

### Semester – IV

Course title	<b>BASICS OF DIGITAL PHOTOGRAPHY</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC 203
Semester	IV
Number of credits	5
Maximum intake	
Day/Time	
Name of the teacher/s	Prof Sujatha Mukiri/ Mr Teja
Course description	<p>Include the following in the course description</p> <p>ii. Overview of the course The course aims to familiarize the students with basics of contemporary photographic techniques. It also teaches the application of theory to practical problems and is strongly complemented by hands-on training</p> <p>iii. Objectives of the course To familiarize the students with basics of contemporary photographic techniques. To teach the application of theory to practical problems and is strongly complemented by hands-on training.</p> <p>iv. Learning outcomes</p> <p>A. Will have knowledge of digital camera features and functions.</p> <p>C. Will learn to identify the use of color, flash, lighting and other aspects of photography.</p> <p>B. Will learn the origin and history of photojournalism</p> <p>C/D. Will have practical hands-on experience in shooting different subjects.</p> <p>C/D Will learn the process of data storage and retrieval.</p>
Course delivery	Lecture/Seminar/ <b>Experiential learning</b> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	<ol style="list-style-type: none"> <li>1. Internal (modes of evaluation): 50 Practical Assignments)</li> <li>2. End-semester (mode of evaluation): 50 (Assignments on Different topics related to Lifestyle, Market place, Human Interest stories etc.</li> </ol>
Reading list	<b>Essential reading</b>

	<p>Carrol, Henry, Read This If You Want to Take Great Photographs, (2014) Laurence King publisher</p> <p>DK, Digital Photography Complete Course (Upd Hardcover – 27 May 2021), DK</p> <p>Ang Tom (2008) Digital Photography an Introduction (5th Ed), DK</p> <p>Sontag Susan, (2008) On Photography, Penguin UK</p>
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#### Semester – IV

Course title	<b>WRITING FOR MEDIA — II</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course without changes
Course code	BADCC 205
Semester	IV
Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	Dr K Rajaram
Course description	<p>i. Overview of the course The course provides an overview of online and web journalism and the difference between print and online journalism. The course tries to familiarize the students in web related news making techniques and tools.</p> <p>ii. Objectives of the course PO 1 To help students explore the concepts of online journalism  PO 4 To explore and find out the differences between news in the web and print world  PO 3 To learn how to write for the web  PO 7 To engage with social media apps for content creation and interaction.</p> <p>iii. Learning outcomes</p>

	<ul style="list-style-type: none"> <li>a. The students will learn the concepts of online journalism</li> <li>b. They will be able to explore news on the web and differences between 'old' and 'new' media.</li> <li>c. <b>Skill enhancement:</b> <ul style="list-style-type: none"> <li>( i ) The students will be able to write for the new media platforms</li> <li>( ii ) The students will be able to understand the different skillsets required to write for different digital media platforms</li> </ul> </li> <li>d. They will engage with social media and apps for content creation and interaction.</li> </ul>
Course delivery	<b>Lecture/Seminar/Experiential learning</b> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 40 marks  End-semester (mode of evaluation): 60 marks
Reading list	<p>Bentley, J., Holmes, T., Gilbert, H., Hicks, W., Sally, A. (2016). Writing for Journalists. United Kingdom: Taylor &amp; Francis.</p> <p>Ward, M. (2013). Journalism Online. United Kingdom: Taylor &amp; Francis.</p> <p>Lashmar, P., Hill, S. (2013). Online Journalism: The Essential Guide. United Kingdom: SAGE Publications.</p> <p>Foust, J., Foust, J. C. (2011). Online Journalism: Principles and Practices of News for the Web. United Kingdom: Holcomb Hathaway, Publishers.</p> <p>Foust, J. (2017). Online Journalism: Principles and Practices of News for the Web. United Kingdom: Taylor &amp; Francis Group.</p> <p>Sedorkin, G., Oakham, M., Alysen, B., Patching, R. (2020). Reporting in a Multimedia World: An Introduction to Core Journalism Skills. United Kingdom: Taylor &amp; Francis.</p> <p>Quinn, S. (2005). Convergent Journalism: The Fundamentals of Multimedia Reporting. Belgium: P. Lang.</p> <p>Tu, D. L. (2015). Feature and Narrative Storytelling for Multimedia Journalists. United States: Taylor &amp; Francis.</p> <p>Adornato, A. C. (2017). Mobile and Social Media Journalism: A Practical Guide. United States: SAGE Publications.</p>

