

Unit 1: An introduction to communication within the social web -online reputation and the significance of online communication, benefits and aims of social media, changes and trends within the communication cultures & the media environment, How social media has changed the way customers and businesses interact, and buying decisions.

Unit 2: Corporate Communication and its evolution in a technology driven world- Success and failure of corporate communication in social media; Strategy for communication in social media. Tasks of a social media manager - Social media manager vs. community manager, Identifying opportunities, Strategy development

Unit 3: Strategic Monitoring -basics of strategic monitoring, tools for analysis and web-monitoring, Key Performance Indicators

Unit4: Crisis communications - origins of communicative crises, the internet as a “scandal machine”, using social media in critical situations

Unit5: External Communication: Campaigns in social media;involving the audience in corporate communication.

**TEXT BOOKS/ REFERENCES:**

1. Argenti P. and Barnes C., “Digital Strategies for Powerful Corporate Communications”, Tata McGraw Hill, New Delhi, 2009.
2. Blanchard O., “Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization”, Pearson Education, Boston, 2011.
3. Keith A., “Social Media Strategy: Marketing and Advertising in the Consumer Revolution”, Quesenberry, Rowmann and Littlefield, London, 2015.
4. Luttrell, R., “Social Media: How to Engage, Share, and Connect”, Rowmann and Littlefield, London, 2015.
5. Postman, J., “Social Corp: Social Media Goes Corporate”, New Riders, USA, 2009.

**UNIT 1**

National and international issues– the caste system, gender, discrimination, substance abuse, communalism, poverty, unemployment

**UNIT 2**

Indian Political culture, Concepts, determinants and types, contemporary trends, Processes and Problems, Pressure Groups: Business, Farming and Professional., Bureaucracy and its Role, Nation building in India: problems and prospects., Problems of the Indian Political System: Linguism, Regionalism, Communalism, Terrorism, Casteism, Corruption and Criminalization.

**UNIT 3**

Conflicts and Social Movements in India: Women, Dalit and tribal movements, displacement, land, Human Rights, communal mobilization

**UNIT 4**

Understanding the process of dynamic social maturity - Challenges to peace by increasing stress, conflicts, crimes, terrorism, violence and war resulting in poor quality of life. How do group and social conflicts influence social system and nurture a culture of peace.

**UNIT 5**

Changing role of news media, dynamics of international news coverage, the global financial crisis and economic slowdown, Digital age paradox- new news media in the midst of this old media crisis, Two Media Worlds and India, manufacture of consent- subversion of the two central functions, the credible-informational and the critical-investigative adversarial.

**TEXT BOOKS/ REFERENCES:**

1. Biju, M.R (2010) (ed.) Developmental Issues in Contemporary India, Concept Publishing, New Delhi, India.
2. Malek, A and Kavoori, A.P. ( 2000 ) (eds.) The Global Dynamics of News: Studies in International News Coverage and News Agenda, Ablex Publishing, Connecticut, USA
3. Chandhoke, N. and Priyadarshi, P. (2009) (eds.) Contemporary India: Economy, Society, Politics, Pearson, India

Unit 1: History and Evolution of the Medium: Television, technology and Cultural form, TV as a progenitor of the surveillance society. TV and social change; what is TV now?

Unit 2: Critical Analysis: Genres, Semiotics and Narratives: A Cultural Approach to Television Genre Theory; Re(de)fining Narrative Events: Examining Television Narrative Structure; Critical studies in television; Visual Effects and Visceral Affects – tele-affinity

Unit 3: Audience Research: Audience perspective and media criticism; De-Centring of Cultural Flows, Audiences and their Access to Television.

Unit 4: Globalizing TV: Global Television and Program Formats; Entertainment Wars: Television Culture- television's place in India's public and private cultures; Television News, Narrative Conventions and National Imagination, Television studies after TV – in the post broadcast era.

Unit 5: Integrating Distinctively Indian Elements into Television Drama: A Formula for Success or Failure?

#### **TEXT BOOKS/ REFERENCES:**

1. Bignell, J. (2012). An Introduction to Television Studies, 3<sup>rd</sup> edn, London New York: Routledge.
2. Butler, J. G. (2012). Television: Critical Methods and Applications, 4<sup>th</sup> edn, London New York: Routledge
3. Raymond, W. (2003). Television: Technology and Cultural Form. London New York: Routledge
4. Sen, B. and Roy, A. (2014) Channeling Cultures: Television Studies from India, Oxford University Press
5. Norris, S. and Daniela, C.M. (eds.) (2014) Interactions, Images and Texts: A Reader in Multimodality, De Gruyter Mouton, Boston/Berlin.
6. Turner, G. and Tay, J. (eds) (2009) Television Studies After TV: Understanding Television in the Post-Broadcast Era, London New York: Routledge