Anekant Education Society's

Tuljaram Chaturchand College of Arts Commerce and Science, Baramati

(Autonomous)

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

M.Voc- Media Studies

(Faculty of Vocational Studies)

S.Y.M.Voc- Media Studies, Semester –IV

(As Per NEP 2020)

(2023 Pattern)

To be implemented from December - 2024

Preamble

AES's TuljaramChaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum of across various faculties since June 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. By integrating general (academic) education, vocational education, and experiential learning, the NEP hopes to advance education on every aspect and increase its efficiency. The NEP unveils a comprehensive and multidisciplinary educational approach that will aid in the students' intellectual, scientific, social, physical, emotional, ethical, and moral development. For the growth of the pupils, the NEP 2020 calls for adaptable curricular structures and a learning-based outcome strategy. The NEP 2020 aspires to promote academic excellence, facilitate seamless academic mobility, and increase the global competitiveness of Indian students by providing a nationally recognized and internationally comparable credit structure and course framework. As a result, more chances and doors are opened for students to follow their dreams on a worldwide scale. It also develops a system where educational achievements can be acknowledged and respected both nationally and internationally.

In response to the rapid advancements in media, journalism, communication and technology and the evolving approaches in various domains of media and related subjects, the Board of Studies in M.Voc Media Studies at TuljaramChaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY M.Voc Media Studies, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Media Studies post-graduation equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Post-Graduates in Media Studies finds opportunities in various media fields, including Print Media, Electronic Media, Digital Media, social media, Marketing, Advertising, Public Relations, Video Production, Cinematography, Photography, Editing, Script Writing, Anchoring, Creative Content

Writing, Direction, and many other media domains. Throughout their two-year post-graduate program, students explore the media organization of both Journalism and Video Production across different scales, from local to global. They learn to analyse and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication system evolve over time. Student sale so covers creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

Overall, revising the Media Studies curriculum to align with NEP 2020 ensures that students receive a relevant, thorough education that equips them to successfully traverse the fast-paced, globally connected world of today. It gives them the knowledge, abilities, and competences required to achieve their academic and professional objectives in a constantly changing global environment while making a significant contribution to society.

Programme Outcomes for M.Voc Programme (POs)

Programme Outcomes for M.Voc. Degree Programme in accordance with National Education Policy-2020 with effect from Academic Year 2023-24.

Master of Vocation (M.Voc.) Courses are designed to provide students with specific vocational skills and knowledge that are directly applicable to the industry or field they are studying. The programme outcomes of these courses typically focus on preparing students for employment or entrepreneurship in their chosen vocational area.

PO1   **Application of Knowledge and Skill:** Students will be able to demonstrate the ability to apply the acquired advanced technical and/or theoretical knowledge and a range of cognitive and practical skill to analyse the quantitative and qualitative data gathered drawing on a wide range of sources for identifying problems and issue relating to the chosen field of learning.

PO2   **Industry-Relevant Training:** Acquire training that is directly applicable to the industry, ensuring graduates are well-prepared to enter the workforce upon completion of the program.

PO3   **Problem-Solving Abilities:** Enhance problem-solving abilities related to real-world scenarios encountered in the chosen vocational field.

PO4   **Innovation and Creativity:** Foster innovation and creativity in addressing challenges and developing solutions within the vocational domain.

PO5   **Employability, Job-ready skills and entrepreneurship skills:**The students should be able to demonstrate the acquisition of knowledge and skills required for adopting to the future of work and to the demands of the fast pace of technological developments and innovations that drive a shift in employers demands for skills.

PO6   **Effective Communication:** Develop effective communication skills to interact with clients, colleagues, and stakeholders within the industry.

PO7   **Ethical and Professional Behaviour:** Understand and adhere to ethical standards and professional conduct relevant to the vocational field.

PO8   **Teamwork and Collaboration:** Collaborate effectively with diverse teams to accomplish goals and objectives within the vocational context.

PO9   **Digital and technologic skills:** The students will be capable to use ICT in a variety of learning and work situations, access, evaluate, variety of relevant information sources byusing appropriate software for analysis of data.

