



भारतीय जन संचार संस्थान

(समविश्वविद्यालय)

Indian Institute of Mass Communication

(Deemed to be University)

Department of English Journalism

Syllabus 2026-27

Detailed Syllabus & Programme Structure

PG Diploma in English Journalism

(Effective from Academic Session: 2026-27)



Department of English Journalism
INDIAN INSTITUTE OF MASS COMMUNICATION
Aruna Asaf Ali Marg, New JNU Campus
New Delhi-110 067

ACADEMIC CALENDAR (2026–27)

S. No.	Academic Event	Odd Semester (I & III)	Even Semester (II & IV)
1	Commencement of Classes	Tuesday, 4 August 2026	Monday, 4 January 2027
2	Mid-Semester Recess	Saturday, 7 November 2026 to Sunday, 15 November 2026	Sunday, 7 March 2027 to Sunday, 14 March 2027
3	Resumption after Mid-Semester Recess	Monday, 16 November 2026	Monday, 15 March 2027
4	Last Day of Regular Classes	Friday, 27 November 2026	Thursday, 23 April 2027
5	Practical Examinations and Preparation Leave	28 November – 13 December 2026 (approx. 2 weeks)	24 April – 9 May 2027 (approx. 2 weeks)
6	Commencement of Theory Examinations	Monday, 14 December 2026	Monday, 10 May 2027
7	Winter Recess	Friday, 25 December 2026 to Sunday, 3 January 2027	—
8	Summer Vacation	—	Tuesday, 1 June 2027 to Monday, 20 July 2027 (7 weeks)

PROGRAMME SUMMARY

Category	Papers	Credits
Core Courses (CC)	PGDEJ001, PGDEJ002, PGDEJ003, PGDEJ006, PGDEJ007, PGDEJ008, PGDEJ009	30
Skill Enhancement Courses (SEC)	PGDEJ004, PGDEJ010	7
Ability Enhancement Course (AEC)	PGDEJ005	3
Total	10 Courses	40

CREDIT-HOUR FRAMEWORK

Component	Credits	Credit-Bearing Hours
Theory	26	390
Practical	14	420
Total Credit-Bearing Component	40	810

Additional Academic Engagement

Component	Hours
Tutorial / Mentoring / Portfolio Guidance (Non-Credit)	90
Total Contact Hours of the Programme	900

Semester 1

Course Code	Course Title	Theory Credit (Hours)	Practical Credit (Hours)	Tutorial Hours (Non-Credit)	Total Credit (Hours)
PGDEJ001	Foundations in Communication, Journalism and Research	3 (45)	1 (30)	6	4 (81)
PGDEJ002	History of Journalism, Media Laws, Ethics and Digital Governance	3 (45)	1 (30)	6	4 (81)
PGDEJ003	Reporting and Newsroom Practice	3 (45)	2 (60)	12	5 (117)
PGDEJ004	Digital Journalism, Emerging Technologies and AI	2 (30)	2 (60)	12	4 (102)
PGDEJ005	Media Literacy, Fact-Checking and Verification	2 (30)	1 (30)	9	3 (69)
Semester I Total		13 (195)	7 (210)	45	20 (450)

Semester 2

Course Code	Course Title	Theory Credit (Hours)	Practical Credit (Hours)	Tutorial Hours (Non-Credit)	Total Credit (Hours)
PGDEJ006	Editing and News Production	3 (45)	2 (60)	12	5 (117)
PGDEJ007	Audio-Visual Journalism and Broadcast Production	2 (30)	2 (60)	12	4 (102)
PGDEJ008	Public Affairs, Development and Civic Journalism	3 (45)	1 (30)	6	4 (81)
PGDEJ009	Media Management and Public Relations	3 (45)	1 (30)	6	4 (81)
PGDEJ010	Advertising, Brand Communication and Event Management	2 (30)	1 (30)	9	3 (69)
Semester II Total		13 (195)	7 (210)	45	20 (450)

PGDEJ001: FOUNDATIONS IN COMMUNICATION, JOURNALISM AND RESEARCH

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Assessment Pattern:

Theory Examination: 70 Marks

Internal Assessment (Practical/Assignments/Viva): 30 Marks

Total: 100 Marks

1. COURSE RATIONALE

This foundational course introduces students to the conceptual, social, cultural, and research dimensions of communication and journalism. It provides an understanding of how communication processes shape public discourse, democratic participation, media institutions, and journalistic practice. The course combines classical communication theories with contemporary media realities, including digital communication environments, audience engagement, and data-informed journalism.

Special emphasis is placed on Indian communication traditions, Media and Information Literacy, research orientation, and critical thinking to prepare learners for advanced journalism courses. The paper serves as the intellectual foundation of the programme and supports reporting, editing, digital journalism, Media and Information Literacy, and public affairs journalism courses offered in subsequent semesters.

2. COURSE OBJECTIVES

CO1: Develop an understanding of communication concepts, processes, functions, and traditions.

CO2: Familiarise learners with major communication and media theories relevant to journalism and media studies.

CO3: Examine the relationship between media, society, democracy, and public discourse.

CO4: Analyse audience behaviour, media influence, and contemporary communication environments.

CO5: Introduce media research, academic inquiry, data literacy, and responsible use of digital research tools.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain communication concepts, models, functions, and traditions.

CLO2: Apply communication and media theories to analyse contemporary media phenomena.

CLO3: Evaluate the relationship between media institutions, society, democracy, and public opinion.

CLO4: Interpret audience behaviour, media consumption patterns, and media effects.

CLO5: Apply basic research methods, academic writing skills, and data interpretation techniques in journalism and media contexts.

