

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in	 
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Ref.: SU/BOS/ IDS / 221

Date: 06 - 07- 2026

i) The Principal,
All concerned Affiliated Colleges/Institutions,
Shivaji University, Kolhapur

ii) The Head/Co-ordinator/Director,
All concerned Department,
Shivaji University, Kolhapur

Subject : Regarding revised syllabi of **B. A. Part III (Sem. III & IV)** degree programme under the Faculty of Inter- Disciplinary Studies as per NEP-2020 (2.0)

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi, (nature of question paper and equivalence etc.) of **B. A. Part III (Sem. III & IV)** for following degree programmes under the Faculty of Inter- Disciplinary Studies as per National Education Policy, 2020 (NEP 2.0).

Education	Physical Education	Journalism
Home Science	Yoga	Social Work
Dress Making and Fashion Coordination (DMFC)	Sports (Entire)	Film Making

This syllabus (nature of question paper and equivalence etc) shall be implemented from the academic year **2026-2027** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

The question papers on the pre-revised syllabi of above-mentioned programmes will be set for the examinations to be held in October /November 2026 & March/April 2027. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,



Dy Registrar

Encl. : as above

Copy to: For information and necessary action

1	The I/C Dean, Faculty of IDS	8	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	9	Appointment A & B Section
3	The Chairman, Respective Board of Studies	10	P.G.Seminar Section
4	B. A. Exam Section	11	I. T. Cell
5	Eligibility Section	12	Internal Quality Assurance Cell (IQAC)
6	Computer Centre	13	Distance and online Education
7	P.G.Admission Section	14	O. E. 1 Exam Section

SHIVAJI UNIVERSITY, KOLHAPUR.



Established: 1962

A++ Accredited by NAAC (2021) With CGPA 3.52

New Syllabus For

Bachelor of Arts [B. A. in Journalism]

UNDER

Faculty of IDS

B. A. Part - III (Semester - V and VI)

C-1) Level: 5.5 of B.A. Journalism – III : SEMESTER - V (TOTAL CREDITS - 22):

COURSE CATEGORY		COURSE NAME	COURSE CODE	CREDITS
MAJOR	MANDATORY	VII- Introduction to Digital Media	BAUO325MML427EO4	4
	MANDATORY	VIII- Digital Content Creation and Storytelling	BAUO325MML427EO4	4
	MANDATORY	IX- Digital Journalism and Media Ethics	BAUO325MML427EO4	2
	ELECTIVE	EL-1- Artificial Intelligence and Media [(AI and Media)	BAUO325ME427EO4	4
MINOR	--	Digital Media Industry	BAUO325MNL427EO4	4
OE	Other Elective	OE-5 Gender and Media	BAUO325OEL427FO4	2
OJT/FP/CEP/CC/RP	FP	Fild Project	BAUO325FP427EO4	2
TOTAL CREDITS:				22

C- 2) B.A. – III : SEMESTER - VI (TOTAL CREDITS - 22):

COURSE CATEGORY		COURSE NAME	COURSE CODE	CREDITS
MAJOR	MANDATORY	X- Fundamentals of AI in Media	BAUO325MML427FO4	4
	MANDATORY	XI- AI in News Writing and Editing	BAUO325MML427FO4	4
	MANDATORY	XII-Introduction to Automated Journalism	BAUO325MML427FO4	2
	ELECTIVE	EL-11-Data Journalism	BAUO325MML427FO4	4
MINOR	--	Women in Digital Media	BAUO325MNL427FO4	4
OJT/FP/CEP/CC/RP	OJT	OJT in Digital media	BAUO325OJ427FO4	4
CREDITS FOR B.A.-Journalism - III--SEM-V AND VI				22+22=44

C-1) Level: 5.5 of B.A. Journalism – III : SEMESTER - V (TOTAL CREDITS - 22):

COURSE CATEGORY		COURSE NAME	COURSE CODE	CREDITS
MAJOR	MANDATORY	VII- Introduction to Digital Media	BAUO325MML427EO4	4
	MANDATORY	VIII- Digital Content Creation and Storytelling	BAUO325MML427EO4	4
	MANDATORY	IX- Digital Journalism and Media Ethics	BAUO325MML427EO4	2
	ELECTIVE	EL-1- AI and Media	BAUO325MEL427EO4	4
MINOR	--	Digital Media Industry	BAUO325MNL427EO4	4
OE	Other Elective	OE-5 Gender and Media	BAUO325OEL427EO4	2
OJT/FP/ CEP/ CC/RP	FP	Fild Project	BAUO325FP427EO4	2
TOTAL CREDITS:				22

