan Page.
- Prabhakar, Naval. & N. Basu. (2021). *Public Relations Strategies and Concepts.* Common Wealth.
- Reddi, C. V. Narasimha. (2019). Effective Public Relations and Media Strategy, PHI Learning.
- Singh, Pushpendra & P, Sameer. (2022). Public Relations Management. Jnanda.
- Smith, Ronald. D. (2020). Becoming A Public Relations Writer. Routledge.

Building Brands

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To develop basic understanding of advertising & brand promotion
- To arm the learners with the required skills to promote India at global level
- To understand fundamentals of campaign planning and execution
- To understand importance of media planning in strategic communication

Unit-1
Introduction to Advertising
- Concept, Nature and Definitions of advertising
- History, role, objectives, functions and significance of advertising as a tool for Communication, Role of Advertising in Marketing Mix, Types of Advertising and Classification of Advertising, Advertising Theories and Models—AIDA Model, DAGMAR Model, Hierarchy of Effects, Maslow's Hierarchy of Needs
- Advertising Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship
- Role of Advertising Agency, Types of Advertising Agency, Departments of Advertising Agency, Revenue and Commission Systems, client-agency relationship
- Creativity and copy writing; creativity process, Big Idea, Critical Thinking, Types of Copies, Introduction to Appeals, Elements of Copy, Writing for Print/electronic/Digital media
- Advertising Budget: Advertising to sale, Advertising to margin, per unit allowance, inertia, media inflation multiplier
- Advertising Statutory Bodies in India; Role of ASCI & AAA
- Various codes of conduct for advertising

Unit -2
Concept of Integrated Marketing
- Introduction to Integrated Marketing Concept, its definition & scope
- Tools of Integrated Marketing Concept—Advertising, PR, Sponsorship, Sales Promotion, Gamification, content marketing, Direct mail, Events, Exhibition and conferences, Merchandising and Point of Sale, Packaging
- Planning Integrated Marketing Concept Strategy
- Social Media Revolution and Integrated Marketing Concept

Unit-3
Media Planning Strategies
- Definition of media planning, sequence of planning, concept of Reach, Frequency Average OTS, GRPs, Numerical calculation in Reach and Frequency
- Research for Media Planning—key research terms SEC, NCCS, Households, Urban & Rural Town classes, socio cultural regions, literacy, house holder, chief wage earner
- Introduction to Print, TV, Radio research in India—Measurement, methodology, Data capture process, key information areas, geographical areas covered, TAM, ABC, Census and Data usage, TAM Adex
- Fundamentals of Media Strategy—Defining Target audience, methods of defining Target Audience—Identifying and prioritization, media scheduling pattern, New techniques, importance of SOV
- Media Mix selection, Media Vehicles selection, Media Buying, content marketing.

Unit-4
Brand Management & Marketing
- Strategic Brand Management process, Brand Architecture; Product vs Brand, designing Brand Architecture, Brand Elements, Brand Resonance Model (Kevin Lane Keller), Brand Prism (Jean Noel Kapferer)
- Brand Identity, Brand personality, Brand positioning & Repositioning, brand communication, Global Brands, Brand equity and its measurement
- Introduction to Marketing: Concepts, Principles and Process, Marketing Orientation–Production & Product Concept, the Selling Concept, the Customer Concept
- Types or formats of Marketing—Service, Retail, Direct, Digital, Network, Social, Influencer, etc.
- Understanding Market Characteristics: Market Size, spread, Dynamics, Stage of Need Evolution, Market Development
- Developing marketing plan—Defining Marketing Objectives and Goals, Marketing Planning, Marketing Strategy–The STP (Segmentation, Targeting, Positioning) Framework, Marketing Mix.

Unit-5
Live Campaign Development and Execution
- Ideation and strategy formulation—Brief analysis, strategy development
- Creative development—content creation, Digital prototyping
- Campaign execution—launch planning and live execution
- Monitoring and Optimization
- Evaluation and Reporting.

Suggested readings
- Bovee, Thill. Dovel & Wood. (1994). Advertising Excellence, New York: McGraw-Hill.
- Belch, E.G., (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education.
- Bhatia, K.T., (2007). Advertising and Marketing in Rural India, Macmillan India Ltd.
- Halve, A., (2005). Planning for Power Advertising: A User's Manual for Learners and Practitioners, SAGE.
- Halve, A., (2012). Darwin's Brands, Adapting for Success. SAGE.
- Isaac, C., Jacob K., Lane K., Vanitha, S., & Parameswaran, M.G.A. (2020). Strategic Brand Management, Pearson Education.
- Valladares, J. (2005). The Craft of Copywriting, Sage.
- Van, S.G. (2004). Global Brand Strategy. Kogan Page.
- Vilanilam, J. V. & Verghese, A.K. (2012). Advertising Basics. New Delhi: SAGE.
- भाटिया, तोरेश. (2000). आधुनिक विज्ञापन और जनसंपर्क. नई दिल्ली: तक्षशिला प्रकाशन.
- सेठी, रेखा. (2012). विज्ञापन डॉटकॉम. नई दिल्ली: वाणी प्रकाशन.
- सिंह, निशांत. (2010). विज्ञापन प्रबंधन. नई दिल्ली. ओमेगा प्रकाशन.

Semester-II

Elective Basket-V			
Open Elective Interdisciplinary Course (OEIC)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC OE 207	**Globalization & Media**	4	**Any one in Second Semester**
MA-SC OE 208	**Intercultural Communication**	4	
MA-SC OE 209	**Strategic Communication in Business**	4	
MA-SC OE 210	To be offered by other Dept. or faculty **Printing and Publishing Management**	4	
MA-SC OE 211	To be offered by other Dept. or faculty **Visual Cultures, Practices & Documentation in the Digital Age**	4	
MA-SC OE SWAYAM 212	In open elective, a learner can also pursue SWAYAM Approved Courses (one Open Elective in semester 1) (4 credits) subject to prior consultation and approval from the Course Director of the Department of Strategic Communication, IIMC. The course can be related to media, emerging technology or allied field. Since courses from SWAYAM are flexible and may tend to change, hence learners may choose courses when it is available on SWAYAM platform	4	

Globalization & Media

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To provide an in-depth analysis of media and communication globalization in Indian context.
- To help the learners explore impact of globalization on media industry, communication practices, cultural dynamics, and socio-political structures in India
- To help the learners critically examine the complexities and implications of media globalization in shaping contemporary Indian society
- To help the learners analyse the narratives built by global media on India

Unit-1
Theoretical Perspectives on Media Globalization
- Conceptualizing Media Globalization: Definitions and Debates
- Theories of Media Globalization: Cultural Imperialism, Cultural Hybridity, Glocalization
- Media Flows and Global Communication Networks
- Indian Context: Critiques of Western-Centric Theories

Unit-2
Globalization and Indian Media Industries
- Globalization and Indian Television Industry: Programming, Formats, and Consumption Patterns
- Bollywood and Global Film Industry: Co-productions, Distribution, and Diasporic Audiences
- Print Media in the Global Age: Challenges and Adaptations
- Digital Media and Global Platforms: Indian Content and Global Audiences

Unit-3
Cultural Dynamics and Identity in Globalized Media
- Representation of India and Indian Culture in Global Media

- Cultural Hybridity and Negotiation of Identities in Indian Media
- Challenges of Cultural Imperialism and Westernization
- Indigenous Media and Resistance to Global Cultural Hegemony

Unit-4
Globalization, Communication Policy, and Regulatory Challenges
- Media Ownership and Cross-Media Concentration: Regulatory Challenges
- Content Regulation and Cultural Sensitivity in Globalized Media
- Cultural Policy and Promotion of Indian Content
- Globalization and the Role of Regulatory Bodies: Press Council, Broadcasting Authority, etc.

Unit-5
Practical
- Study and Analysis of the global media narratives on India since Mahatma Gandhi to the present day. Learners can select some global media houses and study as well analyse the narratives built by them on India.

Suggested Readings

- Upadhyay, Umesh. (2024). Western Media Narratives on India from Gandhi to Modi. Rupa Publications.
- Ranganathan, Maya. & Rodrigues, Usha. M. (2010). Indian Media in a Globalised World. Sage Publication.
- Lule, Jack. (2021). Globalization and Media: Global Village of Babel. Rowman & Littlefield.
- Boyd-Barrett, Oliver. (1999). The Globalization of News. Sage Publications.
- King, Anthony. D. (1997). Culture Globalization and the World System: Contemporary Conditions for the Representation of Identity. University of Minnesota Press.
- Chakravartty, Paula. Sarikakis, Katharine. (2013). Media Policy and Globalization. Edinburgh University Press.
- Beukelaer, Christiaan. De. (2015). Globalization, Culture, and Development: The UNESCO Convention on Cultural Diversity. Springer.
- Price, Monroe. E. (2002). Media and Sovereignty: The Global Information Revolution and its Challenge to State Power. MIT Press.
- Kraidy, Marwan & Murphy, Patrick D. (2003). Global Media Studies: An Ethnographic Perspective. Routledge.

Intercultural Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To develop social and cultural sensitivity
- To develop the skills to research, observe, and analyze intercultural communication in everyday life and media discourse
- To learn how to engage in responsible discussion with others who are culturally different from us
- To identify and understand various benefits and challenges involved in competent and socially just intercultural communication

Expected Outcome
- Learners will be more culturally sensitive and aware
- Learners will be able to analyse media content in the context of intercultural communication
- They will make sense of everyday cultural exchanges and will analyze the content of popular media
- Learners will understand the politics of culture, power and the image
- Learners will know about Co-culture and Cross-culture phenomenon

Unit-1
Understanding Social Sensitivity
- Introduction to social sensitivity and intercultural communication
- Intercultural Studies, Cultural Imperialism
- Cultural barriers and socio-cultural adjustments
- Cultural conflicts
- Culture and language

Unit-2
Interfaith Understanding
- Understanding the basic teachings of Hindus, Muslims, Christians, Buddhists, Jews, Parasis, etc.
- Interfaith Dialogues
- Bridging culture through media
- Intercultural marriages
- Cross cultural issues in a global working environment
- The cultural shock phenomenon

Unit-3
Gender Sensitivity
- Laws related to women, children, SCs, STs and Divyangs
- Guidelines for covering women and child related issues
- Guidelines for covering communal riots
- Laws related to transgenders
- Senior citizens welfare
- Rights of prisoners

Unit-4
Idea of India
- Understanding the idea of India
- Celebrating Diversity for Unity
- Personal Laws & Uniform Civil Code
- Sensitivity towards foreign nationals
- Sensitivity towards soldiers, health and sanitation workers
- Interstate cultural sensitivity

Unit-5
Practical
- Visits to temples, Gurudwaras, mosques, churches, Pagodas
- Screening of movies
- Cultural activities

Suggested Readings

- Martin, Judith & Nakayama, Thomas. (2022). Intercultural Communication in Contexts. Mc-Graw-Hill Education.
- Coyle, Dennis. J. & Ellis, Richard. J. (1995). Politics, Policy and Culture (Political Cultures). Routledge.
- Schirato, Tony. & Yell, Susan. (2000). Communication and Culture. Sage.
- Hall, Stuart. (2016). Cultural Studies 1983: A Theoretical History. Duke University Press.
- Adorno, Theodor. W. (1995). The Culture Industry: Selected Essays on Mass Culture. Routledge.

Strategic Communication in Business

100 Marks: Theory-75, Practical-25

Credits: 4

Course Objectives
- To explore in-depth principles, theories and practices of business and strategic communication
- To apply theoretical frameworks to develop effective business communication strategies
- To analyze the role of communication in achieving strategic organizational goals
- To develop advanced skills in crafting and delivering effective messages and business writing skills
- To understand communication strategies in the modern business landscape, including digital communication and intercultural communication
- To understand strategic leadership communication, team building, ethics and crisis communication
- To critically assess case studies and real-world examples of successful business communication initiatives

Unit 1
Organizational and Business Communication
- Introduction to Organizational Communication: Definition, Importance and Historical Development
- Principles of effective communication
- Organizational vision and communication structures
- Business communication theories
- Communication Networks in Organizations
- Types of Networks: Formal and Informal
- Vertical vs. Horizontal Communication
- Operational Communication
- Internal Communication: Strategies and Tools
- External Communication: Stakeholder Engagement
- Art of listening
- Oral communication and professional etiquettes
- Business Communication Skills: Professional, Emotional, Behavioural and Mental
- Elements of Effective Business Discussions and Presentations
- Strategic communication planning: Planning and Execution
- Intercultural communication diversities

- Audience Analysis and Engagement
- Communication in Organizational Change: Role of Communication in Facilitating Change, Change Management Models
- Communicative Organizational Structure
- Need for motivational communication for organisational growth

Unit 2
Developing Messages and Business Writings
- Framework for developing messages
- Determining the purpose
- Analyzing the situation: stakeholder analysis and audience segmentation
- Writing skills: developing written documents
- Designing the message: business letters, emails and memos
- Neutral and positive messages
- Negative messages
- Persuasive messages

Unit 3
Strategic Leadership and Crisis communication
- Leadership communication styles and strategies
- Critical thinking
- Internal communication strategies

- Building trust and credibility through communication
- Team building and collaboration tools
- Employee feedback
- Cross-cultural communication and diversity
- Business ethics and CSR

Unit 4
Digital Communication and Strategies
- Evolution of Digital Communication: From Telegraph to Social Media
- Characteristics of Digital Communication: Interactivity, Hypertextuality, and Virtuality
- Overview of digital communication tools and platforms and Practices: Blogs, Podcasts, and Social Networks
- Social media management for business communication
- Online reputation management
- Communication and technology

- Impact on Traditional Media
- Challenges in Digital Communication
- Information Overload and Privacy Concerns
- Digital Divide and Accessibility Issues
- Ethical considerations in business messaging
- Corporate social responsibility communication
- Addressing ethical dilemmas in communication

Unit-5
Practical: Case Studies and Application
- Analysis of real-world business communication cases
- Application of course concepts in practical scenarios
- Presentations of final projects or case analyses

Suggested Readings
❍ Bettinghaus, E. P. (1973). Persuasive Communication. Holt, Rinehart and Winston Inc.
❍ Dwan, P. (1997). Communication Management. Deep & Deep Publications
❍ Hargie, O., Dickson, D., & Tourish, D. (1999). Communication in Management. Gower Publishing, Ltd.
❍ Level, D. A., & Galle, W. P. (1980, January 1). Business Communications. Business Publications, Incorporated.
❍ Means, T. (2004). Business Communications, Thomson Learning (South-Western College Publishing)
❍ O' Hair, D., Friedrich, G.W., Shaver, L.D., (1995) Strategic Communication: In Business and the Professions. (2nd Edition) Houghton Mifflin
❍ O'Hair, H., O'Rourke, J., O'Hair, M. (2004). Business Communication: a framework for success. Thomson Learning (South-Western College Publishing)
❍ Shwom, B., & Snyder, L. G. (2020). *Business Communication* (٣rd ed.). O'Reilly.
❍ Singhal, D.D., Mittal, V.K., Garg, N.C., Vyas, V.S. (2006). Business Communication and Management. Indus Valley Publications
❍ Stanton, N. (2009). Mastering Communication. Bloomsbury Publishing.
❍ Elavarthi, Sathya. Prakash. & Chitrapu, Sunitha. (2022). Media Economics and Management. Routledge.

