Four Year Under Graduate (FYUP) Programme Under National Education Policy 2020.

MEDIA TECHNOLOGIES

Date of approval in Academic Council - 30th May and 21st June 2024.

B.A. MEDIA TECHNOLOGIES

Preface

With the instating of the National Education Policy 2020, and upon scaling the demands of the media professional market today, including that of research and academia in the said field, the said course is now being offered as a BA in Media Technologies. The Media Technologies Course simultaneously focuses on the theoretical underpinnings as well as the practices associated with photography, sound for media and digital media technologies. While continuing to concentrate on advanced photography studies and sound for media (that has proven to be in demand by students undertaking the said course since its inception in 2001), with the rise in convergent media technologies, and with the growing demand for digital media skills becoming the need of the hour, the course also specifically focusses on digital media studies.

Program Outcomes

1. Providing a comprehensive approach in understanding photography, sound production and digital media studies.

2. Developing a hands-on advanced professional expertise in photography skills, photojournalism and in comprehending the aspects of photography genres, aesthetics and other more advanced forms of comprehending the art itself.

3. To create an understanding of the several facets of digital media.

4. To develop skills to produce content for the digital media space.

5. To introduce and meet the needs and opportunities in digital media.

6. Providing a hands-on approach to understanding advertising both as a subject of study and a professional expertise.

Course Outline for MET as per NEP 2020

First Semester		Credits			Total Contact Hours
Course Code	Title of the course	Theory	Prac.	Total	
MET- 100	Introduction to Media and Communication (Major)*	4		4	
	Minor to be selected from another course	4		4	
MDC --110-119	Multi-Disciplinary Course			3	
AEC --120-129	Ability Enhancement Course			3	
SEC-- 130-139	Skill Enhancement Course			3	
VAC- 140	Environmental Science (Value-Added Course)			3	
	Total credits			20	
Second Semester		Credits			Total Contact Hours
Course Code	Title of the course	Theory	Prac.	Total	
MET- 150	Introduction to New Media (Major)*	4		4	
	Minor to be selected from another course	4		4	
MDC --160-169	Multi-Disciplinary Course			3	
AEC-- 170-179	Ability Enhancement Course			3	
SEC – 180-189	Skill Enhancement Course			3	
VAC-- 190- 199	(Value-Added Course)			3	
	Total credits			20	
Third Semester		Credits			Total Contact Hours
Course Code	Title of the course	Theory	Prac.	Total	
MET- 200	Principles of Photography (Major)	2	2	4	60
MET-201	Graphic Design and Page Layout (Major)	-	4	4	120
MDC-210-215	Any of the available courses as notified by the University from time to time			3	
AEC- 220-229	Any of the available courses as notified by the University from time to time			2	
SEC – 230-239	Any of the available courses as notified by the University from time to time			3	
VTC- 240-249	Any of the available courses as notified by the University from time to time	1	3	4	105
	Total credits			20	

Fourth Semester		No. of Credits			Total Contact Hours
Course Code	Title of the course	Theory	Prac.	Total	
MET- 250	Journalism (Major)	2	2	4	90
MET-251	Sound for Media (Major)	2	2	4	90
MET-252	Media Appreciation (Major)	4	-	4	60
MET-253	Allied Photography Practices (Major)	2	2	4	90
VTC-- 260-269	Any of the available courses as notified by the University from time to time	1	3	4	105
	Total credits			20	

Fifth Semester		No. of Credits			Total Contact Hours
Course Code	Title of the course	Theory	Prac.	Total	
MET- 300	Advertising and Digital Marketing (Major)	-	4	4	60
MET- 301	Media Entrepreneurship and Management (Major)	-	4	4	120
MET- 302	Radio Production, Web Radio and Podcasting (Major)	-	4	4	120
MET- 302	History of Media in India (Minor)	4	-	4	60
MET- 303	Internship	-	-	4	120
	Total credits			20	

Sixth Semester		No. of Credits			Total Contact Hours
Course Code	Title of the course	Theory	Prac.	Total	
MET- 350	Communication for Development (Major)	2	2	4	90
MET- 351	Photojournalism (Major)	2	2	4	90
MET- 352	Media Laws and Ethics (Major)	4	-	4	60
MET- 353	Archival Studies (Major)	2	2	4	120
VTC-- 360-369	Any of the available courses as notified by the University from time to time	1	3	4	105
	Total credits			20	

* Students from other depts. may select this course as their minor course.

\# Students Securing 75% marks or more in aggregate till 6th semester are eligible to opt for Four Year UG Degree (Honors with Research)

MET-453, MET-454 and MET-455 shall be for students choosing a 4-year UG degree(Honors)

Course Title: INTRODUCTION TO MEDIA AND COMMUNICATION
Total Contact Hours60/ Total Credit 4/ Total Marks 100

Objectives: This is a foundational paper which will explore the various facets of communication, theories and models of communication. It will also explore the communication process through the different media channels such as the traditional and folk media to mass media and the emerging digital media outlets

Learning Outcomes:

LO.1 To understand the communication processes

LO.2 To gain knowledge on the various theories and models of communication

LO.3 To gain insight into the traditional forms of media and communication practices

LO.4 To understand the different channels and processes of mass communication

Unit I	Basic Concepts of Communication, types, elements, barriers,
Unit II	Models and Theories of Communication Introduction to Communication Theory Magic Bullet theory, Individual Difference theory, Cultivation theory, Agenda Setting Theory, Gate keeping Theory, Cultural Imperialism Theory, Play Theory, Uses & Gratification Theory. Communication Model-Meaning and Concept
Unit III	The different traditional and folk media forms and communicative practices
Unit IV	Mass communication - Concept of 'Mass' and Mass media, Mass audience, Print Media Broadcast Media New Media Communication- definition and understanding, Types of Internet-based communication, online communities- dynamics of communication.

Suggested readings:

- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal, V. S. Gupta · 2001

- Mcquail's Mass Communication Theory – By Denis Mcquail, 2010.
- Berger, A. A. (1995). Essentials of mass communication theory. Sage.
- Social Media Communication: Concepts, Practices, Data, Law. New York: Routledge
- Dewdney A. & Peter R. 2014. The Digital Media Handbook. 2nd Edition. Routledge. Oxon. · Lipshultz, J.H. 2014.
- Lev Manovich - The language of new media-MIT Press (2002)

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SECOND SEMESTER

Course Code: MET-150

Course Title: INTRODUCTION TO NEW MEDIA (MAJOR)

Total Contact Hours 60/ Total Credit 4/ Total Marks 100

Objectives: This paper will introduce the students into emerging new media forms and help them to produce and manage content across multiple platforms, including print, radio, the Internet, television, social media and other digital and interactive platforms.

