

MINOR B

SEMESTER I- INTRODUCTION TO ELECTRONIC MEDIA

Programme	BA Journalism and Mass Communication				
Course Title	Introduction to Electronic Media				
Type of Course	Minor				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with electronic media platforms 2. Basic Communication Skills				
Course Summary	This course explores the foundations of electronic media, covering communication principles, the landscape of electronic media, content creation, and utilization of tools/platforms. Develop practical skills through hands-on projects and gain insights into AI applications. The learners will foster creativity in content production and distribution for electronic media.				

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Communication Principles		11	15
	1	Concept, Definition and Process	3	
	2	Elements of Communication	3	
	3	Types of Communication	3	
	4	Functions and Dysfunctions	2	
II	Electronic Media: An Overview		11	15
	5	Concept and Characteristics of Electronic Media	3	
	6	Types of Electronic media	3	
	7	Broadcast Media	2	
	8	Digital Media Platforms	3	
III	Contents of Electronic Media		15	25
	9	Electronic media Contents: Types	2	
	10	Electronic media Contents: Structure	2	
	11	Electronic media Contents: Examples	1	
	12	Audio Contents	2	
	13	Audio-visual contents	2	
	14	Digital Content	2	
	15	Streaming and Podcasting	1	
	16	Audience of electronic media	1	
17	Demographics, Psychographics, and Media Consumption Patterns	2		
IV	Tools and Platforms		11	15

	18	Introduction to Electronic Media Tools- Audio, Video and Digital Tools	3	
	19	Microphone, Audio Editing Software, Camera	2	
	20	Video editing tools, Graphic Design Tools and Digital Tools	2	
	21	Using Social Media Platforms- Content distribution and Promotion	2	
	22	AI Tools for Electronic Media content creation.	2	
V	Open Ended Module		12	

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2