



Bharatiya Vidya
Bhavan's



Rajendra Prasad Institute of
Communication and Management

SKILLING INDIA SINCE 1961

RAJENDRA PRASAD INSTITUTE OF COMMUNICATION & MANAGEMENT

SYLLABI 2023-'24
COMMUNICATION

ON MUNSHIJI



Dr. K. M. MUNSHI - A Shining Star

***In the Galaxy of eminent men of India,
Kanhaiyalal Maneklal Munshi is a shining star that still
beckons humanity to the path of duty and dharma.***

Munshiji's entire career, in fact, consisted of tracing a common thread on which the individual beads of his achievement could be strung. And that thread was his awareness of the greatness of India's cultural heritage. India, that is Bharat; is a phrase that all of us are familiar with. But, in the case of Munshiji, the phrase betokened much more than the opening words of our Constitution. 'Bharat' was for him not just a nation but an ongoing civilization; not an accident of history but a design of destiny. For him the vitality of Indian culture and its self-renewing greatness constituted a living principle.

- by R. Venkataraman

KULAPATI MUNSHI - The Man and His Mission

***The Bhavan and Kulapati Munshi are synonymous.
The Bhavan, his lengthened shadow, is the vibrant symbol of the continuing modern Indian
renaissance which Raja Ram Mohan Roy pioneered in Bengal in the 19th century..***

He created several shrines of learning and culture of which the Bharatiya Vidya Bhavan is the most outstanding. Three things, he felt, were necessary for the revitalisation of Indian Culture:

First, the other-worldliness in our outlook, the curse of the past, had to be replaced by a sense of joy in the life as it is lived;

Secondly, such of the traditions as were outmoded and stifled the creative vitality of the individual and the collective life had to be replaced by a vigorous, constructive and flexible attitude on life;

Thirdly, the fundamental values which had given ageless vitality to Indian culture had to be captured afresh for the younger generation.

- by S. Ramakrishnan

Kulapati Munshi He Scaled Many Peaks of Excellence

Dr. Kanhaiyalal Maneklal Munshi was versatile and multifaceted. If a person in one field of human endeavour reaches the peak of excellence, we call him or her great. He was not an individual; he was a phenomenon.

***- by Shri H.N.Dastur, Bhavan's Executive Secretary gave a
heartwarming extempore speech on Kulapati Munshi
on July 14, 2012 at Bhavan's Bangalore Kendra.***



T A B L E O F C O N T E N T S

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C1- Journalism	01 - 08
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CI- Journalism

Course Outline

Paper 1	Introduction to Journalism, Press Laws, Regulations & Ethics	30 hrs
Paper 2	Reporting (for Print, TV & Radio)	30 hrs
Paper 3	Advanced Journalistic Writing	30 hrs
Paper 4	Editing Technique	30 hrs
Paper 5	New Age Mass Communication & Media Business	30 hrs

Paper: I- Introduction To Journalism, Press Laws, Regulations & Ethics			Full Marks 100
Sl no	Topics	No of Hours	
History of Press in India			20 Marks
1	Gutenberg and Printing Press, Beginning of printing in India; early origins of newspapers in India, James Augustus Hicky, James Silk Buckingham, Raja Ram Mohan Roy, Sir Charles Metacalfe and Robert Knight	3	
2	Establishment of important papers such as The Times of India, The Statesman, The Hindu, Amrit Bazar Patrika and Tribune, The Indian Express, Contribution of Mahatma Gandhi in Indian Journalism, Press and Freedom Movement	3	
Contemporary Journalism- Mission, Profession & Business			40 Marks
1	Concept and Functional Dimensions of Journalism, formulating public opinion	1.5	
2	Elements and foundation of journalism- Transparency, Accountability, credibility, Citizenship, Fourth Estate as societal force – Perspectives on the freedom of the press; Vox Populi- Pluralism of thought, debates, discussions. Journalism Vs Activism Vs Jingoism	1.5	
3	Futuristic approach of journalism- AR, VR, Bot, Mojo	3	
4	Journalism Types- Ambient Journalism, advocacy journalism, development journalism, citizen journalism, data journalism, narrative journalism, peace journalism, war journalism, yellow journalism	1.5	

Press Laws, Regulations & Ethics			40 Marks
1	Salient Features of Indian Constitution, Fundamental Rights	3	
2	Press Freedom - rights and restrictions under the Constitution; meaning; constitutional limitations; important decisions.	1.5	
3	Contempt of Court 1971, Press and Registration Book Act 1867. Importance of RNI	1.5	
4	Law of Defamation -Defamation as tort and crime. IPC Sections 499, 500; defenses available – Fair Justification, Fair Comment, Privileges, Privileges, Apology	1.5	
5	Official Secrecy and Vs Right to Information 2005 Sections 3 and 5 of the Official Secrets Act, 1923 – an analysis, suggestions and recommendations; Filing Online RTI	1.5	
6	The Working Journalists Act, 1955 – important Provisions, The Indecent Representation of Women (Prohibition) Act, 1986	1.5	
7	IPR and other related Acts;The Copyright Act 1957 and plagiarism, Copyleft issues- Concept of Open Educational Resources (OER) and Open Media Resources (OMR)	1.5	
8	Media and Self Regulatory Bodies: Press Council of India (PCI), IBF, BCCC, OTT regulations	1.5	
9	Media Ethics: Communal writing and sensational reporting, jingoism, paid news, breaching TRP, balancing and objectivity, Wikileaks and Julian Assange, Edward Snowden, P Sainath, whistleblowers	3	
Total Lectures		30	

