

## **M.A. Journalism & Mass Communication**

**JMC201 Understanding Society (2) And Journalism and Mass Communication:  
Theories and Practice**

**JMC202 Advertising, Development Communication & Public Relations**

**JMC203 Agriculture and Rural Journalism, Crime Journalism, Culture Journalism &  
Sports Journalism**

**JMC204 Internship and Study Visits**

**JMC205 Individual Project**

## **JMC201 Understanding Society (2) And Journalism and Mass Communication: Theories and Practice**

### **A] Understanding Society (2)**

**Unit 1. Understanding Politics:** Meaning of political science, study of politics, State and its nature, theories of origin of state; state and individual; nation, nation-state and nationalism; Understanding isms and concepts: Liberty, equality and fraternity, capitalism, socialism, communism, fascism, Nazism, secularism, gender justice etc; forms of government, unitary and federal government, Indian democracy (Legislative, executive and judiciary), Constitution of India and some important amendments, Provisions and laws related to reservation and social justice, Panchayat Raj, Process of law making, Centre-state relation, Political parties in India (brief history and present status), Issues and challenges in Indian politics, reporting politics and elections.

**Unit 2. Understanding National security and International relations:** Concept of national security, India's security apparatus, perceptions of internal and external threats (insurgency, terrorism, Maoism, etc), Idealism and realism in International relations, nature of diplomacy, concept of national interest, India's national interest, balance of power; India and South Asia, Bilateral relations with neighbours, United Nations and other world organizations, India in world politics (Third world and non-alignment, regional cooperation, etc)

**Unit 3. Understanding Economics:** Basic concepts in economy, Thinkers and perspectives in economy; Nature and structure of Indian economy, mixed economy (Public and private sector), five years plans, Planning Commission to NITI Aayog; Globalization, Privatization and Liberalization, transformation and challenges, major economic reforms, Understanding GDP and central/state budget, banking and finance, fighting poverty, reporting economics.

**Unit 4. Understanding development:** What is development?, different models of development, Basic needs and infrastructure development, agriculture and rural development, crisis in agriculture sector, growing urbanization and challenges related to it, sustainable and inclusive development, reporting development issues.

**Unit 5. Understanding Sports:** Importance of sports in human life, Development of sports, Olympics and other international sports events, introduction and basics of some sports such as cricket, football, hockey, tennis, athletics, etc; Indian sports, sports tournaments and infrastructure in India, reporting sports events and challenges therein.

**Unit 6. Understanding Music, Literature and Entertainment:** Indian music, Marathi literature: different phases, important writers and their writing, All India Marathi Literature Meet and its role in development of Marathi language and literature, Drama and Films: Marathi folk theatre and sangit-natak (Music drama), Hindi cinema (Bollywood) and regional cinema: Brief history and major phases, achievements; reporting music, theatre, cinema and other cultural activities.

### **B] Journalism and Mass Communication: Theories and Practice**

**Unit 1: Basics of Communication.** Different aspects of human communication, Basic elements of communication; Barriers, filters and noise in communication; Communication and Symbols; Language and Communication, Semiotics and Semiology;

Forms and levels of human communication: Verbal and non-verbal, Intra-personal, Inter-personal, Group, Organization and Public Communication, Ethnography of Communication

**Unit 2. Rise of Mass Communication.** Development of media technologies; Concepts of 'Mass' and 'Mass Society'; Process and characteristics of 'Mass Communication'; Rise of Mass Media; Journalism as part of mass communication; New interactive media and its characteristics; Understanding Media: McLuhan's perspectives (Medium is the Message), Global Village

**Unit 3: Models of Communication.** Use and limitations of models in understanding theories, Development of communication models and thoughts, Different models: Aristotle's Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm's models, David Berlo, Dance's Helical Model, The Newcomb's ABX Model, Riley and Riley's Social System model, The Westley McLean Model, etc. (6 hours)

**Unit 4: Media and Society.** Socialization and media, Marxist perspective: Base, superstructure and media, Rosengren Typology; Concept of 'Mediation': Mediation of social relations and experience; Media as a social institution; Media and democracy; Functions and dysfunctions of media; Mass communication and social change, Gender and Media