4. COURSE CONTENT

UNIT I: Communication in Contemporary Society (9 Hours)

- Meaning, nature, scope and significance of communication
- Elements and processes of communication
- Forms of communication: interpersonal, group, organisational and mass communication
- Barriers to communication
- Functions of communication
- Communication and social change
- Communication and public discourse
- Communication in networked societies

UNIT II: Communication Models and Indian Traditions (9 Hours)

- Aristotle's Model
- Lasswell's Model
- Shannon and Weaver Model
- Flow Models of Communication
- Communication traditions in India
- Oral traditions and storytelling
- Folk media and community communication
- Indigenous Communication Traditions and their contemporary relevance

UNIT III: Media, Society and Communication Theories (9 Hours)

- Uses and Gratifications Theory
- Agenda Setting Theory
- Cultivation Theory
- Framing Theory
- Media and democracy
- Media ownership and control
- Media pluralism and diversity
- Social responsibility of media
- Public sphere and digital public sphere

UNIT IV: Audiences, Media Effects and Digital Cultures (9 Hours)

- Concept and evolution of audiences
- Audience behaviour and segmentation
- Media consumption patterns
- Media effects and media influence
- Participatory culture

- User-generated content
- Digital audiences
- Media convergence
- Networked publics

UNIT V: Media Research Methods and Emerging Approaches (9 Hours)

- Meaning and scope of media research
- Qualitative and quantitative research
- Survey method
- Interview method
- Content analysis
- Ethics in media research
- Academic writing and referencing
- Avoiding plagiarism
- Data literacy for journalists
- Interpreting data and public opinion
- Digital research tools
- Introduction to Digital Methods in Media Research

5. PRACTICAL COMPONENT (30 HOURS)

A. Media Theory Application Exercises (8 Hours)

- Application of communication models to media content
- Theory-based analysis of journalism and social media examples

B. Audience Analysis Assignment (6 Hours)

- Audience profiling
- Media consumption analysis
- Platform usage studies

C. Research Essay and Academic Writing Project (12 Hours)

Students shall prepare an academic essay on a topic related to communication, journalism, media studies, audience behaviour, Indian communication traditions, or emerging media environments.

D. Presentation and Viva (4 Hours)

- Individual presentation
- Group presentation
- Discussion and defence of findings

6. INTERNAL ASSESSMENT (30 MARKS)

Media Theory Application Exercises – 8 Marks

Audience Analysis Assignment – 6 Marks

Research Essay / Academic Writing Project – 12 Marks

Presentation and Viva – 4 Marks

Total – 30 Marks

7. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO1, CO2	CL01, CLO2
Unit III	CO2, CO3	CLO2, CLO3
Unit IV	CO3, CO4	CL03, CLO4
Unit V	CO5	CLO5

SUGGESTED READINGS

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Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). Theories of Human Communication (12th ed.). Long Grove, IL: Waveland Press.

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- Wahl-Jorgensen, K., & Hanitzsch, T. (Eds.). (2020). *The Handbook of Journalism Studies* (2nd ed.). New York: Routledge.
- Franklin, B., & Eldridge, S. A. (Eds.). (2019). *The Routledge Companion to Digital Journalism Studies*. London: Routledge.
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boyd, d. (2014). *It's Complicated: The Social Lives of Networked Teens*. New Haven: Yale University Press.

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Nieborg, D., & Poell, T. (2018). The Platformization of Cultural Production. *New Media & Society*, 20(11).

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Hobbs, R. (2021). *Media Literacy in Action: Questioning the Media*. Lanham: Rowman & Littlefield.

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Ninan, S. (2021). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. New Delhi: Sage Publications.

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- World Press Trends Reports (WAN-IFRA), latest editions.

PGDEJ002: HISTORY OF JOURNALISM, MEDIA LAWS, ETHICS AND DIGITAL GOVERNANCE

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Assessment Pattern:

Theory Examination: 70 Marks

Internal Assessment (Practical/Assignments/Viva): 30 Marks

Total: 100 Marks

1. COURSE RATIONALE

This course provides students with a comprehensive understanding of the historical evolution of journalism, the legal and ethical frameworks governing media practice, and contemporary challenges arising from digital communication environments. It examines journalism's role in democratic societies, traces the development of the press in India and globally, and introduces key media laws, professional ethics, and regulatory mechanisms.

The course further explores emerging concerns such as platform governance, digital rights, data protection, content moderation, and AI-mediated communication. By combining historical perspectives with contemporary regulatory issues, the course prepares students to practice journalism responsibly in an increasingly complex media ecosystem.

2. COURSE OBJECTIVES

CO1: Understand the historical evolution of journalism and its contribution to democratic societies.

CO2: Familiarise learners with constitutional, legal, and regulatory frameworks governing media in India.

CO3: Develop an understanding of media ethics, accountability, and professional standards.

CO4: Examine contemporary challenges relating to digital governance, platform regulation, and digital rights.

CO5: Apply legal and ethical principles to journalistic decision-making and media practice.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain major milestones in the history of journalism and the press.

CLO2: Interpret media laws and regulatory provisions relevant to journalism.

CLO3: Evaluate ethical issues and professional responsibilities in media practice.

CLO4: Analyse contemporary debates concerning digital governance, platform regulation, and information rights.

CLO5: Apply legal and ethical reasoning in professional journalistic contexts.

4. COURSE CONTENT

UNIT I: Journalism, Democracy and the Public Sphere (9 Hours)

- Journalism as a social institution
- Journalism and democracy
- Freedom of expression and public discourse
- Journalism as mission, profession and industry
- Public sphere and democratic participation
- Journalism and public accountability
- Press freedom and contemporary challenges
- Journalism in networked societies

UNIT II: History and Evolution of Journalism (9 Hours)

- Origins and development of journalism
- Emergence of newspapers and periodicals
- Growth of journalism in India
- Press and the Indian freedom movement
- Contributions of key journalist-reformers in India
- Vernacular press and regional journalism
- Journalism after Independence
- Evolution of digital journalism

UNIT III: Media Laws and Regulatory Frameworks (9 Hours)

- Constitutional provisions relating to freedom of speech and expression
- Reasonable restrictions
- Defamation
- Contempt of Court
- Parliamentary privileges
- Copyright and intellectual property

Key Provisions of BNS, BNSS, BSA

- Right to Information Act
- Media regulation in India
- Press Council of India
- Broadcasting and digital media regulation

UNIT IV: Media Ethics and Professional Standards (9 Hours)

- Principles of Ethics; Concept and importance of media ethics
- Normative theories of the press

- Professional codes of conduct
- Truth, Accuracy, fairness, Independence and objectivity
- Privacy and public interest
- Conflict of interest
- Ethical issues in visual journalism
- Reporting on vulnerable communities
- Dealing with ethical dilemma: Ethical decision-making in journalism

UNIT V: Digital Governance, Platforms and Emerging Challenges (9 Hours)

- Digital governance and platform accountability
 - Information Technology framework
 - Digital Personal Data Protection Act
 - Content moderation and platform regulation
 - Digital rights and privacy
 - Cross-border digital regulation
 - Artificial Intelligence and media governance
 - Platform liability
- Evolving legislation and governance frameworks

5. PRACTICAL COMPONENT (30 HOURS)

A. Media Case Law Analysis (8 Hours)

B. Ethics and Professional Standards Exercises (8 Hours)

- Ethical dilemma discussions
- Professional decision-making exercises
- Analysis of media ethics violations

C. Policy and Media Law Review Assignment (10 Hours)

- Review of media regulation, digital governance, or platform policies
- Preparation of analytical report

D. Presentation and Viva (4 Hours)

- Individual presentations
- Group discussions
- Viva voce

6. INTERNAL ASSESSMENT (30 MARKS)

Media Case Law Analysis – 8 Marks

Ethics and Governance Exercises – 8 Marks

Policy and Media Law Review Assignment – 10 Marks

Presentation and Viva – 4 Marks

Total – 30 Marks

8. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO1	CLO1
Unit III	CO2	CLO2
Unit IV	CO3, CO5	CLO3, CLO5
Unit V	CO4, CO5	CLO4, CLO5

SUGGESTED READINGS

Natarajan, J. (2017). History of Indian Journalism. New Delhi: Publications Division, Government of India.

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PGDEJ003: REPORTING AND NEWSROOM PRACTICE

Course Category: Core Course (CC) | Credits: 5 (Theory: 3 | Practical: 2)

Contact Hours:

Theory: 45 Hours

Practical: 60 Hours

Assessment Pattern:

Theory Examination: 50 Marks

Internal Assessment: 30 Marks

External Practical/Viva: 20 Marks

Total: 100 Marks

1. COURSE RATIONALE

Reporting remains the core function of journalism. This course equips learners with the knowledge, skills, and professional competencies required for gathering, verifying, interpreting, and presenting information across diverse journalistic contexts. It introduces students to news values, reporting techniques, interviewing, beat reporting, investigative approaches, and long-form storytelling.

The course retains the strong reporting tradition of journalism education while incorporating emerging practices such as data-informed reporting, mobile journalism, public records reporting, and collaborative investigations. Emphasis is placed on accuracy, public interest, ethical reporting, and newsroom professionalism.

2. COURSE OBJECTIVES

CO1: Understand the principles, processes, and functions of news reporting.

CO2: Develop competencies in news writing, interviewing, and information gathering.

CO3: Familiarise learners with specialised and beat reporting.

CO4: Introduce data-informed, mobile, and investigative reporting practices.

CO5: Strengthen feature writing, analytical writing, and long-form storytelling skills.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Identify and evaluate newsworthy events and issues.

CLO2: Produce accurate, balanced, and professionally written news reports.

CLO3: Apply reporting skills across multiple beats and journalistic contexts.

CLO4: Utilise contemporary reporting tools and investigative approaches.

CLO5: Produce feature stories, profiles, analytical pieces, and long-form narratives.

4. COURSE CONTENT

UNIT I: Foundations of News and Reporting (9 Hours)

- Concept, nature and definition of news
- News values and determinants of newsworthiness
- Elements of news
- Sources of news
- News gathering techniques
- Functions and responsibilities of a reporter
- Accuracy, attribution and fairness
- Public-interest journalism
- Reporting in contemporary media environments

UNIT II: News Writing and Interviewing Techniques (9 Hours)

- Structure of news stories
- Inverted pyramid style
- Leads and intro writing
- News story development
- Backgrounding and contextualization
- Interview planning and preparation
- Question framing
- Interview techniques
- Reporting from press conferences and public events

UNIT III: Beat Reporting and Introduction to Specialised Journalism (9 Hours)

- Political reporting
- Investigative political reporting
- Campaign reporting
- Court reporting
- Crime reporting
- Business, finance and economy reporting
- Health reporting
- Science and technology reporting
- Environment and climate reporting
- Sports reporting
- International and crisis Reporting

UNIT IV: Data, Mobile and Investigative Reporting (9 Hours)

- Data Journalism and Data-informed Reporting
- OSINT and Digital Investigations
- Investigative journalism

- Records-based reporting and public information systems
- Collaborative and cross-border investigations

UNIT V: Feature, Opinion and Long-form Journalism (9 Hours)

- Feature writing
- Human-interest stories
- Profiles and personality sketches
- Editorials and opinion writing
- Reviews and critical writing
- Narrative journalism
- Long-form journalism
- Explanatory journalism

5. PRACTICAL COMPONENT (60 HOURS)

A. Hard News Reporting Portfolio (20 Hours)

- Five hard news reports
- Event-based reporting assignments

B. Beat Reporting Portfolio (15 Hours)

- Political, civic, business, environmental or social sector reporting

C. Interview and Profile Writing (10 Hours)

- Personality profile
- Interview-based feature

D. Data Reporting Assignment (10 Hours)

- Data-supported report

E. Portfolio Presentation and Viva (5 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Reporting Assignments – 15 Marks

Class Test – 5 Marks

Portfolio Review and Presentation – 10 Marks

Total – 30 Marks

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Reporting Portfolio – 10 Marks

Viva Voce – 10 Marks

Total – 20 Marks

8. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

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Thussu, Daya Kishan. (2018). *News as Entertainment: The Rise of Global Infotainment* (2nd ed.). London: Sage Publications.