Learning Outcomes

LO.1: Develop a deep understanding of the new media landscape.

LO.2: Acquire cross-media skills necessary for emerging convergent media practices.

LO.3: Master key terminologies in the evolving new media landscape.

LO.4: Gain expertise in new media concepts and practical skills for hands-on application.

Unit 1	**New media**- Meaning and Characteristics, Principles of New Media, The New Media Interface, New Media Economy **Understanding New Media Technologies & Applications** Digitization of media- _media convergence, Constituents of new media- _Web 2.0-3.0, Blogs, Micro Blogs, Wikis, social media, Constituents- _Facebook, Twitter, Wordpress, Blogger, YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype.
Unit 2	**New Media Ecology, Installations &Screens,** Elements of Transmedia Narratives across multiple media, Gaming & Storytelling, digital games, player cultures, online games & their impact, New Media Art
Unit 3	**Impact of New Media on Journalism,** Mass Communication The new media practitioners- _Characteristics and new roles of Journalists in the Internet age and the Digital Era. Creating and managing a Blog, trends in web/online Journalism and Communication.
Unit 4	**New Media Ethical issues** - Journalism ethics and restraint in new media, IPR Copyright & Legal issues in cyber space, using social media to engage

| | public, Activism in Cyber space, ICTs in new media; ICT and Social Inclusion, Globalization & Emerging Cyber cultures |

Core readings:

1. Poster, M. (2018). *The second media age*. John Wiley & Sons.
2. Manovich, L. (2001). *The language of new media*. MIT press.
3. Reeves, B., &Nass, C. I. (1996). *The media equation: How people treat computers, television, and new media like real people and places*. Cambridge university press.
4. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU press.

Additional readings:

1. Flew, T. (2007). *New media: An introduction*. Oxford: Oxford University Press.
2. Lievrouw, L. A., & Livingstone, S. (Eds.). (2002). *Handbook of new media: Social shaping and consequences of ICTs*. Sage.

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1. Poster, M. (2018). *The second media age*. John Wiley & Sons.
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Additional readings:

1. Flew, T. (2007). *New media: An introduction*. Oxford: Oxford University Press.
2. Lievrouw, L. A., & Livingstone, S. (Eds.). (2002). *Handbook of new media: Social shaping and consequences of ICTs*. Sage.

THIRD SEMESTER

Course Code: MET 200

Course Title: PRINCIPLES OF PHOTOGRAPHY (MAJOR)

Total Contact Hours 90/ Total Credit 4/ Total Marks 100

*Objectives: The paper is aimed to make the student proficient with the principles of photography. As an introduction to photography, students will learn how photography has developed where different types of cameras was invented starting from its origin to its contemporary times. However, the focus will be more on learning how to use the latest camera, understanding the techniques when it comes to exposure and composition. Analyzing photography lighting and its different types and how filters and lighting accessory can enhance a photograph. The different genres of photography will also be highlighted and students will also learn how to develop the photographs for finals prints for portfolio or exhibiti*on.

Learning Outcomes:

LO.1 Understand the history of photography, and learn camera functions with a focus on exposure and composition.

LO.2 Recognize various digital camera types and master DSLR and mirrorless camera usage and lens integration.

LO.3 Analyse indoor and outdoor lighting and utilize filters and photography lighting accessories effectively.

LO.4 Identify different photography genres. Grasp post-production techniques for photographs and printing for portfolio and exhibition.

Unit 1: Understanding the Camera

History of Photography
Anatomy of a Camera, Types of cameras
Camera Composition - Golden Means, Rule of Thirds, etc.
Camera Exposure, White Balance, Depth of Field,

Unit 2: Working with Lens, Light and Filters

Lenses- Wide Angle, Fish Eye, Prime, Zoom, Telephoto, Macro, Tilt Shift
Photography lighting
Indoor Lighting, Outdoor Lighting, Studio lighting
Filters- Neutral Density, Graduated Neutral Density, Color/Warming/Cooling, Special Effects, UV/Clear/Haze, Polarizer
Flash Lights / Speed Lights, Studio Strobe Lights, Wireless Triggers

Unit 3: Photography Techniques and Genres

Photography Technique- Long Exposure, Focus Stacking, Bracketing, HDR Photography, Panoramic
Photography Genres- Portrait, Landscape, Fashion, Table-Top, Architecture, Food, Street, Black and White, Astrophotography, Night Photography, Wild-life
Developing a photography portfolio

Unit 4: Photography Post-Production

Photography Post-production: Pixels and resolution, photoshop interface and tools, Layers, blending modes, opacity & fill, creating & modifying text
Photo retouching, Color correction, level & curves, Adjustment layer and Non-Destructive editing through masking
Exporting work and Photography printing

Note: A student will be expected to produce a portfolio of his/her own photographs taken as exercises and assignments throughout the semester

Suggested readings:

- Fox, A., & Smith, R. S. (Eds.). (2015). *Langford's basic photography: the guide for serious photographers*. CRC Press
- Mitoker, J. (2010). *Better Photo Basics: The Absolute Beginner's Guide to Taking Photos Like a Pro*
- Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. Am Photo books
- Kelby, S. (2012). *Scott Kelby's Digital Photography Boxed Set, Parts 1, 2, 3, and 4*. Peachpit Press
- Freeman, M. (2007). *The Photographer's Eye: Composition and Design for Better Digital Photos*. CRC Press

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Course Code: MET-201

Course Title: GRAPHIC DESIGN AND PAGE LAYOUT (MAJOR)

Total Contact Hours 120/ Total Credit 4/ Total Marks 100

Objectives: *This paper aims to give students a comprehensive understanding of graphic design principles and proficiency in industry-standard software. These tools enable students to create diverse documents, from ads to complex publications, and produce a range of graphics, from logos to posters. Students will learn text and graphics formatting, table creation, and various design techniques. By semester end, they'll create visually appealing, professionally formatted documents for print and digital media, readying them for graphic design careers.*

Learning Outcomes:

LO1: Master Adobe InDesign for document creation, including parameters, master pages, grids, and manipulating text and graphics.

