

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI****COURSE PLAN (June - November 2026)****Department : Department of Public Relations****Name/s of the Faculty : Ms. Soundarya Uppili****Course Title : Introduction to Mass Media****Course Code : 25MA/MC/IM15****Shift : II****COURSE OUTCOMES (COs)**

| <b>COs</b> | <b>Description</b>                                                                                                | <b>CL</b> |
|------------|-------------------------------------------------------------------------------------------------------------------|-----------|
| <b>CO1</b> | Define key terms and concepts in mass media studies and identify the major types and functions of mass media      | K1        |
| <b>CO2</b> | Demonstrate an understanding of the historical development of print, broadcast, and digital media                 | K2        |
| <b>CO3</b> | Apply media theories to analyse current trends and case studies                                                   | K3        |
| <b>CO4</b> | Analyse the relationship between media content and its intended audience, focusing on engagement and reception    | K4        |
| <b>CO5</b> | Judge the effectiveness of different media platforms in achieving communication goals and develop a media content | K5, K6    |
|            |                                                                                                                   |           |

| <b>Week</b>                               | <b>Unit No.</b> | <b>Content</b>                                                                                               | <b>Cognitive Level</b> | <b>Teaching Hours</b> | <b>COs</b> | <b>Teaching Learning Methodology</b>                           | <b>Assessment Methods</b>                                             |
|-------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------|------------------------|-----------------------|------------|----------------------------------------------------------------|-----------------------------------------------------------------------|
| Jun 22, 2026<br>(Day Order 6)             | 1               | 1.1 Mass Media - Definition, Scope and relevance                                                             | K1-K2                  | 1                     | 1-2        | Lecture, PPT Presentation, and Discussion                      | One Minute oral presentation on media in daily life                   |
| Jun 23 – July 1, 2026<br>(Day Order 1- 6) | 1               | 1.2 Functions of Mass Media in society<br>1.3 Influence of Mass Media in culture, identity and social values | K1-K2                  | 5                     | 1-2        | Lecture, PPT Presentation, Video Clips                         | Case Study Analysis and Report, Debate                                |
| July 2 – July 8, 2026<br>(Day Order 1- 6) | 1               | 1.4 Mass Media in shaping Public Opinion<br>1.5 Public Sphere Theory and media's role in Democracy           | K1-K2                  | 5                     | 1-2        | Lecture, PPT Presentation, Role Play                           | Analysing media campaign, Opinion Essay, Mock Public Forum Discussion |
| July 9 – 16, 2026<br>(Day Order 1- 6)     | 2               | 2.1 Historical Evolution of Mass Media<br>2.2 Development of Print Media                                     | K1-K4                  | 5                     | 1-4        | Lecture, Historical Case Studies Discussion, Archival Examples | Short Quiz, Timeline/ Evolution of media Assignment                   |

|                                        |                      |                                                                                                                                            |       |   |     |                                                                                          |                                                                                                           |
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| July 17 – 24, 2026<br>(Day Order 1- 6) | 2                    | 2.3 Rise of the Broadcast Media<br>2.4 Emergence of Digital Media and internet                                                             | K1-K4 | 5 | 1-4 | Lecture, Multimedia Presentation, Field visit                                            | Digital Diary/Blog                                                                                        |
| July 25 – 28, 2026<br>(Day Order 1- 3) | 2                    | 2.5 Media Convergence and the integration of Old and New Media                                                                             | K1-K4 | 3 | 1-4 | Seminar, Lecture, Cross-Platform Discussions                                             | Comparative analysis on Old and New Media<br>(Reflections and Example)                                    |
| July 29 – Aug 3, 2026                  | <b>C.A. Test - I</b> |                                                                                                                                            |       |   |     |                                                                                          |                                                                                                           |
| Aug 4 - 6, 2026<br>(Day Order 4 - 6)   | 3                    | 3.1 Introduction to Media Literacy - Skills and Importance                                                                                 | K1-K6 | 2 | 1-6 | Lecture, Case Examples                                                                   | Concept Note                                                                                              |
| Aug 7 – 14, 2026<br>(Day Order 1- 6)   | 3                    | 3.2 Techniques to analyse Media Content - Bias, Framing, and Stereotyping<br>3.3 Evaluating Credibility of Media Sources and Fact Checking | K1-K6 | 5 | 1-6 | News Analysis, Lecture, Workshop, Fact-Checking exercises, Class Demonstration of Tools, | Identifying articles and analysis of newspaper and social media, Credibility and Fact-checking assignment |