PGDEJ004: DIGITAL JOURNALISM, EMERGING TECHNOLOGIES AND AI

Course Category: Skill Enhancement Course (SEC)

Credits: 4 (Theory: 2 | Practical: 2 Credits)

Contact Hours:

Theory: 30 Hours

Practical: 60 Hours

Assessment Pattern:

Theory Examination: 40 Marks

Internal Assessment: 40 Marks

External Practical/Viva: 20 Marks

Total: 100 Marks

1. COURSE RATIONALE

Digital technologies have transformed journalism, news production, audience engagement, and media consumption. Journalists today are expected to work across platforms, understand digital publishing environments, interpret audience analytics, and responsibly integrate emerging technologies into editorial workflows.

This course introduces learners to the principles and practices of digital journalism while developing competencies in digital storytelling, content management, audience development, analytics, and technology-enabled news production. It further examines emerging technologies, including artificial intelligence, and their implications for journalism, public communication, and media institutions.

The course emphasises transferable skills rather than platform-specific training, ensuring long-term professional relevance in a rapidly evolving media environment.

2. COURSE OBJECTIVES

CO1: Understand the evolution, characteristics, and ecosystem of digital journalism.

CO2: Develop skills in digital storytelling and multimedia content production.

CO3: Familiarise learners with digital publishing systems, audience engagement strategies, and community-building approaches.

CO4: Introduce analytics, data-informed decision-making, and emerging technologies in journalism.

CO5: Examine opportunities, limitations, and ethical implications of artificial intelligence in journalism.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

- CLO1: Explain the structure and functioning of digital journalism ecosystems.
- CLO2: Produce digital-first journalistic content for multiple platforms.
- CLO3: Apply digital publishing and audience engagement strategies.
- CLO4: Interpret audience analytics and emerging technological trends.
- CLO5: Evaluate the role of AI and other emerging technologies in journalism and media industries.

4. COURSE CONTENT

UNIT I: Digital Journalism Ecosystem and News Platforms (6 Hours)

- Evolution of digital journalism
- Characteristics of digital news environments
- Platform journalism
- Online newsrooms
- News consumption in digital environments
- Creator economy and journalism
- Digital transformation of media organisations

UNIT II: Digital Storytelling and Multimedia Content (6 Hours)

- Principles of digital storytelling
- Writing for digital audiences
- Interactive storytelling
- Visual communication fundamentals
- Multimedia content planning
- Story formats across digital platforms
- Cross-platform journalism

UNIT III: Digital Publishing and Audience Engagement (6 Hours)

- Content Management Systems (CMS)
- Web publishing workflows
- Newsletter journalism
- Audience development and engagement strategies
- Audience Retention and Membership Strategies
- Reader revenue models

UNIT IV: Analytics, Data and Emerging Technologies (6 Hours)

- Audience analytics and engagement metrics
- Web metrics and engagement indicators
- Search visibility and discoverability
- Automation in journalism
- Emerging media technologies
- Innovation in newsrooms

UNIT V: Artificial Intelligence and the Future of Journalism (6 Hours)

- Introduction to AI in journalism
- Generative AI applications
- AI-assisted editorial workflows
- Human oversight and accountability
- Ethical considerations in AI journalism
- Future implications of AI for media industries

5. PRACTICAL COMPONENT (60 HOURS)

A. Digital Storytelling Portfolio (15 Hours)

- Digital news stories
- Interactive storytelling exercises

B. Publishing and Audience Development Project (15 Hours)

- CMS publishing exercises
- Newsletter creation
- Audience engagement plan

C. Analytics and Data Assignment (10 Hours)

- Audience analytics interpretation
- Data visualisation exercise

D. AI-Assisted Journalism Project (15 Hours)

- AI-supported research workflow
- AI-assisted editorial production exercise
- Ethical assessment report

E. Portfolio Presentation and Viva (5 Hours)

6. INTERNAL ASSESSMENT (40 MARKS)

Digital Storytelling Portfolio – 15 Marks

Publishing and Audience Development Project – 10 Marks

Analytics and Data Assignment – 5 Marks

Presentation and Participation – 10 Marks

Total – 40 Marks

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Digital Portfolio – 10 Marks

Viva Voce – 10 Marks

Total – 20 Marks

8. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

SUGGESTED READINGS

Briggs, Mark. (2022). Journalism Next: A Practical Guide to Digital Reporting and Publishing (4th ed.). Washington, DC: CQ Press.

Bradshaw, Paul. (2018). The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age (2nd ed.). London: Routledge.

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PGDEJ005: MEDIA LITERACY, FACT-CHECKING AND VERIFICATION

Course Category: Ability Enhancement Course (AEC)

Credits: 3 (Theory: 2 | Practical: 1)

Contact Hours:

Theory: 30 Hours

Practical: 30 Hours

Assessment Pattern:

Theory Examination: 50 Marks

Internal Assessment: 30 Marks

External Practical/Viva: 20 Marks

Total: 100 Marks

1. COURSE RATIONALE

Contemporary societies are characterised by information abundance, algorithmic content distribution, and rapidly evolving digital communication environments. Citizens and journalists alike must possess the ability to critically evaluate information, identify misinformation, and verify digital content before dissemination.

This course introduces learners to Media and Information Literacy, information ecosystems, fact-checking methodologies, verification practices, and emerging challenges posed by artificial intelligence and synthetic media. It aims to develop critical thinking, responsible information consumption, and professional verification competencies essential for journalism and democratic citizenship.

The course combines conceptual understanding with hands-on verification exercises, preparing students to navigate complex information environments and contribute to trustworthy journalism.

2. COURSE OBJECTIVES

CO1: Develop critical understanding of Media and Information Literacy and contemporary information ecosystems.

CO2: Examine misinformation, disinformation, propaganda, and information disorder.

CO3: Introduce fact-checking principles and professional verification workflows.

CO4: Develop competencies in digital verification and source evaluation.

CO5: Analyse challenges posed by AI-generated content, deepfakes, and synthetic media.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Critically evaluate media messages, information sources, and communication environments.

CLO2: Identify different forms of information disorder and manipulation.