PO10   **Research and Analytical Skills:** Acquire research and analytical skills to evaluate industry trends, conduct market analysis, and make data-driven decisions.

Programme Specific Outcomes for M.Voc Media Studies (PSOs)

PSO1 Media and Society: Enhance the knowledge about the role of media in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a media. Regular presentations, group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news roles: Understand what news all is about and have an insight into the working of various news roles. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for digital media and audio-visual content writing: Students learn about various types of writing for digital journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Under the brand name 'Anekant Times' department published audio visual content, digital content, and campus newspaper.

PSO 4 The concept of photography and photo editing: Students get a good idea about the various aspects of photography and photo editing which are crucial requirements in the job market. Editing contents is also a greater perspective in current media industry.

PSO 5 Knowledge about various aspects of audio-video production: Students get professional knowledge about audio-visual production which helps them to build career. Internship program for students creates bridge between academics and media and entertainment industry.

PSO 6 Knowledge about social media and digital journalism: Students get professional knowledge about digital media which helps them to apply skills in journalism and content creation. Understanding eco system of digital media and consumption of content by audience.

PSO 7 Widening Options for Jobs by Learning about Advertising and Political communication: Knowledge about advertising and political communication help in widening options for jobs. Students get opportunities in advertising, political PR and media research.

PSO 8 Core knowledge about media laws, ethics, and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

Anekant Education Society's
TuljaramChaturchand College, Baramati
(Autonomous)

Board of Studies (BOS) in Department of Media and Communication Studies

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	**Mr. Rahul P. Chaudhari**	Chairman
2.	**Dr. Sanjay Vishnu Tambat**	Vice-Chancellor Nominee
3.	**Mr. MithunchandraChaudhari**	Expert from other University
4.	**Dr. RadheshyamJadhav**	Expert from other University
5.	**Mr. AkashDhopeshwarkar**	Industry Expert
6.	**Ms. AnkitaKhane**	Meritorious Alumni
7.	**Mr. Ravi Mane**	Meritorious Alumni

Year	Level	Semester	Major		Research Methodology (RM)	OJT/FP	RP	Cum. Cr.
			Mandatory	**Electives**				
I	6.0	**Sem-III**	MS-601-MJM: Visual Communication (T) (**Credit 04**)	MS-611-MJE (A) Direction for AV Program (T) (**Credit 02**) **OR** MS-611-MJE (B) Digital Media Management (T) (**Credit 02**)	MS-621-RP Research Project (P) (**Credit 04**)	--	--	22
			MS-602-MJM: Broadcast journalism (T) (**Credit 04**)					
			MS-603- MJM Development Communication(T) (**Credit 02**)	MS-612-MJE (A) Advance Video Camera Practices (P)(**Credit 02**) **OR** MS-612-MJE (B) Fact checking and verification (P) (**Credit 02**)				
			MS-604-MJM: Audio Production Techniques (P) (**Credit 02**)					
			MS-605-MJM: Podcast Production Production (P) (**Credit 02**)					

	Sem-IV	MS-651-MJM: Digital Marketing (T) (**Credit 04**)	MS-661-MJE (A) Understanding documentary (T) (**Credit 02**)	--	MS-681-RP Research Project (**Credit 6**)	**--**	**22**
		MS-652-MJM:Public Relation (T) (**Credit 04**)	**OR**				
			MS-661-MJE (B) Introduction to AI for Media (T) (**Credit 02**)				
		MS-653-MJM Short video Production (P) (**Credit 02**)	MS-662-MJE (A)Post Production(P) (**Credit 02**)				
			OR				
		MS-654-MJM Industrial Visit (P) (**Credit 02**)	MS-662-MJE (B) Practices for AI Tools for Media (P)(**Credit 02**)				
Cum. Cr.		28	**8**	**4**	**4**	**-**	**44**

