16. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
17. India's Communication Revolution: ArvindSinghal and Everett Rogers.
18. The Myth of Mass Culture: Alan Swing wood
19. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
20. Communication-concepts & Process: Joseph A Devito
21. Lectures on Mass Communication: S Ganesh.

CONTEMPORARY AFFAIRS

COURSE OUTCOME :

1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

MODULE	TOPICS	DETAILS	Hours
I	**Current National stories**	5. Three political stories of national importance. 6. Political leaders : news makers of the season (Brief profile of any three) 7. One dominating economic /business news 8. One dominating environment news stories 9. One story of current importance from any other *01* genre.	5
II	**Polity and Governance**	1. Ministries of Government of India *01* Autonomous government bodies 2. **Ministry of Home Affairs** • Enforcement Organizations Internal • Security • Police 3. **Communal tensions** • Review of latest episodes of communal tensions 4. **The tensions in J&K** • Background, Political players • Update on the current situation 5. **Review of any three Central Government projects and policies**	10

III	**International Affairs**	7. **Security Council,** Structure and role 8. Issues that currently engage the SC 9. **Role of United Nations** ,General Assembly, Other main organs of the UNO 10. Issues that currently engage the UNO 11. Four conflicts/ issues of international *4* importance	
IV	**Maharashtra Issues**	7. Political parties reach and challenges, political leaders 8. An update on the current political dynamics of Maharashtra 9. News relating to the marginalized and displaced tribes 10. The latest news on floods and drought, unemployment, health issues, etc 11. Update two ongoing state projects	5
V	**Technology**	1. **Mobile Application for Journalists:** Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide 2. **Artificial Intelligence & Content Automation Tools:** Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation 3. **Augmented Reality& Virtual Reality in Media:** Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide 4. **Digital Gaming Industry:** Introduction to Digital Gaming Industry 5. **Digital gaming in India:** Overview of Indian digital gaming	10

It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.

INTERNAL EVALUATION METHODOLOGY:

Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Manorma Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. https://www.lucidpress.com/blog/top-30-social-media-automation-tools
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla
9. 70 years in Indian politics and policy
10. https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6

VISUAL COMMUNICATION

COURSE COUCOME
1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyse visual communication from a critical