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

Unit 4: Crisis communications - origins of communicative crises, the internet as a “scandal machine”, using social media in critical situations

Unit 5: External Communication: Campaigns in social media; involving the audience in corporate communication.

TEXT BOOKS/ REFERENCES:
UNIT 1
National and international issues – the caste system, gender, discrimination, substance abuse, communalism, poverty, unemployment

UNIT 2

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:


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 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: