

SNDT Women's University

P. G. Department of Communication & Media Studies

Name of Programme: Master of Science COMMUNICATION MEDIA FOR CHILDREN

Program Outcomes		
<ol style="list-style-type: none">1. Prepare students to join the media workforce and make a difference by producing gender equitable content2. To groom students' personalities, soft skills, critical thinking, creativity to empower them to be equal in the industry3. To gain expertise in their respective associated core areas besides media skills4. To gain hands-on experience in video production5. To be able to create entrepreneurial opportunities for women6. To create generations of independent thinkers and opinionators		
Program Specific Outcomes		
To develop expertise in: <ol style="list-style-type: none">1. The identification and evaluation of the nature of and value of messages and their impact on children.2. Production of media material for children and also for parents, teachers and others about children.3. Understanding the nature of relationship between children and media.4. Understanding the recreational and educational value of various media for children.5. Identification of the needs of children vis-à-vis various media		
Course Outcomes		
M.SC COMMUNICATION MEDIA FOR CHILDREN Semester-I		
Course Code	Course Name	Course Outcomes
15101	Introduction to Communication Studies	<ol style="list-style-type: none">1. Know about the basic concepts in Communication2. Gain understanding of different models used in communication theory3. understand about basic concepts and terminology used in semiotics.4. gain information on growth of different media and it's role in society.5. comprehend the issues of convergence, representation, propaganda and ethical issues in media studies

15102	Understanding & Communicating with Children	<ol style="list-style-type: none"> 1. Explore and study the areas and principles of development 2. Identify the influential areas of development and their significance during the childhood 3. understand how children develop at different stages of life and studying different theories related to these development 4. study that both the process and product of creative expression have value for children. 5. Explore ways and ideas for working with children in different age groups Study various regulations and laws while working with children at various age levels 6. Study various techniques of observing and assessing child progress and help design new techniques according to the subject. 7. study the theoretical aspect of target planning and understanding the learning phases of every child. 8. Identify various areas of media that can be included for making learning a creative experience for both age related and special children activities.
15103	Social Psychology of Recreation	<ol style="list-style-type: none"> 1. be adept with the definitions of work, leisure and recreation; 2. understand the need and value of recreation 3. be able to analyse the various theories propounded by psychologists 4. learn to appreciate the values and benefits derived from recreation; 5. develop a sensitivity towards the varying leisure needs of people; 6. be aware of the various factors that influence leisure participation 7. explore the various forms of recreation; 8. develop a understanding of how recreational facilities vary from place to place. 9. get hands on experience to plan a recreational activity for children 10. gain an insight into stages and functions of event management; 11. be equipped with knowledge to organise a recreational centre; 12. learn about the role of the recreation worker/ leisure manager
15104	Audio Production	<ol style="list-style-type: none"> 1. Listen, review and research audio programs and listening habits 2. Understand the characteristics of sound. 3. Will be able to identify types of microphones, their use. 4. Be able to edit using sound software. 5. Be able to understand and identify different types of music. 6. Understand role of music in audio video production. 7. Be able to script and produce different types of audio programs
15105	<i>Creative Activities,</i>	<ol style="list-style-type: none"> 1. develops awareness towards the strengths of group media with special reference to children.

	<i>Puppetry & Drama</i>	2. provides opportunities for preparation as well as experimentation with performing skills.
15106	Visual Communication	<ol style="list-style-type: none"> 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory 3. Learn and apply basic principles of design and visual imaging 4. Learn to apply elements of typography and color in visual image. 5. Use of design principles in moving images like animation, film.
M.SC COMMUNICATION MEDIA FOR CHILDREN Semester-II		
15201	Research Methodology	<ol style="list-style-type: none"> 1. differentiate between different types of research and their application 2. identify the various elements of research, apply its knowledge in reading research articles and apply them in their own research work. 3. The student will be able to formulate different tools for data collection, use them to collect data and code data. 4. The student will be able to differentiate between various sampling techniques and understand their use in research. 5. compute and apply the various statistical methods and use them in research
15202	Writing for Media	<ol style="list-style-type: none"> 1. study the history of texts and the theoretical dimension of writing as coding a language. 2. understand the elements of writing 3. Explore the difference and similarities of writing as an art and science in various languages 4. Study the rules of writing for different media along with their roots of grammatical formation used within languages. 5. Study the rules of translation from one language to another without changing the soul of the matter 6. Be able to write in styles customary for various professional and public purposes, as well as to subvert or modify those styles. 7. Apply professional ethical ways while writing for different media and develop practical understanding them and creating them.
15203	Media Research & Ethics	<ol style="list-style-type: none"> 1. learn about the vast scope of research in print and electronic media 2. The student will develop a deeper perspective of audience research; 3. learn audience behavior and effects of the media 4. The student will gain proficiency in the laws related to media in the country 5. learn about the importance and necessity of media ethics 6. understand the role of the various regulatory bodies

15204	Introduction to New Media	<ol style="list-style-type: none"> 1. understand the concept of digital technology with its role in new age communication 2. Study the creation of digital communication technologies, focusing on the emergence and the concepts in use 3. Critically analyze the new media with theoretical bearing along understanding its importance and constraints. 4. Analyze the relation between users and digital communication technologies/new media content how society uses technologies for social change. 5. Understand various media forms as a medium of research 6. Understand the social and cultural force that shapes communication structure. 7. Study the use and challenges of new media in digital marketing. 8. Understand the formation of digital content with its cultural dimensions of participation 9. Identify and critically assess the usage of media among the generation next. 10. Understand the information policy, and the governance of digital content and infrastructure.
15205	Communication Initiatives 1	<ol style="list-style-type: none"> 1. interact with different groups of children in different locations like schools, recreation centers, orphanages, remand homes, slums etc. and 2. carry out communication, educational and recreational activities. 3. skills to plan and implement and evaluate, intervention programs for children depending on their age, ability and social milieu as per required needs
15291	Women & Media	<ol style="list-style-type: none"> 1. Demonstrate substantial knowledge of foundational and contemporary theoretical literature in the field of gender studies. 2. Analyze the construction and deconstruction of identity formation of women in media. 3. Study the portrayal of women in various forms of media. 4. Understand and practically analyze the portrayal of gender and reasons 5. Study the use of media by women 6. Study and critically understand the women in different forms of media 7. Study the change in media workforce with representation of women in it. 8. Critically analyze the acceptance and positions women behold in media workplace.

