



PUNYASHLOK AHILYADEVIHOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)

B. A. MEDIA AND MASS COMMUNICATION

(Apprenticeship Embedded Degree Programme)

PART-III

SEMESTER V & VI

FACULTY OF INTERDISCIPLINARY STUDIES

(2025-2026)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Credit Distribution Structure for Three / Four Years Honours / Honours with Research B.A. Degree Program
with Multiple Entry and Exit Option CBCS (NEP 2020)
B.A. Media and Mass Communication (Sem. V & VI) wef 2025-26

Level	SEM	Major		Minor	GE/OE	VSC/SEC (VSEC)	AEC/VEC/IKS	OJT/FP/CEP/CC/ RP	Total Credits	Degree/Cum.Cr.
		Mandatory	Electives							
5.5	V	D.S.C.-VII (4) Media Industry Management D.S.C.-VIII (4) Digital Journalism	D.S.E. (4) a) Mobile Journalism or b) Social Media Communication Strategies	Minor-V (4) Artificial Intelligence and Media	---	VSC-I - (2) Digital Marketing	IKS (Specific) Indian Knowledge System: Communication and Media	FP-(2) OJT in Digital Media	22	UG Degree 132
	VI	APPRENTICESHIP/ INTERNSHIP							22	

Exit Option - Award of UG Degree in Major and Minor with 132 Credits and additional 4 credits Core NSQF course/ Internship OR Continue with Major and Minor

ABBREVIATIONS

Sr. No.	Abbreviations	Full Form
1.	AEDP	Apprenticeship Embedded Degree Programme
2.	D.S.C.	Discipline Specific Core
3.	D.S.E.	Discipline Specific Elective
4.	G.E.	General Elective
5.	V.S.C.	Vocational Skill Courses
6.	S.E.C.	Skill Enhancement Courses
7.	A.E.C.	Ability Enhancement Courses
8.	V.E.C.	Value Education Courses
9.	I.K.S.	Indian Knowledge System
10.	C.C.	Co-Curricular Courses
11.	F.P.	Field Project
12.	C.E.P.	Community Engagement Programme

DISTRIBUTION OF MARKS AND CREDITS

SEMESTER-V

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	D.S.C.-VII	Media Industry Management	Theory	4	60	40	100
2	D.S.C-VIII	Digital Journalism	Theory	4	60	40	100
3	D.S.E.	a) Mobile Journalism or b) Social Media Communication Strategies	Theory	4	60	40	100
4	Minor-V	Artificial Intelligence and Media	Theory	4	60	40	100
5	V.S.C-III	Digital Marketing	Practical	2	30	20	50
6	IKS (Specific)	Indian Knowledge System: Communication and Media	Theory	2	30	20	50
7	F.P	OJT in Digital Media	Practical	2	30	20	50
TOTAL				22	330	220	550

SEMESTER-VI

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	Apprenticeship/ Internship	Apprenticeship/ Internship	Practical	22	400	150	550
TOTAL				22	400	150	550

SEPARATE HEADS OF PASSING

(Minimum passing for each paper 40% Assessment)

1) For 4 Credits Paper

- a) Theory paper will be carry 60 marks
(University Assessment) and Minimum passing 24 Marks.
- b) Internal will be carry 40 marks
(College Assessment) and Minimum passing 16 Marks.

2) For 02 Credit Paper

- a) Theory or Practical Examination will be carry 30 marks
(University Assessment) and Passing 12 Marks.
- b) Internal will be carry 20 marks
(College Assessment) and Minimum passing 08 Marks.

3)For Apprenticeship (Sem-VI)

- a) University Assessment and Minimum passing 160 Marks.
- b) College Assessment and Minimum passing 60 Marks.

***NOTE:**

- 1) Weightage of the Unit is given for 60% marks of UA assessment only.**
- 2) There could be variation of 10-15% in the Unit wise weightage distribution.**

PAPER CODE

SEMESTER-V

Sr. No.	Course	Title	Paper Code
1	D.S.C.-VII	Media Industry Management	
2	D.S.C-VIII	Digital Journalism	
3	D.S.E.	a) Mobile Journalism or b) Social Media Communication Strategies	
4	Minor-V	Artificial Intelligence and Media	
5	V.S.C-III	Digital Marketing	
6	IKS (Specific)	Indian Knowledge System: Communication and Media	
7	F.P	OJT in Digital Media	

SEMESTER-VI

Sr. No.	Course	Title	Paper Code
1	Apprenticeship/ Internship	Apprenticeship/ Internship	

NATURE OF QUESTION PAPER

04 CREDITS

Paper Time: 2.30 hours

Marks: 60

**Instructions: 1)
2)**

Question 1. Choose the correct alternative.