LO2: Gain confidence in working with color, styles, tables, and transparency settings in Adobe InDesign for consistent, visually appealing designs.

LO3: Develop expertise in vector and bitmap images, using CorelDraw/Adobe Illustrator for object creation, editing, arrangement, and transformation.

LO4: Achieve proficiency in text handling, applying transformations, and using various effects to create dynamic and visually striking graphic designs.

Part A: Graphic Design

Unit 1: Understanding Document Layout, Objects and Typography

- **Basic Documents:** Document Setup, Bleed and Slug setup, Document presets, Adding and deleting pages, customizing page size, creating master pages, creating margins and grids, Guides and smart guides, Columns and Gutter Spacing, Saving and exporting file.
- **Working with Objects:** Working with layers, Creating and modifying text and graphic frames, wrapping text around graphics, modifying object shapes, Transforming and aligning objects, Selecting and modifying grouped objects.
- **Flowing text:** Importing text form word processing software (e.g. MS Word), Creating text frames with flowing text, Creating threaded (manual, semi-automatic and fully automatic) text frames, Creating page number, Adding a jump line page number
- **Working with Typography:** Adjusting vertical spacing, changing fonts and type styles, fine-tuning columns, creating drop cap, adjusting letter and word spacing, creating tabs and indents, Adding rule above a paragraph.

Unit 2: Working with Color, Styles, Table and Effects

- **Working with Color:** Creating and applying colors, working with gradients, creating tint, creating spot colors, applying colors to text and objects, using advance gradient techniques.
- **Working with Styles:** Creating and applying paragraph styles, Creating and applying character styles, Creating and applying object styles, Creating and applying table and cell styles, globally updating styles.
- **Creating Tables:** Converting text to table, formatting a table, creating header row, adding graphics to table cells, Creating and applying table and cell styles.
- **Working with transparency:** importing and colorizing a grayscale image, applying transparency settings, adding transparency effects to imported vector and bitmap graphics, Importing and adjusting Illustrator files that use transparency, applying transparency settings to text, working with effects.

Part B: Graphic Design
Unit 3: Understanding Corel DRAW Elements, Objects, Drawing tools and Color Models

- **Introduction:** vector images and bitmapped images, illustration and image editing software.
- **Elements of CorelDraw:** Tools in Toolbox, docker windows and property bar.
- **CorelDraw Objects:** creating, selecting, moving and changing objects, nudge, supernudge, importing and pasting (OLE) objects, dragging and dropping objects, view of objects (Normal, Wireframe, Draft), zooming in and out, grouping objects, combining and welding, arranging, aligning and ordering, undo, repeat, redo, drag and duplicate.
- **Curves and Lines:** freehand tool, straight lines, freehand curves, brezier drawing, nodes, types, changing from one type to another, node miscellany, converting objects to curves
- **Outlines:** outlines, width, color, arrow styles, corners
- **Fills:** CMYK, RGB, HSB color models, Types of fills (Uniform, Fountain, Pattern, Texture and Mesh)

Unit 4: Working with Text, Transformation and Effects

- **Working with text:** Artistic text, paragraph text, editing and formatting.
- **Artistic Text:** wrapping text, fitting text to a curve, creating text effects (embossed text, squeezed text, text mask)
- **Transformations:** position, rotation scale and mirror, size, skew, shaping objects (weld, trim, intersect), perspective: one point and two-point)
- **Effects:** Envelopes (types of envelopes, presets, custom envelopes), Blend (creating, editing and controlling blends; blending along a path, text effects using blends), Extrude (adding depth with extrude, various options, bevel), Lenses (various types of lenses, frozen lenses), Power clips (the power clip and its uses), Distortion (types of distortion, applying and editing distortion), Drop shadows (the drop shadow, its options and uses)

Note: Students will be expected to reproduce laid out pages for newletters, books, brochures, magazines, etc., which may contain text, graphics and tables.

Suggested readings:

1. *Adobe InDesign CS6, Classroom in a book.* The official training workbook from Adobe Systems, 2012
2. Bain, Wiley. (2004) *CorelDraw 12: The Official Guide, 1ˢᵗ Edition*
3. Ambrose, Gavin. and Harris, Paul (2008) *The Fundamentals of Graphic Design. First Edition* by Lausanne, Switzerland: AVA Publishing.
4. Lupten, Ellen & Philipps, Jennifer Cole. (2015) *Graphic Design the New Basics. Second Edition.* New York: Princeton Architectural Press.Ambrose, Gavin. and Harris, Paul. (2016) *The Production Manual. Second Edition.*Lausanne, Switzerland: AVA Publishing.

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FOURTH SEMESTER

Course Code: MET-250
Course Title: JOURNALISM (MAJOR)
Total Contact Hours 90/ Total Credit 4/ Total Marks 100

*Objectives***:** *This paper introduces students to the fundamental concepts of journalism, its role in society, and the various forms of media through which news and information are disseminated in India. It serves as a stepping stone for those interested in pursuing a career as Journalists, Reporters, Editors, or Media Professionals.*

Learning Outcomes:

LO.1 The paper aims to introduce core journalism principles and cover foundational skills in news writing, reporting, and storytelling.

LO.2 It will foster a grasp of ethics, accuracy, and responsible reporting.

LO.3 The paper also explores the changing landscape of digital media and multimedia storytelling.

LO.4 The paper will encourage critical evaluation of media content while developing strong journalism skills.

Unit 1: News Perspectives

- Background history of Newspaper, Anatomy of Newspaper, Definition, Principles of news: News values, elements of News, Lead - five W's and 1 H.
- Types of lead, Structure of news – Inverted pyramid style, writing news in an inverted pyramid.
- News writing styles, types of news; Soft news, hard news.
- Importance of Headline; Intros and their importance, News Sources, News Agencies.

Unit 2: The Role of Journalism
- Explore the significance of journalism in democratic societies as the "fourth estate." Understand how journalism serves as a watchdog, informs the public, and influences policy decisions.
- Yellow Journalism.
- Interviewing Techniques: Learn effective interview strategies, including how to ask open-ended questions, actively listen, and gather relevant information from sources.
- Visual Journalism: Understand the importance of visual elements in journalism, including photography, info graphics, and multimedia storytelling.
- Cultural Sensitivity: Understand the importance of cultural sensitivity and avoiding stereotypes when reporting on diverse communities.