Semester	Course Type	Course Code	Course Name	Theory/ Practical	Credits
IV	Major (Mandatory)	MS-651-MJM	Digital Marketing	Theory	04
	Major (Mandatory)	MS-652-MJM	Public Relation	Theory	04
	Major (Mandatory)	MS-653-MJM	Short Video Production	Practical	02
	Major (Mandatory)	MS-654-MJM	Industry Visit	Practical	02
	Major (Elective)	MS-661-MJE (A)	Understanding Documentary	Theory	02
		MS-661-MJE (B)	Introduction to AI for Media	Theory	02
		MS-662-MJE (A)	Post Production	Practical	02
		MS-662-MJE (B)	Practices for AI Tools for Media	Practical	02
	Research Project (RP)	MS-681-RP	Research Project	Project	06
Total Credits Semester -III					**22**

CBSC Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

Name of the Programme : M.Voc-M.S
Programme Code : PVMS
Class : M.Voc.-M.S
Semester : IV
Course Type : Major Mandatory (Theory)
Course Code : MS-651-MJM
Course Title : Digital Marketing
No. of Credits : 04
No. of Teaching Hours : 60

Course Objectives:

1. To describe the concept of Digital Marketing.
2. To Identify various digital marketing platforms
3. To Use analytics tools to track key performance indicators
4. To utilize social media advertising to target specific demographics.
5. To analyze the impact of social media on consumer behavior.
6. To learn strategies for enhancing brand building on online platforms.
7. To discuss how to adapt to changing consumer behaviors and technological advancements.

Course Outcomes:

By the end of the course, students will be able to:

1. To Understand the concept of Digital Marketing.
2. To Understand the Strategies of Digital Marketing
3. To create a Content on all digital platforms.
4. To Student acquired Digital Marketing Skills and Techniques.
5. To identify the emerging digital marketing trends.
6. To learn how to effectively plan and execute from online platform.
7. Analyze successful digital marketing campaigns from various industries.

Topics and Learning Points

Teaching hours

Unit 1:Introduction to digital marketing   **10 hours**

1. Fundamentals of Digital marketing & Its Significance
2. Traditional marketing Vs Digital Marketing
3. Evolution of Digital Marketing
4. Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities

Unit 2: Digital marketing Strategy   **10 hours**

1. Digital marketing Strategy- Consumer Decision journey

2. POEM Framework Segmenting & Customizing messages
3. Digital advertising Market in India
4. Skills in Digital Marketing,

Unit 3: Digital marketing Plan   **10 hours**
   1. Digital marketing Plan
   2. Terminology used in Digital Marketing
   3. PPC and online marketing through social media

   Unit 4:Social Media Marketing   **10 hours**
   1. Social Media Marketing
   2. SEO techniques
   3. Keyword advertising
   4. Google web-master and analytics overview
   5. Affiliate Marketing, Email Marketing, Mobile Marketing

Unit 5: Metrics   **10 hours**
   1. Display adverting,
   2. Buying Models
   3. Different type of ad tools
   4. Display advertising terminology

Unit 6: Techniques   **10 hours**
   1. Different ad formats
   2. Advertising placement techniques
   3. Importance advertising terminology
   4. Programmatic Digital Advertising

References:

1. Digital Marketing –Kamat and Kamat-Himalaya

2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,

3. Digital Marketing, V. Ahuja, Oxford University Press

4. Digital Marketing, S.Gupta, McGraw-Hill

5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

CBSC Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

Name of the Programme : M.Voc-M.S
Programme Code : PVMS
Class : M.Voc.-MS
Semester : IV
Course Type : Major Mandatory (Theory)
Course Code : MS-652-MJM
Course Title : Public Relation
No. of Credits : 04
No. of Teaching Hours : 60

Course Objectives:

1. To introduced, history, Concept principles and evolution of public relations.
2. To know the difference between public relations and corporate communications, public relations
3. To understand the basic tools of public relations.
4. To understand the concepts of public relations, publicity, propaganda, advertising.
5. To know the fundamentals of public relations writings
6. To explore the concept of PR campaigns in crisis situations.
7. To understands the structure and functioning of a Public Relations (PR) agency.