12 Marks

- 1) A) B) C) D)
- 2) A) B) C) D)
- 3) A) B) C) D)
- 4) A) B) C) D)
- 5) A) B) C) D)
- 6) A) B) C) D)
- 7) A) B) C) D)
- 8) A) B) C) D)
- 9) A) B) C) D)
- 10) A) B) C) D)
- 11) A) B) C) D)
- 12) A) B) C) D)

Question 2. Write Short answers. (Any four)

12 Marks

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

Question 3. Write Short Answers /Short notes (Any two)

12 Marks

- 1)
- 2)
- 3)
- 4)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12 Marks

- 1)
- 2)

Question 5. Write the detail answer (Broad answer type question)

12 Marks

NATURE OF QUESTION PAPER

02 CREDITS

Paper Time: 1.30 hours

Marks: 30

Instructions: 1)

2)

Question 1. Choose the correct alternative.

06 Marks

1)

A) B) C) D)

2)

A) B) C) D)

3)

A) B) C) D)

4)

A) B) C) D)

5)

A) B) C) D)

6)

A) B) C) D)

Question 2. Write Short answers. (Any two)

06 Marks

1)

2)

3)

4)

Question 3. Write Short note

06 Marks

1)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12 Marks

1)

2)

SEMESTER-V

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-V Vertical : DSC-VII Course Code: Course Name: Media Industry Management
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Media Industry Management explores the structure, functions, and dynamics of the rapidly evolving media sector. It equips students with knowledge of organizational strategies, economics, production workflows, and audience engagement practices. The course emphasizes leadership, policy, marketing, and entrepreneurial skills necessary to sustain media enterprises. By integrating theory with industry practices, students gain critical insights into managing creative teams, adapting to technological shifts, and ensuring ethical, sustainable media growth.

***COURSE OBJECTIVES:**

1. To provide students with a comprehensive understanding of the organizational, economic, and managerial aspects of media industries, including print, broadcast, digital, and emerging platforms.
2. To develop analytical, strategic, and leadership skills enabling students to manage media enterprises effectively, adapt to technological innovations, and ensure ethical, sustainable industry practices.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to analyze the organizational structures, revenue models, and management practices of various media industries.
2. Students will be able to apply strategic and ethical decision-making skills to manage media operations, projects, and creative teams in a dynamic industry environment.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Concept and scope of Media Industry Management, Overview of media sectors: Print, Broadcast, Film, Digital, and New Media, Historical evolution and growth of media industries, Media organizations: ownership patterns, structures, and functions

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Revenue generation: advertising, subscription, syndication, sponsorship, Media production, distribution, and consumption trends, Emerging business models in OTT, digital platforms, and start-ups, Global vs. Indian media industry perspectives

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Principles of media planning and operations, Human resource management in media organizations, Project management in film, television, and digital production, Marketing, branding, and audience engagement strategies

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Media laws, policies, and regulatory frameworks in India regarding media management, Ethics and accountability in media management, Technology, innovation, and digital transformation, Future challenges and opportunities: convergence, AI, and global competitiveness

REFERENCE BOOKS:

- 1) Albarran, A. B. (2010). The media economy. Routledge.
- 2) Picard, R. G. (2011). The economics and financing of media companies (2nd ed.). Fordham University Press.
- 3) Doyle, G. (2013). Understanding media economics (2nd ed.). SAGE Publications.
- 4) McQuail, D. (2010). McQuail's mass communication theory (6th ed.). SAGE Publications.
- 5) Croteau, D., Hoynes, W., & Milan, S. (2012). Media/society: Industries, images, and audiences (4th ed.). SAGE Publications.
- 6) Küng, L. (2017). Strategic management in the media: Theory to practice (2nd ed.). SAGE Publications.
- 7) Albarran, A. B. (2006). Handbook of media management and economics. Routledge.
- 8) Hesmondhalgh, D. (2013). The cultural industries (3rd ed.). SAGE Publications.
- 9) Kumar, K. J. (2010). Mass communication in India (4th ed.). Jaico Publishing House.

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare a detailed report on its ownership structure, revenue model, audience reach, and management strategies of one Media organization in India as assign by faculty.	15 Marks
3.	Conduct an interview a media manager, editor, or entrepreneur and prepare a reflective report on management practices as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-III Vertical : DSC-IV Course Code: Course Name: Digital Journalism
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Digital Journalism focuses on the transformation of news in the digital era, where technology, multimedia tools, and online platforms redefine how stories are produced, distributed, and consumed. This course equips students with skills in web reporting, social media engagement, data visualization, and multimedia storytelling. Emphasizing speed, accuracy, ethics, and audience interactivity, it prepares learners to adapt to the dynamic landscape of contemporary journalism and digital-first news ecosystems.