CLO3: Apply fact-checking methodologies and verification techniques.

CLO4: Assess the credibility and authenticity of digital information.

CLO5: Evaluate emerging challenges relating to AI-generated content and information integrity.

4. COURSE CONTENT

UNIT I: Understanding Media and Information Ecosystems (6 Hours)

- Concept and significance of Media and Information Literacy
- Information literacy and news literacy
- Media ownership and influence
- Platform power and digital intermediaries
- Algorithmic curation of information
- Attention economy
- Digital Citizenship and Information Resilience
- Critical consumption of media content

UNIT II: Information Disorder and Digital Manipulation (6 Hours)

- Misinformation
- Disinformation
- Malinformation
- Propaganda and persuasion
- Conspiracy communities and networked misinformation
- Echo chambers and filter bubbles
- Algorithmic amplification
- Manipulation in digital environments

UNIT III: Fact-Checking and Verification Workflows (6 Hours)

- Fact-checking principles
- Verification workflow
- Source evaluation
- Evidence assessment
- Fact-checking organisations
- Accountability and corrections
- Transparency in journalism
- Ethical responsibilities of fact-checkers

UNIT IV: Digital Verification and OSINT Techniques (6 Hours)

- Verification of user-generated content
- Reverse image search
- Reverse video search

- Metadata for verification
- Geolocation
- Open-Source Intelligence (OSINT) concepts
- Verification of social media content
- Source authentication practices

UNIT V: AI, Deepfakes and Information Integrity (6 Hours)

- Artificial Intelligence and information ecosystems
- Generative AI and media production
- Deepfakes and synthetic media
- AI-generated misinformation
- Detection approaches
- Ethical challenges of AI-generated content
- Information integrity frameworks

5. PRACTICAL COMPONENT (30 HOURS)

A. Media and Information Literacy Exercises (6 Hours)

- Critical evaluation of news content
- Analysis of media narratives
- Examination of information sources

B. Fact-Checking Assignments (8 Hours)

- Exercises: Fact-checking public claims
- News Verification reports
- Evidence assessment exercises

C. Verification and OSINT Exercises (10 Hours)

- User-generated content verification:

Reverse image search exercises

- Reverse video search exercises
- Geolocation exercises

D. Deepfake and AI Content Analysis (4 Hours)

- Identification and assessment of synthetic media
- Evaluation of AI-generated content

E. Portfolio Presentation and Viva (2 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Component	Marks
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Media and Information Literacy Exercises	5
Fact-Checking Assignments	10
Verification & OSINT Portfolio	10
Presentation and Viva	5
Total Internal Assessment	30

External Practical/Viva (20 Marks)

7. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

SUGGESTED READINGS

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Silverman, Craig (Ed.). (2020). *Verification Handbook: A Definitive Guide to Verifying Digital Content for Emergency Coverage*. European Journalism Centre.

Silverman, Craig. (2023). Verification Handbook for Investigative Reporting. European Journalism Centre.

First Draft. Verification and Responsible Reporting Resources.

Meier, Patrick. (2015). Digital Humanitarians: How Big Data Is Changing the Face of Humanitarian Response. Boca Raton: CRC Press.

European Journalism Centre. Verification and Open-Source Investigation Toolkits.

Bazzell, Michael. (2024). Open Source Intelligence Techniques (11th ed.). Austin: IntelTechniques.

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Bellingcat. Online Investigation Toolkit and Verification Guides.

Higgins, Eliot. (2021). We Are Bellingcat: Global Crime, Online Sleuths and the Bold Future of News. London: Bloomsbury.

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Diakopoulos, Nicholas. (2019). Automating the News: How Algorithms Are Rewriting the Media. Cambridge, MA: Harvard University Press.

Beckett, Charlie. (2023). Generating Change: A Global Survey of What News Organisations Are Doing with AI. London: Polis, LSE.

Marconi, Francesco. (2020). Newsmakers: Artificial Intelligence and the Future of Journalism. New York: Columbia University Press.

FIRST DRAFT, FACT-CHECKING AND PROFESSIONAL RESOURCES

First Draft News Archive and Verification Resources.

International Fact-Checking Network (IFCN) Learning Resources.

Poynter Institute Fact-Checking Resources.

Google Fact Check Explorer Documentation.

Bellingcat Investigation Guides.

Global Investigative Journalism Network (GIJN) Verification Resources.

PGDEJ006: EDITING AND NEWS PRODUCTION

Course Category: Core Course (CC) | Credits: 5 (Theory: 3 | Practical: 2)

Contact Hours:

Theory: 45 Hours

Practical: 60 Hours

Assessment Pattern:

Theory Examination: 50 Marks

Internal Assessment: 30 Marks

External Practical/Viva: 20 Marks

Total: 100 Marks

1. COURSE RATIONALE

Editing is central to journalistic credibility, accuracy, readability, and audience engagement. Editors play a critical role in shaping news narratives, ensuring factual accuracy, maintaining ethical standards, and organising content for diverse media platforms.

This course introduces students to the principles and practices of editing and news production across print, digital, and converged media environments. It develops competencies in copy editing, headline writing, news selection, page design, content packaging, and editorial decision-making. The course further examines emerging newsroom workflows, audience-centric editing, and technology-assisted editorial practices while preserving the core values of professional journalism.

2. COURSE OBJECTIVES

CO1: Understand editorial functions, responsibilities, and newsroom workflows.

CO2: Develop proficiency in copy editing, rewriting, and headline writing.

CO3: Familiarise learners with news selection, content organisation, and editorial judgment.

CO4: Introduce principles of page design, visual presentation, and news production.

CO5: Examine digital editing practices, audience engagement, and emerging editorial trends.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain editorial structures and newsroom production processes.

CLO2: Edit journalistic content for clarity, accuracy, coherence, and readability.

CLO3: Demonstrate effective headline writing, news packaging, and content presentation skills.

CLO4: Apply design and production principles to journalistic outputs.

CLO5: Evaluate contemporary editorial practices and digital newsroom innovations.

