

PCEMH20 - MEDIA ANALYSIS AND TECHNIQUES

Year: I Sem: II	Course Code: PCEMH20	Title of the Course: Media Analysis & Techniques	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Course Objective

To introduce the basic media analysis techniques with practice applications in order to develop a critical perspective of media texts.

Course Outcomes (CO)

The Learners will be able to

- CO1:** Explain the Semiotic Analysis of Media.
- CO2:** Acquiring Knowledge about Marxist Analysis
- CO3:** Analysing the Psychoanalytic Criticism
- CO4:** Evaluating the Feminist Analysis.
- CO5:** Examine the Concept of Media Ethics and Laws.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Semiotic Analysis

(15 hours)

- 1.1 Problem of meaning, social aspects of semiotics (K1, K3)
- 1.2 Signs, Signifiers, Signified (K2, K4, K5)
- 1.3 Hyper reality, Connotation and Denotation (K3, K4, K5, K6)
- 1.4 Syntagmatic analysis, Paradigmatic analysis (K2, K4, K5)
- 1.5 Application: Murderers on the Orient Express, Football (K3, K4, K5)
- 1.6 Application: Murderers on the Orient Express, Football(cont.) (K2, K3, K4, K5, K6)

Unit II: Marxist Analysis

(15 hours)

- 2.1 Materialism, The base and the super structure (K2, K3, K4)
- 2.2 False consciousness and ideology (K2, K3, K4, K5)
- 2.3 The Frankfurt school, Class conflict, Hegemony (K2, K4, K5)
- 2.4 Marxist criticism in postmodern world, Critical Theory (K2, K3, K4, K5, K6)
- 2.5 Social learning theory, Social role theory, Cognitive dissonance theory (K2, K4, K5)
- 2.6 Application: Fiji Perfume “Snake” advertisement (K4, K5, K6)

Unit III: Psychoanalytic criticism

(15 hours)

- 3.1 The unconscious (K1, K2)
- 3.2 Sexuality (K2, K3)
- 3.3 Oedipus complex (K1, K2, K3, K4)
- 3.4 Id, ego, Super ego (K2, K3, K4)
- 3.5 Jungian Psychoanalytic theory (K2, K3, K4, K5, K6)
- 3.6 Application: Analyzing sexuality, violence and additive elements of video games (K3, K4, K5, K6)

Unit IV: Feminist Analysis

(15 hours)

- 4.1 Identity, position and authority (K1, K3, K4)
- 4.2 Social conception of knowledge, Phallogocentric theory (K2, K3, K4)
- 4.3 Liberal feminism, Social feminism, Radical feminism (K3, K4, K5)
- 4.4 Marxist feminism, Postmodern feminism (K2, K4, K5)
- 4.5 The male gaze and the female spectator (K3, K4, K5, K6)
- 4.6 Application: Analysing feminist perspectives including male gaze based on any movie (K4, K5, K6)

Unit V: Sociological and Discourse Analysis

(15 hours)

- 5.1 Sociological Analysis: Alienation, Anomie (K4, K5, K6)
- 5.2 Bureaucracy (K2, K3)

- 5.3 Discourse analysis: Spoken and Written discourse (K2, K4, K5)
- 5.4 Styles and written discourse, Prisma techniques (K3, K4, K5, K6)
- 5.5 meta-Analysis, Business Analysis (K3, K4, K5)
- 5.6 Critical Review (K5, K6)

Books for Study and Reference:

1. Arthur Asa Berger , Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012
2. Meire Gillespie and Jason Tonybee, Analysing Media Texts, Tata-McGraw Hill, 2010
3. Arthur Asa Berger, Media and Communication Research Methods, Sage publications, 2000
4. Angharad N. Valdivia, A Companion to Media Studies, Blackwell, 2003
5. Mary Celeste Kearney, The Gender and the Media Reader, Routledge, 2012.
6. Paranjy Guha Thakurta - Media Ethics, 2nd Edition - Oxford, 2012.
7. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
8. Clifford, Kim, Mark, Kathy and Robert - Media Ethics, 7th Edition - Pearson Education, 2005.
9. Roger S. Sadler - Electronic Media Law - Sage Publications, 2005.
10. Monaco, J. ,How to read a Film: Movies, Media, Multimedia, Oxford University Press, London, 2000
11. Butler J., Gender Trouble, Rutledge, London, 1992.