Unit 3: Journalistic Writing Styles
- Develop skills in writing clear, concise, and engaging news stories. Explore the inverted pyramid structure, the lead, and the importance of accurate and factual reporting.
- Media Platforms and Formats: Explore the diverse forms of media, including print, broadcast, online, and social media. Learn how journalism has adapted to digital platforms and the opportunities they offer.
- News Reporting: Gain insights into the process of gathering news, verifying information, fact-checking and writing news articles that inform and engage the audience.
- Feature Writing: Discover the art of feature writing, which involves storytelling techniques, human interest elements, and creative narrative structures.
- Editing and Proofreading: Learn the basics of editing and proofreading to ensure accuracy, clarity, and consistency in written content.

Unit 4: Ethical Considerations
- Understand the ethical responsibilities of journalists, including accuracy, fairness, objectivity, and avoiding conflicts of interest. Discuss the challenges of balancing personal beliefs with professional responsibilities.
- Media Ethics in the Digital Age: Discuss the challenges posed by digital media, including issues of fake news, online harassment, and maintaining ethical standards in the fast-paced digital landscape.
- Critical Thinking: Develop the ability to critically evaluate information, identify biases, and separate fact from opinion in media content.
- Media Literacy and Responsibility: Explore the role of journalists in promoting media literacy and helping audiences navigate the information landscape.

Note: As a part of this paper requirement, the students are to produce an inhouse lab journal.

Suggested readings:
1. Brown S Suzanne Mames M Neal "News Writing and reporting for today's media by News Writing and Reporting –
2. Alam Zakirul "Journalism in North East India"
3. Gupta. V. S. Aggarwal Bala & Vir "Handbook of Journalism and Mass Communication"
4. Williams N. P "Investigative Reporting and Editing"
5. Future of Print Media publish by Press council of India.

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Course Code: MET-251

Course Title: SOUND FOR MEDIA (MAJOR)

Total Contact Hours 90/ Total Credit 4/ Total Marks 100

Objectives: *This paper delves into the intersection of sound and visual media, examining how sound design, music, and audio elements contribute to the overall impact and meaning of visual storytelling. Through analysis, discussions, and practical exercises, students will explore the creative and technical aspects of incorporating sound into various visual forms.*

Learning Outcomes:

LO1: Understand the role of sound in visual storytelling and its impact on audience perception.

LO2: Explore the relationship between music and visuals and how they work together to convey emotions and themes.

LO3: Develop critical thinking skills for evaluating and discussing the integration of sound in various media forms.

LO4: Gain hands-on experience in creating and editing soundscapes for different visual media.

Unit 1- Introduction to sound for media

- Importance of Sound in media production
- Historical context of sound in media
- Basic sound terminology and principles
- Role of sound in storytelling and emotional impact.

Unit 2- Fundamentals of sound recording

- Properties of sound: frequency, amplitude, wavelength, phase.
- Microphone types and characteristics
- Audio mixers and Multitrack Recording.
- Elements of sound design: dialogue, sound effects, Foley, ambience

Unit 3- Sound editing and design

- Introduction digital audio workstations (DAWs)

- Basic of sound editing
- Recordings of PSA and Talk show (Studio).
- Visual-Audio Collage, Voice over narration. (studio)

Unit 4- Soundscapes and copyrights

- Role of dialogues, voiceovers, music and sound effects in enhancing emotions and narrative.
- Creating soundscapes, Foley work. Interview etc.
- Licensing and copyright considerations for music use.
- Creating a Music Video.

Suggested readings:

1. Chion, Michel. *Audio-vision: sound on screen*. Columbia University Press, 2019.
2. " Richardson, John, Claudia Gorbman, and Carol Vernallis, eds. *The Oxford Handbook of new audiovisual aesthetics*. Oxford Handbooks, 2013.
3. Weis, Elisabeth, and John Belton. "Film sound: Theory and practice." *(No Title)* (1985).
4. Susini, Patrick, Olivier Houix, and Nicolas Misdariis. "Sound design: an applied, experimental framework to study the perception of everyday sounds." *The New Soundtrack* 4.2 (2014): 103-121
5. Ament, Vanessa Theme. *The Foley grail: The art of performing sound for film, games,and animation*. Routledge, 2014.

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Course Code: MET-252

Course Title: MEDIA APPRECIATION (MAJOR)

Total Contact Hours 60/ Total Credit 4/ Total Marks 100

Objectives: This paper provides an overview of different forms of media and explores their impact on culture, society, and individuals. Students will learn to analyse and appreciate various media forms, including film, television, music, and digital media, while considering their historical and artistic contexts and fostering a deeper understanding of their cultural, artistic, and societal significance.

Learning Outcomes:

LO1: Understand the historical development and evolution of various media forms.

LO2: Analyse the formal elements and techniques used in different media.

LO3: Critically evaluate media content, considering themes, messages, and artistic merit.

LO4: Develop skills in media literacy, including the ability to decode and interpret media messages.

Unit 1- Introduction to Media Appreciation

- Understanding the role of media in contemporary society
- Introduction to media literacy and critical analysis
- Discussing media's role in shaping cultural perceptions
- Exploration of emerging media formats and platforms

Unit 2.-Art appreciation

- Defining art and the role of art in society
- Different forms of art: visual arts, performing arts, digital art etc.
- Ancient art to contemporary art
- How art reflects and influences culture

Unit 3- Film Appreciation

- Understanding film structure and storytelling
- Analysing cinematography and editing choices. Elements of visual storytelling: cinematography, editing, mise-en-scene
- Film genres and their characteristics
- Social and cultural impact of movies

Unit 4- Television and Digital Media

- Evolution of television as a medium and critical engagement with television content
- Impact of streaming platforms on television content
- Rise of digital media platforms and online communities
- Analysing advertising text, viral content, memes, and internet culture

Note: The Students will be assigned practical exercises from each unit.

o Scene Analysis from a pivotal scene from a film or TV show in terms of cinematography, editing, sound design, and how these elements contribute to the overall narrative and emotional impact.
o Visual Analysis of Advertisements: from different time periods or cultures.
o Study the style of one of the major artists in the art movement and try to recreate his/ her work from your perspective.
o TV Content analysis where students choose a TV program, episode, or commercial to critique and analyse elements like messaging, audience targeting, and production quality.