4. COURSE CONTENT

UNIT I: Foundations of News Editing (9 Hours)

- Meaning, scope and importance of editing
- Editorial functions and responsibilities
- Editorial structures and newsroom workflows
- Gatekeeping and editorial judgment
- News selection and prioritisation
- Editorial values and standards
- Role of editors in democratic societies

UNIT II: Copy Editing and Headline Writing (9 Hours)

- Principles of copy editing
- Language, style and readability
- Editing for clarity and precision
- Fact-checking during editing
- Rewriting and restructuring stories
- Headline writing
- Sub-heads, decks and summaries
- Captions and cutlines

UNIT III: News Packaging and Editorial Presentation (9 Hours)

- News organisation and content hierarchy
- Story placement and prioritisation
- Editorial balance and diversity
- Packaging of news content
- Editorial planning
- Multi-platform news packaging
- Special pages and thematic content
- Magazine and feature presentation

UNIT IV: Page Design and News Production (9 Hours)

- Principles of page design
- Layout and makeup
- Typography fundamentals
- Visual hierarchy
- Graphic elements in journalism
- Infographics and visual communication
- Print and digital production workflows
- Contemporary newsroom production systems

UNIT V: Digital Editing and Emerging Editorial Practices (9 Hours)

- Editing for websites and mobile platforms
- Audience-centric editing
- Search visibility and discoverability
- Cross-platform content curation
- Live blogs and explainers
- Multimedia editing workflows
- AI-assisted editing and automation
- Editorial accountability in digital environments

5. PRACTICAL COMPONENT (60 HOURS)

A. Copy Editing Exercises (15 Hours)

- Editing news reports
- Editing feature stories
- Rewriting assignments

B. Headline Writing Portfolio (10 Hours)

- Headlines
- Sub-heads
- Captions and summaries

C. News Packaging Exercises (10 Hours)

- Story placement
- Editorial planning
- News presentation

D. Page Design and Production Portfolio (20 Hours)

- Page layout exercises
- Magazine layout
- News page design
- Infographic integration

E. Portfolio Presentation and Viva (5 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Copy Editing Assignments – 10 Marks

Headline and Packaging Exercises – 5 Marks

Production Portfolio – 10 Marks

Presentation and Participation – 5 Marks

Total – 30 Marks

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Editing and Production Portfolio – 10 Marks

Viva Voce – 10 Marks

Total – 20 Marks

8. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

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PGDEJ007: AUDIO-VISUAL JOURNALISM AND BROADCAST PRODUCTION

Course Category: Core Course (CC) | Credits: 4 (Theory: 2 | Practical: 2)

Contact Hours:

Theory: 30 Hours

Practical: 60 Hours

Assessment Pattern:

Theory Examination: 40 Marks

Internal Assessment: 40 Marks

External Practical/Viva: 20 Marks

Total: 100 Marks

1. COURSE RATIONALE

Audio-visual journalism occupies a central place in contemporary media ecosystems. Journalists today are expected to produce content across radio, television, digital video, streaming platforms, podcasts, and mobile-first environments.

This course introduces students to the principles and practices of audio-visual journalism and broadcast production. It develops competencies in broadcast writing, audio production, video production, presentation, interviewing, storytelling, and multimedia content creation.

The course preserves the traditional strengths of radio and television journalism while incorporating digital video journalism, podcasting, mobile journalism, and converged newsroom practices. Emphasis is placed on storytelling, production quality, audience engagement, and professional ethics.

2. COURSE OBJECTIVES

CO1: Understand the nature, characteristics, and evolution of audio-visual journalism.

CO2: Develop competencies in broadcast writing and audio-visual storytelling.

CO3: Familiarise learners with audio and video production processes.

CO4: Build skills in presentation, interviewing, and broadcast news production.

CO5: Examine emerging practices in digital video journalism, podcasting, and mobile journalism.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain principles and practices of audio-visual journalism.

CLO2: Produce scripts and storyboards for broadcast and digital media.

CLO3: Apply audio and video production techniques effectively.

CLO4: Demonstrate professional presentation and interviewing skills.

CLO5: Produce content suitable for contemporary digital and mobile environments.

4. COURSE CONTENT

UNIT I: Foundations of Audio-Visual Journalism (6 Hours)

- Nature and characteristics of audio-visual journalism
- Broadcast journalism and public communication
- Converged newsroom environments
- Ethics in audio-visual journalism
- Evolution of broadcast and streaming media

UNIT II: Broadcast Writing and Storytelling (6 Hours)

- Writing for the ear and the eye
- Broadcast news writing
- Script writing for radio and television
- Storyboarding
- Visual storytelling
- News bulletins and programme formats
- Audio-visual narrative structures

UNIT III: Audio Production and Podcast Journalism (6 Hours)

- Fundamentals of sound recording
- Audio production workflows
- Voice and narration techniques
- Interview recording
- Audio editing concepts
- Podcast journalism

- Audio storytelling and audience engagement

UNIT IV: Video Journalism and Broadcast Production (6 Hours)

- Camera fundamentals
- Shot composition and visual grammar
- Lighting principles
- Video production workflows
- Video editing concepts
- News packaging
- Studio, field and remote production workflows

UNIT V: Digital Video Journalism and Emerging Practices (6 Hours)

- Mobile Journalism (MoJo)
- Short-form video journalism
- Live streaming
- Social video storytelling
- Multi-platform content production
- AI-assisted production tools
- Future trends in audio-visual journalism

5. PRACTICAL COMPONENT (60 HOURS)

A. Broadcast Script Writing Portfolio (10 Hours)

- Radio scripts
- Television scripts
- Audio-visual story planning

B. Audio Production Exercises (15 Hours)

- Voice recording
- Interview recording
- Audio story production

- Podcast creation

C. Video Production Exercises (20 Hours)

- Camera exercises
- News package production
- Field reporting
- Video story production

D. Mobile Journalism Project (10 Hours)

- Smartphone-based story production
- Social video content

E. Portfolio Presentation and Viva (5 Hours)

6. INTERNAL ASSESSMENT (40 MARKS)

Broadcast Script Portfolio – 10 Marks

Audio Production Assignments – 10 Marks

Video Production Portfolio – 10 Marks

Presentation and Participation – 10 Marks

Total – 40 Marks

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Audio-Visual Portfolio – 10 Marks

Viva Voce – 10 Marks

Total – 20 Marks

8. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

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PGDEJ008: PUBLIC AFFAIRS, DEVELOPMENT AND CIVIC JOURNALISM

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Assessment Pattern:

Theory Examination: 70 Marks

Internal Assessment: 30 Marks

Total: 100 Marks

1. COURSE RATIONALE

Public-interest journalism plays a vital role in strengthening democracy, accountability, citizen participation, and informed public discourse. Journalists are increasingly expected to interpret governance processes, public policies, development challenges, environmental concerns, and civic issues for diverse audiences.