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| Aug 17 - 24, 2026<br>(Day Order 1- 6)    | 3                     | 3.4 Media Persuasion<br>Techniques and Their<br>Impacts<br><br>3.5 Audience Research<br>and Metrics                                 | K1-K6 | 5 | 1-6 | Video Screening,<br>Discussions, Lecture,<br>Metric Tools<br>Demonstration | Role Play                                             |
| Aug 25 – Sep 2, 2026<br>(Day Order 1- 6) | 4                     | 4.1 Concepts of Freedom<br>of Speech, Censorship,<br>and Defamation<br>4.2 Concept of Media<br>Representation                       | K1-K6 | 5 | 1-6 | Lecture, Discussions                                                       | Debate,<br>Identifying<br>case studies<br>and laws    |
| Sep 3 – 11, 2026<br>(Day Order 1- 6)     | 4                     | 4.3 Media and<br>Globalization: The<br>Impact on Local and<br>Global Cultures<br>4.4 Media Regulatory<br>bodies and their roles     | K1-K6 | 6 | 1-6 | Film Discussions,<br>Screening, Lecture                                    | Content<br>Analysis<br>Report/<br>Reflection<br>Paper |
| Sep 15-17, 2026<br>(Day Order 1 - 3)     | 4                     | 4.5 Factors in ethical<br>media content production<br>- sensitivity, fairness,<br>conflict of interest and<br>public accountability | K1-K6 | 2 | 1-6 | Discussions, Ethical<br>dilemma<br>Presentations                           | Quiz                                                  |
| Sep 18 –23, 2026                         | <b>C.A. Test – II</b> |                                                                                                                                     |       |   |     |                                                                            |                                                       |
| Sep 24 - 28, 2026<br>(Day 4 – 6)         | 5                     | 5.1 The Role of<br>Technology in<br>Transforming Media<br>Platforms                                                                 | K1-K6 | 3 | 1-6 | Multimedia<br>Demonstrations,<br>Lecture                                   | Reflection<br>Essay                                   |

|                                           |          |                                                                                                                           |       |   |     |                             |                            |
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| Sep 29 – Oct 7, 2026<br>(Day Order 1 - 6) | 5        | 5.2 Social Media, Algorithms, and Personalization<br>5.3 The Impact of Social Media on Mental Health and Social Behaviour | K1-K6 | 5 | 1-6 | Classroom Activity, Lecture | Community Survey           |
| Oct 8 - 14, 2026<br>(Day Order 1 - 6)     | 5        | 5.4 Artificial Intelligence, Virtual Reality, and Augmented Reality in Media<br>5.5 Future Trends in Mass Media           | K1-K6 | 5 | 1-6 | Lecture, Demonstrations     | Creation of any AI content |
| Oct 15 - 21, 2026<br>(Day Order 1- 4)     | REVISION |                                                                                                                           |       |   |     |                             |                            |

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**COURSE PLAN (June - November 2026)**

**Department** : Public Relations  
**Name/s of the Faculty** : Srivaralaxmi V  
**Course Title** : Theories of Human Communication  
**Course Code** : 25MA/MC/TC15  
**Shift** : II

**COURSE OUTCOMES (COs)**

| <b>COs</b> | <b>Description</b>                                                                                                                                                                                 | <b>CL</b> |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>CO1</b> | Define fundamental communication concepts, models, and theories, including different types of communication.                                                                                       | K1        |
| <b>CO2</b> | Explain the communication process, identifying the key elements and potential barriers to effective communication.                                                                                 | K2        |
| <b>CO3</b> | Apply communication theories to real-world scenarios, illustrating how communication theories influence communication strategies in different contexts.                                            | K3        |
| <b>CO4</b> | Analyse the effectiveness of communication process in conveying messages across diverse cultural and social settings and the ethical considerations in communication.                              | K4        |
| <b>CO5</b> | Evaluate the impact of emerging communication technologies and their potential differences on traditional communication practices, assessing the implications for media and digital communication. | K5,K6     |
|            |                                                                                                                                                                                                    |           |