Printing and Publishing Management

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To understand the role of printing and publishing in the changed scenario of communication
- To know how to manage printing and publishing activities professionally in order to produce publications in a cost-effective manner by maintaining quality
- To understand the principles of copyright and how it works in an international digital and print environment
- To develop leadership qualities to analyse the print publishing business with research and management techniques

Unit-1
Introduction to Communication Technologies
- Print Media
- Electronic Media
- Multimedia
- Trends and Scenario for the Future
- Changes in the Traditional Printing Sector
- Integration of New Media

Unit-2
Production of Print Media
- Layout, Typography, Graphic Design
- Prepress, Press and Post press
- Premedia
- Production workflow
- Printing Paper, varieties and calculation
- Costing and estimating of Book/Magazine

Unit-3
Print Publishing
- Publishing Scenario and Market
- Desktop Publishing
- Digital Printing
- Printing Technologies
- Importance of House Style
- Understanding Sales: Breakeven, Subscriptions
- Magazine and Book structure
- Printing Process for mass production
- Editorial and publishing process

Unit-4
E-Publishing
- Different kinds of publishing
- Typesetting terminology and publishing workflow
- Educational Publishing Design
- STM Publishing Design
- Technical editing and quality control
- XML publishing and Data Conversion

Unit-5
Strategies in Publishing
- Importance of Digital Printing and Publishing
- Copyright, Publishing ethics, Intellectual property
- Standardization in printing and publishing
- Workflow Management in Printing and Publishing Industry
- Leadership Strategies in Printing & Publishing
- Framing Terms of Reference for engagement of Agencies

Practical
- Working on Graphic designing softwares
- Production of House Magazine
- Designing logos, brochures, leaflets, flyers & posters

Suggested Readings

- Abraham, Philip. (2003). Editorial Process, Communication for Bio-medical Scientists. ICMR.
- Albert C. Book. & Schick, C. Dennis. (1984). Fundamentals of Copy and Layout, National Text-book Company.
- Anne, Konig. (2005). E-Business@Print: Internet based Services and Processes, Springer.
- Anthony, Mortimer. (1998). Colour Reproduction in Digital Age, PIRA Printing Guide.
- Bann, David. (1995). Book Production Control, Pira International, UK.
- Bernard, Micheal., Peacock, John., & Berrill, Charoite. (1994). Handbook of Print and Production.
- Bharti, V.K. (2013). Kagaz aur Paryavaran. National Book Trust (India).
- Bharti, V.K. (2017). Publishing: Breaking Print Barriers, U-Day Publishers and Advertisers.
- Brian, Cookman. (1997). First Step in Design, Pira International, Surrey UK.
- Chawla, Parvinder. (2003). From Chaos to Coherence: The Basics of Science Editing, Indian Journal of Science Communication, New Delhi.
- E-publishing and knowledge system in agricultural research (2008) ICAR, DIPA, New Delhi.
- Flesch, R. (1960). 'How to write, speak and think more effectively'. New York, Harper and Row, Printers' Ink Publishing Corp. USA, pp. 305–314.
- Goswami, P.R. & Dasgupta, K. (2005). Government Publication and Information Dissemination: Indian Scenario. World Library and Information Congress, Oslo, Norway.
- Green, Chris. (1994). Professional Management for Printers, Blue Print, UK.
- Green, Chris. (1994). Professional Management for Printers. Jones, Robert (1998). Complete guide to Corporate Desk Top Publishing, Cambridge University press, New York.
- Green, Phil. (1996). Professional Print Buying. Pira International, UK.
- Gupta, B.M. & Dhawan, S.M. (2006). Measures of Papers of Science in India: An analysis of the publication output in Science and Technology.
- Huth, J. Edward. *et al.* (1978). A guide for Authors, Editors and Publishers in Biological Sciences. Council of Biology Editors Inc. USA.
- Israel, Samuel. (1983). A career in Book Publishing, National Book Trust, Delhi.
- Israel, Samuel. (1983). Marketing, Promotion and Sales, Publication Relation. A Career in Book Publishing. NBT, New Delhi.
- Adams, J Michael. & Dolin, Penny. Ann. (2002). Printing Technology, Delmar, Columbia
- Jaiswal, P.L. (1964). Editing and Production Manual. Madhu Prakashan, New Delhi.
- K. Nirmal & A. Fernando. (1994) Style Guide, International Irrigation Management Institute, Colombo, Sri Lanka.
- Kaula, P.N. (2002). Publication of Books and their export opportunities, International Information Communication and Education.
- Khandekar. P.R. (1975). Study of Effectiveness of a Farm Magazine as related to different categories of readers, Indian Agricultural Research Institute, New Delhi.
- Kippan, Helmut. (2001). Handbook of Print Media- Technologies and production methods. Springer, Germany.
- Larry, S. Bonura. (1989). Desktop Publishers Dictionary, Wordware Publishing Inc. Texas
- Naresh, G. (2005). Effectiveness of Farm magazine "Indian Farming"- a critical analysis, Indian Agricultural Research Institute, New Delhi.
- Raghavan, C. (1988). An Introduction to Book Publishing.
- Richard, Guthrie. (2011). Publishing: Principles and Practice, Sage Publications Ltd, London.
- Sapru, Som. Nath. (1996). The Future of book, Print and publishing magazine, Delhi.
- Worford, H. S. (1971). Design for Print Production, Focal Press, UK.

Visual Cultures, Practices & Documentation in Digital Age

100 Marks: Theory-75, Practical-25

Credits: 4

Course Objectives

- To understand the concept and significance of visual culture in contemporary society
- To explore the components of the visual field, including perception, persuasion, and aesthetics
- To define culture and its visual elements, analyzing their role in shaping societal norms and values
- To examine the impact of technology on cultural practices, including how it shapes, reimagines, and reconstitutes culture
- To investigate the intersection of visual culture with identity, everyday practices, and the construction of civilizations
- To analyze the importance of heritage preservation and archiving in documenting visual culture
- To explore the role of digitization in preserving and disseminating visual artifacts, including its impact on oral cultures and news media
- To understand how digital technologies are utilized in governance and cultural representation, shaping contemporary visual practices

Unit-1
Introduction to Visual Culture

- The visual field
- Visual Perception, Visual Persuasion, Visual Aesthetics
- Defining Cultures, What Constitutes Culture (Elements of Visual Culture: Style and Concepts)
- The Anthropological, Sociological & Economic approaches to culture
- Visual Cultures as sites of Practice, Knowledge and Power

Unit-2
Technology and Culture

- Technological innovation, Dissemination and Reception
- Evolution of media technologies and its impact on everyday life and society
- Technology and the shaping of cultural practices: Construction, Reimagining & Reconstitution
- Convergence Culture/Ecology

Unit-3
Institutions and Practices of Visual Culture

- Visual Culture and Identity
- Visual aspects of Everyday Culture
- Civilisations and Visual Culture
- Nation State and Visual Medium: Cartography, Maps, Museums, Galleries, Installations and Communication

Unit-4
The Documentary Trail

- Heritage, Conservation and Preservation
- Heritage and Technology
- Archiving Oral tradition
- Print technology, libraries and Archives
- Screen, Exhibition, Innovation and Archival

Unit-5
Digital, Digitisation and Documentation

- Aspects of Digital Media
- Digitisation as Process: People and Institutions
- Oral Cultures and Digital technologies
- Digital News Media & Archival Practices
- Digitising the Visual Practices of Nation: Museum, State celebrations to Governance

Suggested Readings

❍ Jenkins, Henry. (2008). Convergence Culture: Where Old and New Media Collide. New York University Press.

❍ Müller, Katja. (2021). Digital Archives and Collections: Creating Online Access to Cultural Heritage. Berghahn Books.

❍ Samoilenko, S.V. (2022). Digitalisation: Contexts, Roles and Outcomes. Routledge.

❍ Barthes, Roland. (1977). Image, Music, Text. Fontana Press.

❍ Anderson, Benedict. (2016). Imagined Communities. Verso Press.

❍ Sayers, Jentery. (2017). Making Things and Drawing Boundaries: Experiments in the Digital Humanities. University of Minnesotta Press.

❍ Jensen, K.B. (2010). Media Convergence: The three degrees of Network, Mass and Interpersonal Communication. Routledge.

❍ Blom, Ina. Lundemo, Trond. & Røssaak, Eivind. (2016). Memory in Motion: Archives, Technology and the Social. Amsterdam University Press.

❍ Irit, Rogoff. (1998). Studying Visual Culture in *The Visual Culture Reader.* London: Routledge.

❍ Berger, John. (2008). Ways of Seeing. Penguin Classic.

Semester-II

Elective Based- VI			
Mandatory Elective Non-Credit Course (MENC**)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC ME 213	**Writing Policy and Research Papers**	**2**	**Any one in Second Semester**
MA-SC ME 214	**Solution Journalism**	**2**	

Writing Policy and Research Papers

50 Marks: Theory-25, Practical-25
Credits: 2

Course Objectives

- To provide the learners with the essential skills and knowledge required to write effective policy and research papers
- To help learners develop proficiency in crafting well-researched and impactful documents that address contemporary issues in media regulation, digital communication, and governance frameworks
- To help learners understand policy contexts, conduct rigorous research, synthesize information, and present findings persuasively

Unit-1
Introduction to Policy Writing and Research

- Understanding the role of policy papers and research in shaping strategic communication
- Analyzing key stakeholders and their interests in media regulation
- Identifying policy problems and framing research questions
- Introduction to policy analysis frameworks
- Workshop: Identifying a research topic and formulating a research question

Unit-2
Research Methods for Strategic Communication

- Overview of qualitative and quantitative research methods relevant to the field
- Conducting literature reviews and synthesizing existing research
- Data collection techniques, including interviews, surveys, and content analysis
- Ethical considerations in research
- Workshop: Designing a research methodology for a policy paper

Unit-3
Writing and Structuring Policy Papers

- Understanding the structure and components of policy papers
- Crafting clear and concise policy recommendations

- Using evidence and data to support policy arguments
- Effective writing techniques for policy documents
- Workshop: Drafting and peer-reviewing policy paper sections

Unit-4
Communication and Advocacy Strategies for Policy Impact

- Strategies for effectively communicating policy recommendations to different audiences
- The role of advocacy and stakeholder engagement in policy implementation
- Crafting executive summaries and policy briefs
- Presentation skills for policy advocacy
- Workshop: Developing a communication plan for a policy paper

Unit-5
Main Elements of a Research Paper

- Abstract
- Introduction
- Literature Review
- Research Questions & Objectives
- Research Methodology
- Main Body of the Paper
- Conclusion & Referencing

Suggested Readings

❍ Mansell, Robin. & Raboy, Marc. (2011). The Handbook of Global Media and Communication Policy. Blackwell Publishing.

❍ Chakravartty, Paula. & Sarikakis, Katharine. (2006). Media Policy and Globalization. Edinburgh University Press.

Solution Journalism

50 Marks: Theory-25, Practical-25
Credits: 2

Course Objectives
- To understand an alternative approach to conventional beat reporting in mainstream media
- To learn what is solution-based or constructive journalism
- To explore global trends in solution journalism
- To discuss why the inspiring news stories do not find space on front page of Indian newspapers
- To study how, as a journalist, the learners can report the positive side of society and inspire the readers to be the changemakers

Unit-1
Introduction to Solution Based Journalism
- Meaning, scope and key features of Solution Based Journalism
- Goals of Solution Journalism
- Indian Approach to Solution communication
- Dr. APJ Abdul Kalam's agenda for Solution Journalism
- Finding source for Solution journalism

Unit-2
Solution Journalism Practices at Global Level
- Solution Journalism practices by Solution Journalism Network
- Studies by New York Times and BBC about Solution Journalism
- How to avoid fluff, advocacy and hero worship
- Reporting on failure
- Engaging with communities

Unit-3
Basic Skills for Solution Journalists
- Four pillars of Solution Story
- Interviewing for Solution stories
- Shooting good videos
- Solution Journalism Beat
- Pitching and Promoting Solution stories
- Problems faced by Solution Journalists

Unit-4
Sensitization from Newsroom to Classroom
- Stirring editors and media owners for Solution Journalism
- Solution Journalism as part of CSR
- Sensitizing budding journalists in Classrooms
- Reporting tips for solution journalists
- Change of Perspectives
- Effects of Solution Journalism

Unit-5
Practical
- Gather information about dedicated web portals on solution journalism
- Prepare a video story on Solution Journalism
- Prepare news story focussing solution journalism
- Compile solution-based stories published in leading daily newspapers, digital platforms or TV news channels

Suggested Readings
- Dodd, Bill. (2021). Solutions Journalism: News at the Intersection of Hope, Leadership, and Expertise. Lexington Books.
- Hopkinson, Karen. McIntyre. & Dahmen, Nicole. Smith. (eds). (2021). Reporting Beyond the Problem: From Civic Journalism to Solutions Journalism. Peterlang.
- Jackson, J. (2019). You are What you Read: Why Changing your Media Diet can Change the World.

