

Semester: 7				
Course : Mass Communication and Videography				
Paper title: Films and New Media				
Paper code: B4MV230721T			Credits: 4	
Hours/week : 4				
Category: Core/MDC/SEC/VAC :Minor				
Theory / Practical / Composite : Theory				
No of Modules : 2				
Course Overview: This course introduces students to the evolution of cinema and new media, exploring World and Indian cinema, its relationship with other arts, its role in addressing social issues, and its influence on popular culture. Students gain a basic understanding of the film production process and the future challenges facing the industry. The course also examines the rise of new media, media convergence, and the impact of digital and social platforms on communication and audiences. Key topics include digital literacy, the information society, emerging technologies such as AI, AR, and VR, and contemporary concerns like cybercrime, fake news, cyber laws, and media ethics, preparing students to critically understand media in a rapidly changing digital landscape.				
Course Outcome:				
Remember the evolution of world and Indian cinema, the rise of new media, and key concepts such as media convergence, digital literacy, and the information society.				
Understand the relationship between cinema and other art forms and discuss the role of film in addressing social issues and shaping popular culture.				
Apply understanding of the stages of film production and the use of digital and social media platforms for communication.				
Analyze the impact of emerging technologies such as AI, AR, and VR on media industries and audience behavior.				
Evaluate issues related to cybercrime, fake news, cyber laws, and media ethics in the digital environment.				
Prerequisites: NA				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
	Module A Films ● Characteristics of film as a medium ● Introduction to world and Indian cinema	4	CO₁, CO₂, CO₃, CO₄, CO₅,	KI, K₂, K₃, K₄, K₅

	● Relationship with other arts such as literature, theatre, music and painting. ● Social issues and Indian cinema. ● Film and Popular Culture – influence on fashion, music, language ● Film production: Pre-production, production and post-production ● Future Challenges Module B New Media ● Introduction to New Media: Evolution and Characteristics ● Media Convergence, Theories and Models; New Media and Consumers' Mind ● Digital Space and Social Media for Communication ● Digital Literacy, Information Society, Knowledge Economy and Digital Divide ● Emerging Technologies in Media (Artificial Intelligence, Augmented Reality (AR). Virtual Reality (VR) ● Cyber Crimes, Fake News, Cyber Laws and Ethics			
Evaluation : Theory: 70 CIA: 20+5 Attendance: 5				
Paper Structure for Theory Semester Exam Module : Module I – 35 Marks 2 Long answers of 15 marks each from an option of 3 questions 1 Short Note of 5 mark from an option of two questions Module II – 35 Marks 2 Long answers of 15 marks each from an option of 3 questions 1 Short Note of 5 mark from an option of two questions				

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Remember the evolution of world and Indian cinema, the rise of new media, and key concepts such as media convergence, digital literacy, and the information society.	K1
CO2	Understand the relationship between cinema and other art forms and discuss the role of film in addressing social issues and shaping popular culture.	K2
CO3	Apply understanding of the stages of film production and the use of digital and social media platforms for communication.	K3

CO4	Analyze the impact of emerging technologies such as AI, AR, and VR on media industries and audience behavior.	K4
CO5	Evaluate issues related to cybercrime, fake news, cyber laws, and media ethics in the digital environment.	K5