

Program Outcome (PO) – PhD outcome

- Scholars will learn about the basics of communication and it's fundamental. A strong theory base of a topic will give the excellence in the practical work. Basic communication to mass communication and the mode of connecting with the people with

Course Outcome (CO) – subject out come

Students will be able to

- Impart the basic knowledge of Mass communication.
- Discuss competing social and commercial constraints upon creations and production of public media messages
- Critically analyze and evaluate media in various contexts
- Understand the media system and its political structure.

UNITS	MODULE	HOURS NEEDED
Unit 1	<p>Introduction to Journalism/Mass Communication.</p> <p>Verbal, non-verbal, intrapersonal, interpersonal group and mass, functions of Communication. Orientation to logic, evidence and critical thinking in communication studies.</p>	3
Unit 2	<p>Analysis of media practices and media influence on individuals, organizations and social levels</p> <p>Early theories of media effects- Magic Bullet, Propaganda, Agenda setting, Persuasion and Reinforcement, Semiotics, Encoding-decoding. Elements of media systems, global information flow.</p>	5
Unit 3	<p>Classification of media systems and critique</p> <p>Four Theories of Press (Siebert), Authoritarian,</p>	6

	<p>Paternalistic, Commercial and Democratic (Williams), Democratic Participation model (McQuail), Blum's six models, Hallin and Mancini's three models, Yin and Gunaratne's Asian models of Press.</p> <p>Redefining context of media system analysis in new democracies</p> <p>Political- Political Regime, Political Structure, Political parallelism, Political culture, freedom of speech.</p>	
Unit 4	<p>Redefining context of media system analysis in new democracies</p> <p>Cultural – Rational secular values, self-expression, distance from power, individualism v/s collectivism, masculinity v/s feminity</p>	5
Unit 5	<p>Redefining context of media system analysis in new democracies</p> <p>Media- State intervention- nationalization, privatization, development of media industry – formats, size, scope, consumption, access, commercial orientation, levels of independence in journalistic field and professionalization – autonomy, attitudes and values, regulations of freedom of press</p>	5

Reference Text Books

1. Hallin, D. C. and Mancini, P. (2004) Comparing Media Systems: Three Models of Media and Politics, Cambridge University Press.
2. Hallin, D. C. and Mancini, P. (2011) Comparing Media Systems beyond the Western World, Cambridge University Press.

3. Duck, S. and McMahan, D.T. (2010) *Communication in Everyday Life*, Sage Ivey, A. (2010) *Perfect Presentations: How You Can Master the Art of Successful Presenting*, Ventus Publishing.
4. Mckenzie, R. (2007) *Comparing Media from Around the World*, Pearson Education India. Müller, L. (2014) *Comparing Mass Media in Established Democracies: Patterns of Media Performance*, Palgrave Macmillan.
5. Robin L. N and Oliver, M. B (2009) *The SAGE Handbook of Media Processes and Effects*, Sage.

Environmental Communication

Course code: -----

4 Credits

Program Outcome (PO) – Ph.D. outcome

Students will be able to examine the intersections between contemporary environmental issues, communication dynamics, media and social change.

Students will discuss and write significance of current research in the field of Environmental communication by writing research paper.

Course Outcome (CO) – subject out come

By the end of this course, students will be able to

- Sketch the landscape of environmental dilemmas that challenge society at local and global scales.
- Examine the role of media and communication in shaping public attitudes, values and behaviors related to human interaction with the natural world.
- Relate interdisciplinary fields of research that investigate and theorize environmental communication.
- Reflect upon the opportunities and obstacles that characterize social movements that work to encourage environmental justice.
- Appraise in communication research, analysis and action that promote long-term environmental sustainability.

UNITS	MODULE	HOURS NEEDED
Unit 1	Origins of Environmentalism & Environmental Communication 1.1 Origins of environmentalism A cultural approach to communication Environmental Communication and the Public Sphere Conservationism, Preservation and Sustainability 1.2 Environmental communication Theories- Material Symbolic discourse Mediating human nature relation Applied and activist theory	3