Unbound Publishing.

❍ Benesch, Susan. (1998). The rise of solutions journalism. Columbia Journalism Review (Vol. 36, Issue 6). Published by Columbia University, Graduate School of Journalism.

❍ Byrd, L. Simone. (2021). At the Intersection of Media Innovation and Solutions Journalism: Applying the Solutions Journalism Model to Develop Socially Conscious Entrepreneurs. IGL Global.

❍ Lough, Kyser. & Mcintyre, Karen. (2018). Journalists' perceptions of solutions journalism and its place in the field. Available at https://www.researchgate.net/publication/324573715_Journalists'_perceptions_of_solutions_journalism_and_its_place_in_the_field.

❍ Kyser, L. & Karen, M. (2018). Journalists' perceptions of solutions journalism and its place in the field. International Symposium on Online Journalism, Volume 8, Number 1.

❍ Bansal, S. & Martin, C. (2015). The Solutions Journalism Toolkit. Solutions Journalism Network. Samantha McCann.

❍ Gielan, M. (2017). Solution-focused Journalism Increases Meaning at Work, Team Pride and Job Satisfaction for News Professionals. Institute for Applied Positive Research (IAPR).

❍ Curry, A.L. & Hammonds, K. H. (2014). The Power of Solutions Journalism. Retrieved from https://mediaengagement.org/wp-content/uploads/2014/06/ENP_SJN-report.pdf

❍ Kumar, P. (2019). Unsung Builders of Modern Bharat: Following Gandhi by Deeds. New Delhi: Gandhi Smriti & Darshan Samiti, Govt of India.

❍ Usery, Anna. Grace. (2022). Solutions Journalism: How Its Evolving Definition, Practice and Perceived Impact Affects Underrepresented Communities. Retrieved from https://www.tandfonline.com/doi/abs/10.1080/17512786.2022.2142836

❍ Reporting on Solutions Internationally: A Toolkit by the Solutions Journalism Network and Pulitzer Center. Pulitzer Center. Solutions Journalism Network. Retrieved from https://www.park.edu/wp-content/uploads/2018/01/Solutions-Journalism-Toolkit.pdf

Semester-II

Mandatory Internship & Internship Report

As part of the Masters Programme in Strategic Communication, the learners are required to undertake a four to six weeks' mandatory internship with a relevant organisation to gain practical experience and apply theoretical knowledge in real-world settings. It has to be done during the summer break between 2nd semester (End of 1st year) and 3rd semester (before the 2nd year). The learners also have to prepare a internship report and submit to the Department of Strategic Communication. The viva for the same will be held in 4th semester (2 credits).

The internship serves as an integral component of the programme, offering learners the opportunity to enhance their understanding of strategic communication, develop professional skills, and build valuable networks within the industry. During the internship, learners will have the opportunity to work closely with professionals in media organisations, regulatory bodies, government agencies, advocacy groups, or research institutions focused on strategic communication. Through hands-on experience, the learners will gain insights into the complexities of strategic communication building process, industry practices, and the stakeholder dynamics.

The internship experience may involve a range of activities, including conducting research on strategic communication strategies, assisting with policy analysis and advocacy initiatives, participating in project management tasks, contributing to media monitoring and analysis efforts, or supporting communication campaigns and outreach activities.

Throughout the internship, the learners are expected to demonstrate professionalism, adaptability, and a willingness to learn. They should actively engage with their supervisors, seek feedback, and reflect on their experiences to enhance their learning and professional development. Upon completion of the internship, the learners will be required to submit a comprehensive report detailing their activities, insights gained, and reflections on the internship experience.

The internship serves as a valuable opportunity for learners to bridge the gap between theory and practice, cultivate valuable skills, and make meaningful contributions to the field of strategic communication. It is an essential component of the programme that prepares learners for successful careers in the field of strategic communication.

SEMESTER-III

Discipline based Core Course (DBCC)			
Course Code	**Course Title**	**Credit**	
MA-SC CC 301	**Defence Communication**	**4**	**All three**
MA-SC CC 302	**Dealing with Data**	**4**	**courses are**
MA-SC CC 303	**Communication Research: Research Methods**	**4**	**mandatory**
	Elective Basket-VII (DBCE)	**4**	
	Elective Basket-VIII (OEIC)	**4**	
	Elective Basket IX (MENC)	**2**	
	Credit	**22**	

Defence Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To understand the basics of defence communication
- To understand the functioning of Indian armed forces, paramilitary forces (PMF) and Central Armed Police Forces (CAPF)
- To have basic information about nuclear power game
- To acquire the skills of war reporting

Unit-1
Introduction to Defence Communication

- Meaning & scope of defence communication
- Defence and national security
- Basics of Defence & National Security Beat in Newsroom
- Terrorism: Threats to national security
- External and Internal dimensions of communal clashes
- Maritime Security
- Communicating to Media for defence and national security (Media Handling for Defence and national security)

Unit-2
Introduction to Indian Defence Forces

- Introduction to Indian Army
- Introduction to Air Fore
- Introduction to Navy
- Introduction to paramilitary forces (PMF) and Central Armed Police Forces (CAPF)
- Border Security Management: Land Borders, Maritime Boundaries and Management of Airspace

Unit-3
Defence Budget

- Comparison of Defence Budgets: India and other nations
- Strategies for Arms and Ammunition Procurement
- Military Moderanisation Programme
- Arms deals and Controversies
- Biological & Chemical Weapons

Unit-4
Arms Control and Disarmament

- Strategic Arms Limitation Talks
- Biological Weapons Convention
- Chemical Weapon Convention
- Strategic Arms Reduction Talks
- Outer Space Treaty & Partial Test Ban Treaty
- Treaties on Conventional Weapons Arms Trade, Small Arms and Light weapons
- Treaty on Non-proliferation of nuclear weapons

Unit-5
War Reporting

- Basics of War Reporting: Finding sources, cross checking facts, writing reports
- War Reporting from Ground Zero
- Understanding the Concept of Embedded Journalism
- Nuclear weapons and Missile Technology
- Space Technology and National Security
- India's Missile and space Programmes
- Public-Private Partnership in Defence Equipment production
- Self-Reliance in Defence Production: DRDO & Defence Public Sector Undertaking (DPSUs)
- Military Diplomacy and its facets
- Military diplomacy for War avoidance, peace-making, peace building
- Public Diplomacy and Military Diplomacy
- Leveraging Operation Sadhbhavna: A tool for Strategic Communication

	Practical
• Joint Exercises by Military • Role of defence forces during Humanitarian Assistance and Disaster Relief (HADR) Missions	• Interaction with War Reporters • Visits to Print, TV and Digital Media newsrooms • Interaction with retired army officers and diplomats

Suggested Readings

○ Adam, Daniel. Rotfeld. (2000). Arms Control and Disarmament: A New Conceptual Approach. United Nations Publication.

○ Charles, W. & Johan, G. (2007). Handbook of Peace and Conflict Studies. Routledge.

○ Cohen, S.P. (1994). Nuclear Proliferation in South Asia: The Prospects for Arms Control. New Delhi: Lancer. Sethi, M. (2009). Nuclear Strategy: India's March towards Credible Deterrence. New Delhi: KW Publishers.

○ Mistry, D. (2005). Containing Strategic Missile Proliferation. Washington: University Washington Press.

○ Pande, S. (1994). CTBT: India and the Nuclear Test Ban Treaty. New Delhi: Cosmos.

○ Pande, S. (1995). Future of NPT. New Delhi: Lancer.

○ Robert, E. Williams & Paul R. Viotti. (2012). Arms Control: History, Theory and Policy. ABC-CLIO Publications.

○ Sipri Year Book. (2007). Armaments, Disarmament and International Security. Stockholm International Peace Research Institute. Oxford University Press.

○ Singh, A.K. (2003). India's Security Concerns in the Indian Ocean Region. New Delhi: Har Anand Publications.

○ Mukherjee, A. & Mohan, C.R. (2015). India's Naval Strategy and Asian Security. New York: Routledge.

○ Patel, B.N., Malik, A.K., Nunes, W. (2017). Indian Ocean and Maritime Security: Competition, Cooperation and Threat. New York: Routledge.

○ Raghavan, V.R. & Prabhakar, L.W. (2008). Maritime Security in the Indian Ocean Region: Critical Issues in Debate. New Delhi: Tata McGraw-Hill Publishing.

○ Rasmussen, M.V. (2006). The Risk Society at War: Terror, Technology and Strategy in the 21st Century. Cambridge: CUP.

○ Cohen, E. (2002). Technology and Warfare. UK: OUP.

○ Border Area Development Programme (revised guidelines-2008). Ministry of Home Affairs, New Delhi.

○ Das, G. (2011). Securing India's Borders: Challenges and Policy Options, New Delhi. Centre for Land Warfare Studies.

Dealing with Data

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To familiarize learners with the Big Data landscape
- To introduce learners to the techniques of Open data accessing platforms
- To develop skills in Data cleaning, analysis and visualization
- To introduce them to the importance of data in storytelling

Unit 1
Introduction to Data Handling
- Fundamentals of Data: Types, Sources, and Characteristics
- Data Collection Methods: Surveys, Experiments, Observational Studies
- Data Storage and Management: Databases, File Formats, Data Warehousing

Data Pre-processing and Cleaning
- Data Cleaning Techniques: Handling Missing Values, Outliers, and Errors
- Data Transformation: Normalization, Standardization, Encoding
- Data Integration and Transformation: Merging, Joining, and Reshaping Data

Unit 2
Data Storytelling Techniques
- Types of Data Sets
- Techniques of accessing data
- Analyzing Data sets for story ideas and insights
- Creating stories from numbers- Humanizing Data

Unit 3
Statistical Analysis of Data
- Descriptive Statistics: Measures of Central Tendency, Dispersion, and Shape
- Inferential Statistics: Hypothesis Testing, Confidence Intervals, and Regression Analysis
- Exploratory Data Analysis: Data Distribution, Correlation, and Visualization

Unit 4
Data Visualization and Interpretation
- Principles of Data Visualization: Design, Perception, and Communication
- Tools for Data Visualization: Graphs, Charts, Heatmaps, and Dashboards
- Techniques of choosing the right chart and graphs for their story Interpretation of Data
- Elements of Data Visualization- colours, fonts, etc.
- Visualizations: Drawing Insights and Making Inferences

Unit 5
Introduction to Big Data Communication
- Big Data: Concept, Nature and Scope
- Role of Big Data in Communication (Journalism, Public Relations. Advertising and Corporate Communication)
- The challenges and opportunities of communicating with Big data
- Role of Tech Giants in gathering and creating Big Data

Artificial Intelligence and Big Data
- Introduction to application of AI in Big Data
- Case Studies on how companies have deployed AI to leverage Big Data
- Introduction to AI tools for Data scraping and data cleaning
- Introduction of AI tools for data visualizations
- Ethical concerns around use of AI and Big Data

Suggested Readings

❍ Gray, J., Chambers, L., & Bounegru, L. (2012). The Data Journalism Handbook: How journalists can use data to improve the news. O'Reilly Media, Inc.

❍ Bounegru, L., & Gray, J. (2021). The Data Journalism Handbook: Towards a Critical Data Practice (p. 415). Amsterdam University Press.

❍ Hermida, A., & Young, M. L. (2019). Data journalism and the regeneration of news. Routledge.

❍ Tong, J. (2022). Data for Journalism: Between Transparency and Accountability. Taylor & Francis.

❍ The Data Journalism Handbook. Available at https://s3.eu-central-1.amazonaws.com/datajournal-ismcom/handbooks/The-Data-Journalism-Handbook-1.pdf

Communication Research: Research Methods

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To understand scientific research process
- To know main elements and various research approaches in communication research
- To understand different tools for data collection
- To understand ethics in research

Unit-1
Introduction to Communication Research
- Research process, Communication research, its need & importance
- Different areas of communication research, Development of mass Media research
- Two sectors of research: Academic and private research
- Research Procedures–Selection of research problem, Review of literature, Statement of Problem, research questions, research objectives, references and Bibliography
- Determination of appropriate methodology and research design, Data collection, Analysis and interpretation of data, Presentation of results

Unit-2
Elements of Research
- Understanding of concepts, constructs and variables
- Levels of measurements
- Scales of measurement
- Population, Sampling, Probability and nonprobability samples and their types
- Writing a Research Proposal and Research Paper

Unit-3
Various Research Approaches
- Qualitative, Quantitative & Mixed Method

Research
- Field observations
- Focus groups discussions
- Intensive interviews
- Case studies
- Ethnography

Unit-4
Research Methods and Tools for Data Collection
- Content analysis
- Survey research
- Longitudinal Studies: Trend Studies, Panel Studies, Cohort Analysis
- Experimental and Quasi Experimental Studies
- Tools for Data Collection: Questionnaire and Schedules, Diary Method, People's Meter

Unit-5
Introduction to Statistics
- Coding and Tabulation
- Statistical Methods—Nonparametric Statistics, Chi-square Test, Contingency Table Analysis
- Parametric Statistics, The t-Test, Analysis of Variance (ANOVA), Basic Correlation Statistics
- Ethics in Research and Publication

Suggested Readings
- Wimmer, Roger. D. & Dominick, Joseph. R. (2009). Mass Media Research: Processes, Approaches and Applications, New Delhi: Cengage Learning Wadsworth.
- Kothari, C. R. (2004). Research Methodology: Methods and Techniques, New Delhi: New Age

International.

○ Wimmer, Roger. D. & Dominick, Joseph. R. (2011). Mass Media Research: An Introduction, New Delhi: Wadsworth (Indian Edition).

○ Treadwell, Donald. F. (2014). Introducing Communication Research-Paths of Inquiry, New Delhi: Sage.

○ Berger, Arthur. Asa. (2005). Media Analysis Techniques. (Third Edition), California: Sage.

○ Rubin, Rebecca. B. et al (Eds.) (2009). Communication Research measures: A Sourcebook, New York: Routledge.

○ Sparks, Glenn. B. (2006). Media Effects Research. (Third Edition), Boston: Wadsworth (International Edition).