***COURSE OBJECTIVES:**

1. To introduce students to the principles, practices, and evolving trends of digital journalism.
2. To develop technical and analytical skills for producing, editing, and distributing digital news content while ensuring accuracy, ethics, and audience engagement in a fast-paced digital environment.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to create and publish multimedia news stories using digital tools, integrating text, audio, video, and visuals effectively.
2. Students will be able to critically evaluate digital journalism practices, ensuring ethical reporting, fact-checking, and audience engagement across web and social media platforms.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Definition, nature, and scope of digital journalism, Evolution from traditional to online journalism, Characteristics of digital news: immediacy, interactivity, hypertextuality, multimedia, Global and Indian digital news landscape

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Multimedia storytelling: text, audio, video, infographics, podcasts, Use of social media for news gathering and dissemination, use of mobile, apps, tools, and techniques

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Basics of data journalism and visualization, Fact-checking, verification, and combating misinformation, Audience engagement: comments, feedback, and participatory journalism, Web analytics and measuring news impact

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Ethical and legal issues in online journalism, Copyright, privacy, trolling, and digital security, Fake news, clickbait, and algorithmic influence, Future trends: AI in newsrooms, VR/AR storytelling, immersive journalism

REFERENCE BOOKS:

- 1) Bradshaw, P., & Rohumaa, L. (2017). The online journalism handbook: Skills to survive and thrive in the digital age (2nd ed.). Routledge.
- 2) Franklin, B., & Eldridge, S. A. (2017). The Routledge companion to digital journalism studies. Routledge.
- 3) Pavlik, J. V. (2013). Innovation and the future of journalism. *Digital Journalism*, 1(2), 181–193. Routledge.
- 4) Siapera, E., & Veglis, A. (2012). The handbook of global online journalism. Wiley-Blackwell.
- 5) Meikle, G., & Young, S. (2012). Media convergence: Networked digital media in everyday life. Palgrave Macmillan.
- 6) Foust, J. C. (2017). Online journalism: Principles and practices of news for the web (3rd ed.). Routledge.
- 7) Hermida, A. (2014). Tell everyone: Why we share and why it matters. Doubleday Canada.
- 8) Singer, J. B., Hermida, A., Domingo, D., Heinonen, A., Paulussen, S., Quandt, T., & Vujnovic, M. (2011). Participatory journalism: Guarding open gates at online newspapers. Wiley-Blackwell.
- 9) Allan, S. (2006). Online news: Journalism and the internet. Open University Press.
- 10) Kumar, K. J. (2010). Mass communication in India (4th ed.). Jaico Publishing House.

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will produce a digital news package on a current issue using text, images, audio/video clips, and infographics. The story should be optimized for web publication and social media sharing as assign by faculty.	15 Marks
3.	Students will select trending news circulating on social media, verify its authenticity using digital fact-checking tools (e.g., Google Reverse Image Search, Alt News resources), and prepare a verification report as assign by faculty.	15 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Mobile Journalism (MoJo) emphasizes the use of smartphones and portable devices as powerful tools for news gathering, production, and distribution. This course introduces students to mobile reporting techniques, multimedia storytelling, and app-based editing for quick and effective content creation. By combining affordability, accessibility, and immediacy, MoJo empowers future journalists to produce professional stories, engage audiences on digital platforms, and adapt to the fast-evolving media ecosystem.

***COURSE OBJECTIVES:**

1. To introduce students to the principles, tools, and techniques of mobile journalism, enabling them to gather, produce, and publish news content using smartphones and portable devices.
2. To develop practical skills in mobile reporting, multimedia storytelling, and app-based editing while emphasizing speed, accuracy, creativity, and ethical standards in digital news production.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to plan, shoot, edit, and publish multimedia news stories using smartphones and mobile applications.
2. Students will be able to apply ethical, technical, and creative practices in mobile reporting to engage audiences effectively across digital and social media platforms.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Introduction to Mobile Phones, Mobile Phone or Cell phone – Evolution of Mobile Phones, Radio based Cell Phones, Cellular Network – 1G – 2G – 3G – 4G – WiMAX & LTE standard, Technical, Aspects of Mobile Telephony Components of a Mobile Phone ,Features of Smart Phones

