

**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)**

(Deemed to be University)

VISAKHAPATNAM \* HYDERABAD \* BENGALURU

Accredited by NAAC with A<sup>++</sup> Grade

**GITAM School of Humanities and Social Sciences**



**CURRICULUM AND SYLLABUS**

**4 Year Undergraduate Programme**  
**UMSTU05: B.A. Mass Communication**

w.e.f. 2023-24 admitted batch  
(Updated on 31<sup>st</sup> July 2023)

**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
(GITAM)  
(Deemed to be University)**

**VISAKHAPATNAM \* HYDERABAD \* BENGALURU**

**Accredited by NAAC with A<sup>++</sup> Grade**

**GITAM School of Humanities and Social Sciences**



**CURRICULUM AND SYLLABUS**

**4 Year Undergraduate Programme  
UMSTU05: B.A. Mass Communication**

**w.e.f. 2023-24 Admitted Batch  
(Updated on 31<sup>st</sup> July 2023)**

# **Academic Regulations**

**Applicable for the Undergraduate Programmes offered:**

**School of Humanities and Social Sciences  
School of Business  
and  
School of Science**



### **Vision**

To become a global leader in higher education.

### **Mission**

To impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment.

### **Quality Policy**

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

## **GITAM School of Humanities and Social Sciences**

### **Vision**

To become a global leader in liberal arts education with value orientation

### **Mission**

1. To impart education with socio-cultural values
2. To nurture the ideas of equity, equality and democracy
3. To inculcate the notions of human and economic development with a focus on sustainability and health
4. To develop the concepts of peaceful co-existence among diverse peoples and species
5. To inculcate respect for interdisciplinarity and trans-disciplinarity in education and at work
6. To develop the ethic of thinking globally and acting locally

**UMSTU05: B.A. Mass Communication**  
**(w.e.f.2023-24 Admitted Batch)**

**Programme Educational Objectives (PEOs)**

- PEO 1:** Impart knowledge of Mass Communication and related areas of studies and equip the students with the skills required to become competent and efficient industry- ready professionals in the Media and Entertainment sector.
- PEO 2:** Empower learners by helping them hone their communication, ICT skills, and other professional and life skills as well as enhance their competencies in the digital media.
- PEO 3:** Imbibe the culture of research, innovation, entrepreneurship, and incubation.
- PEO 4:** Develop professional ethics, democratic values, and cultivate an appreciation of Indian and global cultures besides an attitude that embraces diversity and inclusion.
- PEO 5:** Motivate students to become socially responsible professionals with local insights and global vision.
- PEO 6:** The ability to undertake research on mass communication, analyze data to discover the trends and bring out useful information in the field of mass media and communication

**PEO Articulation**

	<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>	<b>PEO4</b>	<b>PEO5</b>	<b>PEO6</b>
<b>M1</b>	3	3	2	3	3	2
<b>M2</b>	3	3	3	3	3	3
<b>M3</b>	1	2	1	1	2	3
<b>M4</b>	3	3	3	3	3	3
<b>M5</b>	3	3	3	3	3	3
<b>M6</b>	3	1	2	3	3	3

*3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation*

## UMSTU05: B.A. Mass Communication

### Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

- PO1:** Complex problem-solving:
- To solve different kinds of problems in familiar and non-familiar contexts and apply the learning to real-life situations.
- PO2:** Critical thinking:
- Apply analytic thought to a body of knowledge, including the analysis and evaluation of policies, and practices, as well as evidence, arguments, claims, beliefs, and the reliability and relevance of evidence.
  - Identify relevant assumptions or implications and formulate coherent arguments.
  - Identify logical flaws and holes in the arguments of others.
  - Analyze and synthesize data from a variety of sources and draw valid conclusions and support them with evidence and examples.
- PO3:** Creativity:
- Create, perform, or think in different and diverse ways about the same objects or scenarios.
  - Deal with problems and situations that do not have simple solutions.
  - Innovate and perform tasks in a better manner.
  - View a problem or a situation from multiple perspectives.
  - Think 'out of the box' and generate solutions to complex problems in unfamiliar contexts.
  - Adopt innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.
- PO4:** Communication Skills:
- Listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups / audiences.
  - Express thoughts and ideas effectively in writing and orally and communicate with others using appropriate media.
  - Confidently share views and express herself / himself.
  - Construct logical arguments using correct technical language related to a field of learning, work/vocation, or an area of professional practice, and convey ideas, thoughts, and arguments using language that is respectful and sensitive to gender and other minority groups.
- PO5:** Analytical reasoning/thinking:
- Evaluate the reliability and relevance of evidence.
  - Identify logical flaws in the arguments of others.
  - Analyze and synthesize data from a variety of sources-draw valid conclusions and support them with evidence and examples, and address opposing viewpoints.
- PO6:** Research-related skills:
- A keen sense of observation, inquiry, and capability for asking relevant/ appropriate questions.
  - The ability to problematize, synthesize, and articulate issues and design research proposals.
  - The ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships.