Course Outcomes:

By the end of the course, students will be able to:

1. Understand the concepts of public relations

2. Understand difference between public relations and corporate communications

3. Learn how to use of public relation tools like- Advertising, Press Release, Campaign etc.

4. Learn writing strategies and techniques for public relation campaign

5. Understand organizational framework of PR agencies, including their roles, Responsibilities and structures.

6. How to design a PR Campaign and run successfully.

7. Students will understand how PR contributes to brand building, reputation management, and

Communication strategies

Topics and Learning Points

Teaching hours

Unit 1: Introduction to Public Relations   **10 hours**
    1. Definition and concept
    2. Nature and scope of Public Relations

3. Evaluation and growth of PR, PR in India

Unit 2: Types of publics   **15 hours**
1. Internal and external
2. PR in public and private sector
3. PR in central and state government sector
4. Functions and responsibilities of a PRO.
5. Laws and ethics in PR- PRSI and IPRA codes

Unit 3: PR tools   **10 hours**
1. Press releases, Press conference
2. Press briefings, and Press tours
3. Interviews, meetings, seminars, exhibitions
4. Bulletin boards, workshops

Unit 4: Principles of PR   **10 hours**
1. PR in marketing, Advertising
2. Publicity, Propaganda
3. PR as a management function

Unit 5:   PR campaigns   **15 hours**
1. Planning, execution and evaluation
2. PR in crisis, Crisis management
3. PR in disaster Emerging trends in PR
4. PR agencies in India

References:

1. Effective Public Relations Scott M. Cutlip & A.H. Genter

2. The Practice of Public Relations Fraser P. Seital

3. Corporate image of India S.K. Roy

4. Diplomatic Persuaders, N.Y. Wiley John Lee

5. Publicity: Art and Literature with special Reference to India Krishna chander Lehiri

6. Using research in Public Relations Glen Broom & David Dozier

CBSC Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

Name of the Programme : M.Voc-M.S
Programme Code : PVMS
Class : M.Voc.-M.S
Semester : IV
Course Type : Major Mandatory (Practical)
Course Code : MS-653-MJM
Course Title : Short Ad Making
No. of Credits : 02
No. of Teaching Hours : 60

Course Objectives:

1. To develop a compelling short video idea and script that effectively
2. To translate the script into a clear production plan and visual roadmap through storyboarding and resource management.
3. To execute the filming of the short video with efficient use of camera, sound, and lighting techniques.
4. To edit the short video, adding audio, effects, and preparing it for distribution on digital platforms.

Course Outcomes:

By the end of the course, students will be able to:

1. Develop practical skills in creating, shooting, and editing short-form videos

2. Gain proficiency in the use of video production equipment and editing software

3. Understand the nuances of storytelling for short videos

4. Learn how to effectively plan and execute video projects from concept to distribution

Topics and Learning Points

Unit 1: Concept Development & Storytelling (10 hours)
1. Understanding short-form storytelling (visual and narrative structure)
2. Crafting ideas for short videos (ad campaigns)
3. Writing a concise and engaging script

Practical 1:
1. Develop an original concept for a 1–3-minute video and submit a detailed script.
2. Deliverable: A finalized short video script with clear objectives and target audience in mind.

Unit 2: Pre-production Planning & Storyboarding (10 hours)
1. Visualizing the script: short break down on moc
2. Preparing a shooting script and shot list
3. Production planning (location, cast, props, and schedule)

Practical 2:
1. Create a storyboard and production plan for the script developed in Unit 1.
2. Deliverable: Storyboard and shot list, including detailed planning for shoot locations and resources.

Unit 3: Filming & On-Set Production   **(20 hours)**
1. Setting up the shots
2. Lighting Changing according for plan
3. Managing talent with actor
4. Managing time and shooing ratio
5. Directing actors/subjects in a short video

Practical 3:
1. Shoot the 1–3-minute video based on the storyboard and production plan.
2. Deliverable: Raw footage of the video shoot, ensuring all necessary shots are captured as per the storyboard.