○ Stacks, Don. W. & Michael, B. Salwen. (Eds.) (2009). An Integrated Approach to Communication Theory and Research. New York: Routledge.

○ Gary, King. et al. (1994). Designing Social Inquiry: Scientific Inference in Qualitative Research. Princeton University Press.

○ Springer, J. Fred. Haas, Peter. J., Porowski, Allan. (2017). Applied Policy Research: Concepts and Cases. Routledge.

Semester-III

Elective Basket-VII			
Discipline Based Core Elective Course (DBCE)			
Course Code	Course Title	Credit	Opt in
MA-SC CE 304	Dealing with the Social Media	4	Any one in Third Semester
MA-SC CE 305	Digital Media & Emerging Technologies	4	
MA-SC CE 306	Digital Diplomacy	4	
MA-SC CE 307	Multimedia Reporting and Editing	4	

Dealing with the Social Media

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To build understanding of social media, its evolution and use in the field of communication
- To introduce learners to the social media landscape
- To introduce current ethical and legal landscape for working in social media
- To make learners understand the role of social media in Research: Listening, Monitoring and Analysis
- To explain the concept of content creation and curation for social media
- To discuss the concept of social media Measurement

Unit 1
Understanding Social Media
- Role, Scope and Evolution of social media Social Media Landscape
- Social Media habits band preferences
- Ethical and Legal Framework
- Case studies: Social Media for Communication

Unit 2
Social Media for Research
- Research in Social media practices
- Listening and Monitoring in social media
- Metrics: Types of Metrics
- Social Media Monitoring and Listening Tools
- Developing Monitoring and Listening Plan

Unit 3
Strategic Planning for Social Media
- Goals, Objectives strategy and Tactic for Social Media campaign
- Research for Social Media Plan: Understanding market and audiences
- Developing Social Media Plan

- Preparing Social Media Calendar

Unit 4
Creating and Managing Content for Social Media
- Content Marketing
- Tools to Create Content: Text, Audio, Video
- Curating Content
- Measurement and Evaluation-AMEC Template
- Case studies on Social Media for Journalists, Social Media for Public Relations, Social Media for Advertising, Social Media for Corporate Communication, Social Media for Development

Unit-5
Platforms, Forms & Formats
- Interactive Features of various Platforms: Facebook, X, Instagram, LinkedIn, YouTube, etc.
- Multi Media Formats
- Long form content: Blogs, podcast, Vlog, films
- Short form content: Short films, Memes, etc

Suggested Readings
- Shrivastava, K. M. (2013). Social Media in Business and Governance. Sterling Publishing.
- Siarto, Allie. & Cole, T. Richard. (2013). Monitoring & Measuring Social Media: Monitoring and Analyzing Conversations in Social Media. Racom Communications.
- Bradshaw, Samantha. & Philip, N. Howard. (2018). Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation. Oxford.

❍ Wilson. (2019). The Social Media Journalist Handbook, Routledge.

❍ E. Katz, & K. Mays. (2019). Journalism & Truth in Age of Social Media. Atlantic Publishers & Distributors.

❍ Mortensen, M., Neumayer, C., & Poell, T. (2018). Social Media Materialities and Protest. Routledge.

❍ Finger, Lutz. & Dutta, Soumitra. (2022). Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior. Shroff Publishers & Distributors.

Digital Media & Emerging Technologies

100 Marks: Theory-75, Practical-25

Credits: 4

Course Objectives

- To introduce learners with basics of emerging technologies in the Digital Media Industry
- To acquire skill and knowledge on the principles and techniques of artificial intelligence systems and their practical applications relevant to digital media
- To analyze, differentiate, and evaluate the differences between current augmented reality and virtual reality devices and have practical exposure with their respective environments, uses, perils, and promise
- To identify and learn various practical applications for virtual reality technologies in human interaction/communication
- To familiarize the importance of understanding the relationship between human cognition, perception, interaction, and virtual reality technology and the social and ethical implications of virtual reality technology
- To acquaint learners with fundamentals of Entrepreneurship and Innovation and its implications in the Digital Market

Unit-1
Augmented Reality (AR)

- Augmented Reality Concepts
- Definition and scope of Augmented Reality
- Augmented Reality as a Digital Media experience
- Applications of AR
- Augmented Environments and Digital Media Forms
- Disadvantages/Dangers of AR
- Benefits of Augmented Reality
- Augmented Reality in Print Media: Technology, Uses, and Problems
- Augmented reality and Social Media: AR virtual stories on social media - AR and live events - AR videos - Increase brand awareness - Augmented Reality (AR) as the Future of Social Media Apps
- Difference between AR and VR
- Future of Augmented Reality

Unit-2
Virtual Reality

- Introduction to Virtual Reality: Concepts and Definitions
- History of VR and VR Development

Fundamentals: From Greek theatre to immersive worlds

- Types of Virtual Reality: Immersive, Non-immersive, Collaborative, web based
- How Virtual Reality Works and practical applications for virtual reality technologies in human interaction/ communication
- Understanding Human Perception in virtual environments (Understanding the relationship between human cognition, perception, interaction, and virtual reality technology); The science and theory of human sensory and cognitive systems; Multi-sensory interactions with virtual environments
- Key terms associated with virtual reality technologies (such as AR, VR, XR, mixed reality)
- Immersive Technologies: Immersion and Presence in VR
- Virtual Reality Design and Communication/ Interfaces and Interaction: Definitions and fundamental principles of interaction with virtual environments; User interface design; Interface devices

- Social Worlds and Virtual Communities: Early online social worlds; Player/User types; Contemporary VR social worlds: Facebook, Rec Room and others; Flat screen versus immersive VR experiences and social interactions
- Storytelling in Virtual Worlds: Features of VR storytelling versus narrative in films, books or TV; Story structures - linear, branching, alternative endings; The role of POV in virtual storytelling; User interactions and experiences through environmental storytelling; The role of artificial intelligence in VR storytelling
- Applications of Virtual Reality
- Social and ethical implications of virtual reality
- Future of virtual reality technologies

Unit 3
Artificial Intelligence
- Scope of Artificial Intelligence: Definition, goals and applications
- Different types of AI-based systems
- AI tools
- Applications of AI in media and other fields: AI in Controlling Bias - AI in Social Media - AI in Automated Journalism
- AI automation/augmentation of production, distribution and consumption of news Journalism
- AI & Society: Ethical challenges accompanying AI automation/augmentation
- Implications of AI for media consumers; Implications of AI for future media producers
- Knowledge representation and knowledge engineering
- Means–ends analysis
- TensorFlow and Artificial neural networks
- Machine Learning
- Deep Learning
- Natural Language Processing Internet of Things
- Robotic Process, Cybernetics approach

to Algorithm: Types of Algorithms and their Uses, Algorithms ethics and manipulation, Algorithm Information, Algorithm Research, Analytics Algorithms and Algorithm for Online Shopping
- AI for marketing analytics
- The Future of Artificial Intelligence
- Artificial Intelligence and the Changing Face of News Media
- Use of Drones in Video/News Gathering

Unit 4
Digital Innovation
- Understanding the dynamics of innovation: Different approaches to digital innovation processes; Analyze, evaluate and develop digital innovation process
- Digital Innovation Strategy and Management
- Innovation tools and techniques: User journey mapping, Affinity diagram, Prototyping, Brainstorming, Rapid ideation, Innovation and collaborative innovation frameworks and others
- Understanding the market
- Exploring revenue opportunities
- Developing Product
- Growing Community
- Content Strategy
- Platforms and Ecosystem
- Digital Innovations environment – organizational, legal, ethical and security issues

Unit 5
Creating Interactive Content in Unity, Co Spaces, etc.
- Metaverse
- Creating cultural space into an interactive 3D environment
- Explore interactive content tools
- Build Chatbots
- Social outreach apps, live video platforms, text to video creation

Suggested Readings
❍ D'Monte, Leslie. & Kolla, Jayanth. N. (2023). AI Rising: India's Artificial Intelligence Growth

Story. Jaico Publishing House.

❍ Abernathy, Muse. Penelope. & Sciarrino, JoAnn. (2018). The Strategic Digital Media Entrepreneur. John Wiley & Sons.

❍ Bucher, John. (2017). Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives. Routledge.

❍ Connock, Alex. (2022). Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age. Routledge.

❍ Daniela, Linda. (2020). New Perspectives on Virtual and Augmented Reality. Routledge.

❍ Goel, Lavika. (2021). Artificial intelligence: concepts and applications. Wiley India.

❍ Guha, Suman. (2022). Win The Digital Age with Data: How to Use Analytics To Build Products That Customers Love. Notion Press

❍ Idemudia, C. Efosa. (2019). Handbook of Research on Social and Organizational Dynamics in the Digital Era. IGI Global.

❍ Konasani, Reddy. Venkata. & Kadre, Shailendra. (2021). Machine learning and Deep learning using Python and Tensor flow. McGraw Hill.

❍ Pradhan, Manaranjan. & Kumar, Dinesh. U. (2019). Machine Learning using Python. Wiley India.

❍ Rich, Elaine; Knight, Kevin. & Nair, B. Shivashankar. (2017). Artificial Intelligence. McGraw Hill.

❍ Russell, Stuart. & Norvig, Peter. (2015). Artificial Intelligence: A Modern approach. Pearson.

❍ Schmalstieg, Dieter. & Höllerer, Tobias. (2016). Augmented Reality: Principles & Practice. Pearson.

❍ Shetty, G. Chetankumar. (2020). Augmented Reality - Theory, Design and Development. McGraw Hill.

❍ Thakur, Kiran., Pandit, Makarand. & Josh, Yogesh. (2022). Fundamentals of Digital Journalism. Vishwakarma Publications.

❍ Whittington, Dick. (2018). Digital Innovation and Entrepreneurship. Cambridge University Press.

❍ Dahiya, S., Trehan, K. (eds.) (2024). *Handbook of Digital Journalism: Perspectives from South Asia*. Singapore: Springer.

MA-SC CE 306: Digital Diplomacy

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To explore the evolution and impact of digital diplomacy, including its role in South Asia and international organizations
- To explore strategic communication skills for digital diplomacy, including crisis management and international negotiations
- To understand and address the cybersecurity, misinformation, and ethical challenges in digital diplomacy
- To analyze data-informed diplomacy strategies and their application in real-world scenarios

Unit-1
Introduction to Digital Diplomacy
- Understanding Public Diplomacy
- Public Diplomacy and Digital Society
- The Rise of Digital Diplomacy
- Soft Power and Public Diplomacy
- Digital Diplomacy in South Asia
- International Organisations in the Digital Age

Unit 2
Strategic Communication in Digital Diplomacy
- Global Digital Diplomatic Strategies
- Content Management on Digital Platforms
- Building Relationships and Fostering Trust
- Crisis Communication and Management
- Changing Landscape of International Relations, digital cooperation
- International negotiations

Unit 3
Digital Diplomacy Platforms and Technologies
- Social Media in Diplomacy
- Using Social Media for Crisis Response and Communication
- Emerging Trends and Technologies, AI in Digital Diplomacy
- Data-informed diplomacy

Unit 4
Challenges and Ethics in Digital Diplomacy
- Cybersecurity Threats and Information Warfare
- Misinformation and Propaganda
- Ethical Considerations and Cultural Sensitivities
- Privacy Issues and Data Protection

Unit-5
Practical
- Discussions on contemporary case studies
- Analysis and report writing based on international digital media content

Suggested Readings
- Bjola, Corneliu. & Manor, Ilan. (2024). The Oxford Handbook of Digital Diplomacy. Oxford University Press.
- Bjola, Corneliu, Holmes, Marcus. (2015). Digital Diplomacy Theory and Practice. Routledge.
- Akıllı, Erman. Günes, Burak. & Güner, Oğuz. (eds). (2024). Digital Diplomacy in the OSCE Region From Theory to Practice. Springer Cham.
- Roumate, Fatima. (2021). Artificial Intelligence and Digital Diplomacy: Challenges and Opportunities. Springer Cham.
- Manor, Ilan. (2019). The Digitalization of Public Diplomacy. Palgrave Macmillan Cham.

❍ Bjola, Corneliu. & Kornprobst, Markus. (2018). Understanding International Diplomacy Theory, Practice and Ethics. Routledge.

❍ Bjola, Corneliu. & Zaiotti, Ruben. (2021). Digital Diplomacy and International Organisations Autonomy, Legitimacy and Contestation. Routledge.

Multimedia Reporting and Editing

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To grasp the fundamentals of reporting, including different types, concepts of news, and specialized reporting techniques
- To learn multimedia storytelling and content creation, integrating print and web formats with multimedia elements for dynamic storytelling
- To acquire skills in editing content, focusing on text, audio-visual materials, and effective web content management
- To master production techniques and methods in photography, video production, sound basics, and software proficiency in Adobe Premiere Pro, InDesign, and Photoshop

Unit 1
Understanding Reporting Techniques
- Fundamental of Reporting, Types of Reporting
- Concepts and Elements of News, Press Releases
- News Leads and their types
- Understanding Beats and Specialized Reporting
- Feature Writing, Interviews, OPED, Middle, Backgrounders, Reviews, etc.
- Citizen Journalism and User-Generated Content

Unit 2
Multimedia Storytelling and Content Creation
- Evolution of Multimedia Journalism: Global and Indian Perspectives
- Writing for print and the Web: Lab journals, magazines, e-zines, News websites, blogs, etc.
- Incorporating Multimedia Elements: Photos, Videos, and Audio
- Interactive Storytelling: Data Visualization and Infographics
- Basics of Mobile Journalism (MoJo)
- Introduction to Audio Storytelling and Podcasting

- Content Management Systems (CMS) and Digital Publishing Tools

Unit 3
Editing Content
- Best Practices in Editing Text
- Rewriting and Reconstruction of News
- Basics of Audio-visual editing
- Timeline Creation for digital news
- Editing and uploading content on the web

Unit 4
Production Techniques and Methods
- Introduction to Photography, Composition, Rule of Thirds, etc.
- Video Production: Pre production, production, post production
- Sound basics and techniques and editing software
- Video Editing: Adobe Premiere Pro
- Page Layout: Adobe InDesign
- Photo Editing: Photoshop

Unit-5
Practical
- Documentary production
- Production of lab journals
- Visits to print & electronic media newsrooms

Suggested Readings
- Adornato, A. (2017). Mobile & Social Media Journalism: A practical guide. CQ Press.