**Unit 5:** 5.1 Theories of Media Effects. The premise of the central concern, phases of effect discourses, Hypodermic Needle or Magic Bullet theory, Mass society theory, Cultivation theory, Agenda setting, Spiral of silence, Dependency Theories; Framing, Priming; Rise of Moderate Effects; Two step and multi-step flow of information; Uses and Gratification; Minimal Effects, Media effects on children, women and others; media and violence 5.2 Propaganda: Historical perspective, Persuasion and Social Influence Theories, Mass persuasion, Propaganda during the World Wars, Approaches for study: Behaviourism, Freudianism and Magic bullet theories; Three thinkers: Laswell, Lipmann and Dewey, Modern propaganda theories 5.3 Critical and cultural theories: The media as an apparatus of ideology; Cultural hegemony; Frankfurt School; The political-economic perspectives, Manufacturing Consent 5.4 Cultural studies: Transmission versus ritual views of communication; Culture and Communication, Folk culture and Mass culture; Mass media as a culture industry – from critical theory to cultural studies, Birmingham School, Culture Industries, Cultural Indicators, Digital Cultures 5.5 Functionalism and other theories: Jurgen Habermas: Public sphere; Diffusion of innovation; Actor Network Theory (ANT); Media System Dependency; The Knowledge Gap theory; Computer-Mediated Communication, Theories of Network Society/Cyber Society, Cybernetics, Tele-community 5.6: Non-Western theories: Religious Communication, Philosophy of Communication and Phenomenology, Asian Communication Theory, Indian perspectives: Sadharanikaran and Rasa Siddhanta, Vedic to Bhakti movements: Kumbha, Yatra-Jatras and Pandharpur Vari; Buddhist Communication Theory, Islamic perspectives, Confucian Communication Theory, Japanese Kuuki Theory, Hawaiian Ho'oponopono Theory, Latino and African perspectives

**Unit 6: Journalism and Media studies.** 6.1 Media Structure and Organizations: Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Public interest..., Entertainment and non-news media 6.2: Journalism

and Society: NEWS media's roles and functions: Gate-keeping, Journalists' role perception: Messenger or monitor? Profession or public occupation?, Occupational roles and conflicts, Principles of journalism and their limitations 6.3 Normative Theories: Rights and obligations of news media, „Theories of the Press“ and alternative theories; Representation, constructing images and stereotypes; Media content and the NEWS genre, Centrality of NEWS; Effects of Frames on NEWS audiences; Analyzing media content 6.4 Technology and Journalism: Consequences of changing technology for journalism, media institutions and their relations with society, Interactivity and transparency as new principles; Media convergence and multimedia journalism: Different models and practices 6.5 New forms of journalism: Public and citizen journalism movements, Peace Journalism, Constructive Journalism...

**Unit 7: Audiences and Reception studies.** Centrality of audiences in communication; Media audience: Alternative concepts –as aggregate of spectators, readers, listeners and viewers, as mass, as social group, as niche, as market; Power of „Meaning making“, Audience behaviour: Uses and gratification, Reception studies, Need to reach, know and measure audiences; Fans, Fandom, and Fan Studies, Interpretive Communities; Passive versus active audience, Fragmentation of audience, Media users.

## **JMC202 Advertising, Development Communication & Public Relations**

### **A] Advertising**

**Unit 1: Introduction.** Meaning, nature and concept of advertising; role and importance of advertising for advertisers, media houses, government and consumers; brief history of advertising; advertising in India; size; advertising for public awareness.

**Unit 2: Process of advertising.** Understanding “brand”: personality, positioning, image, equity etc.; enhancing brand through advertising; need for advertising; goals of specific campaigns; advertiser-agency-media-consumer linkage; role of ad agency in the process; functions of various departments: account, creative, research, media planning etc; revenue model of an ad agency.

**Unit 3: Creative Process.** Demographic and psychographic analysis of target consumer; analysis of brand, product and competing brands; use of research inputs; arriving at creative brief: message and creative strategies; different appeals used in advertising; types of advertisements; visualisation, art work, copy writing.

**Unit 4: Advertising Media.** Mass media, niche media, out-of-home media, digital media; advantages and disadvantages of each medium; possibilities offered by digital technology; media planning strategies; achieving maximum reach and impact through the media mix; using audience data for effective media planning.

**Unit 5: Advertising and Society.** Impact on culture and society; social responsibility of advertising; role of ASCI; rules and regulations in India; public perception of advertising; critical analysis of advertising from various viewpoints.

### **B] Development Communication**

**Unit 1: Understanding Development.** Concept of Development; Meaning and definitions of development; Process of development; Characteristics of developing societies; Difference between developed and developing nations; Role of UN Agencies in development; Millennium Development Goals; Sustainable Development Goals; Problems and issues in development.