Paper : 2 Reporting (for Print, TV & Radio)			Full Marks 100
Sl no	Topics	No of Hours	
Understanding News and Reporting Techniques			80 Marks
1	News: What makes news, Definition of news, changing concepts of news, How to evaluate newsworthiness of an information, Changing delivery of news, Element of news, hard news and soft news, features	3	
2	News sources: Routine sources, Personal contacts, How to develop sources, Observation, Reference material, Internet	1.5	

3	Story Writing : How to write good intro & construct a news story, (Inverted Pyramid Style, 5 Ws & I H feature style, hourglass style and nut graph) with classroom practice	3	
4	Reporters, Chief Reporter, Foreign Correspondents, Stingers, Freelancers (Qualification, Qualities & Rights, Kinds of reporters, Beat system)	1.5	
5	Reporting for Print, TV, Radio, Websites Cultivating, verifying and dealing with sources of news	3	
6	Investigative reporting, Analytical reporting, Interpretative reporting, Descriptive reporting	3	
7	Reporting Beats: Health, Education, Women Empowerment, Poverty, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Health Reporting, Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights	4.5	
8	How to cover big events like general elections, General budget presentation, natural calamities etc. Covering press conferences and writing from press releases, events and meets	1.5	
9	Art of Interviewing (Preparation, homework, dos & dont's), Types of Interviews	3	

Futuristic Journalism & Reporting			20 Marks
1	Automated storytelling, drones in news coverage, mobile journalism, immersive journalism, citizen journalism (Facebook, Insta Live, YouTube videos, Blogs)	3	
2	Data reporting and writing stories (collecting, decoding, interpreting & analysing)	1.5	
3	Safety guidelines for the journalists, Reporters without borders, Indian/International Federation of Journalist, South Asian Journalist Association (SAJA)	1.5	
Total Lectures		30	

Paper : 3 Advanced Journalistic Writing			Full Marks 100
Sl no	Topics	No of Hours	
			80 Marks
1	Journalistic Writing : Ingredients and technique of writing; Organising material; planning (a) Sequence or series of articles, collection of material, selection of topic: identification of points; presentation of material (b) Journalistic writing as distinct from literary writing and fiction writing	3	
2	Feature writing including Photo Feature: Personality Feature, Anniversary, Evergreen features and News-related features. Technique of writing Middle : Definition, style	1.5	
3	Column : Kinds (Subject, Political, Gossip, Sports, Cuisine, Media, Business etc.)	1.5	
4	Review: Art, Function, Guidelines (Focus Book Reviews, Article Reviews, Films Reviews, Sports Reviews, Music/Dance Reviews)	1.5	
5	Feedback : Importance of feedback, Letters to the Editor, Selection of subjects, editing of letters, Types of letters; Problems, reaction, new information, correction, clarification, denial etc	1.5	
6	Interview - Kinds (for newspapers, Radio and TV) – interviewing for government and publications, TV and Radio, cautions and pitfalls, Interviews as source of news/ information; exclusive, special, routine. Writing style different for newspapers, Radio, TV	3	
7	Editorial as Opinion, its importance, newspaper's stand and policy, Editorial Conference, Front Page Editorial - language, style, presentation. Pulse of the Nation Advisory Role	3	
8	House Journals: Purpose, Scope, Coverage/contents, Production, Printing, Importance (Exercise in Public Relations). Newsletters and e-journals	1.5	
	Writing in Practice		20 Marks
9	Writing- [News, feature, column, editorial, reviews]	4.5	
10	Writing Press Releases, Content writing for social media, blogs, digital media(tweets), website content, Writing for advertisements	4.5	
11	Practical Writing Work (One Editorial, One Middle, One Article, One Interview, One Review each of Film, Serial, Book, Cultural Event)	4.5	
Total Lectures		30	

Paper : 4 Editing Technique		Full Marks 100
Sl no	Topics	No of Hours
1	Editors role, value of copy editors, presenting raw material in finished, polished form. Sanctity of facts, accuracy, grammar, clarity, language, economy of words, expression	1.5
2	Editing copy for print, web, audio-visual	3
3	Difference between proofreading and copyediting, editing symbols and their use	3
4	Headlines: Their importance, Functions, Kinds, Counting System, Their role in make-up of newspaper; Head-line Language, Art of headline writing, writing titles, captions and blurbs	3
5	Micro editing for Grammar and usage, style, spelling, punctuations and tightening	4.5
6	Use of illustrations. Selection of photographs, Picture Editing; Caption Writing, Pocket Cartoons, Editing for graphic appeal	1.5
7	Page Make-Up(Online/Offline) and its importance; Kinds-Horizontal, Vertical, Balanced and unbalanced, Dynamic, Irregular and Modular; Page Designing.	1.5
8	Editing for Print Media, Radio and TV; Difference between manual and Computer editing	1.5
9	Editing software (online editing for text. plagiarism checks and translation tools, spell check, paraphrasing)	3
10	Audio- and audio-visual editing for digital medium. (Editing short videos and making podcasts)	3
11	Translation and its scope in the contemporary media scenario, Translation (English to vernacular languages)	3
12	Qualities and responsibilities of news editors, sub editors	1.5
Total Lectures		30