❍ Burum, I., & Quinn, S. (2015). MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. Routledge.

❍ Dancyger, K. (2018). The technique of film and video editing: history, theory, and practice. Routledge.

❍ Quinn, S. (2011). MoJo-Mobile Journalism in the Asian region. KAS.

❍ Ward, M. (2013). Journalism online. Routledge.

❍ Yadav, Anubhuti. (2022). New Media Journalism: Emerging Media and New Practices in Journalism, Sterling.

❍ AL Jazeera. Mobile Journalism https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalisn%20english.pdf

❍ Murthy, Dhiraj. (2013). Twitter: Digital Media and Society Series. Atlantic Publishers & Distributors.

Elective Basket-VIII

Open Elective Interdisciplinary Course (OEIC)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC OE 308	**Media Advocacy**	4	**Any one in Third Semester**
MA-SC OE 309	**Media and Religion**	4	
MA-SC OE 310	To be offered by other Dept **Media Laws, Ethics and Regulations in India**	4	
MA-SC OE 311	To be offered by other Dept **Discourse Studies**	4	
MA-SC OE 312	To be offered by other Dept **Media, Civil Society, Markets and Movements**	4	
MA-SC OE SWAYAM 313	In open elective, a learner can also pursue SWAYAM Approved Courses (one Open Elective in semester 1) (4 credits) subject to prior consultation and approval from the Course Director of the Department of Strategic Communication, IIMC. The course can be related to media, emerging technology or allied field. Since courses from SWAYAM are flexible and may tend to change, hence learners may choose courses when it is available on SWAYAM platform	4	

Media Advocacy

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To explore the theory and practice of media advocacy, focusing on the strategic use of media channels to advance social causes, influence public opinion, and shape policy outcomes
- To help the learners develop the skills and knowledge necessary to effectively plan, implement, and evaluate media advocacy campaigns
- To understand the role of media in advocacy, crafting persuasive messages, engaging stakeholders, and navigating ethical considerations

Unit-1
Foundations of Media Advocacy
- Introduction to media advocacy: history, principles, and theoretical frameworks
- Definition and Principles of Media Advocacy
- Theoretical Frameworks: Agenda-Setting, Framing, and Cultivation Theory
- Understanding the role of media in shaping public opinion and policy agendas
- Identifying advocacy goals and target audiences
- Crafting compelling narratives and messages for media advocacy campaigns
- Role of Media in Shaping Public Opinion and Policy Debates
- Case studies of successful media advocacy campaigns

Unit-2
Strategies and Tactics in Media Advocacy
- Developing media advocacy strategies: media relations, storytelling, and framing
- Utilizing traditional media channels (print, broadcast) and digital media platforms
- Engaging with journalists and building media relationships
- Campaign Planning and Implementation
- Identifying Advocacy Goals and Objectives
- Target Audience Analysis and Segmentation
- Message Development and Framing Strategies
- Leveraging social media and online activism for advocacy campaigns
- Workshop: Developing a media advocacy plan

Unit-3
Media Relations and Outreach
- Building Relationships with Journalists and Media Outlets
- Crafting Press Releases, Media Pitches, and Op-Eds
- Managing Media Interviews and Press Conferences

Storytelling and Narrative Building
- The Power of Storytelling in Advocacy
- Using Personal Narratives and Case Studies to Drive Change
- Multimedia Storytelling Techniques for Advocacy Campaigns

Unit 4
Stakeholder Engagement and Coalition Building
- Identifying and engaging key stakeholders in media advocacy efforts
- Building coalitions and partnerships to amplify advocacy messages
- Strategies for engaging policymakers, influencers, and community leaders
- Negotiating conflicts and managing diverse stakeholder interests
- Case studies of successful stakeholder engagement in media advocacy

Unit-5
Evaluation, Impact Assessment and Ethics in Media Advocacy
- Evaluating the effectiveness of media advocacy campaigns: measuring impact and outcomes
- Assessing Policy Impact and Social Change
- Ethical considerations in media advocacy: truthfulness, transparency, and accountability
- Navigating challenges and controversies in media advocacy
- Reflecting on personal biases and ethical dilemmas in advocacy work
- Workshop: Developing an evaluation framework for media advocacy campaigns

Suggested Readings

- Rice, R. E., & Atkin, C. K. (2013). Public Communication Campaigns (4th ed.). Sage Publications.
- Mohan, M. (2019). India Connected: Mapping the Impact of New Media. SAGE Publications India
- Manjoo, F. (2017). True Enough: Learning to Live in a Post-Fact Society. John Wiley & Sons.
- Wallack, Lawrence. W. & Dorfman, Lori. (1993). Media Advocacy and Public Health: Power for Prevention. Sage Publications.
- Yoon, I., & Lacy, S. (2018). Strategic Media Relations: A Comprehensive Guide to Managing Your Media. Routledge
- Nisbet, M. C., & Huge, M. (2006). Attention cycles and frames in the plant biotechnology debate: Managing power and participation through the press/policy connection. Harvard International Journal of Press/Politics, 11(2), 3–40.
- Wallack, Lawrence. & Dorfman, Lori. Media Advocacy: A Workbook and Planning Guide.
- Media Advocacy: A Manual for Professionals by Pamela J. Shoemaker and Stephen D. Reese
- Charles, Karyn. Rybacki. & Rybacki, Donald. (2011). Jay. Advocacy and Opposition: An Introduction to Argumentation. Pearson.

Media and Religion

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To examine the intersections of communication, media, and religion in both global and Indian contexts
- To explore the role of media in shaping religious beliefs, practices, and identities, as well as the impact of religion on media content and technologies
- To critically examine the complex dynamics between communication, media, and religion, and their implications for society, culture, and identity

Unit-1
Introduction to Media and Religion

- Overview of Media Theories in the study of Religion
- Theoretical Perspectives: Media Effects, Cultural Studies, and Ritual Theory
- Role of Media in Religious Communication: Broadcasting, Publishing, and Digital Platforms
- Religious Representation in Media Content: Portrayals, Stereotypes, and Narratives
- Case Studies on the Intersection of Communication, Media, and Religion

Unit-2
Media, Technology, and Religious Practices

- Impact of Technology on Religious Practices: Online Worship, Virtual Communities, and Digital Rituals
- Social Media and Religious Identity Formation: Online Discourses, Hashtag Activism, and Religious Movements
- Religious Broadcasting and Webcasting: Television, Radio, Podcasts, and Streaming Services
- Digital Religion and Virtual Reality: Sacred Spaces, Pilgrimages, and Immersive Experiences
- Case Studies on Media, Technology, and Religious Practices in Global and Indian Contexts

Unit-3
Religion and Media Ethics

- Ethical Issues in Religious Media Production and Consumption
- Media Representations of Religion: Stereotyping, Sensationalism, and Misrepresentation
- Religious Freedom and Media Regulation: Blasphemy Laws, Censorship, and Hate Speech
- Interfaith Dialogue and Media Ethics: Addressing Religious Tensions and Conflicts
- Case Studies on Media Ethics and Religious Communication in Global and Indian Media

Unit-4
Religion, Media, and Social Change

- Religion and Social Movements: Media's Role in Religious Activism and Advocacy
- Religious Public Relations and Media Management: Strategies for Religious Organizations
- Media Coverage of Religious Events and Festivals: Representation, Spectacle, and Identity Politics
- Religious Media Literacy and Education: Countering Religious Extremism and Misinformation
- Case Studies on Media's Role in Religious Mobilization, Social Change, and Conflict Resolution

Suggested Readings

- Mahan, Jeffrey. H. & Grettano, Teresa. L. (2014). Media, Religion, and Culture: An Introduction. Routledge.
- Vries, Hent de. & Weber, Samuel. (2002). Religion and Media. Stanford University Press.
- Meyer, Birgit. & Moors, Annelies. (2005). Religion, Media, and the Public Sphere. Indiana University Press.
- Lövheim, Mia. & White, Andrea, P. (2013). Media, Religion, and Gender: Key Issues and New Challenges. Routledge.
- Campbell, Heidi. (2022). Digital Religion: Understanding Religious Practice in New Media Worlds. Routledge.
- Stout, Daniel. (2012). Media and Religion: Foundations of an Emerging Field. Routledge.
- Hatcher, Anthony. (2018). Religion and Media in America. Rowman & Littlefield Publishers.
- Granholm, Kennet. Moberg, Marcus. Sjö, Sofia. (2015). Religion, Media, and Social Change. Routledge.
- Hoover, Stewart. M. & Echchaibi, Nabil. (2021). Media and Religion: The Global View. De Gruyter.

Media Laws, Ethics and Regulations in India

100 Marks: Theory-75, Practical-25

Credits: 4

Course Objectives
- To understand the historical development and significance of press laws within the Indian context
- To examine key press laws, regulatory bodies and their implications
- To investigate broadcasting laws, regulatory frameworks and ethical considerations in editorial practices
- To explore cyber laws, journalistic ethics and the role of media associations and organizations
- To evaluate ethical issues such as bias, censorship, fake news and privacy concerns in the media landscape

Unit-1
Indian Constitution and Media
- Brief history of Press Law in India
- Media Freedom in a Democracy
- Need and importance of various laws in media
- Basics of Indian constitution and Fundamental Rights, Directive Principles of state policy, Freedom of Speech & expression Article 19(a) &19(b), Reasonable restrictions
- Media Roles, Responsibilities and Privileges
- Concept of free press, Censorship and other legal implications imposed by government on Press

Unit-2
Press Laws
- Press Commission: First and Second
- Committees and commissions related to Media: Joshi Committee, Chanda committee, Verghese committee
- Press Council of India Act, 1978
- Defamation: Libel and Slander
- Sedition and inflammatory writings, IPC and CrPC
- Copy Right Act, 1957
- Press & Books Registration Act, 1867
- Contempt of Court 1971
- Official Secrets Act 1923
- Constitutional Amendment and Article 361 A (Protecting the publication of Parliament and Legislature) Parliamentary Proceedings Protection of Publication Act 1956,
- Right to Information (2005)
- Whistle blower Protection Act (2011)

Unit-3
Broadcasting Laws
- Prasar Bharati Act, 1990
- Cable Television Networks Rules, 1994
- Cable Television Networks Regulation (CTNR) Act, 1995
- Cinematography Act, 1952
- Telecom Regulatory Authority of India (TRAI) Act, 1997
- Digitization and Conditional Access System (CAS)
- Broadcasting and Advertising codes
- Broadcast Regulatory bodies and TRAI, BRAI, IBF
- Editorial ethics, Press council code on communal writings, Parliament code for journalist

Unit-4
Cyber Laws
- Information Technology Act and Regulatory AuthoritiesIT Act, 2000, amendment 2008
- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- Journalism as an organised/unorganised

sector, Working Journalists Act, 1955
- Wage boards related to Media
- Media Associations and Organizations: INS, Editors Guild, IFWJ, NUJ (I), IJU, NBA,
- BEA

Unit-5
Ethical Issues in Indian Media
- Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech
- Fake news and post-truth, Trial by media
- Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)
- Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism
- Trade Union Rights in Media
- Journalists' Code of Conduct: Some Model of Code of Conduct (RTDNA, SPJ, NBA etc.)
- Journalistic Norms by PCI
- Digital Ethics Code 2021
- Conflict of Interest

- Paid News
- Trial by Media
- Privacy
- Confidentiality of sources
- Ethics of Investigative Reporting
- Media and Civil Rights, SHRC, NHRC

Media Regulation
- Regulatory practices in developed democracies
- Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation
- Regulation of Broadcast, Press and Web: Challenges and Issues
- Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation
- Press Ombudsman: Readers' Editor

Practical
- Learners have to do two case studies of media laws and study the recent cases
- Work in groups and present case studies pertaining to media law and ethical issues related to media

Suggested Readings

- Agarwal, V. (2017). Media Law in India (4th ed.). Eastern Book Company.
- Basu, S. (2019). Freedom of the Press in India: Constitutional Provisions and Their Application. Universal Law Publishing.
- Bhatia, K. (Ed.). (2018). Media Ethics and Regulation: Indian and Global Cases. SAGE Publications India.
- D'souza, Y. K. (1998). Principles and Ethics of Journalism and Mass Communication, Commonwealth Publishers, New Delhi.
- Basu, D.D. (2006). Law of the Press. Prentice Hall, New Delhi
- Dixit, A. (2006). Press Laws and Media Ethics, Reference Press, Delhi
- Dua, M.R. (2000). Press As Leader of Society, IIMC.
- Dua, N. (2016). Media Laws & Ethics in India (2nd ed.). Taxmann Publications.
- Duggal, P. (2002). Cyber law in India, Saakshar Law Publications.
- Basu, Durga. Das. Sarkar, S.C. (1966) Introduction to the Constitution of India, Calcutta.
- Iyer, V. (2000). Mass Media Laws and Regulations in India, AMIC Publication.
- Kannabiran, K. (2018). Freedom of Expression and the Courts in India: Patterns of Significance. Cambridge University Press.
- Krishnaswamy, S. (2015). Broadcasting in India: Legal and Ethical Issues. Bloomsbury Publishing India.
- Malik, A. (2017). Legal and Ethical Issues in Journalism and Media Communication. Oxford University Press.
- Rajagopal, A. (2018). Media Ownership and Control: Law, Economics and Policy in an Indian and

International Context. Hart Publishing.

❍ Ramaswamy, R., & Saha, B. (2017). Media Ethics: Key Principles for Responsible Practice. SAGE Publications India.

❍ Srinivasan, S. (2019). Digital Copyright Law in India: Technology, Media, and the Market. Routledge.