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Introduction to Mobile Journalism or Mojo, Advantages of Mojo, Emergence of Mojo, Convergence Journalism, Backpack Journalism, Multi-tasking in Media Industry, Citizen Journalism, User-Generated Content (UGC) to User-Generated Stories (UGS), Mobile Journalism around the Globe, Al Jazeera Experiment, Mojo in India, NDTV Experiment, Asianet Experiment.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Mobile Journalism in Action Planning: Story Angle, Potential Sources and Interviewees, Potential Shots and Script Ideas News Gathering: Research, Finding Sources, Collecting and Verifying Data – Shooting, Scripting, Editing: Shoot Still Photo/Video, Extract Stills from Video Footage, Capture, Audio, Write for Pic or Video, Edit Images Audio Video File Formats Publishing/Broadcasting, Digital Platforms , TV, Overcoming Technical Issues, Tips for using Facebook and YouTube Live - Checklist before Shooting or Going Live.

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Reporting for Mojo, Skills needed for a Mojo, Three Levels of Multimedia Reporting, Tips on Filming with a Phone Camera, WMDs, the Triple Shot, and Move or Stand Still, Aspect Ratio for Mobile. Phones, Shooting with Front and Back Camera - Mobile Journalism Kit, Essential Gears for Mojo, Mobile Phone Grip,Tripod / Handheld Rig / Selfie Stick – Microphone & Headphones Power Bank and Memory, Advanced Gears, Camera Light, Handhelds, Lenses, Windshields.

REFERENCE BOOKS:

- 1) Quinn, S. (2019). Mobile and social media journalism: A practical guide for multimedia journalism. Routledge.
 - 2) Burum, I. (2016). MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. Routledge.
 - 3) Westlund, O., & Quinn, S. (2018). Mobile journalism and journalism education. Routledge.
 - 4) Allan, S. (2017). News culture (4th ed.). Routledge.
 - 5) Kumar, K. J. (2010). Mass communication in India (4th ed.). Jaico Publishing House.
 - 6) Perreault, G., & Stanfield, K. (2019). Mobile journalism as lifestyle journalism? Journalism Practice, 13(3), 331–348. Routledge.
 - 7) Richardson, J., & Bird, L. (2017). Mobile journalism: The next generation. Routledge.
 - 8) Burum, I., & Quinn, S. (2016). The Mojo handbook: Theory to praxis. Routledge.
 - 9) Goggin, G. (2011). Global mobile media. Routledge.
 - 10) Pavlik, J. V. (2008). Media in the digital age. Columbia University Press.
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will shoot, edit, and produce a 2–3 minute two news video on a local event using only a smartphone and mobile editing apps as assign by faculty.	15 Marks
3.	Students will conduct two live reporting (via YouTube Live, Instagram, or Facebook) of a campus or community activity, ensuring accuracy, clarity, and engagement as assign by faculty.	15 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Social Media Communication Strategies focuses on the role of digital platforms in shaping communication, branding, and audience engagement. The course equips students with practical skills to design, implement, and evaluate social media campaigns for journalism, business, and public communication. Emphasizing content creation, analytics, ethics, and strategic planning, it prepares learners to effectively navigate dynamic digital environments and use social media as a powerful tool for impactful communication.

***COURSE OBJECTIVES:**

1. To introduce students to the principles, tools, and techniques of strategic communication on social media platforms, focusing on content creation, audience targeting, and campaign management.
2. To develop practical skills for planning, executing, and evaluating social media strategies while addressing issues of ethics, credibility, and effective engagement in journalism, business, and public communication contexts.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to design and implement effective social media campaigns tailored to specific audiences using strategic communication techniques.
2. Students will be able to critically evaluate social media content and campaigns through analytics, ensuring ethical practices, credibility, and impactful digital engagement. -----

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Evolution and growth of social media platforms, Characteristics of social media communication: interactivity, virality, personalization, Role of social media in journalism, marketing, politics, and public discourse, Social media audiences and participatory culture

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Citizen Journalism : Concept, Practice and Platforms, Social Media and citizen journalism: role of blogging in alternative journalism, Wikileaks and other examples of citizen journalism, impact of citizen journalism on society.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Seps in planning and executing social media strategies, Audience targeting, community building, and influencer engagement, Measuring effectiveness: metrics, KPIs, and web/social analytics, Crisis communication and reputation management on social media Social media impact on news and news organizations, Synergy Between Social and Mainstream Media,

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Managing Social Media Accounts and Brand, Building through, Social Media Promotional Activities, Digital Rights Management, Content, Regulation, Planning and Control Problems in New Media, Social Media Marketing Strategies. Social Media Giants– Threat to Mainstream Journalism, Privacy Issues, Social Media and Fake News, Legal and Ethical Aspects of Social Media. IT Act 2000, Privacy, Issues, Security Issues