Paper : 5 New Age Mass Communication & Media Business		Full Marks 100
Sl no	Topics	No of Hours
New Age Mass Communication		
1	Mass Communication and its basic functions- Surveillance, correlation-interpretation, socialization and entertainment, Tools of mass communication.	1.5
2	Television(legacy in brief)- Consumption trend, regional language viewership	1.5
3	Changing Trends Film and Entertainment OTT Platforms- Netflix, Amazon Prime and others and revenue generation	3
4	Mass Self Communication and beyond - Influencer, YouTuber, Standup comedian	1.5
5	Music aggregators and music streaming, Audio Books - Audible, Storytel, Spotify, Kobo and others	1.5
6	Digital Radio Opportunities, podcast	4.5
7	Nature & scope of news business, Concept of new age news business, Contents that entertains, informs & educate, changing media ecosystem	1.5
8	Circulation: Importance, Types of Circulation, Role of Audit Bureau of Circulation, Techniques of increasing circulation	1.5
9	Ownership (Family, Individual, Consortium Statesman Experiments) Partnership Firm, Joint Stock Company, Trust, Society, Political Parties	3
10	New Age Media Business: News aggregators and concept, leading news aggregators, revenue models of news aggregator, Some case studies-inshots dailyhunt etc	1.5
11	Revenue generation for news business with social media marketing agencies (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp)	3
12	Composing a Succession of Stories, Sustaining Readership, Turning Interviews, archival tapes and other recorded material into Sound, Oral and Visual Stories- Case Study of Brut, Nas Daily	1.5
13	Digital News Platform - The Quint, NewsLaundry, The Wire, Scroll.in, The Print	1.5
14	Ad Revenue: Importance, Types of ads methods of increasing ad revenue, advertising agency relationship	1.5
15	On trend- K Pop, Attention Span (You Tube Shots, Instagram reels), Influencers, Likes, Sharing, Web 3.0, AI and many more.	1.5
Total Lectures		30

OR Paper : 5 Human Communication		Full Marks 100
Sl no	Topics	No of Hours
1	Introduction to communication – definition, objective and functions	1.5
2	Origin and history of communication	3
3	Culture and Communication: Impact of culture on communication	3
4	Theories of communication – General theories, Special theories, Mass Media theories, Interpersonal theories, Traditional theories.	3
5	Sociology of Communication and Socialisation, Local Self Government and Communication Process	3
6	Forms of communication: a) Interpersonal Communication b) Interpersonal Communication c) Group Communication (Public, Crowd, Small Group) d) Mass Communication	4.5
7	Models of Communication: Aristotle, SMR, SMCR, Shannon & Weaver's, Laswell's, Osgood's, Dance's, Schramm's, Gerbner's, New Combe's Convergent Model, Gate Keeper Model, Berlo's Model, Defleur's	3
8	Barriers to Communication: Noise barriers, Interpersonal barriers, Semantic Barriers, Guidelines for effective communication, Listening (Active, Passive, Emphatic, Superficial, Projective), Steps for improving Listening	3
9	Gender Sensitive Communication	3
11	Writing exercise for different media	3
Total Lectures		30

OR Paper : 5 Audio Visual Journalism		Full Marks 100
Sl no	Topics	No of Hours
Sec I	Photography Theory & Practice	10 Hours
1	Understanding the structure and working of a professional camera camera view finder, lenses, aperture, iris diaphragm, shutter, lightmeter	
2	Lenses & types, Depth of Field & Depth of Focus	
3	Photo Composition, elements of photo composition	
4	Techniques of Photo Editing	
5	Essentials of a Press Photograph	

Television & Mobile Journalism		10 Hours
1	Understanding various departments of TV News organisation, understanding the element of speed in TV news.	
2	Basic understanding of script, Writing TV news, writing headlines for TV as different from newspaper, TV news audition and presentation	
3	Basic understanding of camera and audio, Basic camera functions, menu, options, shutter speed, sound recording, video formats Video Editing: types of editing, advanced editing techniques, video effects	
4	Understanding about special programs for TV news hannels, Preparation for debates	
Radio Journalism		10 Hours
1	Introduction to Radio, Types and Elements of writing in radio ads & content	
2	Introduction and structure of radio show formats	
3	Radio jargons and usage, introduction to radio podcasts	
4	Practical script writing and ad writing	
Total Lectures		30

Books Recommendation

- Good News, Bad News: Journalism Ethics and the Public Interest, Jeremy Iggers, Westview Press, Oxford
- Jeffrey, Robin (2000) India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press
- YK D'souza, (1998) Principles and Ethics of Journalism and Mass Communication, Commonwealth Publishers, New Delhi
- Garrison, B. (2000). Advanced Reporting, LEA.
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Stovall, J.G. (2011). Journalism, Prentice Hall.
- Richard, K. (2000). The Newspaper's Handbook, Routledge Publication, SAGE Publications, Inc,
- Bowles, A. D. (2011). Creative Editing, Wadsworth
- Das, B. (2005), Mediating Modernity: Colonial Discourse and Radio Broadcasting, c. 1924–1947, Sage Publication, New Delhi.
- Robert L. Hilliard (2010). Writing For Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
- Simeon Lindstrom (2015). Creative Writing – From Think to Ink, Createspace Independent Publishing Platform, Canada.
- Andrew Bonime & Ken C. Pohlmann (1997). Writing For New Media: The Essential Guide To Writing For Interactive Media, Wiley, United States
- Robert M. Knight (2010). Journalistic Writing: Building The Skills, Honing The Craft, Marion Street Press, Portland
- Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004
- Vanita Kohli-Khandekar (2021) The Indian Media Business Pandemic and After, SAGE Publications India Pvt, Limited