Discourse Studies

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To familiarize learners with the theoretical developments in the field of discourse analysis
- To make learners aware of different approaches to research in discourse analysis
- To understand the issues and needs related to using discourse analysis in research
- To develop skills and discourse-analytical procedures for analysis of both spoken and written texts and discourses of different genres
- To develop technical skills to use the computer-assisted qualitative data analysis software
- To provide learners opportunities to apply discourse analytic methods in their own research

Unit 1
Introduction to discourse
- What is discourse: Concepts and definitions
- Understanding the linguistic text: language as system, language as social practice, language as communication, terminology, speech act theory, sociocultural theory, systemic functional linguistics, pragma-dialectics, cognitive linguistics and corpus linguistics
- Understanding semiotic features of text and genres, intertextuality (Text types including print news media, political communications, digital/social media, etc.).

Unit 2
Discourse analysis: need and relevance through theoretical underpinnings
- Discourse and structure: As product and the process
- Discourse and social action: discourse as dialogue, society
- Discourse in culture and identity representation and formation (gender, race, etc.)
- Discourse and ideology
- Socio-psychological discourse
- Challenges and new avenues in discourse research

Unit 3
Discourse analytical approaches and methods: relevance and limitations
- Socio-political approach
- Language-in-use approach
- Multimodal discourse analysis
- Critical discourse analysis
- Media discourse and analysis, multimedia analysis, computer-assisted qualitative data analysis software – AtlasTi, Nvivo, etc.
- Conversation analysis, discourse transcription, transcription conventions
- Narrative analysis, Thematic analysis and Genre analysis
- Pragmatics
- Interactional sociolinguistics

Unit 4
Discourse analysis of different modes and genres: Case studies
- Defence ties and discourse
- Foreign Policy and Discourse
- Bilateral agreements and Discourse
- Discourse in conflict resolution
- Discourses of immigration, corporate responsibility, etc.
- (For this application-based unit, learners will be encouraged to bring the cases according to their interests and programme profiles, for context-specific analysis and comparison during practical sessions)

Unit 5 **Discourse and media research: Practical Workshop** • Identifying a research problem • Working on objectives • Developing a research design by identifying	data and data collection technique • Executing research: fieldwork and transcribing the data • Analyzing the data and report writing

Suggested Readings

○ Machin, David & Mayr, Andrea. (2012). How to Do Critical Discourse Analysis: A Multimodal Introduction. Sage.
○ Paltridge, B. (2022). *Discourse analysis: An introduction* (٣rd ed.). Bloomsbury Academic.
○ Renkema, J. & Schubert, C. (2018). *Introduction to Discourse Studies*. John Benjamins Publishing.
○ Taylor, Stephanie. (2013). *What is Discourse analysis?* Bloomsbury.
○ Way, Lyndon. C. S. (2017). Popular Music and Multimodal Critical Discourse Studies: Ideology, Control and Resistance in Turkey Since 2002. Bloomsbury.
○ Wodak, Ruth & Meyer, Michael. (Eds.) (2016). Methods of critical discourse studies (3rd ed.). Sage.

Media, Civil Society, Markets and Movements

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

- To explore the dynamic interplay between media, markets, civil society, and social movements within both Indian and global contexts
- To help learners examine how media influences market dynamics, shapes civil society discourse, and mobilizes social movements
- To help learners gain insights into the complex relationship between media, markets, civil society, and movements

Unit-1
Media and Market Dynamics

- Media as a Market Actor: Advertising, Sponsorship, and Product Placement
- Media Consumption Patterns and Market Preferences
- Marketization of News and Entertainment Content
- Corporate Media Ownership and Market Influence

Unit-2
Media, Civil Society, and Public Sphere

- Media and Public Opinion Formation
- Agenda Setting and Framing in Media Discourse
- Media Representations of Civil Society Actors and Issues
- Alternative Media and Grassroots Mobilization

Unit-3
Media and Social Movements

- Media Framing of Social Movements: Framing Theory and Analysis
- Mediatization of Social Movements: Coverage, Visibility, and Impact
- Digital Media and Networked Movements
- Media Strategies for Movement Building and Advocacy

Unit-4
Comparative Perspectives: Indian and Global Contexts

- Comparative Analysis of Media Systems: Western vs. Non-Western Models
- Globalization and Media Market Dynamics
- Transnational Civil Society Networks and Movements
- Global Media Coverage of Indian Social Movements

Unit-5
Responsibilities of Media Professionals

- Journalistic integrity, Bias and Objectivity
- Data Privacy and Surveillance in the Digital Age
- The Role of Social Media Platforms in Shaping Public Discourse
- Environmental sustainability in media production and consumption

Suggested Readings

- Baker, C. Edwin. (2009). Media, Markets, and Democracy. Cambridge University Press.
- Shaw, Martin. (1996). Civil Society and Media in Global Crises: Representing Distant Violence. UNKNO.
- McKee, Alan. (2004). The Public Sphere: An Introduction, Cambridge University Press.
- Ducke, Isa. (2007). Civil Society and the Internet in Japan. Routledge.

- Hodkinson, Paul. (2017). Media, Culture and Society: An Introduction. Sage Publications.
- Joyce, Mary. (2010). Digital Activism Decoded: The New Mechanics of Change. International Debate Education Association.
- Ward, Stephen. J. A. (2013). Global Media Ethics: Problems and Perspectives. Wiley-Blackwell.
- Carty, Victoria. & Dutton, William. H. (2015). Social Movements and New Technology. Routledge.
- Jansen, Sue. Curry. & Pooley, Jefferson. (2011). Media and Social Justice. Palgrave Macmillan.
- Mosco, Vincent. (2009). The Political Economy of Communication. Sage Publications.
- Hopmann, P. Terrence. & Hackett, Robert. E. (2009). Civil Society and Media in Global Crises: Representing Distant Violence. Sage Publications.

Semester-III

Elective Based- IX			
Mandatory Elective Non-Credit Course (MENC)**			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC ME 314	**Media and Information Literacy**	**2**	**Any one in Third Semester**
MA-SC ME 315	**Cyber Security and Data Privacy**	**2**	

Media and Information Literacy

50 Marks: Theory-25, Practical-25

Credits: 2

Course Objectives
- To introduce learners to the concept of Media and Information Literacy
- To develop competencies so that learners can access content that is credible and authentic
- To sensitize learners to create media messages in a responsible way
- To develop MIL skills competencies amongst learners so that they can navigate the media and information landscape carefully

Unit 1
Introduction to Media and Information Literacy
- Understanding Media and Information Literacy
- Understanding the concept of Media Literacy, Information Literacy, Advertising Literacy, Cinema Literacy, etc
- Principles of Media Literacy
- Media Literacy Competencies
- Media and Information Literacy initiatives across the world

Unit 2
Accessing Content
- Understanding how people access content: Content consumption habits
- Credible and Authoritative sources
- Verifying Information
- Copyright Vs Copyleft

Unit 3
Analyzing Media Message
- Critical Thinking
- Who has created the message- Role of creators and ownership
- Purpose of the message
- Analysing the Media text
- Analysing the context

Unit 4
Creating Media Messages
- Media formats- Medium is the message
- Content Development process
- Production Elements – Colour, Lighting, Shape, Angle, Word Choice, shots etc
- Constructing Media Messages

Unit 5
Artificial Intelligence Literacy
- Characteristics of AI system
- Understanding how AI works
- Understanding Algorithms and its various types
- Creating content
- Detecting Content created through AI
- AI: Ethical and legal Concerns

Suggested Readings
- Johnson, C. A. (2015). The Information Diet. O'Reilly Media.
- Pariser, E. (2012). The filter bubble: How the new personalized web is changing what we read and how we think. Penguin Books.
- Yadav, A. (n.d.). Media and information literacy. Available at https://ebooks.inflibnet.ac.in/lisp20/.
- Singh, J., Grizzle, A., Yee, S. J., & Culver, S. H. (Eds.). (n.d.). Media and Information Literacy for the Sustainable Development Goals. UNSEDOC.
- Mass Media: Being Media Literate. (2022). Central Board of Secondary Education, Delhi. Available at https://cbseacademic.nic.in/web_material/Curriculum23/publication/MassMedia_VI-VIII.pdf
- Silverblatt, A., Yadav, A., & Kundu, V. (2022). Media Literacy: Keys to Interpreting Media Message. Kanishka Publishers.

Cyber Security and Data Privacy

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives:
- To understand the principles of cybersecurity and data privacy.
- To identify common cyber threats and vulnerabilities.
- To explore encryption techniques and secure communication protocols.
- To learn about legal and regulatory frameworks governing data protection.
- To analyse case studies to apply theoretical knowledge to real-world scenarios.
- To develop strategies for risk assessment and incident response.
- Adaption of emerging trends and challenges in cybersecurity and data privacy.
- Cultivation of ethical awareness in handling sensitive information.

Unit 1
Introduction to Cybersecurity
- Overview of cybersecurity concepts, principles and terminology
- Historical perspective and evolution of cyber threats and attacks
- Types of cyber threats (e.g., malware, phishing, DDoS attacks)
- Common attack vectors and techniques
- Vulnerability assessment and penetration testing
- Case studies of notable cyber attacks

Unit 2
Secure Communication and Cryptography
- Introduction to Hardware Security
- Operating System Principles
- Computer Networking
- Principles of cryptography
- Basics of cryptography: encryption, decryption, hashing
- Symmetric and asymmetric encryption
- Cryptographic protocols and algorithms
- Public key infrastructure (PKI) and digital signatures

Unit 3
Network Security
- Fundamentals of network security
- Firewalls, IDS/IPS, and other network security tools

- Secure network design and architecture
- Virtual private networks (VPNs) and secure communication protocols
- Information Security Management
- Risk management and assessment
- Security policies, standards, and procedures
- Compliance and regulatory requirements (e.g., GDPR, HIPAA)
- Security governance and organizational roles

Unit 4
Data Privacy Regulations and Compliance
- Legal and ethical issues in cybersecurity
- Overview of data protection laws: GDPR, CCPA, HIPAA
- Privacy by design and default principles
- Introduction to Application Security, Mobile Security, and Critical Infrastructure Security

Unit 5
Security Technologies, Incident Response, and Emerging Trends
- Firewall and intrusion detection/prevention systems
- Incident response planning and execution
- Security issues in mobile and Internet of Things IoT devices
- Introduction to Blockchain Technology
- Secure Cloud Computing

• Cloud computing fundamentals • Security issues and challenges in cloud environments • Cloud security architecture and controls • Secure cloud migration strategies • Ethical dilemmas in cybersecurity decision-making	**Practical** **Hands-on project or internship experience in a real-world cybersecurity environment** • Application of knowledge and skills acquired throughout the program • Presentation of findings or project outcomes

Suggested readings

❍ Brooks, C. J. (2020). Cybersecurity Essentials. Pearson.
❍ Brown, R. S., & White, T. W. (2017). Security Technologies: Concepts and Applications. Cambridge University Press.
❍ Garcia, E. R., & Davis, M. P. (2021). Legal and Regulatory Frameworks in Data Protection. Springer.
❍ Jones, A. B., & Lee, C. D. (2018). Cryptography: Theory and Practice. McGraw-Hill.
❍ Smith, J. K., & Johnson, L. M. (2019). Data Privacy and Security: Principles and Practices. Wiley

SEMESTER-IV

DISCIPLINE BASED CORE COURSE		
Course Code	**Course Title**	**Credit**
MA-SC CC 401	**International Law & Institutions**	**4**
MA-SC CC 402	**Perception Management**	**4**
MA-SC CC 403	**Dissertation + Viva**	**6+2**
	Elective Basket-X (DBCE)	4
	Elective Basket XI (MENC)	2
	Credit	**22**

International Law & Institutions

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To gain basic information about international law
- To understand the functioning of international institutions
- To know the role of international institutions in Indian context

Unit-1: Introduction to International Law
- History & Role of International Law
- Working of International Law
- Relationship between International and Domestic Law
- Third world approaches to International Law
- International Human Rights
- International Law as Regulator of Violence

Unit-2: International Criminal Law and Foreign Sovereignty
- International Criminal Law and Criminal Court
- Private International Law
- Air & Space law
- The Law of the Sea
- Sovereignty and Jurisdiction

Unit-3: International Trade Law
- International Trade Law
- Business and Economics Law
- Law of Treaties & Contracts
- International Pressure Groups

Unit-4: International Institutions
- International Monitory Fund
- United Nations Organisations
- UN Security Council
- World Trade Organisation

- Asian Development Bank
- Shanghai Cooperation Organisation
- International Labour Organisation
- UNESCO
- UNICEF
- Organisation for the Prohibition of Chemical Weapons
- International Atomic Energy Agency
- International Partnership for Energy Efficiency Cooperation
- International Energy Agency
- International Civil Aviation Organization
- International Maritime Organization
- International Criminal Police Organization
- International Olympic Committee

Unit-5: Organisations for Regional Cooperation
- South Asian Association for Regional Cooperation
- BRICS - Brazil, Russia, India, China and South Africa
- G-20
- G-77
- Commonwealth of Nations
- European Organization for Nuclear Research
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation

Suggested Readings
❍ Rose, C. et al. (2022). An Introduction to Public International Law. Cambridge University Press.
❍ Keitner, C. et al. (2016). International Law Frameworks. Foundation Press.
❍ Orakhelashvili, Alexander. (2022). Akehurst's Modern Introduction to International Law. Routledge.
❍ Hathaway, O. & Koh, H. (2005). Foundations of International Law and Politics. Foundation Press.

❍ Buergenthal, T. & Murphy, S. (2013). Public International Law in a Nutshell. West Academic Press.

❍ Burr, S. (2006). Burr's Sum and Substance Quick Review on International Law. West Academic.

❍ American Law Institute, Restatement (Third and Fourth) of the Foreign Relations Law of the United States.

❍ Robert, Y. Jennings. (1981). What is International Law and How Do We Tell It When We See It? Schweizerisches Jahrbuch für Internationales Recht.

❍ Arsanjani, Mahnoush. H. & Reisman, W. Michael. (1988). The Quest for an International Liability Regime for the Protection of the Global Commons.

❍ Chimni, B.S. (2006). Third World Approaches to International Law: A Manifesto. International Community Law Review 8: 3-27.

❍ Chimni, B.S. (2007). The Past, Present and Future of International Law: A Critical Third World Approach. Melbourne Journal of International Law, Volume 8.