REFERENCE BOOKS:

- 1) Qualman, E. (2018). Socialnomics: How social media transforms the way we live and do business (3rd ed.). Wiley.
 - 2) Tuten, T. L., & Solomon, M. R. (2017). Social media marketing (3rd ed.). SAGE Publications.
 - 3) Zarrella, D. (2010). The social media marketing book. O'Reilly Media.
 - 4) Safko, L. (2012). The social media bible: Tactics, tools, and strategies for business success (3rd ed.). Wiley.
 - 5) Meikle, G. (2016). Social media: Communication, sharing and visibility. Routledge.
 - 6) Scott, D. M. (2020). The new rules of marketing and PR (7th ed.). Wiley.
 - 7) Handley, A., & Chapman, C. C. (2012). Content rules: How to create killer blogs, podcasts, videos, eBooks, webinars (and more). Wiley.
 - 8) Brogan, C. (2010). Social media 101: Tactics and tips to develop your business online. Wiley.
 - 9) Barker, M., Barker, D. I., Bormann, N. F., & Neher, K. E. (2017). Social media marketing: A strategic approach (2nd ed.). Cengage Learning.
 - 10) Kumar, K. J. (2010). Mass communication in India (4th ed.). Jaico Publishing House.
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will create a social media campaign for a cause, event, or brand, including content calendars, sample posts (text, images, videos, reels), and platform selection strategy as assign by faculty.	15 Marks
3.	Students will analyze the performance of an existing social media page or campaign using analytics tools (e.g., Facebook Insights, Instagram Analytics, or free web tools) and prepare a short report on engagement, reach, and effectiveness as assign by faculty.	15 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-V Vertical : Minor-V Course Code: Course Name: Artificial Intelligence and Media
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Artificial Intelligence and Media explores how AI technologies are reshaping journalism, entertainment, and communication practices. The course examines AI-driven tools in news automation, content personalization, data analytics, and creative media production. Emphasizing innovation, ethics, and critical analysis, it equips students to understand both opportunities and challenges posed by AI in media. Learners gain insights into the future of human–AI collaboration and responsible use of emerging technologies.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, tools, and applications of Artificial Intelligence in media and mass communication.
2. To develop analytical and practical skills for understanding AI-driven media innovations while addressing ethical, social, and professional challenges in the evolving communication landscape.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to apply AI-driven tools and emerging technologies to produce and manage media content effectively.
2. Students will be able to critically evaluate the ethical, professional, and societal implications of AI and technological disruptions in media and mass communication.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Concept, evolution, and fundamentals of Artificial Intelligence. Role of AI in communication and media industries. Overview of AI technologies: Machine Learning, Natural Language Processing (NLP), Computer Vision, Robotics. Ethical, legal, and social implications of AI in media.

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Automated journalism (robot reporting, news writing), AI in content creation: text, audio, video, Automated journalism and news writing (robot journalists, AI newsrooms). AI in editing, proofreading, and translation. AI-driven investigative reporting and data journalism. Generative AI tools for storytelling (text, image, audio, video).

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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AI applications in film, television, radio, and digital content production. Personalization and recommendation systems (Netflix, YouTube, Spotify). AI in advertising, marketing, and consumer behavior analysis. Virtual reality (VR), augmented reality (AR), and immersive media powered by AI.

UNIT IV:	(No. of Lectures: 15) (Weightage: 15 Marks)
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AI in audience engagement and media analytics. Chatbots, virtual anchors, and AI influencers. Deepfakes, misinformation, and challenges to credibility. Trends, opportunities, and the future of AI-driven media landscapes.

REFERENCE BOOKS:

- 1) Diakopoulos, N. (2019). Automating the news: How algorithms are rewriting the media. Harvard University Press.
 - 2) Kapur, P. K., & Bawa, P. K. (2021). Artificial intelligence in media and entertainment. Springer.
 - 3) Lee, K.-F. (2018). AI superpowers: China, Silicon Valley, and the new world order. Houghton Mifflin Harcourt.
 - 4) Marconi, F. (2020). Newsmakers: Artificial intelligence and the future of journalism. Columbia University Press.
 - 5) Mitchell, M. (2020). Artificial intelligence: A guide for thinking humans. Penguin Books.
 - 6) Schick, N. (2020). Deepfakes: The coming infocalypse. Octopus Publishing.
 - 7) Schwab, K. (2017). The fourth industrial revolution. Crown Business.
 - 8) Taulli, T. (2019). Artificial intelligence basics: A non-technical introduction. Apress.
 - 9) Doyle, G. (2013). Understanding media economics. SAGE Publications.
 - 10) Mair, J., Keeble, R. L., & Lucero, M. (2019). Data journalism: Inside the global future. Abrams.
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will use AI tools (e.g., ChatGPT, QuillBot, or automated newswriting platforms) to generate a short news article.	15 Marks
3.	Students will create a short project using an emerging media tool (AR/VR app, podcasting software, or data visualization platform) to present a news story or campaign.	15 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-V Vertical : V.S.C.-III Course Code: Course Name: Digital Marketing
*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** Digital Marketing introduces students to the principles, strategies, and tools used to promote products, services, and ideas in the digital age. The course covers online advertising, search engine optimization (SEO), social media marketing, content creation, and analytics. By combining theory with practical applications, it prepares learners to design effective campaigns, analyze consumer behavior, and engage audiences through ethical and innovative digital communication practices.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, tools, and strategies of digital marketing with a focus on online advertising, social media, SEO, and content creation.
2. To develop practical skills for planning, executing, and evaluating digital marketing campaigns while addressing consumer behavior, ethics, and emerging industry trends.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to design and implement digital marketing campaigns using tools such as SEO, social media platforms, and online advertising.
2. Students will be able to analyze consumer engagement through digital analytics and apply insights to improve the effectiveness and ethical impact of marketing strategies.

UNIT I:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Concept, scope, and evolution of digital marketing, Difference between traditional and digital marketing, Core components: SEO, SEM, SMM, content marketing, email marketing, Consumer behavior in the digital environment, Role of digital platforms in brand building and audience engagement □ Planning and developing digital marketing strategies, Creating digital marketing campaigns: objectives, targeting, and budgeting, Role of influencers and online communities in brand promotion, Web and social media analytics: KPIs, CTR, ROI, engagement metrics.

UNIT II:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Basics of Google Ads, Google Analytics, and other marketing tools, Case studies of successful digital marketing campaigns, Ethical issues in digital marketing: privacy, transparency, and consumer trust, Challenges: ad fraud, misinformation, over-targeting, and digital fatigue, Legal and regulatory frameworks in India and globally, Emerging trends: AI, AR/VR, voice search, programmatic advertising, and influencer economy, Sustainable and socially responsible digital marketing practices

REFERENCE BOOKS:

- 1) Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson Education.
 - 2) Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.). Kogan Page.
 - 3) Dodson, I. (2016). The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns. Wiley.
 - 4) Tuten, T. L., & Solomon, M. R. (2017). Social media marketing (3rd ed.). SAGE Publications.
 - 5) Kingsnorth, S. (2019). Digital marketing strategy: An integrated approach to online marketing (2nd ed.). Kogan Page.
 - 6) Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity. Wiley.
 - 7) Strauss, J., & Frost, R. (2014). E-marketing (7th ed.). Pearson Education.
 - 8) Charlesworth, A. (2018). Digital marketing: A practical approach (3rd ed.). Routledge.
 - 9) Scott, D. M. (2020). The new rules of marketing and PR (7th ed.). Wiley.
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will design a sample Google Ads campaign and use Google Analytics (demo accounts or screenshots) to interpret traffic and audience insights.	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Students will analyze a successful Indian or global digital marketing campaign (e.g., Amul, Zomato, Dove, or Swiggy) and present reasons for its success. (PPT) as assign by faculty	15 Marks
2.	Students will create digital content (blogs, infographics, short videos, or podcasts) targeting a specific audience segment.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-V Vertical : IKS (Specific) Course Code: Course Name: Indian Knowledge System: Communication and Media
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** The Indian Knowledge System (IKS) reflects India's rich traditions of communication, media, and knowledge sharing through oral narratives, folk arts, inscriptions, and classical texts. It highlights ethical values of Satya, Ahimsa, and Lokmangal, shaping journalism and community media. This syllabus introduces students to the philosophical roots, historical evolution, indigenous practices, and contemporary relevance of IKS in communication and media, aligning with NEP-2020's vision of integrating tradition with modernity.

***COURSE OBJECTIVES:**

1. To acquaint students with the philosophical foundations, historical traditions, and indigenous practices of communication and media within the Indian Knowledge System.
2. To develop critical understanding of the relevance of Indian communication traditions, ethics, and community media for contemporary journalism and mass communication practices.