This course introduces learners to public affairs journalism, development journalism, policy reporting, environmental journalism, and civic engagement. It examines journalism's role in promoting transparency, accountability, and democratic participation while exploring contemporary approaches such as solutions journalism and constructive reporting.

The course combines traditional public affairs reporting with emerging concerns, including climate change, sustainability, social justice, and citizen-centred journalism.

2. COURSE OBJECTIVES

CO1: Understand the concepts, scope, and significance of public affairs journalism.

CO2: Examine development processes and development communication perspectives.

CO3: Develop competencies in governance, policy, and civic reporting.

CO4: Analyse environmental, sustainability, and social justice issues from journalistic perspectives.

CO5: Introduce solutions-oriented and citizen-centred approaches to journalism.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain the role of journalism in governance, development, and public affairs.

CLO2: Interpret development and public policy issues critically.

CLO3: Apply reporting skills to civic, governance, and public-interest issues.

CLO4: Analyse environmental, social, and sustainability concerns through journalistic frameworks.

CLO5: Produce solutions-oriented and community-centred journalistic content.

4. COURSE CONTENT

UNIT I: Public Affairs, Governance and Journalism (9 Hours)

- Concept and scope of public affairs journalism
- Journalism and democratic governance
- Transparency and accountability
- Public institutions and governance systems
- Journalism and public participation
- Citizen-centred journalism
- Public-interest reporting
- Journalism and democratic responsibility

UNIT II: Development Communication and Development Journalism (9 Hours)

- Concept of development
- Development communication approaches
- Development journalism
- Rural and urban development issues
- Health journalism
- Education journalism
- Inclusion, equity and development
- Sustainable Development Goals (SDGs)
- Inclusive development perspectives

UNIT III: Public Policy, Institutions and Civic Reporting (9 Hours)

- Public policy processes
- Legislative reporting and parliamentary processes

- Election reporting
- Local governance and municipal reporting
- Federalism and Centre–State relations
- Judiciary and public institutions
- Budget and public finance reporting
- Civic engagement and citizen participation
- Public Accountability Institutions (CAG, Lokpal, Information Commissions, Regulatory Bodies)

UNIT IV: Environment, Sustainability and Social Justice Reporting (9 Hours)

- Environmental journalism
- Climate change reporting
- Sustainability reporting
- Disaster reporting
- Human rights reporting
- Social justice journalism
- Reporting marginalized communities
- Ethical considerations in sensitive reporting

UNIT V: Solutions Journalism and Community-Centred Storytelling (9 Hours)

- Principles of solutions journalism
- Constructive journalism
- Community-centred reporting
- Impact-oriented journalism
- Public engagement and trust-building
- Journalism for social change

5. PRACTICAL COMPONENT (30 HOURS)

A. Public Affairs Reporting Assignment (8 Hours)

- Governance-related reporting
- Civic issue reporting

B. Development Reporting Project (8 Hours)

- Health, education, rural affairs, agriculture, women and child development or human development reporting

C. Policy and Institution Reporting Exercise (6 Hours)

- Policy analysis
- Budget or institutional reporting

D. Solutions Journalism Case Study (4 Hours)

- Analysis of successful solutions journalism projects

E. Presentation and Viva (4 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Public Affairs Reporting Assignment – 10 Marks

Development Reporting Project – 10 Marks

Solutions Journalism Case Study – 5 Marks

Presentation and Viva – 5 Marks

Total – 30 Marks

7. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

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PGDEJ009: MEDIA MANAGEMENT AND PUBLIC RELATIONS

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Assessment Pattern:

Theory Examination: 70 Marks

Internal Assessment: 30 Marks

Total: 100 Marks

1. COURSE RATIONALE

Media organisations today operate in highly competitive, technologically dynamic, and economically complex environments. Journalists and communication professionals increasingly require an understanding of media management, organisational structures, revenue systems, stakeholder engagement, and strategic communication processes.

This course introduces learners to the principles and practices of media management and public relations. It examines media ownership, organisational structures, business models, public relations processes, corporate communication, and emerging trends in media entrepreneurship.

The course aims to develop managerial awareness and communication competencies required for leadership roles in media organisations, public institutions, corporate sectors, and communication industries.

2. COURSE OBJECTIVES

CO1: Understand principles and functions of media management.

CO2: Examine media organisations, ownership patterns, and business models.

CO3: Develop competencies in public relations and stakeholder communication.

CO4: Analyse corporate communication, reputation management, and crisis communication practices.

CO5: Explore media entrepreneurship, innovation, and emerging trends in communication industries.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain management functions and organisational structures in media institutions.

CLO2: Analyse media economics, sustainability, and revenue models.

CLO3: Develop professional public relations and stakeholder communication strategies.

CLO4: Apply corporate communication and reputation management principles.

CLO5: Evaluate innovation, entrepreneurship, and emerging developments in media industries.

