

Department of Media Studies

B.A. (Hons.) Media Studies Curriculum

(Applicable to the students admitted from AY: 2024 onwards)



**Easwari School of Liberal Arts
SRM University AP, Andhra Pradesh**

ABBREVIATIONS

AEC	Ability Enhancement Courses
VAC	Value Added Courses
SEC	Skill Enhancement Courses
FIC	Foundation & Interdisciplinary Courses
OE	Open Elective
RDIP	Research / Design / Industrial Practice / Project / Thesis / Internship
CE	Core Elective
CC	Core Course
SE	Stream Elective
TE	Technical Elective

SEMESTER - I							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	Art of Listening, Speaking and Reading Skills	1	0	1	2
2	VAC	U VAC	Environmental Science	2	0	0	2
3	SEC	S SEC	Digital Literacy	1	1	0	2
4	FIC	S FIC	Emerging Technologies	2	0	0	2
5	FIC	S FIC	Understanding Human Minds	3	1	0	4
6	FIC	S FIC	Understanding the Indian Constitution	3	1	0	4
7	FIC	S FIC	Understanding Indian Society(ies): Myths and Realities	3	1	0	4
Semester Total				15	4	1	20

SEMESTER - II							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	Effective Writing and Presentation skills	1	1	0	2
2	VAC	U VAC	Universal Human Values and Ethics	2	0	0	2
3	SEC	S SEC	Entrepreneurial Mindset	2	0	0	2
4	FIC	S FIC	Economics in Everyday Life	4	0	0	4
5	FIC	S FIC	Data Analytics for Social Sciences	4	0	0	4
6	Core	CC	Introduction to Media Studies	3	1	0	4
7	Elective	OE	Open Elective / Minor	3	0	0	3
Semester Total				18	3	1	21

SEMESTER - III							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	S AEC	Creativity and Critical thinking Skills	1	0	1	2
2	VAC	U VAC	Co-Curricular Activities	0	0	2	2*
3	SEC	S SEC	Analytical Reasoning and Aptitude Skills - Basics	1	1	1	3
4	Core	CC	Audio-Visual Production	3	1	0	4
5	Core	CC	Advertisements and Public Relations	3	1	0	4
6	Core	CC	Theories of Media and Communication	3	1	0	4
7	Core	CC	Writing for the media	3	1	0	4
8	Elective	OE	Open Elective / Minor	3	0	0	3
9	RDIP	RDIP	Summer Immersion	0	0	2	2
Semester Total				17	5	6	28

SEMESTER - IV							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	S AEC	Leadership and Teamwork	1	0	1	2
2	VAC	U VAC	Co-Curricular Activities	0	0	2	2*
3	SEC	S SEC	Social Entrepreneurship	1	1	0	2
4	Core	CC	Reels in Motion: Documentary Film Making	3	1	0	4
5	Core	CC	Understanding Film theory	3	1	0	4
6	Core	CC	Introduction to Research Methods	3	1	0	4
7	Core	CC	Photography and Lens Making	3	1	0	4
8	Elective	OE	Open Elective / Minor	3	0	0	3
Semester Total				17	5	3	25

SEMESTER - V							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	VAC	U VAC	Co-Curricular Activities	0	0	2	2*
2	SEC	E SEC	Career Skills - I	3	0	0	3
3	Core	CC	Television News Production	3	1	0	4
4	Core	CC	Cinemas of India	3	1	0	4
5	Core	CC	Media, Culture & Society	3	1	0	4
6	Core	CC	Media and Posthumanism	3	1	0	4
7	Elective	OE	Open Elective / Minor	3	0	0	3
8	RDIP	RDIP	Internship	0	0	4	4
Semester Total				18	4	6	5

SEMESTER - VI							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	VAC	U VAC	Co-Curricular Activities	0	0	2	2
2	SEC	E SEC	Career Skills - II	3	0	0	3
3	Core	CC	Research Seminar	3	1	0	4
4	Core	CC	Heritage, Art and Media	3	1	0	4
5	Core	CC	Marginalities in the Mediatic Worlds: Caste, Gender and Disability	3	1	0	4
6	Core	CC	Dynamics of Community Radio in India	3	1	0	4
7	Elective	OE	Open Elective / Minor	3	0	0	3
Semester Total				18	4	2	24

SEMESTER – VII (BA Hons)							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Advanced Research Methods	3	1	0	4
2	Core	CC	Media and Nationalism	3	1	0	4
3	Core	CC	Development Communication	3	1	0	4
4	Core	CC	Media and Border Studies	3	1	0	4
Semester Total				12	4	0	16

SEMESTER – VII (BA Hons with Research)							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Advanced Research Methods	3	1	0	4
2	Core	CC	Media and Nationalism	3	1	0	4
3	RDIP	RDIP	Research Project - I	0	0	8	8
Semester Total				6	2	8	16

SEMESTER – VIII (BA Hons)							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Media and Advertising: Evolution and Ethics	3	1	0	4
2	Core	CC	Media and Audience	3	1	0	4
3	RDIP	RDIP	Research Project I	0	0	6	6
Semester Total				6	2	6	14

SEMESTER – VIII (BA Hons with Research)							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	RDIP	RDIP	Dissertation	0	0	14	14
Semester Total				0	0	14	14

Minor/Open Electives							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	OE	OE	AI and New Media	3	0	0	3
2	OE	OE	Media and Psychoanalysis	3	0	0	3
3	OE	OE	Media and Popular Culture	3	0	0	3
4	OE	OE	Media and Sound System	3	0	0	3
5	OE	OE	Media, Surveillance and Privacy	3	0	0	3