- The capacity to develop appropriate methodology and tools for data collection.
  - The appropriate use of statistical and other analytical tools and techniques.
  - The ability to plan, execute and report the results of an experiment or investigation, the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or field of study.
- PO7:** Coordinating/collaborating with others:
- Work effectively and respectfully with diverse teams.
  - Facilitate cooperative or coordinated effort on the part of a group.
  - Act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
- PO8:** Leadership readiness/qualities:
- Mapping out the tasks of a team or an organization and setting direction.
  - Formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision.
  - Using management skills to guide people to the right destination.
- PO9:** Learning how to learn skills:
- Acquire new knowledge and skills, including 'learning how to learn skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace, including adapting to the changes in work processes in the context of the fourth industrial revolution, through knowledge / skill development / re-skilling.
  - Work independently; identify appropriate resources required for further learning.
  - Acquire organizational skills and time management to set self-defined goals and targets with timelines.
  - Inculcate a healthy attitude to be a lifelong learner.
- PO10:** Digital and technological skills:
- Use ICT in a variety of learning and work situations.
  - Access, evaluate, and use a variety of relevant information sources, and use appropriate software for analysis of data.
- PO11:** Multicultural competence and inclusive spirit:
- The acquisition of knowledge of the values and beliefs of multiple cultures and a global perspective to honour diversity.
  - Capability to effectively engage in a multicultural group/society and interact respectfully with diverse groups.
  - Capability to lead a diverse team to accomplish common group tasks and goals.
  - Gender sensitivity and adopting a gender-neutral approach, as also empathy for the less advantaged and the differently-abled including those with learning disabilities.
- PO12:** Value inculcation:
- Embrace and practice constitutional, humanistic, ethical, and moral values in life, including universal human values of truth, righteous conduct, peace, love, non-violence, scientific temper, citizenship values.
  - Practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies.
  - Formulate a position/argument about an ethical issue from multiple perspectives.
  - Identify ethical issues related to work, and follow ethical practices, including avoiding unethical behavior such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights.
  - Recognize environmental and sustainability issues and participate in actions to promote sustainable development.
  - Adopt an objective, unbiased, and truthful actions in all aspects of work.



- Instill integrity and identify ethical issues related to work, and follow ethical practices.

**PO13:** Autonomy, responsibility, and accountability:

- Apply knowledge, understanding, and/or skills with an appropriate degree of independence relevant to the level of the qualification.
- Work independently, identify appropriate resources required for a project, and manage a project through to completion.
- Exercise responsibility and demonstrate accountability in applying knowledge and/or skills in work and/or learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces.

**PO14:** Environmental awareness and action:

- Ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for.
- Mitigating the effects of environmental degradation, climate change, and pollution.
- Effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development and living.

**PO15:** Community engagement and service:

- To participate in community-engaged services/ activities for promoting the wellbeing of society.

**PO16:** Empathy:

- To identify with or understand the perspective, experiences, or points of view of another individual or group, and to identify and understand other people's emotions.

**PSO1:** Impart knowledge of Mass Communication and related areas of studies and equip the students with the skills required to become competent and efficient industry- ready professionals in the Media and Entertainment sector.

**PSO2:** Empower learners by helping them hone their communication, ICT skills, and other professional and life skills as well as enhance their competencies in the digital media.

**PSO3:** Imbibe the culture of research, innovation, entrepreneurship, and incubation.

**PSO4:** Develop professional ethics, democratic values, and cultivate an appreciation of Indian and global cultures besides an attitude that embraces diversity and inclusion.

**Curriculum Structure**  
*(Flexible Credit System)*

**Minimum Credit Requirements to Award Degree Under Each Category**

S.No.	Course Category and Category Code		Minimum Credit Requirement					
			3 Year Undergraduate		4 Year Undergraduate (Hons.)		4 Year Undergraduate (Hons.) with Research	
			Credits	(%)	Credits	(%)	Credits	(%)
1	Multidisciplinary Core Courses	MDC	12	10	12	7.5	12	7.5
2	Major Core	MC	44	36.60	76	47.50	64	40
3	Major Electives	ME	16	13.40	16	10	16	10
4	Minor	MI	24	20	32	20	32	20
5	Internship	INT	04	3.40	04	2.50	04	2.50
6	Ability Enhancement Courses – University Core	UC	08	6.60	08	05	08	05
7	Skill Enhancement Courses – University Core	UC	08	6.60	08	05	08	05
8	Value Added Courses – University Core	UC	04	3.40	04	2.50	04	2.50
9	Research Project / Dissertation	PROJ	--	00	--	00	12	7.50
<b>Total</b>			<b>120</b>	<b>100</b>	<b>160</b>	<b>100</b>	<b>160</b>	<b>100</b>

**Multi-disciplinary Core Courses (MDC)**

Course Code	Level	Course Title	L	T	P	S	J	C
HRMG1012	100	<a href="#">Principles of Management</a>	2	0	0	0	0	2
VEDC1001	100	<a href="#">Venture Development</a>	2	0	0	0	0	2
SOCY1031	100	<a href="#">Humans, Humanity and Humanities</a>	2	0	0	0	0	2
SOCY1041	100	<a href="#">Humans and their World</a>	2	0	0	0	0	2
PHYS1251	100	<a href="#">Introduction to Physical Sciences</a>	2	0	0	0	0	2
BCBI1041	100	<a href="#">Introduction to Chemical and Life Sciences</a>	2	0	0	0	0	2
<b>Total Credits</b>			<b>12</b>					

**Major Core (MC)**

Course Code	Level	Course Title	L	T	P	S	J	C
MSTU1061	100	<a href="#">Introduction to Journalism and Mass Communication</a>	3	0	0	0	0	3
MSTU1071	100	<a href="#">Fundamentals of Journalist Practices</a>	2	0	2	0	0	3
MSTU2101	200	<a href="#">Film Studies</a>	1	0	4	0	0	3
MSTU2002	200	<a href="#">Graphic Design for Mass Media</a>	0	0	6	0	0	3
MSTU2012	200	<a href="#">Photojournalism</a>	0	0	6	0	0	3
MSTU2022	200	<a href="#">Media Law &amp; Ethics</a>	3	0	0	0	0	3

MSTU2042	200	<a href="#">Writing for Mass Media</a>	2	0	4	0	0	4
MSTU3012	300	<a href="#">Foundational Concepts of Media Studies</a>	1	0	4	0	0	3
MSTU3022	300	<a href="#">Digital Marketing</a>	0	0	8	0	0	4
MSTU3311	300	<a href="#">History of Journalism and Media in India</a>	4	0	0	0	0	4
MSTU3341	300	<a href="#">Media Management Practices</a>	3	0	0	0	0	3
MSTU3301	300	<a href="#">Environment and Communication</a>	4	0	0	0	0	4
MSTU3331	300	<a href="#">Media and Society</a>	4	0	0	0	0	4
<b>Total Credits</b>								<b>44</b>

### Major Electives (ME)

Minimum number of credits to be earned: 16.