Unit 2	<p>Environmental Social Change through media</p> <p>2.1 Visual Rendering Eco-education through media News, Entertainment and the Construction of environmental knowledge Sustainable development and new communication media Environmental issues and local media. Risk Communication: Environmental Dangers and the Public discourse</p> <p>2.2 Visualizing Activism Conceptualizing Community Media- New Social Movements and Non-Governmental Alternatives Emergence of new social movements; ecological struggles; anti-big dam movements; politics of knowledge; evolution and typology of NGOs and roles in development.</p>	8
Unit 3	<p>Environmental Justice</p> <p>3.1 Towards a Sustainable Future Eco-literacy – Ecological intelligence, Becoming Eco literate, Five Eco literate practices</p> <p>3.2 Environmental Advocacy Campaigns Radical Environmentalism Ecotopianism</p>	6
Unit 4	<p>Environmental Crisis and Disaster communication</p> <p>Historical use of media New (Social) Media Evolution of New (Social) Media use in Disasters Citizen journalism and the traditional media Replacing traditional media with online news sites New media and government</p>	6
Unit 5	<p>Environmental Laws and Policies</p> <p>5.1 National environmental laws and policies Environment Impact & Policy Environment protection mechanisms— Judicial Trends & Public Interest Initiatives, Tribunals & Committees</p> <p>5.2 International environmental law and policy Major International Environmental laws Right to Environment as Human Right ,International Humanitarian Law and Environment , Environment</p>	8

	and Conflict Management , UNFCCC & Kyoto Protocol	
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Reference

https://theieca.org/sites/default/files/Milstein_Enviro_Com_Theories.pdf

Harsh Sethi, "Survival and Democracy: Ecological Struggles in India," in Wignaraja (ed).

Kundan Kumar, "Confronting Extractive Capital Social and Environmental Movements in Odisha," Economic and Political Weekly, April 5, 2014.

Apocalyptic Tragedy in Global Warming Discourse." Environmental Communication: A Journal of Nature and Culture 3.2 (July 2009): 151---167.

Finis Dunaway. "The Ecological Sublime." Natural Visions: The Power of Images in American

Goudie Andrew : The Human Impact : Manis Role in Environmental Change, Oxford : Basil Blackwell, 1981

Reddy Ratna V : Environmental Movements in India : Same Reflections, Vol. 10, No. 4, Pune.

Gadgil Madhav and Guha Ramchandra Ecological conflicts and Environmental Movements in India, India In Development and change, Vol. 25 No., 1994

Moore Ron and Jon Ryan : Sustainable Development : Policy and practice, New Delhi, New Age International- publishers, 1995.

Joshi Y. G. and Verma D. K. Social Environment for sustainable Development, Jaipur, Rawat Publications.

Gadgil Madhav Biodiversity Reckoming with life, Hindu, Survey of the Environment, 1994.

Hannigan, J (1995) 'News media and environmental communication' in Hannigan, J (1995) Environmental Sociology. London. Routledge pp 58-75

Branding and imaging

Credits 4

Program Outcome (PO)

- Learn how to identify brand meaning and to measure brand strength for any particular market offering.
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

Course Outcome (CO)

- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
- Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).

UNITS	MODULE	HOURS NEEDED
Unit1:	<ul style="list-style-type: none">• Introduction: Introductions - Review of brand management and brand leadership ideas- Review branding and the marketing mix - Marketing communications overview	5
Unit2:	<ul style="list-style-type: none">• Understanding customer-cased brand equity- Building strong brands	5
Unit3:	<ul style="list-style-type: none">• Developing marketing and communication programs for brands- Leveraging brand associations - Social Media and the branded customer Experience	5

Unit4:	<ul style="list-style-type: none"> • Measuring brand performance - Introducing the brand audit -Understanding the role of emotion and affect in brand building 	5
Unit5:	<ul style="list-style-type: none"> • Branding research and brand measurement- Brand design and structures- Brand extensions - Managing brand equity for long-term success 	5

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1.Myers, David G., Sahajpal Prem, and Behra Pushpita, “Social Psychology”, 10thEdition, McGraw Hill India Private Limited, 2012.2. Baron, R. A., Branscombe, N. R., & Byrne, D., “Social Psychology”, 12th Edition, Pearson/Allyn and Bacon, 2009.3. Gergen, Kenneth J., “An Invitation to Social Construction”, Sage, Thousand Oaks, CA, 1999.4. McGarty, C. & Haslam, S. A. (Eds.), “The Message of Social Psychology: Perspectives on Mind in Society”, Oxford, UK and Cambridge, MT, Blackwell, 1997. 5. Misra, G. & Dalal, A. K. (Eds.), “New Directions in Indian Psychology (Vol. 1): Social Psychology”, Sage, New Delhi, 2006.6. Strickland, L. H., Aboud, F. E., & Gergen, K. J. (Eds), “Social Psychology in Transition”, Plenum, New York, 1976. RELATED LINKS:

<http://www.swarthmore.edu/x20604.xml>
<https://explorable.com/social-psychology-experiments>
<http://www.spring.org.uk/2007/11/10-piercing-insights-into-human-nature.php>