



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
SAINIKPURI, SECUNDERABAD-500 094
(Reaccredited with A grade by NAAC)
Autonomous College

PROGRAM NAME: Bachelor of Arts
COURSE NAME: Business Communication and Event Management

COURSE CODE: SE493B
YEAR/SEMESTER: II/IV
COURSE TYPE: SEC

HPW: 2
NO. OF CREDITS: 2

COURSE OBJECTIVE: To equip students with comprehensive spoken communication skills, business writing proficiency, and event management.

UNIT-WISE COURSE OBJECTIVES:

COB1: To develop students' spoken communication skills through various activities

COB2: To provide students with an understanding of event management principles and practices

UNIT I:

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Fundamental of Business writing, Types of Business letter: Inquiry letter, complaint letter Persuasive letter. Proposal, Report Writing. Employment Messages. Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing.

UNIT II:

Introduction to event management; Size and type of event; principles of event management; concept and designing; analysis of concept; logistics of concept. Event planning, flow. Special events – sports, rallies, wedding, corporate events. Fabrication, audio visual equipment; sponsorships. Delegation of work, coordination. Account management; Budgeting of events; balance sheet; cash flow analysis; Professional associations; handling vendors.

UNIT-WISE COURSE OUTCOMES:

The Students will be able

SE493B CO1: Demonstrate effective oral communication skills through presentations and debates.

SE493B CO2: Understand the principles and concepts of event management.

REFERENCES:

1. Harvard Business Review, Business Communication, Harvard Business Essentials, 2003.
2. Gera, Vineet, Art of Event Management, Guru Cool Publishing, 2017.

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SAINIKPURI, SECUNDERABAD-500 094

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Autonomous College - Affiliated to Osmania University

Department of Mass Communication

PROGRAM NAME: Bachelor of Arts

COURSE NAME: Digital Media

COURSE CODE: MC593B

YEAR/SEMESTER: III/V

COURSE TYPE: DSE

HPW: 4

NO. OF CREDITS: 4

COURSE OBJECTIVE: To equip students with a comprehensive understanding of digital media technologies, platforms, and practices, and to critically engage with their societal, ethical, and professional implications in the evolving media landscape.

UNIT-WISE COURSE OBJECTIVES:

COB1: To introduce the evolution, key concepts, and characteristics of digital media.

COB2: To explore the rise and impact of social media in shaping communication practices.

COB3: To understand digital content creation, distribution models, and participatory culture.

COB4: To examine the ethical and legal aspects of digital media environments.

COB5: To discuss emerging technologies and future trends in digital media practices.

Unit I: Introduction to Digital Media

Definition and Characteristics of Digital Media, Evolution from Traditional to Digital Media, Key Concepts: Convergence, Interactivity, Hypertextuality, Participatory Culture, Overview of Digital Ecosystems: Platforms, Devices, Users, Digital Divide and Access Issues.

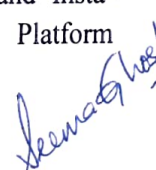
Unit II: Social Media and Online Communication

History and Growth of Social Media, Classification: Social Networking, Microblogging, Content Communities, Messaging Apps, Algorithms and Personalization, Influence on Journalism, Public Opinion, and Political Discourse, Virality, Memes, and Internet Culture.

Unit III: Content Creation and Distribution in the Digital Age

Blogging, Podcasting, Vlogging, Visual Storytelling: Reels, Shorts, TikTok, and Instagram, Digital Marketing: SEO, SEM, Influencer Culture, Affiliate Models, Platform


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Economies: YouTube Monetization, Patreon, Substack, etc., Citizen Journalism and Participatory Media.

Unit IV: Digital Media Ethics and Legal Framework

Privacy, Surveillance, and Data Protection, Copyright, Fair Use, and Creative Commons, Cyberbullying, Trolling, Hate Speech, Ethics of AI, Deepfakes, and Algorithmic Bias, Regulatory Frameworks: IT Act, Intermediary Rules, Social Media Guidelines.

