



Sub Committee for Culture Studies
Faculty of Humanities & Social Sciences Curriculum Development

Institute: Symbiosis School for Liberal Arts

Course Name: Media Studies(Major/Minor)

Introduction:

The Media Studies Specialization looks at students as thinkers and doers, researchers along with being writers, critics, and makers. The course aims at ensuring the knowledge necessary to understand the nature and needs of contemporary media.

The course will be taught by specialist faculty possessing a variety of research interests across a range of media. The topics will include media history and theory, popular culture, content creation, audience understanding, etc. The course will include modules in advertising, journalism, television, and new media.

Students opting for a major in this subject study 10 papers whereas students opting for a minor study only the first 6 of these.

The 10 papers are as follows:

1. Media Theories with Culture and Communication
2. Visual and Audio Communication
3. Introduction to Journalism
4. Introduction to Audio Visual, Radio and Television
5. Advertising PR and Events
6. Practical Creation of a Newspaper/Film
7. Introduction to Films
8. Marketing Principles and Communication



9. Media and Consumer Behaviour

10. Media Research and Capstone Project



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Course Name: Media Studies Major/Minor Paper 1: Media Theories with Culture and Communication

(UG/PG): UG, Semester 3

Number of Credits: 4 (60 Hrs)

Level: 2

Course Description:

This course focuses on theories related to the production, content, form, consumption, and effects of mass media. This module guides our understanding of the important role that media play in society. It looks at the evolution and strength of mass media.

The objective of this paper is to help students comprehend essential media theory. It seeks to distinguish public and private discourse, and state and personal media. Students will also learn to recognize the concept of classic creation, comprehend and recognize influence of popular discourse, identify gender, social and other representation in media, and infer the influence of “isms” in media.

The paper will cover an orientation to media theories, an introduction to mass media and its relation with society, the influence of various social movements on media, and the future of media.



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Course Name: Media Studies Major/Minor Paper 2: Visual and Audio Communication

(UG/PG): UG, Semester 4

Number of Credits: 4 (60 Hrs)

Level: 2

Course Description:

This module is designed for the layperson to understand and become sensitive to the visuals and sounds used across media. It is an introduction to visual communication and aural communication, using perceptual, physiological, psychological, and cultural concepts. The course focuses on visual awareness and processing as key elements in effective communication. It aims at enhancing a student's ability in understanding ways of seeing and hearing, thus becoming stronger media professionals.

The aim of this course is to imbibe in students the ability to cope with the practical aspects of the later media courses. It strives to help students balance their visual, technical, and creative flair, with an awareness of the realities of the commercial world, thereby enhancing their professional credibility.

This course will cover topics such as visual communication theory, images and understanding, creation of images and sound, society and visuals, ways of hearing and seeing, and the building in of narrative principles.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Media Studies Major/Minor Paper 3: Introduction to Journalism

(UG/PG): UG, Semester 5

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

This course introduces students to the aspects of journalism that are practiced in the world of media. The aim of this paper is to make students aware of the functioning of a newspaper. It aids them in developing journalistic writing styles and understanding the design and layout of a newspaper.

The course will begin with an introduction to what journalism is and what it is that makes a journalist. It will also cover the general principles of newspapers, the different types of newspapers, the different departments in newspapers, the content that engages with readers, etc.

It will also involve the practical work of writing and editing various kinds of news reports, and an introduction to the design and layout aspects of newspapers.



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Course Name: Media Studies Major/Minor Paper 4: Introduction to Audio Visual, Radio and Television

(UG/PG): UG, Semester 6

Number of Credits: 4 (60 Hrs)

Level: 4

Course Description:

This course broadly involves the study of the theory and understanding of basic concepts relating to modern AV content. It aims to make students aware of the functioning of radio, TV and other electronic media. This course will make students understand the design of the content, the product, and the preproduction of the same. It will also serve as introduction to the design, structure, and art of filmmaking.

The topics covered in this course will highlight the evolution of media leading to the electronic age, and the emergence of the digital era. It will also study the meaning of electronic media, the common characteristics of radio and television, genres of radio and television programs, live programs versus pre-recorded programs, and so forth. Students will also be familiarized with the equipment required for production and will study the basics of visual language and editing.



