

Programme Name:
B.A. Communication Studies- Single Major

Programme Specific Outcomes (PSO)

This is an interdisciplinary, skill-based programme that introduces students to design, radio, film, literature studies, creative writing, marketing communication, digital content strategy, and media studies. Students graduate the course with an industry-ready portfolio of creative work, and a strong foundation in academic research. This experiential learning approach and the industry-academia connect ensure that students are industry and employment ready. The Programme Learning Outcomes of the course are as follows:

1. **Critical Thinking Skills:** Students will gain critical thinking skills and will develop the ability to analyze media content and its impact on society. They will also develop an understanding of media production, dissemination and consumption.
2. **Research and Analytical Skills:** Students will learn the skills necessary to conduct research utilizing both qualitative and quantitative methods. They will also acquire analytical skills to assess and interpret data and will learn how to apply them in various contexts.
3. **Corporate Skills:** Students will gain knowledge and skills necessary for careers several fields- communication and media being one of them. They will be exposed to industry practices, career opportunities, and professional development strategies.
4. **Effective Communication Skills:** Students will develop strong oral and written communication skills. They will learn to express themselves effectively, both in interpersonal and professional contexts, using appropriate language and media formats.
5. **Interdisciplinary Skills:** Students will be exposed to rigorous courses in Literature, Culture Studies, Economics, Marketing Communication, Media Law etc. and will hence gain the ability to further their education or even their career in any of the trajectories that come up as a result of this exposure.

Sem 1

Course Title: DSC-1 **Functional Writing**

Course Outcomes (CO)

To introduce students to the basics of writing with emphasis on content, clarity and revision

Course Title: DSC-2 **Creative Writing**

Course Outcomes (CO)

1. To understand the creative writing process
2. To be able to develop writing strategies for a variety of creative writing needs.

Course Title: DSC-3 **Narrative Techniques**

Course Outcomes (CO)

1. Identify elements of narration including character, setting, theme, plot, detail, point of view, audience, description and dialogue
2. Draw attention to dialogue and the manner in which it shapes character
3. Look at and analyse the journey of a text from the written form to the visual medium

SEC- Sem 1

Course Title: **Page Design**

Course Outcomes (CO)

To familiarise the students with basic principles of page design and to introduce a level of comfort with software commonly in use in the Industry.

Sem 2

Course Title: DSC-4 **Introduction to Journalistic Skills**

Course Outcomes (CO)

To introduce students to processes of reporting, writing, designing and printing for a newspaper

Course Title: DSC-5 **Readings and Approaches**

Course Outcomes (CO)

1. To introduce the student to crucial aspects of literary criticism
2. To enable the student to read texts of any kind using different critical lenses

Course Title: DSC-6 **Theatre & Communication**

Course Outcomes (CO)

1. To get a basic understanding of European and Indian theatre
2. To appreciate and to write for theatrical productions
3. To get introduced to the practice of theatre through voice and movement exercises

SEC

Course Title: **Sound Design**

Course Outcomes (CO)

1. To introduce the basics of computer skills to record and edit sound
2. To understand equipment used for sound

Sem 3

Course Title: DSC-7 **Writing for Radio**

Course Outcomes (CO)

To create an understanding of Radio as a medium of Mass Communication and hone writing skills specific to the audio medium.

Course Title: DSC-8 **Journalism across Media**

Course Outcomes (CO)

1. Refine reporting, writing and editing techniques through practice
2. Prepare for a career in newsrooms that are moving online

Course Title: DSC 9 **Perspectives in Indian Art**

Course Outcomes (CO)

1. To appreciate Performing and Fine Art in India
2. To be able to write on the subject with information and context
3. To design, produce and strategise publicity for an Indian Art programme

Sem 4

Course Title: DSC-10 **Writing, Through Social Media**

Course Outcomes (CO)

1. To use the format, aesthetics, and requirements of digital Social Media (publishing) platforms like Instagram Twitter and Facebook as teaching and learning tools in writing.
2. To publish regularly.
3. To build an online portfolio/ presence.
4. To complex the student's understanding of the writing process with online comments and discussions to published work.

