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|---|---|---|---|---|---|
| Programme | BA Journalism and Mass Communication | | | | |
| Course Title | **Introduction to Electronic Media** | | | | |
| Type of Course | **Minor** | | | | |
| Semester | **I** | | | | |
| Academic Level | 100 - 199 | | | | |
| Course Details | Credit | Lecture per week | Tutorial per week | Practical per week | Total Hours |
| | 4 | 4 | - | - | 60 |
| Pre-requisites | 1. Familiarity with electronic media platforms<br>2.Basic Communication Skills | | | | |
| Course Summary | This course explores the foundations of electronic media, covering communication principles, the landscape of electronic media, content creation, and utilization of tools/platforms. Develop practical skills through hands-on projects and gain insights into AI applications. The learners will foster creativity in content production and distribution for electronic media. | | | | |

**Course Outcomes (CO):**

| CO | CO Statement | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|---|---|---|---|---|
| CO1 | Describe the concept of communication, explain its basic principles. | U | C | Instructor-created exams / Quiz |
| CO2 | Discuss the characteristics of electronic media and categorize its types. | Ap | P | Observation/ Group Discussion |
| CO3 | Present the types, structure and examples of electronic media. | An | P | Seminar Presentation / Group Tutorial Work |
| CO4 | Use different tools and platforms for electronic media content creation. | Ap | C | Instruction/ Workshop |
| CO5 | Experiment with new age content creation methods for electronic media. | C | P | Workshop/Project |
| CO6 | Analyze the impact of emerging technologies on electronic media content creation and distribution, and evaluate their implications for communication practices and industry trends. | An | P | Home Assignments/ Seminar Presentation |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) | | | | |

**Detailed Syllabus:**

| Module | Unit | Content | Hrs (48 +12) | Marks (70) |
|---|---|---|---|---|
| **I** | **Communication Principles** | | **11** | **15** |
| | 1 | Concept, Definition and Process | 3 | |
| | 2 | Elements of Communication | 3 | |
| | 3 | Types of Communication | 3 | |
| | 4 | Functions and Dysfunctions | 2 | |
| | | | | |
| **II** | **Electronic Media: An Overview** | | **11** | **15** |
| | 5 | Concept and Characteristics of Electronic Media | 3 | |
| | 6 | Types of Electronic media | 3 | |
| | 7 | Broadcast Media | 2 | |
| | 8 | Digital Media Platforms | 3 | |
| | | | | |
| **III** | **Contents of Electronic Media** | | **15** | **25** |
| | 9 | Electronic media Contents: Types | 2 | |
| | 10 | Electronic media Contents: Structure | 2 | |
| | 11 | Electronic media Contents: Examples | 1 | |
| | 12 | Audio Contents | 2 | |
| | 13 | Audio-visual contents | 2 | |
| | 14 | Digital Content | 2 | |
| | 15 | Streaming and Podcasting | 1 | |
| | 16 | Audience of electronic media | 1 | |
| | 17 | Demographics, Psychographics, and Media Consumption Patterns | 2 | |
| | | | | |
| **IV** | **Tools and Platforms** | | **11** | **15** |
| | 18 | Introduction to Electronic Media Tools- Audio, Video and Digital Tools | 3 | |
| | 19 | Microphone, Audio Editing Software, Camera | 2 | |
| | 20 | Video editing tools, Graphic Design Tools and Digital Tools | 2 | |
| | 21 | Using Social Media Platforms- Content distribution and Promotion | 2 | |
| | 22 | AI Tools for Electronic Media content creation. | 2 | |
| | | | | |
| **V** | **Open Ended Module** | | **12** | |
| | 1 | **Comparative Analysis of Broadcast and Digital Media**<br>1)Conduct a comparative analysis of broadcast media and digital media platforms.<br>2)Identify key characteristics, advantages, and limitations of each type of media.<br>3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement.<br>4)Present findings in a written report format, highlighting | 4 | |

| | | | | |
|---|---|---|---|---|
| | | the unique features of each media type and their implications for content creators and consumers. | | |
| | 2 | **Case Study on AI Tools in Electronic Media Content Creation:**<br>1)Select a case study focusing on the application of AI tools in electronic media content creation.<br>2)Research and analyze how AI technologies are used in various aspects of content creation, such as automated editing, content recommendation systems, and audience segmentation.<br>3)Evaluate the effectiveness and impact of AI tools on content quality, production efficiency, and audience engagement.<br>4)Present findings in a case study report format, including an overview of the AI technologies used, case study examples, and insights into the future trends of AI in electronic media content creation. | 4 | |
| | 3 | **Comparative Analysis of Broadcast and Digital Media: Task:**<br>1)Conduct a comparative analysis of broadcast media and digital media platforms.<br>2)Identify key characteristics, advantages, and limitations of each type of media.<br>3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement.<br>4)Present findings in a written report format, highlighting the unique features of each media type and their implications for content creators and consumers. | 4 | |
| | (*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.) | | | |

**Books and References:**


- Farrell, A. (2021). Introduction to electronic media and broadcasting. NY Research Press.
- McQuail, D. (2010). McQuail′s Mass Communication Theory. SAGE.
- Baran, S. J., and Davis, D. K. (2007). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.
- Kumar, K. J. (2020b). Mass Communication in India, Fifth Edition. Jaico Publishing House.


**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO 1 | 1 | - | - | - | - | - | 2 | | | 1 | | |
| CO 2 | 2 | 3 | - | - | - | - | 1 | | | | | |
| CO 3 | - | - | 1 | - | - | - | | | | | 1 | |
| CO 4 | - | - | 2 | 3 | - | - | | 2 | 3 | | | |
| CO 5 | - | 1 | - | - | - | - | | | 3 | | | |
| CO 6 | - | - | - | 3 | - | - | | | | | | 3 |

**Correlation Levels:**

| Level | Correlation |
|---|---|
| - | Nil |
| 1 | Slightly / Low |
| 2 | Moderate / Medium |
| 3 | Substantial / High |

**Assessment Rubrics:**

**Final Exam : 70 marks**

**Internal Marks: 30 marks**

| **Internal Marks Split-up (Total :30 marks)** | | |
|---|---|---|
| Components of Internal Marks Evaluation | Four Modules (20 marks) | Open-ended Module (10 Marks) |
| Test Paper | 10 | 4 |
| Seminar Presentation/ Viva/ Quiz | 6 | 4 |
| Assignment | 4 | 2 |