

## Semester VI

Course title	MEDIA SEMIOTICS
Category (Mention the appropriate category (a/b/c) in the course description.)	a. New course
Course code	BADCC 304
Semester	VI
Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	Dr Srinivas Lankala & Prof G Nagamallika
Course description	<p>i. A brief overview of the course Semiotics refers to the study of culture and media in the form of its signs and signifying practices. It is an influential method to analyse and interpret media messages and texts. It draws from principles of language and human communication to understand the meanings produced by different forms of communication such as journalism, cinema, literature, music, art and other cultural objects and social practices.</p> <p>ii. Objectives of the course PO 3. To introduces the basic principles of semiotics and focuses on its practical applications in the fields of media and communication.  PO 4. To apply the principles of analysis of film and television content, interpretation of advertising messages, production of meaning in journalism and news media, and the use of the semiotic method to understand and interpret the new forms of texts and messages produced though convergent and digital media.</p> <p>iii. Learning outcomes a. Develop an understanding of the basic concepts of signs, signification, meaning and textual interpretation</p>

	<ul style="list-style-type: none"> <li>a. Demonstrate a critical awareness of the production of cultural meanings through media</li> <li>a. Understand the role of semiotic techniques in creating and interpreting media messages</li> <li>b. Demonstrate the application of semiotics analysis to interpret journalistic, advertising, cinematic, and digital media texts.</li> <li>b. Understand the relation between media and cultural texts and social contexts</li> </ul>
Course delivery	<b>Lecture/Seminar</b> /Experiential learning (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	<ul style="list-style-type: none"> <li>• Chandler, Daniel (2017) <i>Semiotics: The Basics</i>. (3rd Edition). London: Routledge</li> <li>• Danesi, Marcel (2018) <i>Of Cigarettes, High Heels and Other Interesting Things: An Introduction to Semiotics</i>. New York: Palgrave Macmillan</li> <li>• Fiske, John and John Hartley (2003) <i>Reading Television</i>. London: Routledge</li> <li>• Bignell, Jonathan (1997) <i>Media Semiotics: An Introduction</i>. Manchester: Manchester University Press</li> <li>• Hall, Sean (2012) <i>This Means This. This Means That: A User's Guide to Semiotics</i>. (2nd Edition). London: Laurence King Publishing.</li> </ul>

Semester VI

Course title	<b>Integrated Marketing Communication (IMC)</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	C. New Course
Course code	<b>BADCC 306</b>
Semester	VI

Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	<b>Dr. Suchitra Patnaik</b>
Course description	<p><b>I. A brief overview of the course:</b></p> <p>The course includes case study discussions in marketing communication like marketing process, STP, marketing mix , branding, IMC and positioning exercises, theories of advertising, creative process, copywriting and designing print and digital campaigns.</p> <p><b>ii. Objectives of the course:</b></p> <p>PO3 To provide practical orientation, which initiates a student into advertising and marketing communication.</p> <p>PO3 To provide introduction to the concept of Integrated Marketing Communication (IMC)</p> <p>PO4 To include theoretical concepts in marketing and advertising.</p> <p>PO7 To develop and implement effective IMC campaigns.</p> <p><b>iii Learning outcomes:</b></p> <p>a. The students will create strategies in Segmentation, Targeting and Positioning</p> <p>a. Develop Marketing mix strategies</p> <p>b/c/d Create Integrated Marketing Communication strategies for organisations.</p> <p>b/c/d Develop promotional strategies and campaigns</p> <p>c/d Provide branding and advertising solutions for clients-</p>
Course delivery	Lecture/Seminar
Evaluation scheme	<p>Internal (modes of evaluation):50%</p> <p>End-semester (mode of evaluation):50%</p>