B. A. Journalism=Part-III -SEMESTER – V**Course Category: Major Mandatory****Course Name: Introduction to Digital Media****Course Number: VII****Course Code: BAUO325MML427EO4****Course Credits: 4****Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100****Course Learning Outcomes:**

1. Understand the basic concepts and evolution of digital media.
2. Produce and publish simple digital journalistic content.

Module 1: Introduction to Digital Media [Hours: 15, Credit: 01]

- 1.1 Evolution of Digital Media
- 1.2 Development of Digital Media in India and the World
- 1.3 Types of Digital Media: Websites, Blogs, social media and Mobile Applications
- 1.4 Media Convergence: Concept, Characteristics and Significance

Module 2: Digital Journalism and Online Communication [Hours: 15, Credit: 01]

- 2.1 Concept and Scope of Digital Journalism
- 2.2 Principles of Online News Writing and Editing
- 2.3 Multimedia Journalism: Text, Audio, Video and Graphics
- 2.4 Digital News Production and Publishing Process

Module 3: Digital Journalism in India [Hours: 15, Credit: 01]

- 3.1 Emergence and Development of Online News Media in India
- 3.2 Leading Digital News Portals and Media Organizations in India
- 3.3 Changing News Consumption Habits and Digital News Audiences in India
- 3.4 Challenges and Opportunities in Indian Digital Journalism

Module 4: Digital Media Ethics and Emerging Technologies [Hours: 15, Credit: 01]

- 4.1 Ethics in Digital Media and Online Journalism
- 4.2 Legal Aspects of Digital Media: Copyright, Privacy and Cyber Laws
- 4.3 Fake News, Misinformation and Fact-Checking Techniques
- 4.4 Artificial Intelligence, Data Journalism and Mobile Journalism

Practical [Internal Assessment: 20 marks]

One Case study on any digital media organization

Reading list:

1. Singh, Yogesh Kumar and Kiran Prasad. *Digital Journalism* (2018). New Delhi: Kanishka Publishers.
2. Parthasarathi, V. *Journalism in the Digital Age* (2015). New Delhi: Sage Publications India.
3. Thussu, Daya Kishan. *International Communication: Continuity and Change* (2018, 3rd Edition). London/New Delhi: Bloomsbury Academic.
4. Press Council of India. *Norms of Journalistic Conduct* (2022 Edition). New Delhi
5. संजय द्विवेदी. *न्यू मीडिया आणि डिजिटल पत्रकारिता* (2021) भारतीय जनसंचार संस्था

Course Category: Major Mandatory

Course Name: Digital Content Creation and Storytelling

Course Number: VIII

Course Code: BAUO325MML427EO4

Course Credits: 4

Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)

Course Learning Outcomes:

Students will be able to learn the concepts, characteristics, types, and evolution of digital content and storytelling in the digital media environment.

2. The students will understand to apply content planning, writing, editing, and distribution techniques for creating content on various digital platforms.

Module 1: [Hours: 15, Credit: 01]

Module 1: Introduction to Digital Content and Storytelling [Hours: 15, Credit: 01]

- 1.1 Characteristics of Digital Content
- 1.2 Evolution of Storytelling of Digital Media
- 1.3 Elements of Effective Storytelling
- 1.4 Types of Digital Content

Module 2: Digital Content Creation Tools and Techniques [Hours: 15, Credit: 01]

- 2.1 Content Planning, Research and Idea Generation
- 2.2 Writing for Digital Platforms: Websites, Blogs and social media
- 2.3 Basic Tools of digital content creations
- 2.4 Content Editing, Publishing and Distribution Strategies

Module 3 : Digital content creation tools [Hours: 15, Credit: 01]

- 3.1 Text Content Creation Tools: Google Docs, Microsoft Word, Word Press, Medium, Grammarly
- 3.2 Graphic Content Creation Tools: Canva, Adobe Express, Adobe Photoshop, Piktochart
- 3.3** Audio Content Creation Tools: Audacity, GarageBand, Adobe Audition, Anchor (Spotify for Podcasters)
- 3.4 **Video Content Creation Tool:** CapCut, Adobe Premiere Pro, Filmora, DaVinci Resolve, In Shot