PEEMC20 - ELECTIVE II A: INTER-CULTURAL COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PEEMC20	Inter-Cultural Communication	Theory	Elective	5	4	100

Course Objective:

- To initiate students to the challenges in global communication in the age of cross-culture communication

Course Outcomes (CO)

The Learners will be able to

CO1: Discuss the Concept of Inter Culture Communication.

CO2: Acquiring Knowledge in the aspects of inter cultural Business Communication.

CO3: Analysing the Concepts of Intra Cultural Communication.

CO4: Acquiring the Knowledge about Global Communication

CO5: Evaluating the Relationship Between Intercultural Communications in News Media Production.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Introduction to ICC (15 hours)

- 1.1. Introduction to Communication.(K2, K3, K4)
- 1.2. Culture and Inter-cultural Communication.(K3, K4)
- 1.3. Dimensions of culture.(K2, K3, K4)
- 1.4. Enculturation.(K2, K3, K4)
- 1.5. Acculturation. (K2, K3, K4)
- 1.6. Cultural barriers, Relevance of Inter-cultural communication to Journalism and Mass communication. (K3, K4, K5, K6)

Unit II: Inter-cultural Business Communication (15 hours)

- 2.1. Work attitudes.(K1,K2, K3)
- 2.2. Individualism vs Collectivism.(K2, K3, K4)
- 2.3. Global etiquette in business introductions. (K2, K4, K5)
- 2.4. Electronic communication, and travel and dining. (K3, K4)
- 2.5. Business and social customs. (K2, K3, K4)
- 2.6. Cultural difference in communication. (K2, K4, K5)

Unit III: Intra-cultural Communication (15 hours)

- 3.1. Inter-cultural versus Intra-cultural communication.(K1,K2, K3,K5)
- 3.2. Nature and Characteristics. (K2, K3, K4)
- 3.3. Indian and South Indian contexts of Inter-cultural communication.(K2, K3, K4)
- 3.4. Role of mass media in bridging cultural divides.(K2, K4, K5)
- 3.5. Cultural Identities and loss of cultural identity. (K2, K3, K4)
- 3.6. Problem of ethnocentrism. (K2, K3, K4)

Unit IV: Global Communication (15 hours)

- 4.1. Global communication. (K1,K2, K3)
- 4.2. Growth of International Communication.(K2, K3, K4)
- 4.3. Cultural shock, Language and Inter-cultural communication. (K2, K3, K4)
- 4.4. High and low context languages.(K2, K3, K4)
- 4.5. Subjective interpretation.(K1,K2, K3)
- 4.6. Language and cultural interaction, Cross Cultural Communication. (K2, K4, K5)

Unit V: ICC and News (15 hours)

- 5.1. Implications of inter cultural barriers in News media production.(K1,K2, K3)
- 5.2. Public sphere, LPG.(K2, K3, K4)
- 5.3. Cultural hegemony. (K2, K3, K4)
- 5.4. Influence in media production.(K3, K4, K5, K6)
- 5.4. International news flow patterns.(K2, K4, K5)
- 5.6. Offline and online. (K1,K2, K3,K5)

Books for Study and Reference:

1. Stanley J .Baran – Introduction to Mass Communication – Media Literacy and Culture, Tata McGraw-Hill, 2010.
2. Yahya R. Kamalipour – Global Communication – Wadsworth Thomson Learning, 2007.
3. William B. Gudykunst – Theorizing about Intercultural Communication, Sage Publication, 2005.
4. Hamid Mowlana – Global Communication in Transition – Sage Publications, 1996.

SEMESTER III

PCEMK20 - FILM STUDIES

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCEMK20	Film Studies	Theory	Core	5	4	100

Course Objective:

To provide in-depth knowledge on films, to develop a critically informed sense of the history and development of film conventions, both mainstream and alternative, and understand the language and use of films.

Course Outcomes (CO)

The Learners will be able to

CO1:Classify the inception of world cinema and history of Indian cinema.

CO2: Analysing the concept of film as an art and characteristics of films.

CO3:Acquiring the knowledge on various concepts of film theories.

CO4:Making an in-depth analysis on Genres of cinema.