C2- Digital Media

Course Outline

Paper 1	Introduction to Digital Media	30 hrs
Paper 2	Digital Journalism	30 hrs
Paper 3	Digital & Social Media Marketing	30 hrs
Paper 4	Fake News Bursting, Fact Checking and Ethical Concerns	30 hrs
Paper 5	Digital Media Content Marketing & Distribution	30 hrs

Paper: I Introduction to Digital Media		Full Marks 100
Sl no	Topics	No of Hours
1	Getting start with Digital Media evolution and development, Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual and so on, Credibility of digital media	3
2	Digital Media Revolution: Mass Media Adaptation, Trends, Revolution, Lingo, Effects of Digital Media : Cybercrime, Privacy, Hate Speech, Surveillance and many more, Concepts of digital immigrants, digital natives, millennial generation, Gen Z	3
3	Digital divide Vs Digital Literacy, Digital media's rapid rise, Using digital media for revenue generation	3
4	Trends of Digital media content consumption post covid scenario	3
5	Changing Trends Film and Entertainment, OTT Platforms- Netflix, Amazon Prime and others	3
6	Humor and Sarcasm as an art of storytelling- Memes, FilterCopy, Newslaundry, Stand Up Comedy	3
7	New Age Book Publishing-Ebooks, Audio Books Case studies of Storytel. Kuku FM, Audible, Project Gutenberg and many more	3
8	Growth of online gaming-esports, fantasy sport, casual gaming and other games of skill, Metaverse	3
9	Social Media Video channels- Brut, Nas Daily	3
10	Podcast and podcasting Strategy. Case studies of some famous podcasters- Joe Rogan, Ranveer Allahbadia	3
Total Lectures		30

Paper : 2 Digital Journalism		Full Marks 100
Sl no	Topics	No of Hours
1	The mediamorphosis - Print to online, its effects on The News Presentation, Journalism & Business Media.	1.5
2	Do's & Dont's during traditional journalism and Online Journalism E-Journals, E-Zines, Online Magazines, Webzine Conferences, Webinars, Video Conferencing, Blogging	3
3	Multimedia Components-Text, Graphics, Audio, Video & Animation Together into News, Content Generation & Writing: Blog and Social Platforms	3
4	Approach to Digital Journalism: Writing in Digital World, Digital Reporting Techniques, Traditional News Writing V/s Writing for the web, Web content writing rules – Refer Web Writing Style Guide, Interacting with the text, Importance of Great intro.	3
5	Writing for Audio (Podcasting)	3
6	Writing for Video	3
7	Writing for Twitter, Facebook, Blogs-Tips & Tactics for Writing	3
8	Mobile Journalism - Introduction and overview, Origins of the Mojo, Workflow, Skills Required, Tools & Apps for Mojo, Challenges to Mojo work	3
9	Automated storytelling, drones in news coverage, mobile journalism, immersive journalism, citizen journalism (Facebook, Insta Live, YouTube videos, blogs)	3
10	Futuristic approach of journalism- AR, VR, Bot	1.5
11	Data reporting and writing stories (collecting, decoding, interpreting & analysing)	3
Total Lectures		30

Paper : 3 Digital & Social Media Marketing		Full Marks 100
Sl no	Topics	No of Hours
1	Fundamentals and significance of Digital marketing, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Z & Netizen's expectation & influence	3
2	Digital marketing strategy, Paid- Owned and Earned Media framework [P.O.E.M.], Digital landscape, Digital marketing plan, Digital marketing models.	3

3	Internet Marketing and Digital Marketing Mix: Internet Marketing, opportunities and challenges, Digital marketing framework, Digital Marketing mix, Impact of digital channels on IMC	3
4	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google search central and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing, Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA)	3
5	Search Engine Advertising: Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation	3
6	Social Media Marketing – Role of Influencer Marketing, Tools & Plan: Introduction to social media platforms Penetration & characteristics Building a successful social media marketing strategy Facebook Marketing: Business through Facebook Marketing, Creating Advertising Campaigns, Adverts Facebook Marketing Tools Linkedin Marketing: Introduction and Importance of Linkedin Marketing Framing Linkedin Strategy Lead Generation through Linkedin Content Strategy Analytics and Targeting Twitter Marketing: Introduction to Twitter Marketing How twitter Marketing is different than other forms of digital marketing Framing content strategy Twitter Advertising Campaigns Instagram and Snapchat: Digital Marketing Strategies through Instagram and Snapchat Mobile Marketing: Mobile Advertising Forms of Mobile Marketing Features, Mobile Campaign Development Mobile Advertising Analytics	9
7	Introduction to SEO, SEM, Web Analytics, Trends in Digital Advertising: Introduction and need for SEO, how to use internet & search engines, Search engine and its working pattern, On-page and off-page optimization, SEO Tactics Introduction to SEM, AdSense, Google Analytics	3
8	YouTube Advertising: - YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns	3
Total Lectures		30

Paper : 4 Fake News Bursting, Fact Checking and Ethical Concerns		Full Marks 100
Sl no	Topics	No of Hours
1	Overviewing Fake News, Disinformation, Misinformation, Mal-information, Misinformation and Disinformation across the world and India	3
2	Information Disorder, Taxonomies related to Misinformation and Disinformation	3
3	Misinformation Threat, Evolution of media and fake news, Types of manipulations	3
4	Types of Misinformation and Disinformation-Misleading & Fabricated Content, False Context and so on.	3
5	Various Indian fact checking agencies- PIB Fact Check, Alt News, Webqoof, Boom live and many more	1.5
6	Tools for Social Media content and visual verification	3
7	Image verifications and various digital tools	1.5
8	Journalistic verification skills (Cross checking, Lateral Reading, Plagiarism, Abuse of Statistics)	1.5
9	Memes and Trolls	
10	Appellate Bodies: Appellate Grievance Redress Committee; Self-regulatory Grievance Redress Appellate Body by Social Media Companies; Social media and OTT self-regulation	3
11	Post-Truth, Issues and Challenges	1.5
12	Right to Privacy and digital surveillance; Issues of anonymity, Cyber bullying, Stalking	1.5
13	Hacking v/s ethical hacking	1.5
14	Dark Web and the challenges of cyber security	1.5
15	Digital piracy, Plagiarism and Issues of copyright	1.5
Total Lectures		30