| <b>Week</b>                               | <b>Unit No.</b> | <b>Content</b>                                                                             | <b>Cognitive Level</b> | <b>Teaching Hours</b> | <b>COs</b> | <b>Teaching Learning Methodology</b> | <b>Assessment Methods</b>                       |
|-------------------------------------------|-----------------|--------------------------------------------------------------------------------------------|------------------------|-----------------------|------------|--------------------------------------|-------------------------------------------------|
| Jun 22, 2026<br>(Day Order 6)             | 1               | 1.1 Introduction to communication: Types and Process                                       | K1                     | 1                     | 1          | Lecture                              | Discussion                                      |
| Jun 23 – July 1, 2026<br>(Day Order 1- 6) | 1               | 1.2 Need, nature and functions of communication<br>1.3 Barriers to Effective Communication | K1                     | 5                     | 1          | Lecture and discussion               | Discussion and Q/A sessions                     |
| July 2 – July 8, 2026<br>(Day Order 1- 6) | 1               | 1.4 Levels of Communication                                                                | K1                     | 5                     | 1          | Lecture and discussion               | Discussion                                      |
| July 9 – 16, 2026<br>(Day Order 1- 6)     | 2               | 2.1 Interpersonal communication – Johari Window Theory, cognitive bias and distortion      | K1-K3                  | 5                     | 1-3        | Lecture and discussion               | Assignment: Apply theories to develop a concept |

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| July 17 – 24, 2026<br>(Day Order 1- 6) | 2                    | 2.2 Interpersonal Communication – Need and Scope<br>2.3 Models of Communication I: Lasswell, Shannon and Weaver, David Berlo | K1-K3 | 5 | 1-3 | Lecture and discussion | Assignment: Apply theories to develop a concept                       |
| July 25 – 28, 2026<br>(Day Order 1- 3) | 2                    | 2.4 Models of Communication II: Osgood and Schramm, Dance’s Helical Model, Newcomb, Wesley and Maclean model                 | K1-K3 | 3 | 1-3 | Lecture and discussion | Assessment: Differentiate the theories and point out their uniqueness |
| July 29 – Aug 3, 2026                  | <b>C.A. Test - I</b> |                                                                                                                              |       |   |     |                        |                                                                       |
| Aug 4 - 6, 2026<br>(Day Order 4 - 6)   | 3                    | 3.1 Group Communication – Definition and Types                                                                               | K3-K4 | 2 | 3-4 | Lecture and discussion | Group Discussion                                                      |
| Aug 7 – 14, 2026<br>(Day Order 1- 6)   | 3                    | 3.2 Tuckman’s stages of group development<br>3.3 Barriers in group communication                                             | K3-K4 | 5 | 3-4 | Lecture and discussion | GD                                                                    |



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| Aug 17 - 24, 2026<br>(Day Order 1- 6)    | 3                     | 3.4 Virtual / Hybrid teams: need, challenges and etiquettes                                       | K3-K4 | 5 | 3-4 | Lecture and discussion | Case Study                                                         |
| Aug 25 – Sep 2, 2026<br>(Day Order 1- 6) | 4                     | 4.1 Introduction to Mass Communication: Scope and Functions<br>4.2 Features of Mass Communication | K4-K5 | 5 | 4-5 | Lecture and discussion | Concept discussion and Q/A                                         |
| Sep 3 – 11, 2026<br>(Day Order 1- 6)     | 4                     | 4.3 Media and Mass Communication: Marshall McLuhan's Concept                                      | K4-K5 | 5 | 4-5 | Lecture and discussion | Discussion                                                         |
| Sep 15-17, 2026<br>(Day Order 1 - 3)     | 4                     | 4.4 Cross-cultural communication                                                                  | K4-K5 | 2 | 4-5 | Lecture and discussion | Identify cross-culture communication patterns and discuss in class |
| Sep 18 –23, 2026                         | <b>C.A. Test - II</b> |                                                                                                   |       |   |     |                        |                                                                    |
| Sep 24 - 28, 2026<br>(Day 4 – 6)         | 5                     | 5.1 Audiences of Mass Communication and Gatekeeping                                               | K3-K6 | 3 | 3-6 | Lecture and discussion | Discussion                                                         |