Course Code	Level	Course Title	L	T	P	S	J	C
MSTU3092	300	<a href="#">Print Media Production</a>	2	0	4	0	0	4
MSTU3192	300	<a href="#">Documentary Production</a>	0	0	8	0	0	4
MSTU3142	300	<a href="#">Radio Production</a>	0	0	8	0	0	4
MSTU3132	300	<a href="#">Social Media &amp; Webcasting</a>	0	0	8	0	0	4
MSTU3162	300	<a href="#">Communication and Disaster Management</a>	4	0	0	0	0	4
MSTU3042	300	<a href="#">Television Production</a>	0	0	8	0	0	4
MSTU3102	300	<a href="#">Corporate Communication &amp; Public Relations</a>	2	0	4	0	0	4
MSTU3281	300	<a href="#">Advertisement Production</a>	0	0	8	0	0	4

### Internship (INT)

Course code	Level	Course Title	L	T	P	S	J	C
INTN3444	300	Internship	0	0	0	0	8	4

### University Core (UC)

Course code	Level	Course Title	L	T	P	S	J	C
<b>Ability Enhancement Courses</b>								
LANG1042	100	<a href="#">Academic Writing</a>	2	0	0	0	0	2
LANG1201	100	<a href="#">Critical Thinking</a>	2	0	0	0	0	2
LANG1012	100	<a href="#">Communication Skills in English – Intermediate</a>	0	0	4	0	0	2
LANG1022	100	<a href="#">Communication Skills in English – Advanced</a>	0	0	4	0	0	2
<b>Skill Enhancement Courses</b>								
CSCI1301	100	<a href="#">Introduction to Programming</a>	0	0	4	0	0	2
CSCI1311	100	<a href="#">Introduction to Data Science</a>	0	0	4	0	0	2
CLAD1002	100	<a href="#">Emotional Intelligence &amp; Reasoning Skills</a>	0	0	2	0	0	1
CLAD1012	100	<a href="#">Leadership Skills &amp; Quantitative Aptitude</a>	0	0	2	0	0	1
CLAD1022	100	<a href="#">Verbal Ability &amp; Quantitative Ability</a>	0	0	2	0	0	1
CLAD1032	100	<a href="#">Practicing Verbal Ability &amp; Quantitative Aptitude</a>	0	0	2	0	0	1
<b>Value Added Courses</b>								
ENVS1002	100	<a href="#">Environmental Studies *</a>	3	0	0	0	0	3

POLS1051	100	<a href="#">The Indian Constitution *</a>	1	0	0	0	0	0	1
<b>Pass / Fail Courses (Mandatory)</b>									
FINA1081	100	<a href="#">Personal Financial Planning *</a>	1	0	0	0	0	0	0
PHPY1011	100	<a href="#">Gandhi and the Contemporary World * / UHV</a>	1	0	0	0	0	0	0
<b>Pass / Fail Courses (Any one course to be chosen)</b>									
DOSP1122	100	<a href="#">Yoga</a>	0	0	2	0	0	0	0
MFST1002	100	<a href="#">Health and Wellbeing *</a>	0	0	2	0	0	0	0
<b>Club Activities</b>									
DOSL1002	100	<a href="#">Club Activity (Participant)</a>	0	0	2	0	0	0	0
DOSL1012	100	<a href="#">Club Activity (Member of the Club)</a>	0	0	2	0	0	0	0
DOSL1022	100	<a href="#">Club Activity (Leader of the Club)</a>	0	0	2	0	0	0	0
DOSL1032	100	<a href="#">Club Activity (Competitor)</a>	0	0	2	0	0	0	0
<b>Community Service</b>									
DOSL1042	100	<a href="#">Community Services – Volunteer</a>	0	0	2	0	0	0	0
DOSL1052	100	<a href="#">Community Services – Mobilizer</a>	0	0	2	0	0	0	0
<b>Sports</b>									
DOSP1002	100	<a href="#">Badminton</a>	0	0	2	0	0	0	0
DOSP1012	100	<a href="#">Chess</a>	0	0	2	0	0	0	0
DOSP1022	100	<a href="#">Carrom</a>	0	0	2	0	0	0	0
DOSP1032	100	<a href="#">Football</a>	0	0	2	0	0	0	0
DOSP1042	100	<a href="#">Volleyball</a>	0	0	2	0	0	0	0
DOSP1052	100	<a href="#">Kabaddi</a>	0	0	2	0	0	0	0
DOSP1062	100	<a href="#">Kho- Kho</a>	0	0	2	0	0	0	0
DOSP1072	100	<a href="#">Table Tennis</a>	0	0	2	0	0	0	0
DOSP1082	100	<a href="#">Handball</a>	0	0	2	0	0	0	0
DOSP1092	100	<a href="#">Basketball</a>	0	0	2	0	0	0	0
DOSP1102	100	<a href="#">Tennis</a>	0	0	2	0	0	0	0
DOSP1112	100	<a href="#">Throw ball</a>	0	0	2	0	0	0	0

\* Massive Open Online Course (MOOC)

*Students pursuing 4<sup>th</sup> year of the Programme need to choose the courses from the respective basket of Honours or Honours with Research*

### Honours Courses

Minimum number of credits to be earned: 32.

Course Code	Level	Course Title	L	T	P	S	J	C
MSTU4001	400	<a href="#">Issues and Concerns of Media in India</a>	4	0	0	0	0	4
MSTU4011	400	<a href="#">Digital Divide and Inclusive Policies in India</a>	4	0	0	0	0	4
MSTU4021	400	<a href="#">Approaches to Media Regulations in India</a>	4	0	0	0	0	4
MSTU4031	400	<a href="#">Research Methods in Communication and Media</a>	4	0	0	0	0	4
MSTU4041	400	<a href="#">Mass Media and Digital Cultures</a>	4	0	0	0	0	4
MSTU4051	400	<a href="#">Global Politics and Media</a>	4	0	0	0	0	4
MSTU4061	400	<a href="#">Approaches to Community Media in India</a>	4	0	0	0	0	4
MSTU4071	400	<a href="#">Political Communication</a>	4	0	0	0	0	4

**Honours with Research Courses**

Minimum number of credits to be earned is 32 out of which 12 credits must be earned through Research Project / Dissertation

Course Code	Level	Course Title	L	T	P	S	J	C
MSTU4081	400	<a href="#">Research Methods in Communication and Media</a>	2	0	4	0	0	4
MSTU4091	400	<a href="#">Media Audience Analysis Techniques</a>	2	0	4	0	0	4
MSTU4101	400	<a href="#">Media Content Analysis</a>	2	0	4	0	0	4
MSTU4111	400	<a href="#">User generated content</a>	2	0	4	0	0	4
MSTU4121	400	<a href="#">Influencers on social media</a>	2	0	4	0	0	4
<b>Research Project / Dissertation (PROJ)</b>								
DIST4888	400	Dissertation - I (Review of Literature & Research Proposal)	0	0	0	0	8	4
DIST4999	400	Dissertation – II	0	0	0	0	16	8

**Minor Courses**

One Minor is to be chosen from the following list of Minors.

The minimum number of credits to be earned up to 3 years of the programme is 24.

The minimum number of credits to be earned for the 4 year programme is 32.

**Minors List**

S.No.	Minor	Credits Required	
		3-Year UG	4-Year UG
1	<a href="#">Biochemistry</a>	24	32
2	<a href="#">Bioinformatics</a>	24	32
3	<a href="#">Biotechnology</a>	24	32
4	<a href="#">Chemistry</a>	24	32
5	<a href="#">Environmental Science</a>	24	32
6	<a href="#">Mathematics</a>	24	32
7	<a href="#">Statistics</a>	24	32
8	<a href="#">Microbiology</a>	24	32
9	<a href="#">Food Science and Technology</a>	24	32
10	<a href="#">Physics</a>	24	32
11	<a href="#">Electronics</a>	24	32
12	<a href="#">Data Science</a>	24	32
13	<a href="#">English</a>	24	32
14	<a href="#">History</a>	24	32
15	<a href="#">Political Science</a>	24	32
16	<a href="#">Psychology</a>	24	32
17	<a href="#">Sociology</a>	24	32
18	<a href="#">Economics</a>	24	32
19	<a href="#">Mass communication</a>	24	32
20	<a href="#">Visual Communication</a>	24	32
21	<a href="#">Bharatanatyam</a>	24	32

22	<a href="#">Carnatic Vocal</a>	24	32
23	<a href="#">Kuchipudi</a>	24	32
24	<a href="#">Mohiniyattam</a>	24	32
25	<a href="#">Mridangam</a>	24	32
26	<a href="#">Theatre Arts</a>	24	32
27	<a href="#">Business Administration</a>	24	32



---

**GITAM School of Humanities and Social Sciences**

**GITAM (Deemed to be Universtiy)**

**Visakhapatnam | Hyderabad | Bengaluru**