Paper : 5 Digital Media Content Marketing & Distribution		Full Marks 100
Sl no	Topics	No of Hours
1	Content Marketing, Importance of content marketing, Content distribution model India and globally, Types of content (entertain, informs, educate, providing utility)	1.5
2	Qualities of content publishers-(Identifying audience, Defining key themes and messages, Establish a frequency framework, editorial calendar, Develop regular features and rubrics, go multimedia, Enlisting expert contributors, Enlist expert contributors, Turn on comments and feedback, Recycle, capturing)	3
3	Content curation and aggregation, finding content, Aggregation, Filtering, and Curation Platforms, challenges, analyzing content needs	3
4	Overview of Digital Content Channels- Social networks, geo-social networks, location based content, online directories, email, blogs, social bookmarking, online videos, podcasts, webinars, Microblogging, Long-Form Publishing (ebooks, Whitepapers, Digital Magazines), Digital Media Center/Press Room, Apps and Widgets, Case Studies, Articles and Columns, E-learning/Online Training, Online Community, Visual Information (Charts, Diagrams, Infographics, Maps)	3
5	Content Optimisation- (SEO, PR, Influencers, Advertising)	3
6	Monetising Content - (User-Generated Content, Digital News, Advertising revenue, subscriptions, donations, social media marketing, content paywall, AdSense)	3
7	Digital Content Distribution Platforms – Basics of Digital content distribution, Platforms for Digital content distribution	3
8	Third party aggregators, API, Role of Notifications in Content Distribution, Paid and Unpaid strategies for Content Distribution	3
9	Do and Don't in Digital content distribution. Digital Right Management and its role in Digital Content Distribution	3
10	Social Media – Various platforms, Influencers and blockers of Social Media, Integration of Social Media with Website/Portals, Use of Artificial Intelligence and Machine Language audience engagement	3
11	Streaming Servers – Use, Working of Streaming Servers, Dedicated and Shared Streaming Servers, Recorded Video Streaming, Video-on-Demand Server (VOD) V/s Live Video Streaming (IPTV Server)	3
Total Lectures		30

Books Recommendation

Abernathy, Muse Penelope & Sciarrino, JoAnn (2018). The Strategic Digital Media Entrepreneur. Published by John Wiley & Sons; Illustrated edition.

Thakur, Kiran Dr.; Pandit, Makarand Dr. & Josh, Yogesh Dr. (2022). Fundamentals of Digital Journalism. Published by Vishwakarma Publications

Idemudia, C. Efosa (2019). Handbook of Research on Social and Organizational Dynamics in the Digital Era. Published by IGI Global

Bucher, John (2017). Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives. Published by Routledge;

Puneet Singh Bhatia (2019). Fundamentals of Digital Marketing Pearson

Ian Dodson (2016). The Art of Digital Marketing Wiley

Melissa Zimdars, Kembrew Mcleod (2020), Fake News Understanding Media and Misinformation in the Digital Age, MIT Press

Brian D. Loader, Leah A. Lievrouw, (2020), Routledge Handbook of Digital Media and Communication, Taylor & Francis

Robert B. Musburger, Gorham Anders Kindem,(2009) Introduction to Media Production The Path to Digital Media Production, Focal Press/Elsevier

C3- Public Relations

Course Outline

Paper 1	Public Relations	30 hrs
Paper 2	PR & New Age Media Relations	30 hrs
Paper 3	Corporate Communications	30 hrs
Paper 4	Effective Writing and Presentation Skills	30 hrs
Paper 5	PR & Strategic Marketing Communication	30 hrs

Paper: I Public Relations		Full Marks 100
Sl no	Topics	No of Hours
1	Definitions of Public Relations. Publics in PR. Definitions of Public Relations. Nature, Scope Functions and Dimensions and emerging trends of Public Relations	3
2	Public Relations as distinct from other forms of Public Communication –Public Information, Publicity, Propaganda, Advertising, Lobbying, Spin doctor, Press Agency, Public Opinion, Social Influence, The Power of public opinion and persuasion	4.5
3	Evolution of Public Relations-Ivy Lee and Edward Bernays and others	1.5
4	Tools of PR: press conferences/meets, press releases/communiqué/ briefs, rejoinders and media relations management (selection of media and reaching out to its various publics)	3
5	Public Relations:A Management function, Public Relations Process	3
6	Public Relations at different sectors: Government, Public, Private	3
7	Qualities and skills of a public relations personnel	1.5
8	Role of PR agencies, Top PR agencies worldwide and India	1.5
9	Traditional vs digital PR: the evolving role	3
10	Emerging PR trends- digital shift, high quality content, search engine optimisation, virtual events, community led story-telling, influencer marketing, personalised pitching, celebrity PR management	3
11	Public Relations Code of Ethics, International Code of Ethics, Professional bodies of PR	3
Total Lectures		30

Paper : 2 PR & New Age Media Relations		Full Marks 100
Sl no	Topics	No of Hours
1	Media Scene in India. Media Reach –People's Access to Media	1.5
2	Verbal Communication in PR Practice Interpersonal Communication, Intrapersonal Communication, Value of Interpersonal Theory of PR – Relationship – Role and Impact of Oral Communication in Employee and Community Relations – Feedback – Group Communication, Meetings, Telephone, Conferences – Oral Communication as Distinct from Mass Communication, Relative Appeal.	3
3	Print and Visual Media :(Newspapers, Photographs, Exhibitions) What is Journalism/Print Media – Classification of News Papers: Daily Newspapers, Specialised Magazines, Periodicals, Use of Print Media in PR – Characteristics of Press. Advantages, Limitations, Relative Appeal, Role and Impact of Press – Tactics – Press Release, Press Kit, Press Conference, Press Tour, Feature Article, Newsphotos, Letters to the Editor, Rejoinder/Press Interviews.	3
4	Print and Visual Media :(Newspapers, Photographs, Exhibitions) What is Journalism/Print Media – Classification of News Papers: Daily Newspapers, Specialised Magazines, Periodicals, Use of Print Media in PR – Characteristics of Press. Advantages, Limitations, Relative Appeal, Role and Impact of Press – Tactics – Press Release, Press Kit, Press Conference, Press Tour, Feature Article, News photos, Letters to the Editor, Rejoinder/Press Interviews.	3
5	Media Relations : Updating lists of journalists beat-wise. Preparing of Data with name, designation of journalist along with residential address, media organisation with address, mobile no. and e-mails, both private and official of journalists How to socialise with Media persons during luncheon or dinner Press Conferences? How to present Press Release to Journalists? How to tell them the importance and newsy point in the Press Release? How to develop relationship with media persons? Exercise in writing Press Releases and Press notes.	3
6	Photography:An Aid to PR. Photographic Communication – Photo Journalism – PR Photography. Types of Photographs - News Photos, Photo Features. Uses of Photos in PR Practice.	1.5
7	Electronic Media (Radio – T.V.) Radio – History and Development - AIR, Characteristics, Relative appeal, Programme Pattern – Radio services - National, Regional and Local. Uses of Radio for PR, Impact – Case Studies.	3
8	Exhibitions: Seeing is believing. Fairs and Festival, Auto Expo & Types of Exhibitions. Exhibition as a Tool of Marketing and PR. How to Set up and Organise Exhibition – Impact.	1.5
9	Electronic Media: PR activities through local FM stations, organising talk shows, running campaigns. Amplifying PR campaigns through television	3

10	Writing for T.V. : Writing for Listening and Seeing.TV Programmes Formats. Interviews, Documentaries, Feature TV News, Writing style, matching pictures and worlds conversational style. Video release, Visual dimension - TV News story.	3
11	Importance of PR pitch. Pitching do's and don'ts	1.5
12	Pitching Journalist through social media, social media connect- Twitter, LinkedIn, create a reference landing page, follow up on coverage, Round up, Pitching influencers	3
Total Lectures		30

Paper : 3 Corporate Communications		Full Marks 100
Sl no	Topics	No of Hours
1	Corporate Communication: Definition, scope and functions of Corporate Communication, corporate philosophy	1.5
2	Corporate Publics: Who are the Corporate Publics? Their Importance to the organization and the need to have good relation with the publics. Creating satisfied publics both internal & external. Communication with the Publics	1.5
3	Media Relations: The need for effective Media Relations. Role of the Public Relations Manager in understanding the Media and meeting their requirements. Pitching to the Media. Media scene in India - Press, Radio, TV, Films, Government and Private Media	1.5
4	Media Information Services: News release, Features, Interviews, Media conference, Media Tours, fact sheets, Backgrounds, Photography. Principles of deserve and desire in media coverage. Public Relations Manager in the Middle of Management and the Media. Types of Press - Economic, General, Technical etc. Inter Media Publicity Coordination Committee. Media kits, its Uses and Content	3
5	Corporate Communication Strategies and Tools: Reputation management, CSR, Events, Sponsorships, Trade Shows	3
6	Corporate Identity, Corporate Communication in brand building	3
7	Financial Relations, Investor Relations, Trade Media and its relevance in Corporate Communications	1.5
8	Corporate Communications in crisis management: What is a crisis? Man-made and natural crisis. Corporate policy	1.5
9	Corporate Communications and Employee Relations	1.5

10	Government Relations and Corporate Communications: Concept and significance of Government Relations. Government Relations vis-à-vis Liaisoning, Lobbying, Public Relations and Information System of Government of India Press Advisor to President. Press Advisors to Prime Minister and Principal information Officer (PIO) - their roles and significance, Other PR arms of the Government, State Government PR set up	1.5
11	Ethics and Law in Corporate Communication: Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics	1.5
12	Emerging Technologies in Corporate Communication, E-media Relations, E-internal Communication, E-brand Identity and Online Reputation Management	1.5
13	Designing Communication plans for stakeholders, Defining Strategy and its Relevance in Corporate Communication	1.5
14	Campaign Planning & its execution (followed by class activities)	4.5
15	Case studies of various corporate communications	3
Total Lectures		30