Reading list	<p>Kitchen, P. J., &amp; Tourky, M. E. (2022). <i>Integrated marketing communications: a global brand-driven approach</i>. Springer Nature.</p> <p>Keller, K. L., &amp; Brexendorf, T. O. (2019). Strategic brand management process. <i>Handbuch markenführung</i>, 155-175</p> <p>Sutherland, M. (2020). <i>Advertising and the mind of the consumer: what works, what doesn't and why</i>. Routledge.</p> <p>Fennis, B. M., &amp; Stroebe, W. (2020). <i>The psychology of advertising</i>. Routledge.</p> <p>Percy, L., &amp; Elliott, R. H. (2020). <i>Strategic advertising management</i>. Academic.</p> <p>Kelley, L. D., Sheehan, K. B., Dobias, L., Koranda, D. E., &amp; Jugenheimer, D. W. (2022). <i>Advertising media planning: a brand management approach</i>. Routledge.</p>
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#### Semester VI

Course title	<b>PUBLIC RELATIONS</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	c. New course
Course code	BADCC 307
Semester	VI
Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	Dr K Rajaram
Course description	<p><b>(i) Overview</b></p> <p>The course provides an overview of the field of Public Relations. The course offers deeper insights into the practice of Public Relations in the digital media ecosystem. The course explores the theoretical and practical approaches to the domain of Public Relations in different settings. The course also throws light on the emerging trends and challenges in Public Relations</p>

	<p>and its applications. The course highlights skills required for effective public relations practice in the digital world. The course enables students to get familiarized with the PR tools.</p> <p>(ii) <b>Objectives of the course</b></p> <p><b>PO 1</b> To train students to understand and explore the field of public relations.</p> <p><b>PO 3</b> To enable students to understand the differences between the public relations in traditional media setting and public relations in digital media setting.</p> <p><b>PO 4</b> To prepare public relations strategies using digital media platforms.</p> <p><b>PO 7</b> To engage with traditional and digital media platforms for public relations strategies and practices.</p> <p>(iii) <b>Learning outcomes</b></p> <p><b>Domain specific outcomes:</b></p> <ol style="list-style-type: none"> <li>The students will learn and understand the concepts of public relations.</li> <li>They will be able to explore the domain of public relations in various digital media platforms.</li> <li>They will learn how to write and disseminate information as part of the practice of public relations.</li> <li>The students will get familiarized with tools of public relations.</li> </ol> <p><b>Skill enhancement:</b></p> <p>( i ) The students will be able to write and prepare public relations strategies.</p> <p>( ii ) The students will be able to understand the different skillsets required to practice public relations for different digital media platforms.</p> <p>( iii ) The students will be able to understand and use different public relations tools.</p>
Course delivery	<b>Lecture</b> and Seminar
Evaluation scheme	Internal (modes of evaluation): 40 marks End-semester –written (mode of evaluation): 60 marks
Reading list	Rob Brown (2010), <i>Public Relations and The Social Web; How to Use Social Media and Web 2.0</i> . Published by Kogan Page Special Priced Titles -Robert L Dileschnider (2010), <i>The AMA Handbook of Public Relations- Leveraging PR in the Digital World</i> , published by AMACOM

	<p>-Robert L Heath (2012), <i>Handbook of Public Relations</i>, Published by SAGE Publications Inc</p> <p>-Davis, S. &amp; Davis, E. (2009). <i>Think like an editor: 50 strategies from the print and digital world</i>. Boston, MA: Cengage Learning.</p> <p>Grunig, J. E. (2001). <i>Two-way symmetrical public relations: Past, present, and future</i>. R. L. Heath (Ed.), <i>Handbook of public relations</i>. Thousand Oaks, CA: Sage.</p> <p>Maxim Behar (2019); <i>The Global PR Revolution-How Thought Leaders Succeeded in the Transformed PR World</i>, Published by Allworth-2019.</p> <p>Smith, R. (2013). <i>Strategic planning for public relations</i>. New York, NY: Routledge.</p>
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Course title	ADVANCED FILMMAKING
Category (Mention the appropriate category (a/b/c) in the course description.)	a. New course
Course code	BADCSE 305
Semester	VI
Number of credits	5 Credits
Maximum intake	
Day/Time	
Name of the teacher/s	Prof. Hariprasad Athanickal