Unit 4: Post-production & Final Project   **(20 hours)**
1. Editing techniques: trimming, transitions, colour correction, and sound synchronization
2. Adding titles, captions, and effects for digital platforms
3. Optimizing videos for social media (aspect ratios, lengths, and resolution)
4. Basic promotion techniques for short-form video

Practical 4 (Final Project):
1. Edit and finalize the short video, incorporating audio, effects, and any necessary corrections. Submit a plan for distributing the video on a chosen platform.
2. Deliverable: The completed 1–3-minute video, ready for digital upload, along with a distribution strategy.

CBSC Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

Name of the Programme   : M.Voc-M.S.
Programme Code   : PVMS
Class   : M.Voc.-MS
Semester   : IV
Course Type   : Elective (Theory)
Course Code   : MS-661-MJE(A)
Course Title   : Understanding Documentary
No. of Credits   : 02
No. of Teaching Hours   : 30

Course Objectives:

1. To describe the concept of the moving images and visual communication.
2. To understand the origin and history of cinema
3. To discuss the characteristics of visual language and its elements.
4. To identify the genres, forms, and aesthetics of cinema.
5. To learn the perspectives of narrative styles.
6. To understand the meaning of each narrative shown.
7. To learn different styles of visual language.

Course Outcomes:

By the end of the course, students will be able to:

1. Accurately describe the concept of the moving images and visual communication.
2. Comprehensive knowledge on the evolution, origin and history of cinema.
3. Discuss the characteristics of visual language and its elements.
4. Identify and explore the genres, forms, and aesthetics of cinema.
5. Learning the perspectives of narrative styles.
6. Understanding the meaning of each narrative shown.
7. Learning different styles of visual language.

Topics and Learning Point

Teaching hours

Unit1.Introduction: Exploring the concept of documentary film   **06 Hours**
- Understanding difference between Fiction Non-fiction
- Understanding the concept of documentary film
- Different types of Documentaries

Unit2.Soco-political documentary film   **06 Hours**
- Docu-drama
- Social issues related Documentaries
- Political Documentaries

- Historical Documentaries
- Wildlife documentary
- Special interest documentary

Unit3.fomulationg documentary   **08 Hours**
- Proposal/Treatment/Synopsis writing.
- Budgeting
- Pitching
- Observation.
- Visual documentation: photo/multimedia project.

Unit4.Interviewing: exercises, interview analysis.   **08 Hours**
- Finalizing treatment
- further pre-production activities: filming schedule
- Racy Locations.
- Characters, schedule.

Name of the Programme : M.Voc-M.S.
Programme Code : PVMS
Class : M.Voc.-MS
Semester : IV
Course Type : Elective (Theory)
Course Code : MS-661-MJE(B)
Course Title : Introduction to AI for Media
No. of Credits : 02
No. of Teaching Hours :30

Course Objectives:

1. To understand the fundamentals of AI and its relevance to the media industry.
2. To understand functioning of Machine Learning and Deep Learning
3. To analyze Artificial Intelligence (AI) and its growing role in media and communication.
4. To explore how AI technologies are reshaping journalism, content creation, and audience engagement.
5. To critically analyze the ethical implications of using AI in media.
6. To equip students with the knowledge to understand the opportunities and challenges of AI-driven media environments.
7. To discuss the ethical dilemmas raised by AI in media, including privacy concerns, misinformation, and the manipulation of public opinion.

Course Outcomes:

By the end of the course, students will be able to:

1. Understand the Basics of Artificial Intelligence and Its Evolution
2. Understand the functioning of Machine Learning and Deep Learning
3. Identify and assess AI tools used in journalism, content creation, and audience analytics.
4. Critically examine the ethical considerations of AI in media, including bias, privacy, and accountability.
5. Apply knowledge of AI to anticipate future trends and changes in the media landscape.
6. Critically evaluate the impact of AI on media production, distribution, and consumption.
7. Identifying the current and future trends of AI in media.