Paper : 4 Effective Writing and Presentation Skills		Full Marks 100
Sl no	Topics	No of Hours
1	Difference between newspapers writing and Broadcast writing, Language, content and style. Reporting for newspaper and newsletter	1.5
2	Corporate Publications: Definition, scope and role of corporate publications in public relations communications. Agenda setting for corporate relations-types-house journals, newsletters, annual reports – Employee manuals /handbooks. Chairman's speech to shareholders – trade bulletins – product catalogues - booklets, pamphlets, brochures, folders, leaflets, factsheets – direct mailers, calendars, diaries, posters, greeting cards, pictorial albums – government publications, journals and reports.	3
3	Writing for Corporate Literature: Writing to inform and educate and not to impress. The versatile booklet/publication - purpose – readership, planning the publication -time schedule - collection of data - rough outline. Finished outline and draft - the first draft writing. Structural composition of the text - opening and closing	3
4	Guidelines for writing for Web or Internet, What's wrong with content on Internet and websites, Characteristics of Internet users and what they want, Identifying target groups for when the content is written	3
5	Correct and incorrect English, spelling errors. Difference between British, American and Indian English, Study of Target audience. How to write content in structured manner, using indentation, bullets points, headlines, sub-headlines, Importance of graphics, photographs, comics and cartoons in content writing, Length of Content writing	3

6	Rewriting - the five qualities - readability, flow, crispness, clarity and humanism, Application of principles of good writing popular style languages, vocabulary - words, variety of sentence structure, figures of speech, juxtaposition, selected details	3
7	Different writing skills like Technical Writing, Scientific Writing, Copy-writing, Publication Writing, Instructional writing and Medical writing Ethical norms on content writing, Zero-tolerance for plagiarism	1.5
8	Exercises for content writing for the web, drafting emails, Press releases, backgrounders, brochure, pamphlets	1.5
9	Copy writing for institutional advertisements, PR Campaign and AdCampaign	4.5
10	Media pitching writing and presenting	3
11	Photograph, Infographics, charts, photographs, graphs, symbols - line drawing - placement of illustrations, cartoons, transparencies - photo montage - tint – background - diagrammatic representation in corporate publications - editing of pictures for better reproduction - decorative devices - colour	1.5
12	Typography, Visuals, Designs and layouts, Color combination, Aesthetics	1.5
Total Lectures		30

Paper : 5 PR & Strategic Marketing Communication		Full Marks 100
Sl no	Topics	No of Hours
1	Foundation concepts on Communication, Strategy, Marketing and Strategic Marketing. Principles of effective strategic marketing communication, The role of Public Relations in strategic marketing communications	3
2	The changing nature of marketing communication: Web communication network, integrated communication mix: benefits, barriers, golden rules	3
3	Understanding Audience, Consumers, Context. Segmentation, Targeting, Differentiation & Positioning	4.5
4	Understanding Audience Insights, Creating Consumer Cohorts, Customising Messages according to Consumer, Persona Development	4.5
5	Marketing Contents: Importance of contents, visuals and aesthetics and narratives with some case studies	3
6	Role of Storytelling in Strategic Communication, Crafting stories for digital medium. Some contemporary case studies	3
7	Marketing communications mix, importance of word of mouth and other tools	3
8	Online Tools for Marketing: Engagement Marketing; Social Plugins and their contribution to Marketing; Building consumer engagement through content management; finding top loyalty drivers	3
9	Campaign Management using Facebook, Twitter, Corporate Blogs, Influencer marketing	3
Total Lectures		30

Books Recommendation

L'etang Jacquie (2008), *Public Relations, Concepts, Practice and Critique* Sage Publications India

Parsons, Patricia J, (2005), *Ethics in Public Relations:A Guide to Best Practice*, London: Kogan Page

Corporate Social Responsibility:An Ethical Approach - Mark S. Schwartz

Argenti, P. (2007). *Corporate communication* (4th ed.). Boston: McGraw-Hill/Irwin.

Bowen, S. A. (2006). Autonomy in communication: Inclusion in strategic management and ethical decision-making, a comparative case analysis. *Journal of Communication Management*, 10, 330–352.

Buchholz, R. A., Evans, W. D., & Wagley, R. A. (1994). *Management responses to public issues: Concepts and cases in strategy formulation* (3rd ed.). Upper Saddle River, NJ: Prentice Hall.

Cutlip, S., Center, A., & Broom, G. (2006). *Effective Public Relations* (9th ed.). Upper Saddle, NJ: Pearson Prentice Hall.

Grunig, J. E. (Ed.). (1992). *Excellence in public relations and communication management*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Thompson Gareth. (2020). *Post-Truth Public Relations Communication in an Era of Digital Disinformation*, Routledge

Rees Sian, (2020). *Public Relations, Branding and Authenticity Brand Communications in the Digital Age*, Taylor & Francis

C4- School Journalism

Why this course?

- It is the first such course in India that has been designed to meet the communication and media skills requirements for high school students.
- As Indian students are increasingly traveling and studying abroad, and the nature of jobs and businesses tends to be international, they need excellent communication skills.
- Mastering a language or many does not equate to a professional level of communication skills.
- Better confidence, comprehension, speaking, writing, reading, and media consumption skills

About this Course

- It will be 12 hours in duration and its date, fee structure can be tweaked to suit the school's needs.
- It has been planned for students in Class - IX, X, XI and XII.
- It is recommended for students of all school boards who are taught in English – CBSE, ICSE, IGCSE, IB, Open and Home School students, and others.