4. COURSE CONTENT

UNIT I: Media organisations and Management Principles (9 Hours)

- Nature and scope of media management
- Functions of management
- Planning, organizing, staffing, directing and controlling
- Media ownership patterns
- organisational structures of media institutions
- Leadership and decision-making
- Human resource management in media organisations
- Media governance and organisational culture

UNIT II: Media Economics and Sustainable Business Models (9 Hours)

- Media economics
- Revenue models in print, broadcast and digital media
- Reader revenue models
- Crowdfunding journalism
- Non-profit and philanthropic journalism
- Audience markets and sustainability challenges

UNIT III: Public Relations and Stakeholder Communication (9 Hours)

- Concept and evolution of public relations
- Public relations process
- Stakeholder identification and engagement
- Media relations
- Press releases and media briefs

- Public relations campaigns
- Government and institutional public relations
- Ethics in public relations

UNIT IV: Corporate Communication and Reputation Management (9 Hours)

- Corporate communication
- Internal communication
- Corporate identity and image
- Reputation management
- Crisis communication
- Corporate social responsibility communication
- Digital public relations
- Communication during organisational change

UNIT V: Media Entrepreneurship and Emerging Trends (9 Hours)

- Media entrepreneurship
- Entrepreneurial journalism
- Media startups
- Independent journalism ventures
- Creator economy and media businesses
- Innovation in communication industries
- Artificial intelligence and media management
- Future trends in media and communication

5. PRACTICAL COMPONENT (30 HOURS)

A. Public Relations Writing Portfolio (8 Hours)

- Press releases
- Media briefs
- Background notes

B. Stakeholder Communication Project (6 Hours)

- Communication planning
- Stakeholder mapping

C. Crisis Communication Exercise (6 Hours)

- Crisis response planning
- Communication strategy development

D. Media Startup Business Canvas (6 Hours)

- Media venture planning
- Entrepreneurial journalism proposal

E. Presentation and Viva (4 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

PR Writing Portfolio – 10 Marks

Stakeholder Communication Project – 5 Marks

Media Startup Business Canvas – 10 Marks

Presentation and Viva – 5 Marks

Total – 30 Marks

7. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

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STAKEHOLDER COMMUNICATION AND RELATIONSHIP MANAGEMENT

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PGDEJ010: ADVERTISING, BRAND COMMUNICATION AND EVENT MANAGEMENT

Course Category: Skill Enhancement Course (SEC)

Credits: 3 (Theory: 2 | Practical: 1)

Contact Hours:

Theory: 30 Hours

Practical: 30 Hours

Assessment Pattern:

Theory Examination: 50 Marks

Internal Assessment: 30 Marks

External Practical/Viva: 20 Marks

Total: 100 Marks

1. COURSE RATIONALE

Advertising and brand communication have evolved significantly in the digital era. Contemporary communication professionals must understand how brands engage audiences through integrated campaigns, digital platforms, content strategies, experiential communication, and events.

This course introduces students to advertising principles, brand communication strategies, campaign planning, digital advertising, and event management. It develops creative and strategic competencies required for communication industries while maintaining relevance for journalism graduates who increasingly work in integrated media and communication environments.

The course also examines emerging developments such as influencer communication, creator economies, personalized communication, and AI-enabled advertising practices.

2. COURSE OBJECTIVES

CO1: Understand the principles and processes of advertising and brand communication.

CO2: Develop competencies in creative communication and campaign planning.

CO3: Examine integrated communication strategies across traditional and digital platforms.

CO4: Introduce event planning, experiential communication, and audience engagement practices.

CO5: Analyse emerging trends in advertising, branding, and communication industries.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain advertising, branding, and communication concepts.

CLO2: Develop creative communication messages and campaign strategies.

CLO3: Design integrated communication plans across media platforms.

CLO4: Apply event management and experiential communication principles.

CLO5: Evaluate emerging developments in advertising and brand communication.

4. COURSE CONTENT

UNIT I: Foundations of Advertising and Brand Communication (6 Hours)

- Concept, nature and evolution of advertising
- Functions of advertising
- Advertising ecosystem
- Brand identity and brand positioning
- Consumer behaviour fundamentals
- Brand perception and audience relationships
- Ethics and regulation in advertising

UNIT II: Creative Strategy and Advertising Production (6 Hours)

- Creative communication process
- Campaign planning
- Advertising appeals
- Copywriting fundamentals
- Visual communication in advertising
- Advertising formats and media
- Evaluation of creative campaigns

UNIT III: Integrated Communication and Digital Advertising (6 Hours)

- Integrated Marketing Communication (IMC)
- Digital advertising
- Content marketing

- Social media campaigns
- Influencer communication
- Audience targeting and engagement
- Communication across multiple platforms

UNIT IV: Event Management and Experiential Communication (6 Hours)

- Concept and scope of event management
- Event planning process
- Budgeting and logistics
- Corporate events
- Public and cultural events
- Hybrid and virtual events
- Experiential communication
- Risk management and event evaluation

UNIT V: Emerging Trends in Advertising and Brand Engagement (6 Hours)

- Data-driven communication
- Personalization and customer journeys
- Creator economy and brand collaborations
- Branded content
- Artificial intelligence in advertising
- Emerging communication technologies
- Creator economy and platform monetisation
- Future of advertising and brand engagement

5. PRACTICAL COMPONENT (30 HOURS)

A. Advertising Copywriting Portfolio (8 Hours)

- Print advertisements
- Digital advertising copy

- Campaign slogans and taglines

B. Brand Communication Project (8 Hours)

- Brand audit
- Brand positioning exercise
- Communication strategy development

C. Integrated Campaign Design (6 Hours)

- Campaign planning
- Multi-platform communication strategy

D. Event Management Project (4 Hours)

- Event proposal
- Budgeting and execution plan

E. Portfolio Presentation and Viva (4 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Advertising Copywriting Portfolio – 10 Marks

Brand Communication Project – 10 Marks

Campaign/Event Project – 5 Marks

Presentation and Viva – 5 Marks

Total – 30 Marks

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Campaign and Event Portfolio – 10 Marks

Viva Voce – 10 Marks

Total – 20 Marks

8. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3

Unit IV	CO4	CLO4
Unit V	CO5	CLO5

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भारतीय जन संचार संस्थान

(समविश्वविद्यालय)

Indian Institute of Mass Communication

(Deemed to be University)