Module 3: Digital Storytelling in the Indian Context [Hours: 15, Credit: 01]

- 3.1 Storytelling Practices on Indian Digital Platforms and News Portals
- 3.2 Digital Storytelling through social media, Podcasts and Short Video Platforms in India
- 3.3 Case Studies of Successful Indian Digital Storytelling Initiatives and Content Creators

Module 4: New trends in Digital Storytelling –[[Hours: 15, Credit: 01]

4.1 Emerging Trends in Digital Storytelling

4.2 Artificial Intelligence, Data Storytelling and Immersive Media in digital storytelling

Practical [Internal Assessment: 20 marks]

One Class test on digital media platform

Reading List:

1. Dahiya, Surbhi. *Digital First: Entrepreneurial Journalism in India* (2023). Oxford Press
2. Dahiya, Surbhi and Trehan, Kulveen (Eds.). *Handbook of Digital Journalism: Perspectives from South Asia* (2024). Springer Nature.
3. Basu, Arindam, Samanta, Satyajit, Sur, Souvik and Roy, Aadrita. *Digital is the New Mainstream* (2023). Penprints Publication.
4. Chadha, Kalyani. *Disrupting Mainstream Journalism in India: The Rise of Alternative Journalisms Online* (2024). Routledge.
5. Dahiya, Surbhi and Sahu, Shambhu (Eds.). *Mastering Beats in Journalism: Specialized Reporting, Editing and Emerging Technologies in the Digital Era* (2026). Pearson India.

Course Category: Major Mandatory

Course Name: Digital Journalism and Media Ethics

Course Number: -IX

Course Code: BAUO325MML427EO4

Course Credits: 2

Marks: (For 4 Credits: Semester End: 40 Internal Practical: -10 Total Marks: 50

Course Learning Outcomes:

1. students will be able to Identify and analyse ethical issues in digital journalism, including fake news, misinformation, disinformation, and their impact on society and democracy.

Module 1: Ethics and Legal Issues in Digital Journalism [Hours: 15, Credit: 01]

- 1.1 Concept and Principles of Media Ethics
- 1.2 Fake News, Misinformation and Disinformation
- 1.3 Types of Misinformation and Disinformation
- 1.4 Fact-Checking Techniques and Strategies to Counter Fake News

Module 3: Legal Aspects of Digital Journalism [Hours: 15, Credit: 01]

- 3.1 Copyright, Privacy, Defamation and Cyber Laws
- 3.2 Rights, Responsibilities and Legal Compliance for Digital Journalists
- 3.3 Regulatory Framework and Legal Challenges in Digital Media

Practical [Internal Assessment: 10 marks]

One Poster presentation on Digital media ethics

Reading List:

1. Chadha, Kalyani. *Disrupting Mainstream Journalism in India: The Rise of Alternative Journalisms Online* (2024). Routledge.
2. Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (2022 Edition). CQ Press.
3. Kumar, Keval J. *Mass Communication in India* (2020, 5th Edition). Jaico Publishing House.
4. Press Council of India. *Norms of Journalistic Conduct* (2022 Edition). Press Council of India, New Delhi.
5. Government of India. *The Information Technology Act, 2000 (Updated Edition)* (2023). Universal Law

Course Category: Major Elective

Course Name: Artificial Intelligence and Media (AI and Media)

Course Number: MEL-1

Course Code: BAUO325ME427EO4

Course Credits: 4

Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)

Course Learning Outcomes:

1. Students will be able to: understand the concepts, principles, and technologies of Artificial Intelligence and their relevance to media.