### Semester IV

Course title	<b>POLITICAL ECONOMY OF NEW MEDIA</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC 206
Semester	IV
Number of credits	4 (four credits)
Maximum intake	
Day/Time	
Name of the teacher/s	Prof T T Sreekumar
Course description	<p style="text-align: center;">i. Overview</p> <p>The political economy of new media is a critical subject that explores the intricate relationships between media technologies, economic forces, and political structures. This course module will delve into how new media technologies – encompassing social media platforms, digital news outlets, streaming services, and more – are not only reshaping communication but also redefining economic and political power structures. We will examine key concepts such as media ownership, regulatory frameworks, the role of advertising and market forces, and the impact of digital monopolies on public discourse and democracy.</p> <p style="text-align: center;">ii. Objectives</p> <p>PO1 To help students examine the economic underpinnings of new media platforms, including how market forces, ownership structures, and funding models influence the distribution and nature of digital content.</p> <p>PO6 To be able to evaluate the effects of digital monopolies and platform capitalism on media diversity and accessibility.</p> <p>PO7 To help analyze the role of policy in managing and responding to the challenges posed by new media, including issues of net neutrality, media convergence, and international media policy debates.</p> <p style="text-align: center;">iii. Learning outcomes</p> <p>b. The students will examine the economic underpinnings of new media platforms, including how market forces, ownership structures, and funding models</p> <p>b.The students will evaluate the effects of digital monopolies and platform capitalism on media diversity and accessibility.</p> <p style="padding-left: 40px;">b The students will analyze the role of policy in managing and responding to the challenges posed by new media, including issues of net neutrality, media convergence, and international media policy debates.</p>
Course delivery	<p><b>Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)</b></p> <p>Each Module topic is designed to build upon the previous, ensuring a cohesive and comprehensive understanding of the political economy of new media. The course can include a mix of lectures, case studies, guest speakers, and interactive discussions to engage students effectively.</p>

<p><b>Evaluation scheme</b></p>	<p>The evaluation will include classroom presentations, assignments, internal assessment and semester-end seminar paper. The assessment includes: Internal Assessment: 40 % Final Examination (external): 60%</p>
<p><b>Reading list</b></p>	<p>Athique, A., &amp; Parthasarathi, V. (2020). <i>Global Transformations in Media and Communication Research - A Palgrave and IAMCR Series: Platform Capitalism in India</i> (1st ed.). Springer International Publishing; Palgrave Macmillan.</p> <p>Bilić, P., Prug, T., &amp; Žitko, M. (2021). <i>The Political Economy of Digital Monopolies: Contradictions and Alternatives to Data Commodification</i> (1st ed.). Bristol University Press.</p> <p>Christiaens, T. (2023). <i>Digital Working Lives: Worker Autonomy and the Gig Economy</i> (1st ed.). Rowman &amp; Littlefield Publishers.</p> <p>Croteau, D., &amp; Hoynes, W. (2018). <i>Media/Society: Industries, Images, and Audiences</i>. Sage Publications.</p> <p>Curran, J., &amp; Hesmondhalgh, D. (Eds.). (2019). <i>Media and Society</i>. Bloomsbury Academic.</p> <p>Einav, G. (Ed.). (2015). <i>The Economics of Information, Communication, and Entertainment: The New World of Transitioned Media: Digital Realignment and Industry Transformation</i> (1st ed.). Springer International Publishing.</p> <p>Flew, T., Holt, J., &amp; Thomas, J. (2022). <i>The SAGE Handbook of the Digital Media Economy</i>. SAGE Publications.</p> <p>Goldberg, G. (2018). <i>Antisocial Media: Anxious Labor in the Digital Economy</i>. New York University Press.</p>

#### Semester IV

<p>Course title</p>	<p><b>INTRODUCTION TO DOCUMENTARY</b></p>
<p>Category (Mention the appropriate category (a/b/c) in the course description.)</p>	<p>Existing course without changes</p>
<p>Course code</p>	<p>BADCC 207</p>
<p>Semester</p>	<p>IV</p>
<p>Number of credits</p>	<p>5</p>
<p>Maximum intake</p>	<p></p>
<p>Day/Time</p>	<p></p>
<p>Name of the teacher/s</p>	<p>Dr. A Nagraj</p>
<p>Course description (a)</p>	<p></p>

	<p>i) The course will provide insights to Non-fiction films, understanding the Non-fiction genre, the early history of actualities, Types of documentaries and analyzing some of the early documentaries.</p> <p>ii) Course Objectives  PO3 To understand the relevance of non-fiction films and its impact  PO4 To be able to distinguish the difference between fiction and non-fiction  PO4 To critically analyze the impact of documentary films on various socio-political and cultural issues</p> <p>iii) Course Outcome</p> <ol style="list-style-type: none"> <li>a. Understand the types of documentaries and analyzing some of the early documentaries in non-fiction categories.</li> <li>a. Understand the relevance of non-fiction films and its impact and able to distinguish the difference between fiction and non-fiction</li> <li>b. Critically analyse the impact of documentary films on various-political and cultural issues in the context of audience reach and globalized media.</li> <li>e. Ability to produce a documentary film</li> </ol>
Course delivery	<b><i>Lecture/Seminar/Experiential learning</i></b> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): Assignment submission End-semester (mode of evaluation): Written Exam
Reading list	<ol style="list-style-type: none"> <li>1. Rabinger, Michael (1998). <i>Directing the Documentary</i>, Focal Press</li> <li>2. Zettl,H.(2006) <i>Handbook of Television Production</i>, wadsworth.</li> <li>3. Shelley, S.L. (1999) <i>A Practical Guide to Stage Lighting</i>, Focal Press.</li> <li>4. Compesi, Ronald J et.al (1997) <i>Video field Production and Editing</i>, Allyn&amp; Bacon</li> <li>5. Burrows, Thomas D., et.al. (2000) <i>Video Production: Disciplines and Techniques</i>. McGraw-Hill</li> </ol>