Unit V: Emerging Trends and Future Directions

Web 3.0, Blockchain, NFTs in Media, Virtual Reality (VR), Augmented Reality (AR), and Immersive Media, Artificial Intelligence in Newsrooms and Content Creation, Analytics and Big Data in Digital Media Strategy, Sustainability and Digital Minimalism.

UNIT-WISE COURSE OUTCOMES:

At the end of the course students will be able to:

MC593 CO1: Outline the fundamental concepts and historical development of digital media.

MC593 CO2: Analyze the influence of social media on society, politics, and interpersonal communication.

MC593 CO3: Apply knowledge of digital tools to assess content creation and monetization strategies.

MC593 CO4: Evaluate ethical dilemmas and legal issues in digital media practices.

MC593 CO5: Discuss future directions of digital media with reference to technological advancements.

REFERENCES:

1. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York: New York University Press.
2. Siaper, E. (2012). *Understanding new media* (2nd ed.). London: SAGE Publications.
3. McStay, A. (2018). *Digital media and society: An introduction* (2nd ed.). Cambridge: Polity Press.
4. Pavlik, J. V. (2008). *Media in the digital age*. New York: Columbia University Press.
5. Scholarly articles and online resources (to be updated regularly based on recent developments in digital media).


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Autonomous College - Affiliated to Osmania University

Department of Mass Communication

PROGRAM NAME: Bachelor of Arts

COURSE NAME: MEDIA AND DEVELOPMENT

COURSE CODE: MC593A

YEAR/SEMESTER: III/V

COURSE TYPE: DSE

HPW: 4

NO. OF CREDITS: 4

COURSE OBJECTIVE: To orient the use of communication technology for the development of the society.

UNIT-WISE COURSE OBJECTIVES:

Cob1: To discuss the idea of development and sustainability

Cob2: To identify the role of media in development communication

Cob3: To comment on the various rural developmental measures

Cob4: To review the development in family welfare, health, environment.

Cob5: To write and document reports, articles related to development

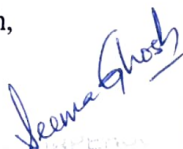
Unit-I: Development: Concept, Definition, Process. Evolution of Development Communication. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals. Communication and Development for social Justice in 21st century. Dependency paradigm. Indices of Measuring Development.

Unit-II: Role of Media in Development Communication. Strategies in Development Communication. Social, Cultural & Economic Barriers to Development Communication. Modernization as individual change. Role of mass media in modernization.

Unit-III: Communication planning and Rural Development in India. ICTs and Rural Development. Digital Divide and development. Development in the age of globalisation. ICTs and economic growth.

Unit-IV: Development Support Communication: Population, Family Welfare & Health, Education & Environment. Problems faced in Development Support Communication.


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Unit-V: Writing Development Stories for Media: Print, Radio and TV, Issues of Public Health, Trafficking of Women, Children. Poverty. Human Rights, Dalit & Tribal Movements. Information-Education-communication (IECs).

UNIT-WISE COURSE OUTCOMES:

At the end of the course students will be able to:

- MC593 CO1: Outline the necessity of Development Communication in the 21st century
- MC593 CO2: Examine the role of media in the process of Development
- MC593 CO3: Comment on the inter connection between Rural Development and Media
- MC593 CO4: Review the concept of Development Support Communication.
- MC593 CO5: Debate on the Development stories published in Media

REFERENCES:

1. Melkote, Srinivas, "Communication for Development in Third world Countries", SAGE publications, 2001
2. Samanta, R.K, Development Communication for Agriculture, B.R. Publishing Corporation, New Delhi, 1990
3. Narula, Uma, Development Communication: Theory and Practice, Har Anand Publications, 2007.
4. Balaswamy, B, Communication for Sustainable Development, Concept publishing company, 2006
5. Sinha, PR, Communication and Rural Development, 1976.