❍ Crawford, James. (2012). Brownlie's Principles of Public International Law' 8th edition (OUP) 718-743

❍ Moeckli, D. et al. (eds.) (2010). International Human Rights Law. OUP. 75-85, 123-156

Perception Management

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To help the learners understand basics of perception management
- To develop the ability to craft compelling messages that resonate with diverse audiences
- To learn how to align communication strategies with the organisation's core values & strategic goals
- To learn to influence and shape stakeholders' perceptions to support organisational objectives strategically

Unit-1
Introduction to Perception Management
- History of propaganda and perception management
- Key concepts and principles of perception management
- Basic Understanding of Perception Management; stages of perception
- Modern Audiences and Theories of Persuasion
- Psychological Theories and Concepts Related to Perception: Cognitive dissonance theory, Attribution theory, Social identity theory, Halo effect and confirmation bias, Selective perception and framing

Unit-2
Strategies for Effective Perception Management
- Self-awareness and self-reflection
- Building empathy and perspective-taking
- Active listening and effective communication
- Authenticity and credibility
- Reputation management and personal branding
- India's Soft Power as tool for Perception Management

Unit-3
Different Approaches
- Approaches to Examine Sensory Processing
- Cognitive & Neural Mechanisms of Perception

- Perception, perceptual span, iconic storage, echoic storage, visual pattern recognition, bottom-up verses top-down processing, template matching, signal detection theory
- Perception Management in International Context
- Perception Management in Undercover Propaganda

Unit-4
Understanding Attitude Behaviour
- Defining Attitudes
- Attitudes, Values and Beliefs
- Formation of Attitudes
- Classical Conditioning
- Instrumental Conditioning
- Observational Learning
- Genetic Factors
- Functions of Attitudes: Utilitarian Function, Knowledge Function, Ego-Defensive Function, Value-Expressive Function, Social Identity Function,

Unit-5
Leadership and Perception
- Understanding the impact of perception on leadership effectiveness
- Perception as a tool for inspiring and motivating teams
- Leveraging perception to build trust and credibility as a leader
- Perception management in decision-making and problem-solving
- Aligning organizational values with

employee perceptions	perception management
• Building resilience and adaptability through	

Suggested Readings

❍ Mather, G. (2011). Essentials of sensation and perception. New York, NY: Routledge.

❍ Dearth, D. H. (1999). Deception, human factors, and information operations. Cyberwar.

❍ Jowett, G.S., & O'Donnell, V. (1986). Propaganda and persuasion. Beverly Hills: Sage.

❍ Taylor, P. (1992). War and the media: Propaganda and persuasion in the Gulf War. New York: Manchester University Press.

❍ Taylor, P. (1995). Munitions of the Mind: A history of propaganda from the ancient world to the present era. New York: Manchester University Press.

❍ Williamson, C. A. (1999). Psychological operations in the Information Age. Cyberwar.

❍ Baron, R. A., Branscombe, N. R., & Byrne, D. (2009). Social Psychology, 12th Ed. Boston, MA: Pearson/Allyn and Bacon.

❍ Franzoi, S.L. (2008). Social Psychology, 5th Ed. New York: McGraw-Hill.

Dissertation +Viva

Credits-6+2

As part of MA in Strategic Communication, the learners are required to complete a Dissertation or Project Report, or Policy Brief to demonstrate their understanding of key concepts, theories, and practical applications in the field. These research projects provide an opportunity for learners to delve into specific topics related to strategic communication, conduct original research or analysis, and contribute to the academic and professional discourse in the field.

Dissertation: Learners opting for a Dissertation will engage in independent research on a chosen topic within the realm of strategic communication. They are expected to critically analyze existing literature, collect and analyze data, and draw meaningful conclusions based on their findings. The Dissertation should adhere to academic standards and demonstrate the learner's ability to conduct rigorous research.

Project Report: Learners pursuing a Project Report will undertake a practical project related to strategic communication. This could involve designing and implementing a media policy intervention, developing a communication strategy for a real-world organisation, or conducting a media analysis project. The Project Report should include a detailed description of the project, methodology, findings, and recommendations.

Policy Brief: Learners opting for a Policy Brief will focus on synthesizing existing research, analyzing policy issues, and making recommendations for policy development or reform in the field of strategic communication. The Policy Brief should be concise, targeted towards policymakers or relevant stakeholders, and provide actionable recommendations based on evidence-based analysis.

Semester-IV

Elective Basket- X			
Discipline Based Core Elective Course (DBCE*)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC CE 404	**Media Entrepreneurship**	**4**	**Any one in Fourth Se-mester**
MA-SC CE 405	**Environment and Climate Change Communication**	**4**	
MA-SC CE 406	**Film Studies**	**4**	

Media Entrepreneurship & Innovations

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To understand the fundamentals of entrepreneurship in the context of media
- To analyze successful media entrepreneurship ventures and identify key factors contributing to their success
- To develop critical thinking and problem-solving skills to address challenges in media entrepreneurship
- To explore innovative business models and strategies relevant to media startups
- To cultivate skills in ideation, market research and prototype development for media innovations
- To learn effective communication and pitching techniques for media entrepreneurship ventures

Unit 1
Introduction to Entrepreneurship
- Meaning, definition and concept of entrepreneurship
- Nature and scope of media entrepreneurship
- Historical overview and evolution of media startups
- Entrepreneurs versus inventors
- Growth of Entrepreneurship in India
- Characteristics of successful media entrepreneurs
- Challenges and risks in media entrepreneurship
- International versus domestic entrepreneurs
- Theories of entrepreneurship: Economic, Classical, Neo Classical, Psychological, Personality Traits, Need for achievement, Sociological, Anthropological entrepreneurial, Opportunity based Entrepreneurship theory, Resource based Entrepreneur, Financial Capital/ Liquidity, Social Capital or Social Network Theory
- Types of entrepreneurs: Clarence Danhof Classification, Arthur H. Cole Classification, Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise, Entrepreneurial Motivation – The Needs Framework, Manifest Needs Theory
- Entrepreneurship in print media, television, radio, digital, advertising and Public Relations
- Entrepreneurship in entertainment Industry

Unit 2
Identifying Opportunities and Starting the Media venture
- Startup Ecosystem in India
- Market analysis and identifying niche audiences
- Ideation techniques and opportunity recognition in media
- Developing the Entrepreneurial Mindset
- Taking Risks and Building Resilience on the Path to Innovation
- Sources of new Idea, methods of generating ideas, creative problem solving, opportunity recognition, product planning and development
- Business Structure, Creating a Business Plan, Market Size Analysis
- Pitching Ideas, Marketing Your Venture to Audiences
- Media and start ups, financial support for Business Plan
- Regulations to set up a new business
- Legal issues in setting up the organization, patents, business methods patents, trademarks, copyrights, trade secrets, licensing, product safety and liability,

insurance, contracts
- Indian Contract Act, 1872
- Sale of Goods Act, 1930
- Securities and Exchange Board of India Act, 1992
- The Foreign Exchange Management Act, 1999
- The Competition Act, 2002
- Limited Liability Partnership Act, 2008
- Companies Act, 2013
- Sustaining a Business, Managing cash flows, Employee Buy-in, Government Incentives and Resources

Unit 3
Innovation and Recent initiatives
- Types of business models in media entrepreneurship
- Founders and their visionary leadership
- Strategic Intent, Vision, Mission, Organisational structure, restructuring
- Revenue streams and monetization strategies
- Startup Funding: Introduction, Traditional Venture Funding, Non-traditional Funding Sources, Crowd funding, bootstrapping, venture capital
- Pitching and fundraising strategies
- Financial planning and budgeting for media ventures
- Recent initiatives including Start up India, Stand up India, Make in India, Digital India
- Skill development training programmes, Tech support and Proto type development centres, Incubators and Accelerators
- Ministry of Skill Development and their initiatives, NSDA, NSDC
- Product Decisions: Concept of a product; Classification of products
- Major product decisions; Product-line and product mix; Branding; Packaging and labelling; Product life cycle – strategic implications; New product development and consumer adoption process. BCG, Ansoff Matrix
- Freelancing as Entrepreneurship and Consulting as Business Models

Unit 4
Market Research and MIS Marketing Trends
- Marketing Research: Meaning and scope of marketing research
- Marketing research process, steps involved in marketing research- areas of marketing research
- Big data Analytics and its use in Marketing process
- Marketing Information System (MIS): Need, Importance
- Elements of good MIS - components of MIS
- Applying entrepreneurial thinking and develop marketing plan
- Scaling: Growth Marketing
- Experiential Marketing, Post-modern Marketing, Marketing sustainability and ethics
- Managing service quality, Managing Service Brands; Managing Product-Support Services, Power of Digital in Global Targeting and Reach

Market Validation and Customer Development
- Techniques for validating media startup ideas
- Understanding Consumers and Customer Relations
- Customer discovery and user research methods
- Consumer needs, motives, Categories, influence of culture and subculture on consumer behaviour
- Purchase Pattern to understand needs and segment markets
- Minimum viable product (MVP) development and testing

Unit 5
Marketing and Branding for Media Startups
- Brand positioning and storytelling in media entrepreneurship
- Audience acquisition and engagement strategies
- Digital marketing techniques for media ventures

Managing Media Ventures
- Legal and regulatory considerations for media startups
- Team building and organizational culture
- Scalability and growth strategies

Ethical and Social Impact of Media Entrepreneurship
- Ethical dilemmas in media entrepreneurship
- Social responsibility and community engagement

- Case studies and reflections on the role of media in society

Practical
- Research and analyze profiles of successful media innovators or entrepreneurs, identifying key characteristics, strategies and experiences that contributed to their success
- Presentation of media venture ideas and pitching ventures

Suggested Readings

- Dahiya, S. (2023). Digital First: Entrepreneurial Journalism in India, OUP, UK
- Agarwal, G. (2016). Consumer Behaviour. SBPD Publications.
- Berger, A.A. (2018). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. SAGE Publications.
- Deuze, M. (2017). Media Work. Polity Press.
- Dimmick, J., & Rothenbuhler, E.W. (2017). The Routledge Handbook of Media Industries. Routledge.
- Doyle, G. (2016). Understanding Media Economics. SAGE Publications.
- Kumar, V & Reinartz, Werner, (2018). Customer Relationship Management Concept, Strategy and Tools. Springer-Verlag Berlin Heidelberg.
- Krishna, Rajneesh. (2014). Consumer Behaviour. Oxford University Press.
- Roger, D. Blackwe., Paul, W. Miniard & James, F. Engel. (2017). Consumer Behavior, Cengage India Private Limited.
- Rosen, R. (2016). The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know. John Wiley & Sons.
- Nair, Suja. R. (2015). Consumer Behaviour: An Indian Perspective. Himalaya Publishing.
- Ferrier, Michelle & Mays, Elizabeth. (2017). Media Innovation and Entrepreneurship. Rebus Community.
- Lamont, Ian. (2017). Lean Media: How to Focus Creativity, Streamline Production, and Create Media That Audiences Love. I30 Media Corporation.
- Lidow, Derek. (2014). Startup Leadership: How Savvy Entrepreneurs Turn Their Ideas Into Successful Enterprises. Jossey-Bass.
- Ries, Eric. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Currency.
- Kawasaki, Guy. (2015). The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Penguin Books.
- Beam, Lisa. Sonora. (2008). Creative Entrepreneurship: A DIY Guide. Quarry Books.
- Kawamoto, Kevin. (2003). Digital Journalism: Emerging Media and the Changing Horizons of Journalism. Rowman & Littlefield Publishers.
- Kolb, Bonita. M. (2020). Entrepreneurship for the Creative and Cultural Industries. Routledge.
- Bornstein, David. & Davi, Susan. (2016). Social Entrepreneurship: What Everyone Needs to Know. Oxford University Press.

Environment & Climate Change Communication

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives
- To build foundational knowledge in the area of environmental communication
- To build an understanding of basic theories and application of environmental communication
- To help learners select and employ the communication skills and strategies most appropriate for specific environmental communication objectives
- To help learners evaluate a variety of media based on environmental communication theory and concepts

Unit-1
Introduction to Environment Communication and Climate Change
- Overview of environment communication: concepts, theories, and frameworks
- Understanding Indian traditions for environment protection & communication
- Understanding the role of media and communication in shaping public perceptions on environmental issues and climate change
- Analysis of environmental governance frameworks and policy responses to climate change
- Case studies of effective environmental communication campaigns and initiatives
- Workshop: Identifying key stakeholders and communication challenges in addressing climate change

Unit-2
Media Representation of Environmental Issues
- Media framing and representation of environmental issues and climate change
- Analysis of media coverage patterns, narratives, and biases in environmental reporting
- Role of media organizations, journalists, and influencers in shaping public discourse on climate change
- Strategies for promoting accurate, balanced, and engaging environmental journalism

- Workshop: Analyzing media coverage of a specific environmental issue or climate change event

Unit-3
Public Engagement and Communication Strategies
- Strategies for engaging the public and fostering behaviour change in environmental communication
- Effective communication strategies for diverse audiences: policymakers, community leaders, youth, and marginalized groups
- Utilizing digital media platforms and social media for environmental advocacy and awareness-raising
- Community-based approaches to environmental communication and grassroots activism
- Workshop: Developing a communication strategy for an environmental advocacy campaign

Unit-4
Policy Advocacy and Communication Governance
- The role of media and communication governance in shaping environmental policies and regulations
- Strategies for effective policy advocacy: coalition building, lobbying, and public mobilization

- Analyzing the influence of media ownership, advertising, and corporate interests on environmental governance
- Role of international organizations, NGOs, and civil society in advancing environmental communication and governance
- Workshop: Formulating a policy advocacy plan for addressing a specific environmental issue

Unit-5
Agencies and Laws for Environment Protection
- Major International Agencies for Environmental Protection
- Indian Agencies for Environment Protection
- India's Preparedness of Natural Disasters: Flood, Earthquake, Cyclones, landslides, Tsunami, Heat Wave
- India's Preparedness of Manmade Disasters: Chemical, Nuclear & Biological
- National Policy on Disaster Management
- Prime Minister's Ten Point Agenda on Disaster Risk Reduction