**Unit 2: Development and Indian Thoughts.** Indian models of development-Mahatma Jyotirao Phule’s Model of Development, Dr. Babasaheb Ambedkar’s Model of Development, Gandhian Model of Development, Nehruian Model of Development, Indian Five-Year Planning Model of Development; Niti Aayog’s Model of Development.

**Unit 3: Development Communication.** Concept of development communication; Evolution, Role and relevance of development communication; Goals of development communication; Approaches to development: Modernisation Paradigm, Dependency Paradigm, Alternative Paradigm, Development-support Communication, Participatory Communication and its impact on society, Empowerment Communication; Development Communication Experiments in India; Role of television in development communication in India.

**Unit 4: Role of the Media.** Sustainable strategies in development communication; Media for development-Empathy, Diffusion of innovation, media as a magic multiplier; Traditional media for development communication; Community Media for development

communication, ICT for development communication; Social media for development communication;

Designing messages for development communication; Audio-visual content for development communication

**Unit 5: Development Journalism.** Rise of Development Media Theory; Thinking for Development writing; Strategy for development writing; Process of writing for the development; Characteristics of Development Journalism; Traits and working attitudes of a development journalist.

## **C] Public Relations**

**Unit 1: Understanding PR.** definitions, purpose and utility; relevance to a democratic society. Difference between PR, Advertising and Propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal and external, different ways to address them. Concept of Communications Audit

**Unit 2: Role of PR in different sectors.** government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions, NGOs etc.

**Unit 3: Types of PR.** Internal and external, publics of PR, Communications audit, qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy or agency.

**Unit 4: PR Tools.** Internal - house journals, bulletin boards, events, mailing groups, social networking sites; External - exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatras, melas, public gatherings etc.) PR campaigns, programmes and events, CSR projects; PR during the crisis; case studies.

**Unit 5: Media Relations as a PR function.** Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and press visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), Citizen Journalism.

**Unit 6: Social media for PR.** Blogging, LinkedIn, Facebook, Twitter, Instagram etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and Audio Visual material.

## **JMC203 Agriculture and Rural Journalism, Crime Journalism, Culture Journalism & Sports Journalism**

### **A] Rural and Agriculture Journalism**

**Unit 1: Rural society and structure: 'Rural India'.** Characteristics of rural society,

Farming & allied communities (गावगाडा व बलुतेदार) – their interdependence, family system and traditions, Festivals and fairs (Yatra-Jatras), remnants of feudal mindset, caste discrimination and other social issues, place of nomadic, semi-nomadic and de-notified tribes in village life; Idea of self-reliant villages – Gandhian and Sarvodaya perspectives; Role and structure of Local self-government: District Council (Zilla Parishad) and other agencies, Village Panchayats, Gramsabha and local leadership, Role of tehsildar, Gramsevak, talathi, police patil, block development officers (BDOs), etc.

**Unit 2: Rural development, politics and media.** Issues of basic infrastructure – roads, electricity, water, rural housing and health. Rural livelihood and development programmes – Land reforms and related issues, Implementation of central and state schemes (Integrated Rural Development Programme, National Rural Employment Programme, Antyodaya, National Rural Health Mission, etc.); Politics at village level: Kinship and economic factors, elections of local bodies and cooperatives, dominance of few families & communities, new leadership and shifting party allegiance; Cooperative movement in Maharashtra; Availability and access of media – folk media, mass media to digital platforms, 'Digital divide'; urbanization of rural areas; Rural reporters and stringers of mainstream media – roles and responsibilities, issues and challenges in rural reporting – pressures from local leaders and communities, media as partner in rural development. Study of few model villages such as Ralegan Siddhi, Hivare Bazar, Nidhal, etc.

**Unit 3: Agriculture in India and Maharashtra.** Overview of Indian agriculture system, traditional methods and transformation; the Green revolution and aftermath; Problem of landholding and marginalization of farmers, issues of farm labour; Nature of Indian monsoon: frequent draughts and unseasonal rains, irrigation facilities and management, weather forecasting, role of IMD and regional weather stations, Agriculture universities in India and their role in Agri-development, use of technology and new methods in agriculture, Dairy development and the Amul story, Cooperative movement and sugarcane industry in Maharashtra, Indian Agriculture and Farmers Association (Case study – Sharad Joshi Shetkari Sanghatana)

**Unit 4: Agriculture Economy of India.** Share of agriculture sector in India's GDP, share of the workforce employed in agriculture, Agriculture infrastructure, Kharip and Rabbi planning, cropping patterns (India/Maharashtra); Pre and post-harvest activities, supply of seeds and fertilizers; Agriculture finance: Role of NABARD, national banks and micro-finance institutes, private money lenders; crop insurance, cost of production and productivity issues;

Agriculture marketing – prices of agricultural produce; APMC, weekly markets, intermediaries and value chain; government intervention and 'Minimum support price', import-export policy; issues of storage, logistics and supply; Agri-processing and allied industry, Allied businesses in agriculture (Horticulture, floriculture, dairy and animal husbandry, Goat farming, sericulture, poultry, fishery, etc.)