|                                           |          |                                                                                                                                                                  |       |   |     |                        |                                                            |
|-------------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---|-----|------------------------|------------------------------------------------------------|
| Sep 29 – Oct 7, 2026<br>(Day Order 1 - 6) | 5        | 5.2 Hypodermic Needle Theory, Cultivation Theory, Spiral of Silence, Social Learning Theory<br>5.3 Uses and Gratification Theory, Stuart Hall's Reception Theory | K3-K6 | 5 | 3-6 | Lecture and discussion | Case studies and examples for each concept to be discussed |
| Oct 8 - 14, 2026<br>(Day Order 1 - 6)     | 5        | 5.4 New Media and Convergence Models: Convergence Model, Network Models, Multi-step Models                                                                       | K3-K6 | 5 | 3-6 | Lecture and discussion | Case studies and examples for each concept to be discussed |
| Oct 15 - 21, 2026<br>(Day Order 1- 4)     | REVISION |                                                                                                                                                                  |       |   |     |                        |                                                            |

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI****COURSE PLAN (June - November 2026)****Department : Department of Public Relations****Name/s of the Faculty : Ms. Soundarya Uppili****Course Title : Principles of Layout and Design****Course Code : 25MA/ME/PL13****Shift : II****COURSE OUTCOMES (COs)**

| <b>COs</b> | <b>Description</b>                                                                                                                                                                                | <b>CL</b> |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>CO1</b> | identify the fundamental principles of design, including balance, contrast, emphasis, unity, and rhythm, in various visual projects                                                               | 1         |
| <b>CO2</b> | explain how different design principles contribute to visual appeal and functionality and describe the role of various design elements in communicating a message.                                | 2         |
| <b>CO3</b> | apply design principles and elements in creating visually effective and inclusive design and layouts for different media, such as print and digital platforms, using appropriate design software. | 3         |
| <b>CO4</b> | analyse design works by breaking down their components to evaluate how effectively they use design principles, identify strengths and weaknesses, and suggest improvements.                       | 4         |
| <b>CO5</b> | design and develop original projects, including posters, web pages, and digital ads, showcasing their ability to integrate design principles creatively and effectively into practical layouts.   | 5,6       |

| <b>Week</b>                               | <b>Unit No.</b> | <b>Content</b>                                                                                                   | <b>Cognitive Level</b> | <b>Teaching Hours</b> | <b>COs</b> | <b>Teaching Learning Methodology</b>      | <b>Assessment Methods</b>                    |
|-------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------|------------|-------------------------------------------|----------------------------------------------|
| Jun 22, 2026<br>(Day Order 6)             | 1               | 1.1 Introduction to design: Definition and Importance                                                            | K1                     | 1                     | 1          | Lecture, Demonstration                    | Identifying Design Patterns, Design Critique |
| Jun 23 – July 1, 2026<br>(Day Order 1- 6) | 1               | 1.2 Process of designing: Conception to Execution<br>1.3 Elements of Design                                      | K1                     | 4                     | 1          | Lecture, Demonstration                    | Construct Design Ideas, Mood Board           |
| July 2 – July 8, 2026<br>(Day Order 1- 6) | 1               | 1.4 Layout: Grid system, Rule of thirds, Golden Ratio, Alignment, creating visual flow - Z-pattern and F-pattern | K1                     | 4                     | 1          | Lecture, Demonstration, Learning by doing | Layout Exercises                             |
| July 9 – 16, 2026<br>(Day Order 1- 6)     | 2               | 2.1 Colour Theory and Colour Psychology<br>2.2 Lines, Shapes and Texture                                         | K1-K2                  | 4                     | 1-2        | Learning by doing, Presentation           | Creation of Color Palette                    |
| July 17 – 24, 2026<br>(Day Order 1- 6)    | 2               | 2.3 Typography and typesetting: Anatomy of type, classification and hierarchy                                    | K1-K2                  | 4                     | 1-2        | Lecture, Presentation,                    | Creation of Typography Poster                |
| July 25 – 28, 2026<br>(Day Order 1- 3)    | 2               | 2.4 Design Analysis – Semiotics, perspectives,                                                                   | K1-K2                  | 4                     | 1-2        | Video Screening, Presentation             | Analysis of Advertisement poster             |