CO5:Elaborate the

recent trends in film industry.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

Course Syllabus

Unit I: History of Cinema

(15 hours)

- 1.1 History of Indian Cinema(K1, K2)
- 1.2 Early Silent era – talkies – Modern Cinema(K1, k2)
- 1.3 A brief account of World Cinema (K1, K2, K4)
- 1.4 Film makers: Indian, Hollywood, European, and South Asian(K1, K2, K3)
- 1.5 Study of some Indian classics (K1, K2, K3)
- 1.6 Main stream and Alternate cinema (K1, K2, K3)

Unit II: Characteristics of Films

(15 hours)

- 2.1 Film as an art - Film as a social document (K2, K3, K4)
- 2.2 Film as a medium of communication - conceptual issues (K2, K3, K4)
- 2.3 Film language, Macro and Micro structure (K3, K4, K5)
- 2.4 Process and aspects of film making - Film forms - content - narratives –narrative forms - styles - text and grammar (K2, K3, K4, K5)
- 2.5 Critical and technical terms used in film production (K4, K5, K6)
- 2.6 Types of Films – fiction and Non-fiction, Mis-en-scene (K2, K3, K4, K5)

Unit III: Film theories

(15 hours)

- 3.1 Soviet theories – European theories (K4, K5)
- 3.2 German Expressionism – Neo-realist, Classical (K3, K4, K5)
- 3.3 New Wave in cinema, Film Theories (K2, K3, K4, K5)
- 3.4 Post Modernism, Auteur, Apparatus, Feminist, Marxist (K4, K5, K6)
- 3.5 Recent approaches to – Cine structuralism, cine feminism, cine semiotics (K3, K4, K5)
- 3.6 Film analysis –technical, psychoanalytical, social analysis, techniques, reviews (K3,K4,K5)

Unit IV: Genres of Cinema

(15 hours)

- 4.1 Genres - Documentary Films – Films Division (K4, K5, K6)
- 4.2 Study of leading Documentary film maker in the world and India Western Genres (K4,K5,K6)
- 4.3 Indian film genres, South Indian film genres (K2, K3, K4)
- 4.4 Diaspora films (K4, K5)
- 4.5 Animation movies (K4, K5, K6)
- 4.6 Women and Children, Film and Politics in India (K5, K6)

Unit V: Trends in Film Industry

(15 hours)

- 5.1 Film Awards and festivals (K4, K5)
- 5.2 New developments in film industry (K3, K4, K5)
- 5.3 Computer Graphics –Digital film making (K2, K4, K5 K6)

- 5.4 Future of Cinema in India (K4, K5, K6)
- 5.5 Film Management (K4, K5, K6)
- 5.6 Multi languages release -Budgeting and schedules (K2, K4, K5)

Exercise: Watching award winning movies of particular directors

Books for Study and Reference:

1. Mary Celeste Kearney – The Gender and Media Reader, Routledge, New York, 2012.
2. Robert Edgar- Hunt, John Marland, Steven Rawle - The Language of Film, Ava Publication, 2010.
3. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004.
4. Michael Rabiger - Directing Film Techniques and Aesthetics, 3rd Edition - Focal Press, 2003.
5. Thomas A.Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000.
6. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000.

PIEMC20 - INDEPENDENT ELCTIVE -WOMEN AND ADVERTISING

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PIEMC20	Women and Advertising	Theory	Independent Elective		2	100

Course Objective: To provide the basic understanding about the role of women in the field of advertisement and to develop career opportunities.

Course Outcomes(CO)

The Learners will be able to

CO1:Describing the role of women in Advertising

CO2:Analysing the portrayal of women in advertising

CO3:Evaluating the ethical codes of advertising

CO4:Exploring on the women entrepreneurship in India

CO5:Compiling the notable emerging women leaders in Advertising

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Women in Advertising

- 1.1. Commoditization of women in advertising (K2, K3, K4)
- 1.2. Commodity Feminism-feminist and Advertising (K3, K4,K5)
- 1.3. Advertisement as gender scripts (K3,K4,K5)
- 1.4. Textually and Mediated Identities (K4.K5)
- 1.5. Representation: Role, Character Traits and body Types (K4,K5,K6)
- 1.6. Trends in Advertisements - Advertising false ideals.(K1, K2, K3, K4, K5, K6)

Unit II: Projection of Women in Advertisements

- 2.1. Sexism in advertising (K2, K3)
- 2.2. Female objectification of women (K3, K4)
- 2.3. Women through the lens of commercial advertising (K3, K4, K5)
- 2.4. Women- be sexualized case Study (K4, K5, K6)
- 2.5. Modern Advertisement-women as consumers, women as objects (K3, K4, K5, K6)
- 2.6. Changing the portrayal of women in advertisement in Social transformations.(K2, K3, K4, K5, K6)