**Unit 5: Agriculture crisis.** Developing crisis in agriculture – reasons and solutions, Suicide of farmers; Impact of globalization on Indian agriculture: WTO, GATT and agriculture subsidies, effects of climate change on agriculture, Agri-credit, finance and insurance, failure of crops, Swaminathan Commission report, Loan waivers and party politics; Need for

agriculture reforms and changes in legislation, demand for industry status to agriculture, Farmers' strike and agitations

**Unit 6: New trends in agriculture.** Use of biotechnology and new practices, technology interventions (Blockchain in agriculture); New high-value crops, GM vs traditional seeds, towards organic and chemical residue-free farming, rainwater harvesting, drip and microirrigation, bio-fertilizers and bio-fuel; Restructuring agriculture marketing: eNAM (National Agriculture Market), Agriculture value chain –Seed to plate approach, traceable food, Agriculture brand building and Agri-retail sector, Future trading of agricultural commodities, Export oriented agriculture system, Farmer Producers'

Company model: Opportunities and challenges (Case study – Sahyadri Farms, Godawari Farmers Company, etc.), Urban agriculture, Agritourism

Indian agriculture post COVID-19: Opportunities & challenges, Principles, mission and goals, Agriculture: Indian vs China, Bio-Sanitizer – Made in India technology

**Unit 7: Agri-journalism.** Information needs of farmers and rural communities, agriculture research and extension activities, nature of agricultural news, various sources of information in agriculture, Scope for Agri-journalism on different media platforms, coverage of agricultural activities for mainstream media, special supplements and columns in newspapers, addressing issues of farming communities and highlighting success stories, Case study of 'Agrowon'- regional daily for farming community; Special programmes in radio, television and news channels (e.g. „AapliMati, AapliManase“), Increasing use of social media platforms for agri-information, crop-wise farmer community radio, The International Federation of Agricultural Journalists (IFAJ)

## **B| Crime Journalism**

**Unit 1: The ethics of crime and justice coverage.** fairness and objectivity, avoiding sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence. Undivided loyalty. Eliciting emotion on camera. Concept of E-governance. Fundamentals of Cyber Media.

**Unit 2: Law enforcement machinery.** Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.

**Unit 3: Covering Crime.** Types and definitions. Police Investigation techniques: from conventional to modern. Cognizable and non-cognizable offences. Basic principles of crime reporting. Do's and don'ts. News values: new, unusual, interesting, significant and about people. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions. Sensitivity on child-related stories, Sting Operation - prescribed notions of journalism, Victim's right to privacy, Role and views of experts. Use of drones- ethics and laws. Types of cyber crimes- cyber grooming, cyber bullying, remote access attacks, attacks via smartphones, cyberwarfare. Conflict reporting (Armed and Social Conflict, Region, Community and Human Rights), Special challenges in crime reporting.

**Unit 4: Covering Courts.** Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts.

Tribunals, consumer and family courts. PILs, appeals etc. Zero Fir.



**Unit 5: Contemporary crime journalism.** Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media's role in getting justice delivered, recent examples.

## **C] Culture Journalism**

**Unit 1: Theoretical background.** Traditional definitions of art. The real world vs. the artistic world. A model for the understanding of how art functions. The primary (creative) arts vs. the secondary (interpretive) arts. Classifications of the arts into the auditory, the spatial, and the symbolic. What is culture? Importance of culture in a society and in an individual's life. Difference between culture and tradition. Understanding various aspects of Indian Culture and their scope.

**Unit 2: Introduction to various arts.** Dance, theatre, music, painting, sculpting, literature. Different forms- classical and folk, Indian and western, fusion etc. Origin and development of these art forms and their contemporary status. Culture and New media.

**Unit 3: Cultural reporting.** Why a specialised beat? Current scenario of cultural reporting in Marathi, other regional languages and English print media. Difference between reporting and criticism. Styles of writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc.

**Unit 4: Covering culture for other media.** Scope and pattern of Cultural reporting in other media T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

## **D] Sports Journalism**

**Unit 1: History and Traditions.** Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. Beginning & development of modern leagues in various sports. National and state sports awards like Arjuna, Dronacharya, Shiv ChatrapatiPurskar, etc. Sports and Society: Importance and place of sports in a civilization. Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, sports culture; National sports policy. Sports Diplomacy: Use of sports in international relations, major cases in history and present trends.

**Unit 2: Sports Associations.** Traditional Indian sports and its present conditions- Kabaddi, Kho Kho, Wrestling, Malkhamb, etc. Modern sports- Outdoor and indoor games, hockey, cricket, football, athletics, boxing, tennis, badminton, shooting, archery, volleyball, basketball, table tennis, rugby, formula one racing, etc. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Olympics, Asian European and other sports association. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities. Role and duties of Sports Association. Different affiliation and legalities for association. Changing nature of sports management.

**Unit 3: Sports Journalism.** Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Sports channels and their functioning; Future of sports journalism, career opportunities. Case study of famous sports journalists from global to regional level.

**Unit 4: Sports Reporting and Writing.** Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events; Developing sources – advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Radio commentaries; Reporting sports for news channels; Live telecast, Sportscast, Web commentaries; Previews and Reviews of the match, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game, research and background information; Importance of statistics, official record and history.

**Unit 5: Sports Editing.** Sports Style Guide: AP, Reuters. Working on a sports desk; Editing And translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments.

**Unit 6: Online Sports Reporting.** Introduction of different sports news portal in the World and India. Online news sources of sports happenings, Introduction of official websites of Sports Association, clubs, players & competition. Digital storytelling for sports: Online content policies & stylebook; Writings for a sports portal, finding archival data, writing stories with the help of scorecard. Use of statistics and anecdotes for sports writing. Use of tools like stats guru, cricket archives or ATP stats., Introduction of sports podcasts and sports web series, OTT platforms in sports industry, Sports content analysis on various digital platforms. Tracking star players on digital platforms.

## **JMC204 Internship and Study Visits**

### **i) Internship:**

- Internship should be done before the end of 2<sup>nd</sup> Year in one of the following types of organisations for minimum 180 hours (30 days @ six hours a day).

Organisations: newspaper (print or internet edition), web news portal, radio channel, TV news channel, weekly magazine, advertising agency, public relations firm, book publishing company.

- Students may work in two different types of organisations @ 90 hours each (15 days @ six hours a day) if they so wish.
- After the internship, students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organisation.

### **ii) Study Visits:**

- Minimum 10 visits and interactions have to organised over four semesters.
- Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency, NGO, development project, industrial house, Parliament or Legislative Assembly, scientific and research institutes, military establishments, film shooting set, TV programme production set
- Suggested interactions (preferably out-of-class): authors, practitioners, political leaders, ministers, bureaucrats, film personalities, sportspersons, activists etc.

## JMC205 Individual Project

### Any one from the following:

1. Students have to select a topic only about journalism/mass communication for research dissertation. They are expected to follow scientific research method/s for the research and present it in the form of a written dissertation, of 8000-10000 words. Established academic norms regarding structure of a research report have to be followed. Raw data may be asked for during the viva-voce.
2. Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports
3. Students have to select a topic of current relevance for an audiovisual documentary. The documentary must be of 20-30 minute duration. A written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the documentary.
4. Students have to translate a non-fiction prose text preferably related to journalism/mass communication of 15000-20000 words. This can be a single prose or compilation of texts about the same topic by the same or different authors. The translated work should be submitted in print form with a note explaining the relevance of the topic, original author/s, the translation process and difficulties encountered should also be submitted along with the project.  
*\* The translated work cannot be made public by the student/department/college without acquiring required rights from the original author/s*
5. Students have to produce at least five 15 minutes episodes of a podcast. The podcast should be informative containing programmes in various formats. The podcast should be uploaded on the internet, and should be active at least till assessment. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the link of the podcast URL.
6. Students can create an informative website/app about a topic of their choice and of public interest. The website should be uploaded and active at least till assessment. Original articles, texts, videos should be posted on the website. Links to other websites can also be provided. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with website address.
7. Students have to create public service advertising campaigns about TWO current and relevant social issues. They have to create at least one ad in each medium (print: A4 size,, audio: 20-30 seconds, and audio-visual: 20-30 seconds). A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the ads.