Module 1- Fundamentals of Artificial Intelligence [Hours: 15, Credit: 01]

- 1.1 Evolution of Artificial Intelligence
- 1.2 Digital India initiatives
- 1.3 Types of AI: Narrow AI, General AI, and Generative AI
- 1.4 Machine Learning, Deep Learning, and Natural Language Processing

Module 2- AI in News Gathering and Reporting [Hours: 15, Credit: 01]

- 2.1 Automated journalism and robot reporting
- 2.2 Data journalism and computational journalism
- 2.3 AI-assisted news writing and editing
- 2.4 Use of AI by Indian media organization

Module 3- AI and Information Disorder [Hours: 15, Credit: 01]

- 3.1 Deepfakes and synthetic media
- 3.2 Misinformation, disinformation, and fake news
- 3.3 Fact-checking and verification using AI tools

3.4 Digital Personal Data Protection Act, 2023

Module 4-AI and Future Media Professions [Hours: 15, Credit: 01]

- 4.1 Transformation of media occupations
- 4.2 New skills and competencies for AI-driven journalism
- 4.3 Human-AI collaboration in media industries
- 4.4 Future prospects of AI in regional and multilingual media

Practical [Internal Assessment: 20 marks]

One Case study on fake news, misinformation, disinformation

Reading List:

1. The Handbook of Artificial Intelligence and Journalism (2025), Edited by Aynur Sarisakaloglu and Martin Löffelholz, Wiley-Blackwell.
- 2 Journalism, Media, and Artificial Intelligence: Let Us Define the Journey (2025), Edited by Rashid Mehmood and João Canavilhas, MDPI Books.
- 3 Exploring Artificial Intelligence Implications for Journalism and Mass Communication Education (2025), Edited by Carolyn Bronstein, Łukasz Swiatek and Marina Vujnovic, Peter Lang Publishing.
- 4 Artificial Intelligence and the Future of Journalism (2025), Fangni Li, Research Beacon Publication

Course Category: Major Minor

Course Name: Digital Media Industry

Course Number: MM

Course Code: BAUO325MNL427EO4

Course Credits: 4

Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)

Course Learning Outcomes:

1. Students will be able to study structure, functioning of the digital media industry.
2. Students will be able to examine ethical, legal, and technological challenges of the digital media industry.

Module 1- Evolution of the Digital Media Industry [Hours: 15, Credit: 01]

- 1.1 Meaning, characteristics, and scope of digital media
- 1.2 Digital convergence and media ecology
- 1.3 Evolution from traditional to digital media
- 1.4 Digital convergence and media ecology

Module 2- Digital media industry in India [Hours: 15, Credit: 01]

- 2.1 Growth of the digital media industry in India
- 2.2 Digital India Mission and internet penetration
- 2.3 Rise of regional and vernacular digital media platforms

Module3- Digital News Industry [Hours: 15, Credit: 01]

- 3.1 OTT platforms and video streaming services
- 3.2 Digital audio platforms and podcasting
- 3.3 Gaming and interactive entertainment industries
- 3.4 Digital transformation of Indian newspapers and television channels

Module 4- Economics of Digital Media [Hours: 15, Credit: 01]

- 4.1 Revenue models and digital monetization
- 4.2 Subscription, advertising, and freemium models
- 4.3 Data analytics and audience measurement
- 4.4 Indian media start-ups and independent digital journalism initiatives

Practical [Internal Assessment: 20 marks]

Class test on digital media industry

Reading List:

1. The Digital Media Handbook (2024), Andrew Dewdney and Peter Ride, Routledge.
2. The Business of Digital Media (2023), Ramesh Srinivasan, Sage Publications.
3. Media Industries: History, Theory and Method (2024), Jennifer Holt and Alisa Perren, Wiley-Blackwell.
4. The Economics of Digital Media (2023), Lucy Küng, Oxford University Press.
5. The Oxford Handbook of Digital Journalism (2022), Edited by Scott Eldridge II and Bob Franklin, Oxford University Press.
6. Social Media Communication: Concepts, Practices, Data, Law and Ethics (2021), Jeremy Harris Lipschultz, Routledge.
7. Digital Media and Society (2021), Simon Lindgren, Sage Publications.

Course Category: Other Elective

Course Name: - Gender and Media

Course Number: - OE-5

Course Code: BAUO325OEL427EO4

Course Credits: 2

Marks: (For 2 Credits: Semester End: 40 Internal Practical: 10 Total Marks: 10)

Module-1- Concepts of Gender [Hours: 15, Credit: 01]

- 1.1 Meaning and definition of sex and gender
- 1.2 Gender rights and human rights perspective
- 1.3 Gender equality and gender justice
- 1.4 Media as an agent of socialization

Module-2- Emergence of gender and Media Studies [Hours: 15, Credit: 01]

- 2.1 Development of women's studies and media studies
- 2.2 Contemporary debates on gender and media
- 2.3 Representation of Women in Print media, radio, television, digital and social media
- 2.4 Women portrayal in advertising