Course Title: DSC-11 **Writing for Advertising & PR**

Course Outcomes (CO)

To hone writing skills specific to Advertising and PR

Course Title: DSC-12 **Intro to Media Studies**

Course Outcomes (CO)

1. Offer an introduction to the discipline of media & communication studies
2. Develop student's ability for critical analysis of media texts by understanding the codes and
3. conventions involved in image making and media representation strategies
4. Build student's understanding of the role of media in their own lives.
5. Build strategies for effective writing and oral presentations in the humanities and social sciences

Sem 5

Course Title: DSC-13 **Writing for Television & Broadcast Journalism**

Course Outcomes (CO)

To introduce students to the Television Industry and to equip them with skills to script for audiovisual communication and Broadcast Journalism

Course Title: DSC-14 **Film Making**

Course Outcomes (CO)

1. To equip them with skills to script for Film
2. To help understand pre-production, production and post-production in film making

To lead to creating a short film

Course Title: DSC-15 **Texts and Contexts**

Course Outcomes (CO)

To approach literature from the perspective of specific contexts and analyse/critique the consequent creation of tensions in texts.

Course Title: DSC-16 **Introduction to Economics**

Course Outcomes (CO)

Limited to economic principles that Communications professionals are commonly exposed to, the objectives of this course are:

1. To provide an historical perspective of the various societal arrangements that have been devised in order to deliver desirable economic outcomes.
2. To provide an understanding of economic principles that apply to a free market economy.
3. To provide the analytical tools to understand and interpret common economic phenomena.
4. To enable the students to draw conclusions based on sound economic reasoning.

Course Title: DSE-E1 **Elements of Narrative Cinema** / DSE-E2 **History and Practice of Documentary Films**

Course Outcomes (CO)-E1

An introduction to basic concepts in film. The course provides an overview of the historical development of film as an art, science/technology, and industry. The course is meant to help students understand elements of narrative cinema, familiarize students with key ideas and moments in the history of film and hopes to encourage cinephilia.

Course Outcomes (CO)-E2

1. After completion of the course the student shall be able to demonstrate historical knowledge about documentary cinema and its contexts of production, distribution and appreciation, with a focus on practice.
2. Be familiar with various types of documentary film from a film studies perspective.

3. Compare research-based and practice-based methods for documenting and structuring documentary films.
4. Be able to think and write about ethical considerations in documentary practice.
5. Make use of technologies for production of small documentary footage.

Be able to evaluate the strengths and weaknesses of a documentary film's process.

Course Title: Vocational 1- **Film Editing Software**

Course Outcomes (CO)

1. To understand the basic principles of video editing software

To acquire basic skills in the use of FCP and DaVinci software

OPEN ELECTIVE COURSES: (Open only to students outside Communication Studies)

OE- SEM 1

Course Title: **Introduction to Graphic Design**

Course Outcomes (CO)

- introduce the design process and basics of design thinking
- introduce the parameters considered for sound graphic design practice
- familiarise students with design vocabulary and ways of providing feedback on visuals
- explore the ideas and practices of various art and design schools that continue to influence contemporary work
- encourage students to develop individual design references and goals/interests
- prepare a design portfolio constituting 4 to 5 reworked pieces.

OE- SEM 2

Course Title: **Introduction to Information Design**

Course Outcomes (CO)

To train students to collect, analyse, and present qualitative research as narrative, using the tools of information design. Coursework will be project-focused, with students pursuing independent research, arranging and analysing information, drawing insights, and finding ways to represent it. Outputs can be varied — visual, written, audio, mixed media and so on.

OE- SEM 3

Course Title: **Film Appreciation**

Course Outcomes (CO)

The course is meant to understand elements of narrative cinema, familiarize students with key ideas and moments in the history of film and hopes to encourage cinephilia