Suggested readings:

1. Macedo, Donaldo Pereira, ed. *Media literacy: A reader*. Peter Lang, 2007.
2. Butler, Jeremy G. *Television: Critical methods and applications*. Routledge, 2012.
3. Bordwell, David, Kristin Thompson, and Jeff Smith. *Film art: An introduction*. Vol. 8. New York: McGraw-Hill, 2008.
4. Kellner, Douglas, and Jeff Share. The critical media literacy guide: Engaging media and transforming education. Vol. 2. Brill, 2019.
5. Block, Bruce. The visual story: Creating the visual structure of film, TV, and digital media. Routledge, 2020

Course Code: MET-253

Course Title: ALLIED PHOTOGRAPHY PRACTICES (MAJOR)

Total Contact Hours 90/ Total Credit 4/ Total Marks 100

Objectives: *This paper aims to give students a deeper understanding of the power of an image and its significance in both the historical and contemporary. It will also help them in the exploration of weaving visual narratives through the medium of photography.*

Learning outcomes:

LO1: Gain insight into the historical and cultural significance of iconic images, analyze text-image dynamics, and appreciate master photographers' contributions to visual media.

LO2: Explore practical skills in analogue photography practices to have a deeper appreciation of the visual language and processes. To be able to produce cyanotype images.

LO3: Develop the ability to sequence and interlace images to create compelling visual narratives for photographic stories, along with the skill to formulate proposals and presentations for publication.

LO4: Curate one's own body of work and orchestrate an exhibition showcasing their project. Appreciate the significance of disseminating their narratives within their community as well as to a broader audience beyond.

Unit 1: Reading of images

- Introduction to iconic images.
- Relationship between text and images; introduction to visual research methods.
- Introduction to the works of master photographers in documentary photography to build aesthetic abilities of composition, framing, and visual storytelling skills through presentations and group discussions.

Unit 2: Exploring Analogue Photography

- Fundamental principles of image creation using chemical processes on various substrates
- Introduction of analogue camera and varieties of film formats, including 35mm and 120mm, as well as colour transparency film
- The art of film development and processing.
- **Practical Module:** Creating cyanotype images

Unit 3: Photo Story and Photo essay

- Introduction to the structural elements of a photo story, techniques and how visual meaning changes in different contexts of production and consumption.
- Research on visual stories, write proposals and make presentations.
- The importance of sequencing and pacing
- **Practical Module:** Produce a Photoessay/ photostory

Unit 4: Introduction to Photography Curation

- Definition and Significance of Photography Curation
- Historical context of photography curation
- Role of the curator in the art world
- Stages of curating a photography exhibition
- Developing curatorial concepts.

Suggested readings:

1. James C. (2016). The book of alternative photographic processes (Third). Cengage Learning.
2. Sontag S. & Rieff D. (2013). Essays of the 1960s et 70s : against interpretation styles of radical will on photography illness as a metaphor uncollected essays (1. print). Library of America.
3. Epstein N. (2018). Susan sontag's on photography (First). Taylor and Francis.
4. Barthes R. & Howard R. (2020). Camera lucida : reflections on photography. Vintage Classics.
5. Dini R. (2018). Walter benjamin's the work of art in the age of mechanical reproduction. Macat Library.
6. Mads Nissen, The Price of Peace in Afghanistan; Denmark, Politiken/Panos Pictures
7. Mohamed Mahdy, Egypt .Here, The Doors Don't Know Me;

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FIFTH SEMESTER

Course Code: MET-300

Course Title- ADVERTISING AND DIGITAL MARKETING (MAJOR)

Total Contact Hours 120/ Total Credit 4/ Total Marks 100

Objectives: This paper provides an overview and understanding of the theory and practice of advertising and digital marketing as a profession.

Learning Outcomes:

LO.1 The students will be provided with the history of advertising as a profession as well as the basic theories and concepts related to advertising.

LO.2 An understanding of brand management, processes and principles, will also be provided to the students.

LO.3 Students will learn about the various digital media marketing concepts, definitions and practice, including the various contemporary trends associated with it.

LO.4 The students will also have the opportunity of engaging in hands-on experience in advertising campaign management while also understanding the advertising agency structure.

Unit 1- Advertising: History, Theory and Concepts

- History of advertising,
- Advertising theories, models and perspectives,
- Important definitions and terms,
- Integrated Marketing Communications,
- Global advertising

Unit 2- Brand Management

- Key Principles of Branding, Definitions,
- Brand Positioning, Brand Value Creation, Brand Equity,
- Global Branding,
- Strategies of Brand Management,
- Case Studies

Unit 3- Digital Marketing Management

- Digital media marketing- concepts and theories,
- Digital marketing strategies,
- Social media marketing and content marketing,
- Digital marketing management case studies.

Unit 4- Advertising Campaign management and the advertising agency

- The process of advertising campaign management,
- Principles of copywriting,
- Consumer Behaviour, target group segmentation,
- Market research, media planning,
- Advertising Agency Structure- developing the advertising professional

Note: The practical will be spread across 4 units, with students engaging with hands-on exercises/assignments for a deeper comprehension on how theory translates into practice in the field of advertising. The students will also be required to maintain a portfolio of their work, to be submitted at the end of the course.

Suggested readings:

1. Aaker, D., 2018, *Creating Signature Stories: Strategic Messaging That Persuades, Energizes and Inspires,* Penguin Portfolio.
2. Belch, E. G., 2020, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw-Hill Education.
3. Hanlon, A., 2022, *Digital Marketing: Strategic Planning and Integration,* Thousand Oaks, Sage Publications
4. Jethwaney, J., & Jain, S., (2011). *Advertising Management*, (2nd edition), Oxford University Press.
5. Aker, D., 2020, *Owning Game-Changing Subcategories: Uncommon Growth inthe Digital Age*, Morgan James Publishing llc.
6. Kotler, P., 2019, *Marketing Management,* Harlow, Essex, Pearson Educationlimited, Askews and Holts

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Course Code: MET 301

Course Title- MEDIA ENTREPRENEURSHIP AND MANAGEMENT (MAJOR)

Total Contact Hours 120/ Total Credit 4/ Total Marks 100

Objectives: This paper is designed to engage students in understanding how media organisations are owned, managed and marketing strategies designed to sell their content. Students will also be provided with an opportunity to consider setting up independent media enterprises of their own.

Learning Outcomes:

LO.1 Understand the basic concepts of entrepreneurship, management and various leadership roles in the management of media enterprises.