Unit III: Ethics in Advertising

- 3.1. Ethical issues in advertising (K2, K3, and K4)
- 3.2. NARB-ASCI-ASCI Codes & Guidelines (K2, K3,K4)
- 3.3. Case study on-Decisions by ASCI for unethical Ads(K4,K5,K6)
- 3.4. Laws Governing Advertisements-(K2,K3)
- 3.5. Drugs and cosmetics act 1940, Drugs and Magic Remedies Act 1954, (K4, K5, K6)
- 3.6. Indecent representation of women act 1986, Patent Act 1970, Copy right act 1957, Trademarks Act 1999.(K2, K3, K4, K5, K6)

Unit IV: Women as Entrepreneurs

- 4.1. Creative women: Their potential (K2, K3, K4)
- 4.2. Creative women: Their personality (K2, K3, K4)
- 4.3. Creative women: Their Productivity (K2, K3, K4)
- 4.4. Evolution of women entrepreneurship in India (K4, K5, K6)
- 4.5. Skills & requirements for women (K4, K5, K6)
- 4.6. Role of women entrepreneurship in economic development. (K2, K3, K4, K5, K6)

Unit V: Careers in Advertising

- 5.1. Growth of Advertising Industry in India (K3, K4, K5)
- 5.2. Careers in Advertising- Content Writers, Content Managers, creative development, marketing, (K4, K5, K6)
- 5.3. Management - SEO (Search Engine optimization)(K2,K3,K4)
- 5.4. Digital Media Designer (K3, K4)
- 5.5. Social Media Marketing-(K4, K5, K6)
- 5.6. Emerging women leader and notable women in Advertising field. (K2, K3, K4, K5, K6)

Books for study and Reference:

1. John Philip Jones- International Advertising: Realities and Myths –Sage Publications,2000
 2. Robert Cluley- Essential of advertising –Kogan Publishers, Fenruary,2017.
 3. S. N. Murthy, U. Bhojana - Advertising an IMC perspective –Excel Books ,2007.
 4. S.A. Chunawalla - Advertising, sales and promotion Management –Himalaya Publishing House, 2006.
 5. Frank Jefkins,DanielYadin - Advertising ,4th Edition - Pearse Education, 2006
 6. J.V. Vilanilam, A.K. Varghese - Advertising Basics: A resource Guide for Beginners- Response Books, 2004.
 7. Sandage, Fryburger, Rotzoll-Advertising Theory and Practice,11th Edition –AITBS publishers,2004.
 8. R.C. Bhatia –Marketing Communication and advertising –Galgotia Publishers,2003
 9. John Philip Jones –How Advertising works –Sage publications ,1998
- Courtland L. Bovee- Advertising Excellence-McGraw hill,1995

PCEMS20 - PRACTICAL – VII: RESEARCH PROJECT

Year: II Sem: IV	Course Code: PCEMS20	Title of the Course: Research Project	Course Type: Practical	Course Category: Core	H/W 3	Credits 4	Marks 100
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Course Objective:

To put to practice the methods of research by undertaking a study in a relevant field of media

Course Syllabus:

The students will independently work on a research project. It will emphasize on literature review, theory-building skills, matching theory to methods and developing appropriate instruments. It will provide an orientation to database search techniques and also using Internet effectively for research. Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their guide. They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously. They are expected to read relevant journals (some available on-line and of line) and books. Students should consult the respective guide at every stage of the research work. At the end of summer holidays, students are expected to submit a research proposal containing the following: Topic, Complete Literature Review, Research Design- Hypothesis/Research Questions, unit of Analysis, Variables/Issues to be Studied, Methods, Sampling Design Data Analysis Techniques, Questionnaire/ instrument to be used for analysis. Students can also carry out the fieldwork. The project report will have to be submitted at the end of the semester.

Course Outcomes (CO)

The Learners will be able to

CO1: Describe the Basic concepts of Qualitative and Quantitative Research Methods.

CO2: Analysing the topic and choosing the topic related to their rate of interest.

CO3: Evaluating the Research and choosing the desired methodology for conducting research.

CO4: Compiling the data collected and pointing the Key findings.