Topics and Learning Point

	Teaching hours
Unit 1: Introduction to Artificial Intelligence:	**06 hours**
1.1 Definition and History	
1.2 What is AI?	
1.3 Key milestones in AI development.	
Unit 2: Types of AI	**06 hours**
2.1 Narrow AI vs General AI	
2.3 Understanding Narrow AI	

2.3 General AI, and the Turing Test

Unit 3: Core Concepts: Machine Learning, Neural Networks, and Deep Learning
     3.1 Overview of Machine Learning algorithms.   **06 hours**
     3.2 How neural networks work and are applied.
     3.3 AI in personal assistants, smart devices, and social platforms.
     3.4 How media interacts with AI in everyday consumer experiences.

Unit 4: AI in Journalism and News Media   **06 hours**
     4.1 How AI tools generate news stories (e.g., natural language processing).
     4.2 Case studies: Associated Press and Forbes automation.
     4.3 Using AI for large-scale data analysis and visualization.
     4.4 Role of algorithms in investigative reporting.

Unit 5: Ethical, Implications of AI in Media   **06 hours**
     5.1 AI bias, misinformation, and editorial responsibility.
     5.2 Accountability in AI-driven newsrooms.
     5.3 Data privacy concerns with AI tools in content personalization.

CBSC Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

Name of the Programme : M.Voc-M.S.
Programme Code : PVMS
Class : M.Voc.-MS
Semester : IV
Course Type : Elective (Theory)
Course Code : MS-662-MJE (A)
Course Title : Post Production
No. of Credits : 02
No. of Teaching Hours :60

Course Objectives:

1. To introduce students to the post-production process and the foundational skills of video editing.
2. To teach the fundamentals of sound editing and design, enhancing the quality of audio in video production.
3. To develop skills in colour correction and grading, improving the visual quality and tone of the video.
4. To finalize the video project for distribution, learning the best practices for exporting and delivering high-quality content across platforms.

Course Outcomes:

By the end of the course, students will be able to:

1. Master video editing, sound design, and colour correction for high-quality post-production
2. Gain proficiency in post-production software and tools
3. Learn how to export and optimize video projects for multiple digital platforms
4. Understand the role of sound, colour, and finishing techniques in enhancing storytelling and visual aesthetics

Topics and Learning Point

1. **Unit 1: Introduction to Post-Production & Editing Basics   15 hours**
   Overview of the post-production workflow
2. Introduction to video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)
3. Importing and organizing media files
4. Basic editing techniques: cutting, trimming, and sequencing clips
5. Managing timelines, multiple video tracks, and transitions

- **Assignment 1:**
   o Import raw footage and create a rough cut of a short video sequence (2-3 minutes).
   o **Deliverable:** Rough cut of a video, demonstrating basic editing techniques.

Unit 2: Sound Editing & Audio Design   15 hours
1. Cleaning up dialogue and ambient sounds
2. Synchronizing audio and video clips

3. Adding sound effects (SFX) and background music
4. Basic sound mixing and levelling techniques

- **Assignment 2:**
    - o Enhance the audio of the rough cut created in Unit 1, adding background music, sound effects, and mixing dialogue.
    - o **Deliverable:** Edited audio track and mixed audio for the video sequence.

Unit 3: Colour Correction &Colour Grading   15 hours

1. The importance of colour correction in post-production
2. Adjusting exposure, contrast, saturation, and white balance
3. Introduction to colour grading tools (LUTs, colour wheels)
4. Creating mood and atmosphere through colour
5. Matching shots for consistency across a video

- **Assignment 3:**
    - o Perform colour correction and grading on the video sequence from previous units, ensuring visual consistency and aesthetic enhancement.
    - o **Deliverable:**Colour-corrected and graded video sequence (2-3 minutes).