LO.2 Comprehend how media organisations are defined and managed.

LO.3 Be provided with an in-depth understanding of the marketing concepts that go into the making of media organisations.

LO.4 Engage with a hands-on understanding of media project management by adopting project management skills.

Unit 1- Definitions, concepts, characteristics

- Entrepreneurship, media entrepreneurship,
- Defining creative industries and the creative economy,
- The Indian media entertainment business.,
- Marketing concepts, marketing of media products and services

Unit 2- Media Organisations

- Definition and characteristics of media organisations,
- Media organisation structural patterns,
- Ownership patterns,
- Role and function of media organisations in India/northeast of India,

● Leadership and management

Unit3- Issues related to media entrepreneurship, organisation and management

- Managing creativity and innovation,
- Leadership styles,
- Convergence, digitalisation
- Globalisation and its effects on media management systems,
- Sustainability of media organisations

Unit 4: Media Management Project

- Developing a business plan, execution and evaluation,
- Project management skills,
- Marketing of media organisations, products, startups.
- Designing strategies for handling media projects.

Note: The practical will be spread across 4 units, with students working on assignments that provide an in-depth understanding on the issues of media entrepreneurship and management as slated out in the different units. The students will also be required to maintain a portfolio of their work, to be submitted at the end of the course.

Suggested readings:

1. Chaturvedi,B. K., 2018, Media Management, Global Vision Publishing
2. Kung, L. 2016, *Strategic Management in the Media: Theory to Practice,* London: Sage Publications
3. Larson, E.W., Gray, C.F., 2021, *Project Management: The Manageria Process,* New York, McGraw Hill
4. Noam, E.M., *Who Owns the World's Media? Media Concentration and Ownership Around the World,* New York, Oxford University Press
5. Chadwick, A., 2017, *The Hybrid Media System: Politics and Power,* New York, Oxford university Press
6. Hofstede, G.H., 2001, *Culture's Consequences: Comparing Values, Behaviours, Institutions and Organisations across Nations,* London, Sage Publications

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Course Code: MET-302

Course Title - RADIO PRODUCTION, WEB RADIO AND PODCASTING (MAJOR)

Total Contact Hours 120/ Total Credit 4/ Total Marks 100

Objectives: This paper aims to extend the basic knowledge of audio production gained in 4ᵗʰ semester MET and helps students to enhance their knowledge on digital audio workstations and strengthen their audio portfolio through hands on practices in podcasting, web radio

outlets and radio programme production. The paper shall also delve into the aspect of monetizing the podcasts.

Learning Outcomes:

LO.1 The students will gain an in-depth knowledge of the radio programming and production modalities.

LO.2 The students will gain insight and experiences of working in DAW digital audio workstations.

LO.3 The students will have an illustrated audio portfolio showcasing the best of their audio work.

LO.4 The students will also train intensively on finding and nurturing their voice and process of scripting and programming.

Unit 1: Radio as a means of communication
- Brief history of radio from terrestrial to web –
- understanding radio as a medium of communication-
- characteristics. Radio as a tool of social change, propaganda, FM radio, community radio, policy, internet Radio,
- Broadcast policy, codes and ethics,

Unit 2: Radio programming and production
- Formats- genres, Scripting for radio/ web, programme planning, role of research,
- writing with five kinds of radio sound
- Radio presentation, on air radio personality- announcers as actors,
- working with voice, modulation, pitch control

Unit 3: Web radio and Podcast
- Introduction to web radio and Podcasting -
- How does it differ from radio?
- Case study on established web broadcasters,
- Podcasting history, podcast genres.

Unit 4: Podcast programming and launching
- Writing for podcasts, sound designing and producing,
- Starting the podcast, Podcast analytics and your audience,
- Monetizing the podcast, corporate podcasting.
- Practice with the equipment. Working with Audacity.

Note: The Modules and Portfolio will comprise of the following

- PSA or Ad,
- Feature or documentary
- Launch of the collaborative podcast
- Create podcast on any two of the following formats
- Interview, Audio book, Cultural storytelling, Drama

Suggested readings:

1. MacFarland, D. T. (2016). *Contemporary radio programming strategies*. Routledge.
2. Priestman, C. (2001). *Web radio: radio production for Internet streaming*. Routledge.
3. King, K. P., & Gura, M. (2008). *Podcasting for Teachers Revised 2nd Edition: Using a New Technology to Revolutionize Teaching and Learning*. IAP.
4. Beginner's Guide to Podcasting by Alexandria Stolley 2021
5. Spinelli, M., & Dann, L. (2019). *Podcasting: The audio media revolution*.Bloomsbury Publishing USA.
6. Sen, B. (2014). A new kind of radio: FM broadcasting in India. *Media, Culture &Society*, *36*(8), 1084-1099.

Course Code: MET-302

Course Title: HISTORY OF MEDIA IN INDIA (MINOR)

Total Contact Hours 60/ Total Credit 4/ Total Marks 100

Objectives: This paper will familiarize the students with this vibrant media scene in India.

Learning Outcomes:

LO.1   The students will understand and learn the journey of print and radio in our country.

LO.2   The students will understand and learn the journey of the Cinema and television in our country

LO.3   The students will learn how the media in India is regulated and the frameworks that streamline it.

LO.4   The students will be able to comprehend and learn the different roles and functions of various media organisations in India.

Unit I - Print Media and radio in India
- Pre Independence-press-Post Independence Press- Press during the emergency,
- Vernacular Press
- Radio amateur clubs - AIR - services offered -Community radio - Vividh Bharati services-ham Radio-Fm Radio

Unit II – Television and Cinema in India

- Dordarshan
- Educational television - Social objectives of TV and the broadcasting code –
- Private television - Cable TV - Satellite TV – IPTV,
- History of India Cinema,
- Regional Cinema, Documentary Films, Film Censorship.

