Course Module
SYLLABI
For
Value Added Course
Certificate Course in AI in media Production

Offered by
Department of Journalism and Mass Communication

Course Module
Value Added Program
Course Module Structure

S. No.	Contents Deliverance	Learning Outcomes
1	Introduction to AI in Media (5hrs)	Learners will be able to identify and explain various AI technologies used in media production, including automated editing, content generation, voice synthesis, and data-driven storytelling.
2	AI in Content Creation (5 hrs)	Students will develop practical skills in using AI-powered tools for video editing, script writing, image enhancement, and sound design to enhance productivity and creativity.
3	AI in Post-Production and Editing (5 hrs)	Learners will understand how to integrate AI into traditional media workflows, improving efficiency while maintaining creative control and content quality.
4	AI in Audience Analysis and Personalization (5 hrs)	Students will be able to critically analyze the ethical implications, biases, and limitations of AI in media, including issues related to misinformation, deep fakes, and copyright.
5	Ethical Considerations and Future Trends (5 hrs)	Learners will explore emerging trends in AI-driven media and gain the ability to anticipate future developments, preparing them for evolving industry demands.
6	Ethical Concerns and Future Prospects (5 hrs)	Understanding the ethical concerns and future prospects enables students to make responsible decisions and anticipate the impact of emerging trends.

Evaluation Pattern:

- Quiz Test
- Class Presentation followed by Viva Voce

Total Duration Required:

- 30 Hours

References:

1. **World Bank.** (2020). *World Development Report 2020: The Changing Nature of Work*. World Bank Group.
2. **Sachs, J. D.** (2015). *The Age of Sustainable Development*. Columbia University Press.

3. **India Brand Equity Foundation (IBEF).** (2023). *India's Growth Story*. Available at: IBEF Website.
4. **Sen, A.** (1999). *Development as Freedom*. Alfred A. Knopf.
5. **United Nations.** (2015). *The 17 Goals – Sustainable Development Goals*. United Nations. Available at: SDGs Official Document
6. **Jha, S.** (2018). *The Changing Role of Governance in India's Development*. Oxford University Press.