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Course Name: Media Studies Major/Minor Paper 5: Marketing Communication - Advertising PR and Events

(UG/PG): UG, Semester 7

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

Marketing Communication is a holistic concept that ensures a comprehensive look at communicating to the audiences across all platforms. This course will be inclusive in theory with a strong hands-on approach. The objective of this course is to help students understand and employ the marketing communication in its holistic nature. They will learn to predict clear target audiences and content design, and will be able to understand marketing influences on media. In this course, media marketing will be employed in a classroom learning environment.

This course will provide students with an introduction to advertising and various sub-topics under it, such as the types of advertising, the social and economic benefits of advertising, target audiences, advertising agencies and their structure, etc. It will also provide students with an introduction to the fundamentals of public relations and event organization.



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Course Name: Media Studies Major/Minor Paper 6: Practical Creation of a Newspaper/Film
(Marketing Communication – Advertising, PR and Events)

(UG/PG): UG, Semester 8

Number of Credits: 4 (60 Hrs)

Level: 4

Course Description:

As future communication managers, the students need to examine the intentions of marketers in attempting to communicate with consumers, buyers, and other people, after understanding their needs / wants. This is a foundational course introducing students to the basic concepts.

It is practical in nature. It involves the creation of a newspaper/film/marketing communication – Advertising, PR and Events with the help of New Media. All students will be offered a project which will integrate all the media, with a final product output.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Media Studies Major Paper 7: Introduction to Films

(UG/PG): UG, Semester 5

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

The aim of this course is to introduce the students to the concepts of film making, as achieved through aesthetic, political, and creative choices made during its making. Students will be guided into the basic concepts of time, space, and character in cinema, through scripting assignments. The course enables them to acquire an individual perspective on the cinematic craft, along with hands-on practice in scriptwriting.

The objective of this course is to help students discover and interpret how films function, and influence society and individuals. They will learn to employ techniques of content design and film scripting, and will also be given a practical experience of production and post-production of film making.



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Course Name: Media Studies Major Paper 8: Marketing Principles and Communication

(UG/PG): UG, Semester 6

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

As future communication managers, the students need to examine the intentions of marketers in attempting to communicate with consumers, buyers, and other people, after understanding their needs / wants. This is a foundational course introducing students to the basic concepts.

The objective of this course is to understand and employ the marketing communication in its holistic nature, predict clear target audience and content design, and employ media marketing in the classroom learning environment.

It will involve topics such as an introduction to marketing, defining the scope of marketing, an introduction to market communication, the environmental factors affecting marketing, factors influencing consumer buying behaviour, and marketing segmentation, among other concepts.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Media Studies Major Paper 9: Media and Consumer Behaviour

(UG/PG): UG, Semester 7

Number of Credits: 4 (60 Hrs)

Level: 3

Course Description:

Consumer behaviour has developed, originally as part of marketing study and more recently as a distant discipline, with contributions from psychology, economics, sociology, organisational behaviour, and anthropology. This is a foundational course to understand behavioural science concepts in mass communication and communication management.

The objective of this course is to teach students how to interpret consumer behaviour and apply this knowledge in working concepts. They will be taught to predict the target audience, relate media and the consumer, and illustrate the relationship between media design and consumer.

The topics covered under this paper will involve an introduction to consumer behaviour, understanding the consumer as an individual, the relationship between the consumer and his social and cultural setting, and the decision-making process of the consumer.



Name of Institute: Symbiosis School for Liberal Arts

Course Name: Media Studies Major Paper 10: Capstone Project Behaviour

(UG/PG): UG, Semester 8

Number of Credits: 4 (60 Hrs)

Level: 4

Course Description:

Research in the field of media could be as wide as media analysis, or sector analysis. This paper will ensure that that students develop a research foundation in their area of interest. This provides them with an in-depth understanding of analytical techniques, and ways of interpreting materials. The paper will also identify areas and approaches to researching in communication, culture, and media. Throughout, the paper highlights the links between theory and practice. It aims to allow students to build a research profile in their chosen area, through a set of guided assessments.

It will involve conducting media research, learning about qualitative research methods and methodologies, quantitative research in media, and partaking in research writing.