15301	Research and Statistical Application	<ol style="list-style-type: none"> 1. Discriminate between parametric and non-parametric tests 2. Learn to apply statistical tests for data analysis for both large and small samples 3. Know how to interpret the results of statistical analysis of data 4. Be able to summarize data and present it using tables and graphs 5. Develop skills for preparation of research proposals 6. Understand the components of a research report
15302	Children and Media	<ol style="list-style-type: none"> 1. Study the vital aspects of media forms created for children and their understanding of those forms. 2. Gain an in-depth knowledge of what children watch and why. 3. Understand the role of media in the socialization pattern of children 4. Study the significant potential of media to capitalize on the children's ability to enhance development and learning. 5. Explore the dimensions of media in terms of its usage. 6. Learn to interpret the layers of meanings embedded in the media forms.
15303	Video Production	<ol style="list-style-type: none"> 1. Study the dynamics of media economics, analyzing the areas of concerns while structuring media for children. 2. Strategically execute ideas necessary to create children media and its material. 3. Critically study the constructive role of media in building up the prospects for children. 4. Analyze the international and national media material, understanding its dynamics and influence. 5. Identify and assess the need for critical knowledge and the analytical tools required by the children in understanding the media. 6. Study the role of policies required to adhere by its media makers. 7. Explore and understand the importance of media in the rapid shift of technology.
15304	Children's Literature & Writing for Children	<ol style="list-style-type: none"> 1. Study the growth of children's literature and gain understanding of different types of children's literature. 2. Gain an in-depth knowledge of how literature can be used to enhance development of children. 3. Learn how to analyse children's books. 4. Gain an in-depth knowledge of importance of literature in lives of children. 5. Learn to develop criteria for assessing books and other printed material for children 6. Will create their own picture books 7. Study and analyse books for older children 8. Will create a magazine for children 9. Write an original story for children.

		10. Gain an in-depth knowledge publishing industry in India
15305	Seminar - Issues & Concerns in Media for Children	<ol style="list-style-type: none"> 1. Undertake research on issues that are of interest to them concerning media, 2. discuss current topics and concerns in media. 3. awareness of current issues in media with special reference to children. 4. skills of self study and analyze current literature and researches. 5. skill in presenting materials in an interesting manner using various presentation media.
15391	<i>Media Appreciation</i>	<ol style="list-style-type: none"> 1. provide an exposure to and theoretical understanding of the various media that young people exposed to today 2. become aware of the issues and techniques of the different media thereby making them sensitive and critical consumers of media. 3. Study different types of media forms and its meaning. 4. Examine, critically analyze and study the media constructions forming a view about its creation. 5. Seek crucial insights about the society and its reflection on the media and vice-versa. 6. Study the work of the experts and their creation along with the acceptance of the masses. 7. Examine the popularity and origin of every genre of films and its role. 8. Demonstrate a broad knowledge of film history, national, international and modes of production. 9. Demonstrate that they understand the pre-production, production and postproduction filmmaking process 10. Understand the reality of news making and news generating. 11. Study the formation of news audiences according the genres created in the news. 12. Study the changing forms of entertainment packaged on television. 13. Understand how new media has given rise to the phenomena of general readers to create and write news. 14. Study the various government bodies and their importance in smooth functioning of media.
M.SC COMMUNICATION MEDIA FOR CHILDREN Semester-IV		
15401	Dissertation	<ol style="list-style-type: none"> 1. Skills in planning and executing a research or production on a given issue 2. Skills in presenting her research work effectively

15402	Internship	<ol style="list-style-type: none"> 1. Industry exposure helps students apply the acquired skills 2. Enhance knowledge related to media production and content development 3. Learn skills of collaboration and networking in the industry 4. Groom to be a professional to join the media workforce
15403	<i>Media, Society and Audience</i>	<ol style="list-style-type: none"> 1. create an awareness and sensitivity to the social implications of media exposure and use 2. examine varied media audiences 3. Study the complexity of social, political and philosophical principles understanding the ideas about the relationship between the media and society. 4. Study the theoretical perspective of media embedded in the society and its implication. 5. Critically evaluate the issue of media power and its competence to revolutionize, along its role in society. 6. Interrogate common sense assumptions of media influence against sociological explanations of the way the media works. Study the significance of audiences and the concept of mass. 7. Understand how the technology streamlines the audiences according to its forms. 8. Explore the formation of audiences by studying different models. 9. Critically analyze media and cultural forms in relation to industries and organizations, public discourse and politics, technology, subcultures and globalization. 10. Appreciate the significance of media and culture in contemporary social and political life. 11. Study the changing features of media and its impact 12. Critically analyze the impact of television on globalization. 13. Understand key concepts, such as 'representation', 'ideology', 'political economy', 'and consumer culture'.
15404	Communication Initiatives	<ol style="list-style-type: none"> 4. interact with different groups of children in different locations like schools, recreation centers, orphanages, remand homes, slums etc. and 5. carry out communication, educational and recreational activities. 6. skills to plan and implement and evaluate, intervention programs for children depending on their age, ability and social milieu as per required needs.