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 Autonomous College - Affiliated to Osmania University

Department of Mass Communication

PROGRAM NAME: Bachelor of Arts

COURSE NAME: ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: MC693A

HPW: 4

YEAR/SEMESTER: III/VI

NO. OF CREDITS: 4

COURSE TYPE: DSE

COURSE OBJECTIVE: To introduce the concept of Advertising and Public Relations and its relevance in the society.

UNIT-WISE COURSE OBJECTIVES:

COB1: To familiarize the basic concepts and process of advertising.

COB2: To make students understand the key areas of business, marketing & branding in advertising.

COB3: To help the students know how an agency work is organized, executed and evaluated.

COB4: To imbibe various definitions of Public Relations and relate basic principles with functions of Public Relations.

COB5: To list out duties and responsibilities of PR Manager and acquaint with various stages of PR Process

Unit I: Advertising - Definition and nature. Advertising as a tool of Communication. Role of Advertising in Marketing Mix. 4Ps of Advertising. Types of Advertising. 5Ms of Advertising. AIDA model. DAGMAR model. Hierarchy of Effects, Maslow's Hierarchy of Needs.

Unit-II: Media buying. Media Selling. Media Mix. Media Scheduling. Advertising and Competition. Waste in Advertising. Planning an Advertisement campaign. Creativity in Advertising: visualization, Copy writing, illustrations, layouts. Social Media Marketing Strategies: identifying the influencers and Game Changers.

Unit III: Structure of an advertising agency, various departments, functions. Types of agencies -Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.

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Digital Marketing. Remuneration. Pitching. Revenue. Advertising Budget. Advertising and Standard Council of India. Advertising Agencies Association of India.

Unit IV: Introduction to Public Relations: Definition, nature and scope of PR. Organization and functions of a PR department. Role and functions of a PRO. The PR Process: PR Planning, tools of PR - press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports. Internal and external publics of an organization, tools of effective communication between an organization and its different publics.

Unit V: Public relations in the government. PR and media relations: cooperation and collaboration. PR and Corporate Image: Image Management process, Corporate Identity. Public Relations in Crisis management. Ten commandments of crisis management.

COURSE OUTCOMES:

After the completion of the course, the student will be able to:

MC693A CO1: Examine role and characteristics of Advertising.

MC693A CO2: Classify advertising from different media points of view.

MC693A CO3: Summarize about the structure of an advertising agency.

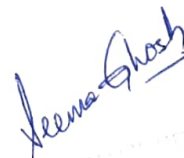
MC693A CO3: Arrive at a specific definition of PR Differentiate between Strategy and Tactics of PR.

MC693A CO4: Categorize Public Relations organizations in govt and private sector.

REFERENCES:

1. Chunawalla, S.A. Advertising Theory and Practice. Himalaya Publishing House. 1993.
2. Kazmi, S.H. Advertising Theory & Sales Promotion. Excel Books. 2001
3. Ogilvy, David. Ogilvy on Advertising, Vintage Publishers, 1983.
4. Keval J. Kumar. Mass Communication in India. Jaico Publishing House. 2000
5. Reddi, Narsimha CV: Effective Public Relations and Media Strategy, PHI Learning, New Delhi, 2009
6. Black, Sam: Practical Public Relations, Prentice Hall Trade, 1983


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Autonomous College - Osmania University

Department of Mass Communication**PROGRAM NAME: Bachelor of Arts****COURSE NAME: MEDIA LITERACY****COURSE CODE: MC693B****HPW: 4****YEAR/SEMESTER: III/VI****NO. OF CREDITS: 4****COURSE TYPE: DSE**

COURSE OBJECTIVE: To understand the definition, characteristics and various approaches to Media Literacy

UNIT-WISE COURSE OBJECTIVES:

Cob1: To define the concept of Media literacy, media and audience.

Cob2: To examine the methods used to attract audience

Cob3: To comment on the various levels of understanding the media content

Cob4: To compose content in creating awareness among audience

Cob5: To criticize the media messages that are fake

Unit 1: Foundational Understanding: Why Media Matters?

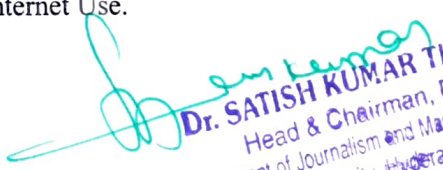
Introduction to Media Literacy: Access, Analyze, Evaluate, Create, Act. Representation. Media as a construction. Media and audience. Language in media. Media Information Literacy.

Unit 2: Key Vocabulary, Media Messages and Critical Thinking

Affect. Appropriation. Commodification. Hegemony. Ideology. Intersectionality. Surveillance. Interpreting Media Messages. Points of View. Respect of diverse opinions. Tolerance. Authorship. Social Responsibility. Techniques used to attract the attention of audience. Individual differences in understanding the messages.

Unit 3: Contemporary Issues and Challenges - I

Proliferation of Misinformation and Disinformation. Algorithmic Bias and Echo Chambers. Fact Checking: Finding and Verifying Information. Online Hate. Online Sexual Exploitation. Excessive Internet Use.


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Unit 4: Contemporary Issues and Challenges - II

Digital Addiction. Lack of Comprehensive Data. Decoding Media Messages. Information Overload. Stealth Marketing and Online Polarization. Cognitive Biases. The digital divide and access to technology.

Unit 5: Emerging Issues

Evolving technologies and the need for adaptable training. Deep Fake and synthetic Media. AI generated text and "Hallucinations". Digital Well-being and mental Health. Multi modal literacy. Civic engagement in the Digital Sphere.

UNIT-WISE COURSE OUTCOMES:

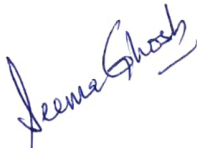
After finishing the course, the students will be able to

- CO1: Interpret the audience behaviour towards different media messages.
- CO2: Assess the key concepts to media literacy.
- CO3: Reviewing the various representations that are made in Media.
- CO4: Predict the media messages and decode them accordingly.
- CO5: Argue economies of the media.

REFERENCES:

1. Couldry, N, Media, Why it Matters, 2019
2. Oulette, L., Gray, J, Keywords for Media Studies, 2017
3. Kellner, D, Share, J, The Critical Media Literacy Guide, 2019
4. Pernisco, Nick, Practical Media Literacy: An essential guide to the critical thinking skills for our digital world, 2015.


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Department of Mass Communication

PROGRAM NAME: Bachelor of Arts

COURSE NAME: Project Report

COURSE CODE: MC693PR
YEAR/SEMESTER: III/VI
COURSE TYPE:

HPW: 4
NO. OF CREDITS: 4

COURSE OBJECTIVE: To inculcate the idea of research among the students

As part of the Project, every student should submit a research project following the Research steps that include:

Abstract

Chapter 1: Introduction

Broad overview, Background/Premise of the study, Statement of the Research Problem, Rationale and Significance of the study

Chapter 2: Review of Literature

Review of previous studies & theories, Research Gap, Research Questions

Chapter 3: Methodology

Aim, Specific Objectives, Hypotheses, Research design, Variables, Operational Definitions, Sample (Sample description, Sample size, Sampling methods) Inclusion and exclusion criteria, Data Collection, Tools for data collection (Socio-demographic sheet, Questionnaire/ scale/ interviews, questionnaires, media, observation.), Procedure for data collection, Procedure for Data analysis, Ethical Consideration, Informed Consent.

Chapter 4: Results and Analysis

Analysis of Variable (Tables and Graphs), Specific Objectives, Hypotheses, Results tables of anova/chisquare/other analysis (Tables and descriptions)

Chapter 5: Summary and Conclusion

Summary, Conclusion, Implications of the study, Limitations, Scope for further research.


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