



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

MEDIA ENGINEERING								
V Semester: IT								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
AITD07	Elective	L	T	P	C	CIA	SEE	Total
		3	-	-	3	40	60	100
Contact Classes: 48	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 48			
Prerequisite:								

I. COURSE OVERVIEW:

This course introduces students to overview of the development of media technology from the development of the printing press and relates the parallel advances in media communications and culture with technology development., Be able to discuss the methodologies of the engineering and media design professions, Analyze the reasons for media successes and failures in the marketplace, where technology innovation intersects with consumer and industry needs

II. COURSE OBJECTIVES:

The students will try to learn

- The fundamental nature, types, and processes of communication, including its scope, human needs, and barriers, with an emphasis on both Western and Indian perspectives.
- The various forms of media—print, electronic, new, and traditional—and their organizational structures, programming, and management practices.
- How to develop media ethics, advertising, and public relations, with emphasis on professional standards, regulations, and societal impact.

III. COURSE OUTCOMES:

At the end of the course, students should be able to:

- CO1 Familiarize students with various types of communication, including intrapersonal, interpersonal, group, and mass communication, with a focus on the Indian perspective.
- CO2 Identify common barriers in communication and explore strategies to overcome them.
- CO3 Provide insights into the organizational structure of radio and television, including recruitment, management, and program production processes.
- CO4 Understand program planning, scheduling, and budgeting in media production and broadcasting.
- CO5 Study recommendations from Press Commissions, codes of ethics, censorship regulations, and policies related to broadcasting and media ownership.
- CO6 Analyze tools, techniques, and classifications of advertising and public relations practices.

IV. COURSE CONTENT:

MODULE – I: NATURE AND CHARACTERISTICS OF COMMUNICATION (09)

Communication: definition, nature and scope, Human needs of communication, Functions of communications, Types communication: intrapersonal - interpersonal, group and mass Communication, Indian concept of communication.

MODULE – II: PROCESS OF COMMUNICATION (09)

Elements and process of communication - Communication flows: one-step, two-step, and multi-steps - Barriers in communication, Verbal and non-verbal communication.

MODULE – III: INTRODUCTION TO MEDIA (10)

Characteristics of media - Print, electronic, new media and traditional media. Structure of radio and television Recruitment and, organization- contractual engagement of Service, H.R.-conditions and general Channel,

Administration- management and training and redeployment of personnel. Costing and Programme management (Planning, scheduling, production and broadcasting)- Commissioned and sponsored program budgeting of program.

MODULE - IV MEDIA ETHICS (10)

Concept of ethics and importance of professional ethics - Ethics and law -, Ethics and various pressure recommendations of Press Commission I and II, Mac Bridge Report, Press council guide to Journalistic ethics, Self-regulation and code of ethics, censorship and control of the press,, press ownership and monopolies, various committees of broadcasting, Broadcasting policies, Act regarding to working journalists.

MODULE –V: ADVERTISING AND PUBLIC RELATIONS (09)

Concept and definition of public relations - Public relations: tools and technique, public relations organizations, Concept and definition of advertising, Classifications of advertising.

V. TEXT BOOKS:

1. Keval J. Kumar, “Mass Communication in India” Jaico, Mumbai, 5th Edition, 2020.
2. Denis McQuonil, “Mass Communication Theory: An Introduction”, Sage Delhi, 6th Edition, 2020.

VI. REFERENCE BOOKS:

1. Philip Lesley, “Handbook of PR and Communication”, Jaico Publishing House, Mumbai.
2. Chunawala and Sethia, “Advertising Principles and Practice”, Himalaya, New Delhi
3. Leslie, Mass Communication Ethics, Thomson Learning, 2004.

VII. WEB REFERENCES:

1. <https://readersend.com/product/handbook-of-public-relations-communications/>
2. http://ftp.glennhowells.co.uk/0uVs8A_chunawalla-advertising-theory-and-practice_zpmd.pdf

VIII. MATERIALS ONLINE

1. Course template
2. Tutorial question bank
3. Tech talk topics
4. Open end experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper - II
9. Lecture notes
10. E-learning readiness videos (ELRV)
11. Power point presentation