***COURSE OUTCOMES:**

1. Students will be able to explain the core concepts, traditions, and historical evolution of communication and journalism within the Indian Knowledge System.
2. Students will be able to apply indigenous communication values and practices—such as ethical reporting, community participation, and folk media—to contemporary media and journalism contexts.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Concept of Vak in Vedic tradition – four levels of speech (para, pashyanti, madhyama, vaikhari), Natya Shastra and Rasa theory as a model of communication, Samvad and Shastrartha traditions: dialogue, debate, and discourse, Guru-Shishya parampara and oral pedagogy.
Oral narratives: katha, kirtan, pandavani, harikatha, Folk theatre: Yakshagana, Tamasha, Nautanki, Bhavai, Puppetry and storytelling through paintings (Pattachitra, Phad, Warli), Communication in festivals, fairs, and rituals (Melas, Jattras, Kumbh).

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Early communication systems: Rajdoot, Harkara, Akhbarat, Court chronicles, Bakhars, temple inscriptions, and Vamshavalis, Vernacular press and nationalist journalism, Ethical framework: Satya, Ahimsa, Lokmangal in communication and journalism.
Community media and rural communication: Gram Sabha, Chaupal, Bhajan Mandali, IKS in development communication, health, and environment awareness, Folk traditions in modern cinema, television, and radio, Integration of IKS in digital media: podcasts, YouTube folk channels, community radio, Relevance of IKS in NEP-2020 and media education.

REFERENCE BOOKS:

- 1) Sreenivasarao, S. R. (2010). Communication in Ancient India. New Delhi: Bharatiya Vidya Prakashan.
- 2) Chaturvedi, B. K. (2006). The Natya Shastra of Bharatamuni. New Delhi: Diamond Books.
- 3) Raghavan, V. (1978). The Concept of Rasa and Communication. Madras: The Adyar Library.
- 4) Gupta, Nilanjana & Chatterjee, S. (2008). Journalism and Mass Communication in India. New Delhi: Kanishka Publishers.
- 5) Natarajan, J. (1997). History of Indian Journalism. New Delhi: Publications Division, Ministry of Information & Broadcasting.
- 6) Jeffrey, Robin. (2000). India's Newspaper Revolution: Capitalism, Politics and the Indian-language Press, 1977-1999. New Delhi: Oxford University Press.
- 7) Mehta, Nalin. (2008). India on Television: How Satellite News Channels Have Changed the Way We Think and Act. New Delhi: HarperCollins.
- 8) Parameswaran, R. (2009). Indian Media Studies: Readings in Communication and Culture. New Delhi: Oxford University Press.
- 9) Kumar, Keval J. (2010). Mass Communication in India. Mumbai: Jaico Publishing House.
- 10) Singh, J. K. & Sharma, R. (2012). Folk Media and Mass Communication in India. New Delhi: Rawat Publications.

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Visit and write report on a local folk performance or indigenous communication practice (Powada, Kirtan, Jatra, Bhajan Mandali, Puppet Show, Yakshagana) as assigned by faculty	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Create and present a short digital media output (poster, podcast, blog, or 2–3 minute video) inspired by an Indian Knowledge System theme.	30 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-V Vertical : FP Course Code: Course Name: OJT in Digital Media
*Teaching Scheme: Practical- 2 Credits Duration-60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** On-the-Job Training (OJT) in Digital Media provides students with practical exposure to industry practices in journalism, advertising, public relations, and digital content creation. Through internships, field assignments, and hands-on training with media organizations, students gain real-world experience in digital platforms, campaign management, and audience engagement. The course bridges theory and practice, enhances employability skills, and prepares learners for professional roles in the evolving digital media ecosystem.

***COURSE OBJECTIVES:**

1. To provide students with practical exposure to professional practices in digital media industries, including content creation, campaign management, analytics, and audience engagement.
2. To enhance students' technical, creative, and managerial skills by integrating classroom learning with real-world industry experience, thereby improving employability and professional competence.

***COURSE OUTCOMES:**

1. By the end of the training, students will be able to apply theoretical knowledge and practical skills to real-world projects in digital journalism, marketing, advertising, or content creation.
2. Students will be able to demonstrate professional competence, teamwork, and problem-solving abilities while adapting to the dynamic requirements of the digital media industry.

****ASSESSMENT: (50 Marks)**

Sr. No.	Activity	Marks
1.	Report of OJT with Certificate	20 Marks
2.	Viva-voce by External Examiner	30 Marks

SEMESTER-VI

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication Third Year: Semester-VI Vertical : AEDPC Course Code: Course Name: Apprenticeship/ Internship
*Teaching Scheme: Practical- 22 Credits Duration-660 Hrs.	*Examination Scheme: UA:400 Marks CA: 150 Marks

***PREAMBLE OF COURSE:**

Apprenticeship/Internship aims to provide students with structured industry exposure in media organizations such as newspapers, television channels, radio stations, advertising agencies, PR firms, or digital platforms. Through guided training and supervised projects, students gain practical skills, professional discipline, and industry insights. This experiential learning bridges classroom theory with workplace practices, enhances employability, and prepares learners for careers in journalism, communication, and the broader media industry.