Reading List

- 1. Van Zoonen, Liesbet. *Feminist Media Studies*. Sage Publications.
- 2. Tuchman, Gaye. *Hearth and Home: Images of Women in the Mass Media*. Oxford University Press.
- 3. Byerly, Carolyn M. & Ross, Karen. *Women and Media: A Critical Introduction*, Blackwell.
- 4. UNESCO. *Gender-Sensitive Indicators for Media (GSIM)*.
- 5. Creedon, Pamela J. (Ed.). *Women in Mass Communication*. Sage Publications.
- 6. Pawar Nisha [2009] *Theoretical Dimension: Women in Indian Print Media*, Sapana, Bangalore

Course Category: FP

Course Name: - Field Project on Digital Media

Course Number: -

Course Code: BAUO325FP427EO4

Course Credits: 2

The field project aims to provide students with hands-on exposure to the digital media industry and its practices. Students are expected to study, analyze, and create digital media content by engaging with digital platforms, media organizations, content creators, or online communities. The project encourages the application of theoretical knowledge to real-world digital communication environments.

The students will submit report on Survey on digital media consumption patterns

A - I) Level: 5.5 of B.A. Journalism – III : SEMESTER – VI (TOTAL CREDITS – 22)

COURSE CATEGORY		COURSE NAME	COURSE CODE	CREDITS
MAJOR	MANDATORY	X-Fundamentals of AI in Media	BAUO325MML427FO4	4
	MANDATORY	XI- AI in News Writing and Editing	BAUO325MML427FO4	4
	MANDATORY	XII- Introduction to Automated Journalism	BAUO325MML427FO4	2
	ELECTIVE	EL-11- Data Journalism	BAUO325MEL427FO4	4
MINOR	--	Women in Digital Media	BAUO325MNL427FO4	4
OJT/FP/CE P/CC/RP	OJT	-	BAUO325OJ427F04	4
CREDITS FOR B.A.-Journalism - III--SEM-V AND VI				22+22 =44

B. A. Programme Structure for Level 5.5 of B. A. - III – Semester - VI

Teaching Scheme						Examination Scheme					
Sr. No	Theory (TH)				Practical	Semester-end Examination (SEE)			Internal Assessment (IA)		
	Course Type	No. of Lectures	Hours	Credits	---	Paper Hours	Max	Min	Internal	Max	Min
1.	MM – VII	4	4	4	If applicable	3	80	28	Assignment	20	7
2	MM – VIII	4	4	4		3	80	28		20	7
3	MM - IX	4	4	4		3	80			20	7
4	ME-I	4	4	4		3	80	28		20	7

5	MN-V	4	4	4		3	80	28	Viva	20	7
										20	7
Total			22	22		---		---		110	---

Course Category: Major Mandatory
Course Name: Fundamentals of AI in Media
Course Number: X
Course Code: BAUO325MML427EO4
Course Credits: 4

Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100

Course Learning Outcomes:

The students can understand of AI technologies and their applications in news gathering, writing, editing and distributions

Module 1- AI Applications in News Gathering and Production [Hours: 15, Credit: 01]

- 1.1 AI-assisted research and verification
- 1.2 Automated information collection and monitoring
- 1.3 Data mining and social media listening

Module 2- AI in News Writing and Editing [Hours: 15, Credit: 01]

- 2.1 Common Generative AI Tools Used in Journalism
- 2.2 Automated summarization and headline generation
- 2.3 Translation and localization of news content

Module3- AI and News Distribution [Hours: 15, Credit: 01]

- 3.1 Recommendation systems and personalized news delivery
- 3.2 Search Engine Optimization (SEO) and content curation
- 3.3 Automated publishing and content management systems

Module 4- AI and Newsroom Management [Hours: 15, Credit: 01]

- 4.1 Workflow automation and newsroom efficiency
- 4.2 AI in editorial planning and resource management
- 4.3 Emerging roles and competencies in AI-enabled journalism

Practical [Internal Assessment: 20 marks]

- 1. Generate one news reports from press releases, speeches, or datasets using AI tools