Unit 4: Final Output & Exporting for Distribution   15 hours

1. Finalizing and rendering the video: timeline checks, transitions, and effects
2. Optimizing video for different platforms (social media, streaming services, etc.)
3. Export settings: formats, resolution, compression, and bitrate
4. Quality control: checking for errors in the final output
5. Archiving and backing up projects for future use

- **Assignment 4 (Final Project):**
    - o Complete the final edit, including all sound, colour, and visual enhancements, and export the project for a selected platform.
    - o **Deliverable:** Fully edited and exported video project (2-3 minutes), ready for distribution, along with a description of the export settings used

Name of the Programme   **:** M.Voc-M.S.
Programme Code   **:** PVMS
Class   **:** M.Voc.-MS
Semester   **:** IV
Course Type   **:** Elective
Course Code   **:** MS-662-MJE(B)
Course Title   **:** Practices of AI tools for Media (Practical)
No. of Credits   **:** 02
No. of Teaching Hours   **:** 60

Course Objectives:

1. To understand the role of AI in media content creation and distribution.

2. To familiarize with AI Tools Used in Media Production:

3. To gain hands-on experience using AI tools for media production and analytics.

4. To learn how AI impacts audience engagement, personalization, and media strategies.

5. To address ethical challenges and implications of AI in the media industry.

6. Experiment with AI tools for generating text, video, or audio content.

7. To understand how AI tools help measure engagement, conversion rates, and media effectiveness through predictive analytics.

8. Course Outcomes:

By the end of the course, students will be able to:
1. How AI is transforming the media landscape, including content creation, distribution, consumption, and audience engagement.
2. Gain hands-on experience using AI tools for media production and analytics.
3. Experiment with AI tools for generating text, video, or audio content (e.g., GPT-based tools for writing, AI-driven tools for generating news articles).
4. Analyze how AI impact on audience engagement, personalization, and media strategies.
5. Understand challenges and risk factor on implications of AI in the media industry.
6. Understand how AI tools help measure engagement, conversion rates, and media effectiveness through predictive analytics.
7. Stay informed about emerging trends and tools in the AI for media space, preparing for future technological advancements.

Topics and Learning Point

Teaching hours

Unit 1: Introduction to AI in Media   15

1. AI's role in content creation, distribution, and media automation
2. Introduction to AI tools for content generation (text, image, video, audio)
3. Key concepts: machine learning, natural language processing, computer vision

- **Practical:**

➢ Exploring AI-driven platforms for content creation (e.g., GPT for text, DALL·E for images)
➢ Case studies on media companies utilizing AI

Unit 2: AI Tools for Content Creation   15

1. Using AI for automated news writing, text generation, and summarization
2. AI in video and audio production: editing, enhancement, and creation
3. AI-driven design and creative tools for social media content

- **Practical:**

➢ Hands-on with text-based AI tools (e.g., Jasper, ChatGPT) for content generation
➢ Using video editing AI tools (e.g., Descript, Lumen5)
➢ Experimenting with AI image/video generation tools (e.g., DALL·E, Runway ML)

Unit 3: AI in Media Analytics and Audience Engagement   15

1. AI for media data analytics: sentiment analysis, trend prediction, user behaviour insights
2. AI-driven audience segmentation and personalized content recommendations
3. Social media algorithms and AI in digital marketing

- **Practical:**

  ➢ Using AI analytics tools for media performance (e.g., Google Analytics, Social bakers)
  ➢ Hands-on with AI audience engagement tools (e.g., Persado, Sprinklr)
  ➢ Creating AI-driven content strategies for media campaigns

Unit 4: Ethical and Regulatory Issues in AI for Media   15

1. Ethical considerations of AI in media (bias, misinformation, deepfakes)
2. Regulatory challenges and global policies on AI usage in media
3. Balancing automation with human creativity
4. Future trends and AI's evolving role in the media landscape

- **Practical:**

➢ Case studies on AI-driven media controversies (e.g., deepfake videos, AI-generated news)
➢ Ethical problem-solving workshops related to AI media tools
➢ Discussion on policy frameworks and ethical use of AI tools

References:

1. "Artificial Intelligence in Journalism and Media" by Marcel P. Hinssen

2. "AI in Media and Entertainment" by Shilpi Bhatia

3. Various online platforms and tutorials on AI tools (e.g., OpenAI, Google AI)