***COURSE OBJECTIVES:**

1. To provide students with first-hand exposure to professional practices in media industries, enabling them to apply theoretical knowledge to real-world work environments.
2. To develop practical skills, industry-specific competencies, and professional ethics that prepare students for employability and career opportunities in journalism, communication, and digital media sectors.

***COURSE OUTCOMES:**

1. By the end of the Apprenticeship/Internship, students will be able to demonstrate practical skills and professional competence by contributing to tasks in media organizations such as reporting, editing, content creation, advertising, or digital campaigns.
2. Students will be able to reflect on their industry experience through reports or presentations, critically linking academic learning with workplace practices to enhance employability.

****ASSESSMENT: (550 Marks)**

****INTERNAL ASSESSMENT: (150 Marks)**

Sr. No.	Activity	Marks
1.	Internship Diary/Work Log Daily/weekly entries reflecting tasks, learnings, and self-assessment	50 Marks
2.	Mid-Term Progress Presentation PPT review before faculty mid-way through internship	50 Marks
3.	Final In-House Presentation/Seminar Sharing internship experiences with peers and faculty Evaluation of communication, critical thinking, and presentation skills	50 Marks

****UNIVERSITY ASSESSMENT: (400 Marks)**

Sr. No.	Activity	Marks
1.	Comprehensive Internship Report	200 Marks
	Structure, clarity, depth of analysis, and linkage to theory	100 Marks
	Quality of work samples, appendices, and documentation	100 Marks
2.	Final Viva-Voce Presentation of experience, industry learning, and professional insights, Responses to questions from panel (faculty + external examiner)	100 Marks
3.	Industry Evaluation/Feedback	100 Marks
	Supervisor's confidential evaluation form covering: Work quality	40 Marks
	Professional conduct & teamwork	30 Marks
	Creativity/innovation	30 Marks

****Role and Responsibility of Students:**

1. Professional Conduct – Maintain discipline, punctuality, and ethical behavior while adhering to the rules and culture of the host organization.
2. Active Participation – Take initiative in assigned tasks such as reporting, editing, content creation, digital campaigns, or media production with sincerity and responsibility.
3. Learning and Skill Development – Observe professional practices, acquire technical and creative skills, and apply classroom knowledge in real-world settings.
4. Documentation and Reporting – Maintain an internship diary/work log, collect work samples, and prepare a comprehensive report reflecting experiences and learning outcomes.
5. Communication and Feedback – Interact effectively with mentors, supervisors, and colleagues, seek guidance when needed, and incorporate feedback for continuous improvement.

****Role and Responsibility of University Supervisor:**

1. Guidance and Orientation – Provide initial orientation to students about objectives, expected outcomes, and ethical responsibilities during the internship.
2. Liaison with Industry – Coordinate with host organizations, ensure placement suitability, and maintain communication between students, industry supervisors, and the university.
3. Monitoring Progress – Review students' internship diaries, conduct periodic check-ins, and assess ongoing performance through mid-term evaluations.
4. Mentorship and Support – Offer academic and professional guidance, address challenges faced by students, and encourage reflective learning.
5. Assessment and Evaluation – Evaluate students' reports, presentations, and overall performance; integrate industry feedback into final grading.

****Role and Responsibility of Industry Supervisor:**

1. Orientation and Induction – Introduce the student to the organization's structure, work culture, rules, and expectations.
2. Task Allocation and Supervision – Assign relevant projects or tasks in reporting, editing, content creation, digital media, or campaign work, and guide the student through them.
3. Mentoring and Skill Development – Provide hands-on training, feedback, and professional guidance to help students develop practical and technical skills.
4. Monitoring Performance – Observe the student's punctuality, discipline, creativity, and contribution, ensuring meaningful learning during the internship.
5. Evaluation and Feedback – Complete evaluation forms, give constructive feedback, and share performance reports with the university for final assessment.

WEBSITES FOR SUBJECT RELATED STUDIES

-  Google Scholar
-  ResearchGate
-  PubMed
-  ERIC (Education Resources Information Center)
-  SpringerLink
-  Academia.edu
-  SSRN (Social Science Research Network)
-  Directory of Open Access Journals (DOAJ)
-  SAGE Journals
-  Taylor & Francis Online
-  Hindawi
-  Wiley Online Library
-  Open Access Theses and Dissertations (OATD)
-  CORE
-  Google Books
-  Shodhganga