|                                          |                      |                                                                                                                                            |       |   |     |                                                  |                                      |
|------------------------------------------|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------|---|-----|--------------------------------------------------|--------------------------------------|
|                                          |                      | aesthetics, revision and refinement                                                                                                        |       |   |     |                                                  |                                      |
| July 29 – Aug 3, 2026                    | <b>C.A. Test – I</b> |                                                                                                                                            |       |   |     |                                                  |                                      |
| Aug 4 - 6, 2026<br>(Day Order 4 - 6)     | 3                    | 3.1 Print Design:<br>Magazines, newspapers, brochures, and posters<br>3.2 Digital Design:<br>Websites, social media, and mobile interfaces | K2-K3 | 2 | 2-3 | Demonstrations, Lecture                          | Poster Design, Social Media Creative |
| Aug 7 – 14, 2026<br>(Day Order 1- 6)     | 3                    | 3.3 Design Tools: Adobe Photoshop, Adobe Indesign and Adobe Illustrator                                                                    | K2-K3 | 4 | 2-3 | Lab Sessions, Demonstrations, Designing Workshop | Ad Copy Design                       |
| Aug 17 - 24, 2026<br>(Day Order 1- 6)    | 3                    | 3.4 Creation of Broadsheet/Tabloid                                                                                                         | K2-K3 | 4 | 2-3 | Demonstration, Lab Sessions                      | Newspaper Layout design              |
| Aug 25 – Sep 2, 2026<br>(Day Order 1- 6) | 4                    | 4.1 Logo - Sketching, use of colour, font and shapes<br>4.2 Design for Advertising: Creating compelling ads                                | K2-K4 | 4 | 2-4 | Demonstration, Lab Sessions                      | Logo Design                          |
| Sep 3 – 11, 2026<br>(Day Order 1- 6)     | 4                    | 4.2 Design for Advertising: Creating compelling ads                                                                                        | K2-K4 | 4 | 2-4 | Demonstration, Lab Sessions                      | Creating Ad Copy, Data Infographic   |

|                                              |                       |                                                                                       |       |   |     |                                                   |                             |
|----------------------------------------------|-----------------------|---------------------------------------------------------------------------------------|-------|---|-----|---------------------------------------------------|-----------------------------|
|                                              |                       | 4.3 Infographics:<br>Designing visual data<br>representations                         |       |   |     |                                                   |                             |
| Sep 15-17, 2026<br>(Day Order 1 - 3)         | 4                     | 4.4 Digital File Formats<br>and exporting design                                      | K2-K4 | 2 | 2-4 | Lecture, Demonstrations                           | Quiz                        |
| Sep 18 –23, 2026                             | <b>C.A. Test – II</b> |                                                                                       |       |   |     |                                                   |                             |
| Sep 24 - 28, 2026<br>(Day 4 – 6)             | 5                     | 5.1 Design Projects and<br>Portfolio Development                                      | K3-K6 | 2 | 3-6 | Learn by Doing, Project<br>Guidance               | Portfolio Building          |
| Sep 29 – Oct 7,<br>2026<br>(Day Order 1 - 6) | 5                     | 5.2 Creating a Personal<br>Design Project<br>5.3 Building a<br>Professional Portfolio | K3-K6 | 4 | 3-6 | Learn by Doing, Project<br>Guidance               | Fictional Brand<br>Building |
| Oct 8 - 14, 2026<br>(Day Order 1 - 6)        | 5                     | 5.4 Preparing Design<br>Work for Presentation                                         | K3-K6 | 4 | 3-6 | Learn by Doing, Project<br>Guidance, Presentation | Project<br>Submissions      |
| Oct 15 - 21, 2026<br>(Day Order 1- 4)        | <b>REVISION</b>       |                                                                                       |       |   |     |                                                   |                             |

FINAL PROJECT- Create a Fictional Brand and build product and design Mock Ups (Logo, Visiting Card, Advertisement, etc)