Suggested Readings

- Chauhan, B.S. (2008). Environmental Studies. New Delhi: Laxmi Publication.
- Kaushik, A. & Kaushik, C.P. (2010). Environmental Studies. New Age International.
- Uberoi, N.K. (2010). Environmental Studies. New Delhi: Excel Books.
- Joshi, P.C & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Publication.
- Frome, Michael. (1998). Green Ink: An Introduction to Environmental Journalism. Salt Lake City: University of Utah Press.
- Day, Brian A. & Monroe, Martha C. (eds.). (2000). Environmental Education and Communication for a Sustainable World: Handbook for International Practitioners. Washington: Academy for Educational Development.
- Luechtefeld, Lori. (2004). Covering Pollution: An Investigative Reporter's Guide. Columbia, MO: Investigative Reporters and Editors, Inc.
- West, Bernadette; Sandman, Peter M. & Greenberg, Michael R. (1995). The Reporter's Environmental Handbook. New Brunswick, NJ: Rutgers University Press.
- Jacobson, Susan. K. (1999). Communication Skills for Conservation Professionals. Washington: Island Press.
- Parker, Lea J. (1997). Environmental Communication: Messages, Media and Methods: A Handbook for Advocates and Organizations. Dubuque: Kendall/Hunt Publishing Co.
- Cantrill, James G. & Oravec, Christine L. (eds.). (1996). The Symbolic Earth: Discourse and Our Creation of the Environment. Lexington: University Press of Kentucky.
- Herndl, Carl G. & Brown, Stuart C. (eds.). (1996). Green Culture: Environmental Rhetoric in Contemporary America. Madison: University of Wisconsin Press.
- Moser, Susanne C. & Dilling, Lisa. (eds.). (2006). Creating a Climate for Change: Communicating Climate Change and Facilitating Social Change. New York: Cambridge University Press.
- Anderson, A. (1997). Media, Culture and the Environment. New Brunswick, NJ: Rutgers University Press.
- Hansen, A. (2010). Environment, Media and Communication. London: Routledge.
- Ingram, D. (2000). Green Screen: Environmentalism and Hollywood Cinema. Exeter: University of Exeter Press.
- Greer, Jed. & Bruno, Kenny. (1996) Greenwash: The Reality Behind Corporate Environmentalism. New York: Apex Press.

Film Studies

100 Marks: Theory-75, Practical-25
Credits: 4

Course Objectives

After completing the course in Film Studies, the learners will be able to:
- develop an understanding of films as an effective medium for mass communication
- familiarize with the evolution and development of film technology
- understand the formal and stylistic characteristics that build film aesthetics to create special meanings
- analyze the role of films in representing cultural/ideological contexts as part of film movements throughout the world history
- map the Indian Cinema as an influential actor in world cinema culture
- be exposed to the practices and trends in business and management of Film Industry
- acquire the necessary skills of film appreciation

Unit 1
Evolution and development of cinema (4L/4P)
- moving image and early developments in technology
- Prominent trends in early (silent) cinema
- Development of talkies
- Colour films as a technological revolution
- Cinema in digital era

Unit 2
Film Language   (8L/9P)
- Concepts: Shot, scene, sequence
- Mise-en-scene and composition
- Basics of lighting
- Sound: Diegetic, non-diegetic, sync, offscreen, silence
- Aesthetics of colours; monochrome
- Film writing: plot, script, screenplay; narrative structure, narrative arc
- Editing: continuity, different types of transitions
- Film Forms and genre

Unit 3
Cinema as the Movement in World history (10L/10P)
- German Expressionism
- Soviet Montage

- Italian neo-realism
- French new wave
- Film Noir
- Black Cinema
- Feminist Cinema
- Third Cinema, Cinema Novo
- Asian Cinema
- Film Auteur

Unit 4
Indian Cinema   (8L/10P)
- Early Cinema: Silent era, talkies
- Indian Cinema and the national freedom struggle
- Post-Independence Cinema: Bollywood, Parallel Cinema, Indian New Wave
- Cinema as an industry and growth of the pan-Indian cinema
- Indian Cinema as a soft power and contra-flow: Mapping Indian cinema on the globe, diaspora, representation of the Asian voice

Unit 5
The economy of Cinema   (6L/3P)
- Understanding organizational structure of a film production and distribution
- Funding agencies, Production, Studio system, government support system and

organisations
- Film marketing, promotions, Distribution management, distribution rights
- Film culture as a part of film economy: award functions, film festivals, film clubs, franchise and merchandise
- Changes in film content and industry

practices
- OTT platforms and digital distribution of films

Practical: Students will be trained in the skills for film appreciation and analysis through film screenings and written assignments during the session.

Suggested films for screening

1. *The Cabinet of Dr. Caligari (1920)*
2. *Nanook of the North* (1922)
3. *Battleship Potemkin (1925)*
4. *Man with a Movie Camera* (1929)
5. *Citizen Kane* (1941)
6. *Double Indemnity* (1944)
7. *Rashomon* (1950)
8. *Do Bigha Zamin* (1953)
9. *Rear Window* (1954)
10. *Pather Panchali* (1955)
11. *Jagte Raho* (1956)
12. *Mother India* (1957)
13. *Breathless* (1960)
14. *Kodiyettam* (1977)
15. *Ardh Satya (1983)*
16. *Harishchandrachi Factory* (2009)
17. *Chhello show* (2021)

Note: More films (contemporary/from archives) may be added for screening as per the topic requirement during the sessions.

Suggested Readings

- Ascher, S. & Pincus, E. (2012). *Filmmaker's Handbook*. (rev. ed.). Plum.
- Bazin, A. (1967). *What is Cinema?*. University of California Press.
- Bordwell, D., Thomson, K. & Staiger, J. (1987). *The Classical Hollywood Cinema: Film Style & Mode of Production to 1960*. Columbia University Press.
- Bordwell, D. & Thomson, K. (2009). Film Art: An Introduction. McGraw-Hill.
- Cook, D.A. (2016). *History of Narrative film*. WW Norton & company.
- Giannetti, L. (2013). Understanding Movies. Pearson.
- Grant, B.K. (1977). *Film Genre: Theory & Criticism*. Scarecrow press.
- Monaco, J. (2013). *How to read a film.* Harbor Electronic publishing.
- Rajadhyaksha, A., & Willemen, P. (2014). *Encyclopaedia of Indian Cinema*. (rev. ed.). Taylor & Francis.
- Ray, S. & Subbaravu, S.V. (2001). *Our Films & Their Films*. Orient Black Swan.
- Valicha, K. (1999). *The moving image: the study of Indian cinema*. Orient Longman.

Semester-IV

Elective Based- XI			
Mandatory Elective Non-Credit Course (MENC)			
Course Code	**Course Title**	**Credit**	**Opt in**
MA-SC ME 407	**Effective Leadership and Team Building**	**2**	**Any one in Fourth Semester**
MA-SC ME 408	**Critical Thinking and Decision Making**	**2**	

Effective Leadership and Team Building

50 Marks: Theory-25, Practical-25

Credits: 2

Course Objectives

- To understand the theories and models of effective leadership
- To explore the characteristics and qualities of successful leaders
- To analyze various approaches to team building and development
- To develop skills in motivating and influencing team members
- To enhance communication and interpersonal skills essential for effective leadership
- To learn strategies for conflict resolution and managing team dynamics
- To examine the role of emotional intelligence in leadership and team effectiveness
- To apply leadership concepts and techniques in real-world scenarios through case studies and simulations

Unit-1
Foundations of Effective Leadership

- Definition and importance of leadership
- Leadership theories: Trait theory, Behavioral theory, Contingency theory
- Leadership styles: Autocratic, Democratic, Transformational, Transactional
- Vision and goal setting
- Integrity and ethics in leadership
- Analysis of different ego states
- Analysis of Transactions
- Strokes and Life Position Empathy, Trust, Social Skills & Relationship Management
- Emotional Intelligence: Self- Awareness, Core emotions, Self-regulation, Understanding others

Unit-2
Building High-Performing Teams

- Characteristics of high-performing teams
- Stages of team development: Forming, Storming, Norming, Performing, Adjourning
- Strategies for building trust and cohesion within teams
- Motivation theories: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, Expectancy Theory
- Building High-Performance Teams: The Rocket Model

- Importance of groups in organization
- Interactions in group
- Group Decision Taking
- Team Building
- Interaction with the Team
- How to build a good team

Unit-3
Importance and Influence of Communication

- Importance of effective communication
- Communication competence
- Different communication styles (e.g., assertive, aggressive, passive) and their impact on leadership and team dynamics
- Flow of Communication
- Strategies for clear, persuasive communication: framing, storytelling, nonverbal cues
- Importance of active listening in leadership and team interactions
- Techniques for empathetic communication and understanding diverse perspectives
- Providing constructive feedback: principles, best practices, and pitfalls to avoid
- Performance communication: setting expectations, goal alignment, and performance appraisal
- Challenges and opportunities of communication in virtual teams

- Cultural considerations in cross-cultural communication: language, norms, and values
- Power and influence in leadership
- Barriers of Communication
- How to overcome barriers of communication
- Motivation: Types of Motivation, How to motivate team members
- Building Trust and Motivation through Communication

Leadership Communication in Crisis and Change
- Communicating effectively during crises: transparency, empathy, and resilience
- Leading through organizational change: managing uncertainty and resistance

Unit-4
Conflict Resolution and Decision Making
- Types and sources of conflict
- Conflict resolution strategies: Collaborating, Compromising, Avoiding, Accommodating, Competing
- Identifying conflict response styles
- Identifying layers of a conflict
- Understanding conflict management process
- Decision-making models: Rational, Intuitive, Bounded Rationality
- Understanding Stress, Causes, Managing Stress

Unit-5
Ethical Leadership and Other Emerging Trends
- Ethical dilemmas
- Ethical decision making and ethical theories
- Emerging issues in leadership
- Technological Advancements and Digital Leadership
- Current trends shaping the future of leadership
- Emerging challenges and opportunities for leaders

Practical
- Case studies on successful leaders (Indian and global)
- Role-playing scenarios to simulate giving and receiving feedback in leadership and team contexts
- Project on leadership and team development

Suggested Readings
- Bagchi, S. (2010). The Professional: Defining the New Standard of Excellence at Work. Penguin Random House India.
- Bhagat, R. S. (2011). The Leadership Sutra: An Indian Approach to Power. Penguin Random House India.
- Bhatt, A. K. (2019). Win-Win Corporations: The Indian Way of Shaping Successful Strategies. SAGE Publications India.
- Bhogle, H. (2014). The Winning Way: Learnings from Sport for Managers. Westland Publications.
- Buckingham, M., & Coffman, C. (1999). First, Break All the Rules: What the World's Greatest Managers Do Differently. Gallup Press.
- Covey, S. R. (2004). The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. Simon & Schuster.
- Desai, A. (2016). The Wisdom of Gandhi on Leadership: 10 Principles to Guide Modern Leaders. HarperCollins India.
- Duhigg, C. (2016). Smarter Faster Better: The Secrets of Being Productive in Life and Business. Random House.
- Goleman, D. (1995). Emotional Intelligence: Why It Can Matter More Than IQ. Bantam Books.
- Krishnan, V. (2012). From Smart to Wise: Acting and Leading with Wisdom. Jossey-Bass.
- Lencioni, P. (2002). The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass.
- Northouse, P. G. (2018). Leadership: Theory and Practice. Sage Publications.

- Parthasarathy, A. (2009). Discover the Diamond in You. Penguin Random House India.
- Rao, S. (2006). CEO's Secret Weapon: How Great Leaders and Their Assistants Maximize Productivity and Effectiveness. Portfolio.
- Sinha, S. K. (2010). The Essential Gandhi: His Life, Work, and Ideas. Oxford University Press.

Critical Thinking and Decision Making

50 Marks: Theory-25, Practical-25
Credits: 2

Course Objective
- To understand critical thinking and decision-making process
- To acquire the skills of analytical thinking and problem solving
- To understand the role of critical evaluation in media content creation & consumption

Unit-1
Introduction to Critical Thinking and Decision Making in Strategic Communication
- Introduction to key concepts and frameworks in critical thinking and decision making
- Critical thinking and its importance in Strategic Communication
- Understanding the decision-making process and its relevance in media contexts
- Case studies highlighting the impact of effective and ineffective decision making in Strategic Communication

Unit-2
Analytical Thinking and Problem Solving
- Developing analytical thinking skills for identifying and defining problems in media contexts
- Techniques for gathering relevant data and information in strategic communication decision making
- Applying problem-solving frameworks to address challenges
- Case studies and practical exercises focusing on real-world strategic communication

Unit-3
Evaluating Information and Media Content Critically
- Understanding the role of critical evaluation in media content creation & consumption
- Techniques for critically assessing the credibility and reliability of media sources
- Analyzing biases and agendas in media content and their implications for decision making
- Ethical considerations in evaluating and using media information for decision making

Unit-4
Decision Making under Uncertainty and Risk in Strategic Communication
- Recognizing and assessing uncertainty and risk factors in strategic communication
- Strategies for making informed decisions amidst uncertainty in media environments
- Understanding the concept of risk management and its application in media contexts
- Case studies and simulations focusing on decision making under uncertainty in strategic communication scenarios

Unit-5
Communication & Collaboration in Effective Decision Making Process
- Importance of effective communication in the decision-making process
- Techniques for facilitating collaborative decision making among diverse stakeholders
- Role of leadership in fostering a culture of critical thinking and collaborative decision making
- Practical exercises and role-plays to enhance communication and collaboration skills in strategic communication decision making

Suggested Readings

- Halpern, D. F. (2014). Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
- Kahneman, D. (2011). Thinking, fast and slow. Farrar, Straus and Giroux.
- West, R., & Turner, L. H. (2014). Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
- Hammond, J. S., Keeney, R. L., & Raiffa, H. (2015). Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
- Covey, S. R. (2004). The 7 habits of highly effective people: Powerful lessons in personal change (Revised and updated ed.). Free Press.
- Fisher, Alec. (2011). Critical Thinking: An Introduction. Cambridge University Press.
- Inch, Edward. S. & Warnick, Barbara. H. (2014). Critical Thinking and Communication: The Use of Reason in Argument. Pearson.

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