Reading list

1. The Oxford Handbook of Digital Journalism (2022), Edited by Scott A. Eldridge II and Bob Franklin, Oxford University Press, Oxford.
- 2 Artificial Intelligence: A Guide for Thinking Humans (2019), Melanie Mitchell, Farrar, Straus and Giroux, New York.
3. Artificial Intelligence and Journalism in India: Opportunities and Challenges (2024), Edited by Kiran Prasad, Sage Publications India Pvt. Ltd., New Delhi.
4. Digital Journalism: Theory and Practice (2023), K. M. Shrivastava, Sterling Publishers Pvt. Ltd., New Delhi.
5. New Media and Digital Journalism (2022), Jagdish Chakraborty, Authorspress, New Delhi.
6. Artificial Intelligence and Media Transformation in India (2024), Edited by Sanjay Dwivedi, Kanishka Publishers, New Delhi.

Course Category: Major Mandatory**Course Name: AI in News Writing and Editing****Course Number: XI****Course Code: BAUO325MML427FO4****Course Credits: 4****Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100****Course Learning Outcomes:**

Students will be able to understand news gathering, writing, editing, distribution, and AI newsroom management.

Module-1- AI-Assisted Writing and Editing [Hours: 15, Credit: 01]

- 1.1. Generative AI tools for news writing and copy editing
- 1.2 Grammar checking and language enhancement tools

Module-2[Hours: 15, Credit: 01]

- 2.1 Automated Summarization and Headline Generation
- 2.2 AI-based summarization techniques

Module-3[Hours: 15, Credit: 01]

- 3.1 Automated headline writing and content optimization
- 3.2 Translation and Localization of News Content
- 3.3 Machine translation and multilingual journalism
- 3.4 Localization and adaptation of news for diverse audiences

Module-4[Hours: 15, Credit: 01]

- 4.1 AI in Multimedia Storytelling
- 4.2 AI tools for generating text, images, audio, and video
- 4.3 AI-assisted data visualization and interactive storytelling

Practical [Internal Assessment: 20 marks]

Create one multimedia news stories using AI-generated text, images, audio, and video.

Reading List:

1. Pavlik, John V. (2023). *Disruption and Digital Journalism: Artificial Intelligence, Innovation and News*. Routledge.
2. Diakopoulos, Nicholas (2019). *Automating the News: How Algorithms Are Rewriting the Media*. Harvard University Press.
3. Pavlik, John V. (2021). *Journalism in the Age of Virtual Reality and Artificial Intelligence*. Columbia University Press.
4. Lindén, Carl-Gustav (Ed.) (2024). *Artificial Intelligence and Journalism*. Routledge.
5. Reuters Institute for the Study of Journalism (Annual). *Digital News Report*.

Course Category-Major Mandatory

Course Name: Introduction to Automated Journalism

Course Number: XII

Course Code: BAUO325MML427FO4

Course Credits: 2

Marks: (For 2 Credits: Semester End: 40 Internal Practical: 10 Total Marks: 50)

Course Learning Outcomes:

Students will be able to learn the concepts, theories, technologies, and evolution of automated journalism and algorithmic news production.

Module-2-Automated News Room [Hours: 15, Credit: 01]

- 1.1 Transformation of traditional newsrooms into digital and automated newsrooms
- 1.2 Integration of automation technologies in editorial workflows
- 1.3 Human-machine collaboration and hybrid journalism
- 1.4 Automation and changing journalistic practices and routines

Module-2-Automated News Writing and Editing

- 2.1 Automated news writing and robot reporting **[Hours: 15, Credit: 01]**
- 2.2 AI-assisted copy editing, grammar checking, summarization, and headline
- 2.3 Copyright and intellectual property rights in AI-generated content
- 2.4 Legal and Regulatory Issues

Practical [Internal Assessment: 10 marks]

Create a multimedia news package using AI tools.