Course description	<p><b>A brief overview.</b> The course intends to bring students up-to-date with the contemporary filmmaking practices. The students should have done their Short Filmmaking course where the basics of filmmaking are covered.</p> <p><b>Objectives of the course</b> PO8 This course will include practical exercises of scripting, camera work and editing methods. PO 8 The students will learn advanced filmmaking techniques and will have practical knowledge to develop an idea into the script, shooting script, and eventually the final product.</p> <p><b>Learning outcomes.</b> c. Skill enhancement: People with practical knowledge of filmmaking are required in television as well as film industry.</p>
Course delivery	The course will have practical components
Evaluation scheme	Internal (modes of evaluation): Visual diary (50 marks) End-semester (mode of evaluation): A Short film with at least 15 minutes (50 marks)
Reading list	Blain Brown: <i>Basics of Filmmaking: Screenwriting, Producing,, Directing, Cinematography, Audio, &amp; Editing.</i> Routledge, 2020 Steve D Katz Steve D. Katz: <i>Film Directing: Shot by Shot - 25th Anniversary Edition: Visualizing from Concept to Screen.</i> Michael Wiese Productions, 2019

Course title	INTRODUCTION TO GENDER STUDIES
Category (Mention the appropriate category (a/b/c) in the course description.)	c. New course
Course code	BADCC 308
Semester	VI
Number of credits	3
Maximum intake	
Day/Time	

Name of the teacher/s	Dr. Madhumeeta Sinha
Course description	<p><b>i) A brief overview of the course</b>  The Course will introduce students to the question: what is gender? “Gender,” in a popular sense, is understood to refer to socially constructed activities, behavior and roles that a society considers and encourages as appropriate for women and men. The course will examine this idea in terms of everyday life. Such an approach, it follows, cannot be understood in isolation from its socio-political context, both local and global. Hence, the course will be interdisciplinary in nature and will have readings pertaining to feminist theory, community, women’s movements, films, history, literature, etc. it will draw on a range of texts from a List of primary texts (literary and filmic) as well theoretical texts from India and abroad.</p> <p><b>ii) Objectives of the course</b>  PO 1 To introduce the concepts of gender in the popular sense as well as in the everyday life.  PO 8 To make the students critically aware of it in the socio-political context as well as global and local.</p> <p><b>iii) Learning outcomes</b>  a. Gain an in-depth understanding of the concepts of gender and how it relates to other identities in society.  a. Understand how feminism emerges in different contexts with different concerns and different goals and get a view of women’s movement in India.  b. Understand how dominant perceptions of ideal femininity and masculinity structure social norms and influence media and the digital world.  c. Apply the knowledge gained in the course to work in the digital and media context. And in the larger society</p>
Course delivery	Lecture/Seminar/
Evaluation scheme	<p>Internal (modes of evaluation): 40 Evaluation will be based on attendance of classes, participation in class discussions, internal assessments (pen-and-paper tests, seminars presentations, take-home assignments, projects, etc.)</p> <p>End-semester (mode of evaluation): 60 End-of-semester examination.</p>
Reading list	<p><b>Essential reading</b></p> <p>Pilcher, Jane &amp; Imelda Whelehan ,(2004) Key Concepts in Gender Studies, Sage</p>



Tong, Rosemarie ( 2009) *Feminist Thought : a More comprehensive introduction*(3rd ed..) Westview press

Holmes, Mary ( 2009) *Gender and everyday life*, Routledge

**Advanced Reading**

Gauntlett, David (2008) *Media Gender and Identity*, Routledge

Buikema, Rosemarie et al (eds) (2017)

*Doing Gender in Media, Art and Culture: A Comprehensive Guide to Gender Studies* 2nd Edition, Routledge.

Bauwel , Sofie Van and Tonny Krijnen (2021) *Gender and Media: Representing, Producing, Consuming*, Routledge.