CO5: Constructing the desired conclusion and writing the Research Report.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

Low- L, Medium - M, High - H)

From 1 - 2 (20 hours), 3 - 4 (15 hours), 5 - 6 (10 hours)

Order of details expected in the Project Report

College Certificate

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3. Methodology Adopted

4. Data Analysis and Interpretation

5. Key Findings

6. Conclusion

Appendix

Bibliography

Cognitive Level:K1,K2,K3,K4,K5,K6

The Internal Evaluation for 40 Marks is based on the completion of work at each stage of the project, PowerPoint presentation of the project details and a model viva.

The Semester Evaluation is based on the final Project Report (20 Marks) and the Viva-Voce (40 Marks).

SEMESTER IV

PEEMH20 - ELECTIVE IV B: WOMEN AND MEDIA

Year: II Sem: IV	Course Code: PEEMH20	Title of the Course: Women and Media	Course Type: Theory	Course Category: Elective	H/W 5	Credits 4	Marks 100
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Course Objective:

- To enlighten students on the role of media in empowering women in society and the contributions of women in growing the media field

Course Outcomes (CO)

The Learners will be able to

CO1: Discuss the Concept of Portrayal of women in Media.

CO2: Analysing the concept of Media for Development.

CO3: Examining the portrayal of women in Media

CO4: Acquiring Knowledge about Development of women in Media.

CO5: Evaluating the role of Women in Media.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Portrayal of women in Media (15 hours)

- 1.1. Types of media, Portrayal of women in India (K2, K3, K4)
- 1.2. Mythology vs. Media (K4, K5)
- 1.3. Theories of Media Effects and Media uses: Limited effect theory (K3, K4, K5)
- 1.4. Catharsis and Narcissistic Incidental effects (K3, K4, K5)
- 1.5. Uses and gratification, cultivation theory, Reflects effect (K3, K4, K5)
- 1.6. Representation of Women in Social media (K3, K4, K5, K6)

Unit II: Media for Development (15 hours)

- 2.1. Communication Research on Women and Children (K3, K4, K5)
- 2.2. Television research in India (K2, K3)
- 2.3. Family and Television (K3, K4)
- 2.4. Use of Television for women Development (K4, K5)
- 2.5. Effect of Media on Education (K4, K5, K6)
- 2.6. Mass Media and Indian Family (K4, K5, K6)

Unit III: Women Empowerment (15 hours)

- 3.1. Women in Print Media, Magazine (K3, K4)
- 3.2. Women in Radio (K4, K5)
- 3.3. Women in Films (K4, K5)
- 3.4. Role of New Media in Women's Development (K4, K5, K6)
- 3.5. Children and Mass Media (K3, K4, K5)
- 3.6. Representation of women in Mass Media, Women behind Camera. (K3, K4, K5, K6)

Unit IV: Development of Women (15 hours)

- 4.1. Media & Women's Development (K3, K4)
- 4.2. Image of Women in Media (K4, K5)
- 4.3. Women Journalist in the Globe (K4, K5, K6)
- 4.4. Women Journalist in India (K4, K5, K6)
- 4.5. Famous Women Directors in the Globe (K4, K5, K6)
- 4.6. Famous Women Directors in India. (K3, K4, K5, K6)

Unit V: Women role in Media**(15 hours)**

- 5.1. Women in Doordharshan vs. other channels (K3, K4, K5, and K6)
- 5.2. Women in Radio Program (K3, K4, K5, K6)
- 5.3. Women in Print Media (K3, K4, K5, K6)
- 5.4. Women in Media Profession (K3, K4, K5, K6)
- 5.5. Women in Media Violence (K3, K4, K5, K6)
- 5.6. Women empowerment in Social Media. (K3, K4, K5, K6)

Book for Study and Reference:

1. Jaya Chakravarthy – Women in Journalism, Media and Women’s Development – Sarup& Sons, New Delhi – 2007.
2. Amnu Joseph and Kalpana Sharma, Whose News, Sage Publication, 2006
3. LeelaGulati and JasodharaBagchi, A Space of her own, Sage Publication, 2005
4. Asha Hans and Annie Patri, Women, Diability and Identity, Sage Publication 2002
5. SakuntalaNarasimhan, Empowering Women, Sage Publication, 1999
6. Bhargavi V. Davar, Mental Health of Indian Women, Sage Publication, 1998