Unit III- Media Organisations in India

- Press Council of India-Audit Bureau Of Circulation- Registrar of Newspaper for India-Press Commissions-Indian Newspaper Society - UNI - PTI,
- Films Division - NFDC, FTII, National Film Archives,
- Advertising Agencies Association of India-India Society Of Advertisers-Society of Advertising Practitioners

Unit IV – Media Regulation in India

- Chanda Committee Report- Verghese Report- Joshi Report- Prasar Bharati Board,
- Cable regulation- Cable TV Act (Amended)
- TRAI - Functions, DOT - Functions, Centre for development of telematics-C-Dot, BSNL and MTNL

Suggested readings:

1. Kumar, K. J. (1995). Media education, communication, and public policy: an Indian perspective. Himalaya Pub. House.
2. Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
3. Vilanilam, J. V. (2005). Mass communication in India: A Sociological perspective. Sage.
4. Bayly, C. A. (1996). Empire and Information: Intelligence gathering and social communication in India, 1780-1870 (Vol. 1). Cambridge University Press.
5. Joshi, P. C. (2002). Communication and National Development. Anamika Pub &Distributors.
6. Alam, Z. (Ed).(2014.)Journalism And Media Industry of North East India. India

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Course Code: MET-303

Course   Title: INTERNSHIP

Total Credit 4/ Total Marks 100

Objectives: *To provide students with hands-on experience and opportunities to develop practical skills relevant to their field of study or career aspirations. This can include technical, communication, problem-solving, and teamwork skills. To enable students to apply theoretical knowledge gained in the classroom to real-world situations. This bridges the gap between academic learning and practical application and to help students explore various career options within their chosen field and gain a clearer understanding of their interests and goals.*

Learning Outcomes:

LO.1 Students will be able to get hands-on experience in their chosen field or industry. This helps them develop and enhance both technical and soft skills relevant to their career goals.

LO.2 Students will be able to make use of the opportunity to develop attitudes conducive to effective interpersonal relationships

LO.3 Students will be able to grasp with an in-depth knowledge of the formal functional activities of a participating organization.

LO.4 Students will be able to explore various roles and career paths within their chosen field, helping them make informed decisions about their future career direction.

Every student shall be required to undergo a four weeks internship under the guidance of a regular faculty member of the Department nominated by the Head of the Department in any of the accredited media organizations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department.

The students shall be required to produce a certificate, letter of appreciation from the organization and Internship Report to the effect that he/she has completed the prescribed internship programme. The students shall attend the internship at their own cost.

1	Internal Assessments	**1**	**Credit**
2	Internship Report	**2**	**Credits**
3	Certificate and Internship appreciation Letter	**1**	**Credit**
	Total	*4 Credits*	

Course Title: COMMUNICATION FOR DEVELOPMENT (MAJOR)

Total Contact Hours 90/ Total Credit 4/ Total Marks 100

Objectives: This paper aims to help students understand the concept and the dominant and alternative theories of development and most importantly assess the role of communication and the different media forms in negotiating developmental issues. One of the core aspects of this paper is also to map the traditional/ indigenous communication practices of Meghalaya and Northeastern region and how such practices can be integrated into contemporary communication designs of development.

Learning outcomes:

LO.1 Students will develop a critical understanding of development and communication

LO.2 Students will assess the role of media and communication forms in development and will particularly map the traditional/ indigenous communication approaches and its role in transformative communications.

LO.3 Students will develop communications campaigns and gain an experiential understanding of the process of social and behavioural change

LO.4 Students will collaboratively work with different stakeholders in communication for development campaigns

Unit 1- Development: an understanding

- Concept of development, characteristics of developing countries, Indices of measuring development and classification of countries based on development indices, MDG and SDG, sustainability.
- Models of Development- Dominant Paradigm, Basic Needs Model, New Paradigm of development.

Unit 2- Development Communication

- Concept, characteristics, differences between communication and Development Communication, Philosophy & Approaches to Development Communication. Macbride commission, NWICO, Development Communication in India, Early Indian Experiments in dev. Com- SITE, Kheda, Rural reporting and agricultural communication, participatory approaches to development communication, community radio initiatives in India and South east Asia and Latin American countries.

Unit 3 Media and Development Communication

- Traditional/ folk Media: types, characteristics, role in development communication Radio and development communication. Television and cinema: role in development communication, ICTs: scope in development communication, participatory media

Unit 4 Development Communication Praxis

- Social and behavioural change communication (SBCC) campaign planning, Implementation, management, social and behavioural change theories, monitoring and evaluation.
- Designing and launching a SBCC.

Note: Students are to plan and design communication campaign as a part of this paper

Suggested readings:

1. Narula, Uma (revised edition Jan 2019) Development Communication, New Delhi, Hariand Publication
2. Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
3. Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.
4. Rogers, E. M. (2010). Diffusion of innovations. Simon and Schuster
5. Chalkley, A. (1980). Development journalism–a new dimension in the informationprocess. Media Asia, 7(4), 215-217.
6. Agunga, R. (1997). Developing the third world: a communication approach. NovaScience Publishers, Inc.

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Course Code: MET-351

Course Title: PHOTOJOURNALISM (MAJOR)
Total Contact Hours 90/ Total Credit 4/ Total Marks 100

*Objectives***:** *This paper introduces the students to the various laws and ethics required for photojournalistic practices. They will also deal with the different genres in photojournalism and how to build a story from their photographs enabling publishing, either in print or digital media.*

Learning Outcomes:

LO.1 The learning outcomes encompass a combination of conceptual understanding, ethical awareness, and legal knowledge necessary for aspiring photojournalists to navigate their field responsibly and effectively while creating meaningful and ethical visual narratives.

LO.2 The students will learn various genres of photojournalism and will learn how to research on various photojournalism genres.

LO.3 *Develop skills to put together series in street photography, fashion journalism and travel photography.*

LO.4 *The students will acquire the skills to put together a documentary photography project.*

Unit 1 - Introduction to Photojournalism

Concepts and understanding Photo essay and photo stories. Law and Ethics in Photojournalism - Law of access, Law of privacy, Law of Libel, Copyright, Legal procedures in photojournalism.

Unit 2 – Photojournalism Genres

News Photography, Documentary Photography, Portrait Journalism, Environmental Photography, War and Conflict Photography, War and Conflict Photography, Humanitarian Photography, Travel Photography, Street Photography, Fashion Journalism. Research, reporting, writing and publishing a story, Writing captions, Photo-book/journal.

Unit 3 - Photo Project

Street Photography, Fashion Journalism, Travel Photography

Unit 4– Photo Project

Documentary Photography

Note: Students are required to submit a portfolio with the mentioned modules in Unit 3 and 4 for the final examination.