Reading List:

1. **Diakopoulos, Nicholas (2019). *Automating the News: How Algorithms Are Rewriting the Media*. Harvard University Press.**
2. Beckett, Charlie (2019). *New Powers, New Responsibilities: A Global Survey of Journalism and Artificial Intelligence*. London School of Economics and Political Science
3. UNESCO (2023) *Guidelines for the Governance of Digital Platforms*.
4. UNESCO (2023) *Generative AI and the Future of Education and Research*
5. Associated Press (AP). *Standards and Guidelines on the Use of Generative AI in Journalism*

Course Category: Major Elective

Course Name:] Data Journalism

Course Number: MEL-11

Course Code: BAUO325ELE427EO4

Course Credits: 4

Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)

Course Learning Outcomes:

1. Students will be able to understand the concept, scope, and significance of data journalism

Module-1- Introduction to Data Journalism [Hours: 15, Credit: 01]

- 1.1 Evolution of data journalism
- 1.2 Types of Data Journalism
- 1.3 Emerging trends in data journalism

Module-2- Data Gathering Techniques [Hours: 15, Credit: 01]

- 2.1 Web searching and advanced search strategies
- 2.2 Accessing information through RTI and public document
- 2.3 Surveys and questionnaires
- 2.4 Web scraping and automated data collection

Module-3- Data-Driven Storytelling [Hours: 15, Credit: 01]

- 3.1 Developing story ideas from data
- 3.2 Using data in investigative reporting
- 3.3 Case studies of data-driven investigations

Module-4- Data Verification and Fact-Checking [Hours: 15, Credit: 01]

- 4.1 Source verification
- 4.2 Cross-checking and validation techniques

4.3 Identifying misleading statistics and manipulated data

4.3 Verification tools and methodologies

Practical [Internal Assessment: 20 marks] Producing a data-driven news story and multimedia package

Reading List:

1. Gray, Jonathan, Bounegru, Liliana & Chambers, Lucy (Eds.). *The Data Journalism Handbook*. O'Reilly Media.
 2. Rogers, Simon. *Facts Are Sacred: The Power of Data*. Faber & Faber.
 3. Bradshaw, Paul. *The Online Journalism Handbook*. Routledge.
- Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing*

Course Category: Major Minor

Course Name: Women in Digital Media

Course Number: MM

Course Code: BAUO325MNL427FO4

Course Credits: 4

Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)

Course Learning Outcomes:

1. Students will be able to understand the representation of women in digital media.
2. Students will be able critically examine gender issues and challenges in digital communication environment

Module 1: Women in Digital Media Content (15 Hours, 1 Credit)

- 1.1 Gender and Digital Communication: Opportunities and Challenges
- 1.2 Women's Access to Information and Communication Technologies
- 1.3 Women as Content Creators, Influencers, and Digital Entrepreneurs
- 1.4 Social Media and Feminist Movements (#MeToo, #TimesUp, etc.)

Module 2: Women in Digital Media Content (15 Hours, 1 Credit)

- 2.1 Portrayal of Women in Online News, Social Media, and Digital Advertising
- 2.2 Women in Entertainment Platforms: OTT, YouTube, and Podcasts
- 2.3 Gender Stereotypes and Bias in Digital Content

Module-3- Women and Digital Journalism {Hours: 15, Credit: 01}

- 3.1 Participation of women in digital journalism
- 3.2 Contributions of women journalists in India and abroad
- 3.3 Women in digital media professions and leadership positions
- 3.4 Gender issues in digital media workplaces

Module-4- Gender and News Media [Hours: 15, Credit: 01]

- 4.1 Gender representation in digital news coverage
- 4.2 Gender-sensitive reporting and editorial practices
- 4.3 Reporting online violence against women and children
- 4.4 Ethical guidelines for reporting gender issues in digital media

Practical [Internal Assessment: 20 marks]

Case study: Content analysis of women's representation on digital platforms.

Reading List:

UN Women Reports on Digital Inclusion and Gender Equality.

Course Category: OJT

Course Name: -OJT in Digital Media

Course Number:

Course Code: BAUO325OJ427F04

Course Credits: 4

The students are required to complete **15 weeks of On-the-Job Training (OJT)** in any digital media organization. The guidelines for the completion of the OJT are as follows:

1. Students shall apply for OJT either independently or through the mentor of their parent Higher Education Institution (HEI) by registering on the internship portal. The HEI should ensure that students receive appropriate orientation through research and skill enhancement courses as part of the curriculum.
2. Interns will be selected by the host organizations based on their prescribed selection criteria. The host organization shall communicate with prospective interns through the internship portal or via email and seek their confirmation or acceptance.
3. If a student is unable to secure an internship in the physical mode, the host institution should provide an opportunity for a digital or group internship.
4. Upon receiving an internship offer, the student shall consult the internship supervisor, obtain due permission from the parent institution, and join the concerned host organization for the internship according to the prescribed schedule.