Suggested readings:

1. Horton B. (2001). *Associated press guide to photojournalism* (2nd ed.). McGraw-Hill.
2. Good J. & Lowe P. (2020). *Understanding photojournalism.* Routledge Taylor & Francis Group. https://doi.org/10.4324/9781003104049
3. Chauhan S. & Chandra N. (2018). *Print media and photo journalism.* Kanishka Publishers Distributors.
4. Newton J. (2013). *The burden of visual truth the role of photojournalism in mediating reality.* Taylor and Francis.
5. Keene M. (2015). Practical photojournalism: a professional guide. Ammonite Press.

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Course Code: MET-352

Course Title: MEDIA LAWS AND ETHICS (MAJOR)

Total Contact Hours 60/ Total Credit 4/ Total Marks 100

Objectives: *Media Laws and Ethics is a foundational paper designed to provide students with a fundamental understanding of the legal and ethical considerations that shape the media landscape in India. This paper serves as a crucial starting point for students pursuing careers in Journalism, Communication and related fields in Media. By exploring the intersection of Media, Law, and Ethics, students gain insights into the Rights, Responsibilities, and challenges faced by media professionals in a rapidly evolving digital world.*

Learning Outcomes

LO.1 *Provide a solid foundation in media laws and ethical principles. Also, to foster an understanding of the ethical dilemmas and legal challenges faced by media professionals in India.*

LO.2 *Develop critical thinking and decision-making skills in navigating complex media scenarios.*

LO.3 *Encourage open discussions and debates on media ethics and legal issues.*

LO.4 *Empower students to make informed and responsible media choices in their careers.*

Unit 1: Freedom of Expression and Press Freedom
- Understand the constitutional guarantees and limitations on freedom of expression and press freedom- Article 19(1) (a), Article 19(2) and Article 21 of Indian Constitution.
- Laws Governing the Reporting of Court Proceedings and Contempt of Court.
- Laws Governing the Proceedings of Parliament and State Assemblies and Privileges.
- Study laws related to Parliamentary privileges (Article 105 –Parliament, Article 194- State Legislature, libel, and slander, as well as the right to privacy
- Explore the historical significance of these rights and their importance in maintaining a democratic society.

Unit 2: Media Regulatory Bodies
- Laws related to defamation (IPC499/500), libel, slander and arrest as well as the Right to Privacy.
- Copyright and Intellectual Property: Understand the basics of copyright law, fair use, and intellectual property rights in the context of media content creation and distribution.
- Press Council of India.
- The State: Seduction-incitement to violence (Section 121 IPC read with 511 IPC inflammatory writing (IPC 353)
- Judiciary: Contempt of Court, covering and reporting court proceeding (Article 361A)

Unit 3: Acts and Law
- (Introduce various Acts/Laws which a media practitioners needs to be acquainted with)
- Information Technology Act- 2000 (Amended 2012)
- Right to Information Act 2005
- Juvenile Justice (Care and Protection of Children) Act, 2015.
- Cyber Laws, Media regulation: Self or government.

- Protection of Human Rights Act, 1993 - India Code
- International Humanitarian Law

Unit 4: Media Ethics
- Advertising Standards Council. The Commercial Code of AIR and Doordarshan.
- Sensationalism, Decency and Good Taste (Direct Quotations, Correction of Errors, Fiction and Fact, Impact of Current Trends on Ethics (Economic Demands on Media, Globalization and War on Terror).
- Media Ethics and Public Relations: Examine the ethical considerations in public relations, including transparency, truthfulness, and ethical communication strategies.
- Ethical Decision Making (Ethics and Media Practitioners, Relationship between Ethics Political and Social Issues, Economic Issues in Relation to Ethics)

Suggested readings:
1. Divan Goradia Madhavi "*Facets of Media Law* "
2. Palkhivala N. A. "We, the People, (India- Largest Democracy"),
3. Alam Dr. Zakirul," Media of North East India- Prospects & Challenges"
4. Barua. W. Press and Media Law Manual
5. Ward, S.J & Verhulst, S". G Media Ethics beyond borders: A global perspective"
6. P.K. Bandhopadhyay and Kuldeep S. Arora. "Journalistic Ethics"
7. Clifford G. Christians "Media Ethics: Cases and Moral Reasoning"

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Course Code: MET- 353

Course Title: ARCHIVAL STUDIES (MAJOR)

Total Contact Hours 90/ Total Credit 4/ Total Marks 100

Objectives: This paper provides an introduction to the principles and practices of archival studies, including the management, preservation, and accessibility of archival materials. Students will gain a foundational understanding of archival theory and hands-on experience in working with archival collections.

Learning Outcomes:

LO.1 The students will learn what archives are and their roles.
LO.2 Students will learn the skill of archival management and collect management.
LO.3 Policies and outreach will be learnt.
LO.4 Students will refine their abilities in constructing an online archive using Omeka.net.

Unit 1: Introduction to Archival Studies

- Defining archives and their role in society.
- Historical development of archives.

- Key concepts in archival studies.
- Archival Theory and Principles
- Overview of archival theory.
- Principles of provenance, original order, and respect des fonds.
- Access, privacy, and ethical considerations in archives.

Unit 2 - Archival Management and Collection Development

- Collection Policies and Acquisition
- Developing collection policies.
- Methods of acquiring archival materials.
- Appraisal and selection criteria.
- Arrangement and Description
- Organizing archival collections.
- Creating finding aids and descriptive standards.
- Encoded Archival Description (EAD) and other tools.
- Preservation and Conservation
- Preservation best practices.
- Handling, storage, and environmental controls.
- Conservation techniques for archival materials.

Unit 3 - Access and Outreach

- Access to Archival Collections
- Access policies and procedures.
- Reference services and user access.
- Digital access and online finding aids.
- Outreach and Education
- Public engagement and outreach strategies.
- Educational programs and exhibits.
- Advocacy for archives and their importance.

Unit 4 - Digital Archives and Technologies

- Digital preservation challenges and solutions.
- Born-digital materials and digitization projects.
- Metadata standards and digital curation.
- Use of Omeka.net

Suggested readings:

1. Kumar S. (2011). Archives: principles and practices. Isha Books.
2. Brown C. (2014). Archives and recordkeeping: theory into practice. Facet.
3. Bottomore S. Deocampo N. & Bughaw (Firm). (2022). Keeping memories: cinema and archiving in the asia-pacific. Bughaw.

4. Oliver G. & Foscarini F. (2020). Recordkeeping cultures (Second). Facet Publishing.

5. Smith K. (2007). *Planning and implementing electronic records management*. Facet Publishing.

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