References and Course Premise

Fighting the Fake News Phenomenon on Social Media: Enabling students with critical thinking and fact-check skills

Living with Social and Digital Media

1. The use of social media significantly impacts mental health.
2. On the positive side, it can enhance connection, increase self-esteem, and improve a sense of belonging.
3. But it can also lead to tremendous stress, pressure to compare oneself to others, and increased sadness and isolation. Mindful use is essential to social media consumption.
4. Social media use can also negatively affect teens, distracting them, disrupting their sleep, and exposing them to bullying, rumor spreading, unrealistic views of other people's lives and peer pressure.
5. Like it or not, reading news on social is fast becoming the norm for younger generations, and this form of news consumption will likely increase further regardless of whether consumers fully trust their chosen network or not.

Global Trends

1. Social media is becoming a primary news source worldwide. With 52% Indians use it as a primary news source and upto 82% in Nigeria using it.
2. Most Millennials in the United States use social media for news every day, and younger consumers in European countries are much more likely to use social networks for national political news than their older peers.
3. Large portions of social media users around the world admit that they do not trust social platforms either as media sources or as a way to get news, and yet they continue to access such networks on a daily basis.
4. A 2018 study showed that social media is the least trusted news source in the world. Less than 35 percent of adults in Europe considered it trustworthy, but more than 50 percent of adults in Portugal, Poland, Romania, Hungary, Bulgaria, Slovakia and Croatia said that they got their news on social media.
5. A study published in September 2021 in the British Journal of Developmental Psychology. Many teens also have trouble assessing the credibility of online information.
6. A 2016 study of over 8,000 U.S. students by Stanford University researchers found that more than 80

percent of middle schoolers believed that an advertisement labeled as sponsored content was actually a news story.

7. The researchers also found that less than 20 percent of high schoolers could seriously question the spurious and outrightly illogical claims in social media - like a Facebook post that said images of strange-looking flowers, supposedly near the site of a nuclear power plant accident in Japan, proved that dangerous radiation levels persisted in the area!
8. Disinformation campaigns often directly go after young users, steering them toward misleading content. A 2018 Wall Street Journal investigation found that YouTube's recommendation algorithm, which offers personalized suggestions about what users should watch next, is skewed to recommend videos that are more extreme and far-fetched than what the viewer started with.

Social Media: Suicides, Selfie Deaths and Cyberbullying

1. Children, it turns out, are ripe targets for fake news. Age 14 is when kids often start believing in unproven conspiratorial ideas that are outright preposterous and illogical, including suicidal and criminal ones.
2. Blame it on Social Media or others factors but findings suggest that kids between 12-16 years of age had a 146% increase in suicide between 2007 & 2018.
3. From January 2008 to July 2021 it was estimated that there were 379 people who died in selfie-related accidents – the highest number in this was from India!
4. From October 2011 to November 2017, there have been 259 deaths while clicking selfies in 137 incidents. The mean age was 22.94 years. About 72.5% of the total deaths occurred in males and 27.5% in females. The highest number of incidents and selfie deaths have been reported in India followed by Russia, the United States, and Pakistan. Drowning, transport, and falls form the topmost reasons for deaths caused by selfies.
5. The incidences of both cyberbullying and adolescent suicide are rising in the United States, with recent Centers for Disease Control and Prevention data showing that 14.9 percent of adolescents have been cyberbullied and 13.6 percent of adolescents have made a serious suicide attempt.

How to cope with it

1. Concerns about fake news and propaganda on social media have not stopped billions of users from accessing their favorite networks on a daily basis.
2. Therefore we need to learn to cope with it, rather than shunning it. What is clear is that we live in an era where social media is such an enormous part of daily life that consumers will still use it in spite of their doubts or reservations.
3. The anti-dote of most ills of social media is media literacy, common sense and accessing trustworthy, correct information sources—thinking logically and using common wisdom before trusting and believing claims and sources.
4. Fact-checking exercises will help students to get equipped to handle fake news and misleading claims on social media and doubtful sources.
5. Media literacy is very low in our society and that about digital media even lower. Parents are struggling with most of the times, so it's unlikely that they can handle or teach it to their children.
6. One globally established and time-tested tool that Indian schools can use to deal with this problem, is called media literacy education. The idea is to teach kids how to evaluate and think critically about the messages they receive and to recognize falsehoods masquerading as truth. Particularly, for children whose parents might believe in conspiracy theories and ideological propaganda which are often fueled by lies and disinformation, using mass platforms like WhatsApp, school is the one place where they can be taught skills to evaluate such claims objectively.

C5- Campus Journalism

Why this course?

In the last decade, society's consumption of news and material has shifted tremendously. Never before in human history have we been more connected, demonstrating the benefits of a new and exciting digital age.

The Internet allows us to connect with everyone around the globe in seconds with smart phones and laptops with high-definition video capabilities. Journalists no longer need to wait until the newspaper prints to garner attention for their reporting; they may write, record, and transmit content quickly.

However, this skill can also be a curse. Misinformation abounds, and genuine, fair media has never been more critical. The future of journalism in the digital age will necessitate news organizations and journalists adapting and fundamentally changing the status quo in terms of how they report and distribute news.

Journalism is often referred to as vox populi since it allows many people's opinions to be heard. It can be an excellent technique to bridge the gap between authorities and the general public while also providing constructive criticism for the improvement of society. Journalism represents free expression. It asserts the right of the people to have an opinion and a platform to express that opinion.

Campus journalism is a course for college students to understand the importance of oral and written communication skills, reading, and media consumption skills. This course enables the students to learn the hands-on basics of writing-editing-publishing. This is while they get introduced to digital self-defense by identifying fake news and learning to fact-check.

The initiative provides an avenue for students looking to broaden their perspectives beyond school.

Campus journalism, like journalism in general, plays a role in information distribution, enlightenment, and education for the general public.

Mode of Teaching

- Through lectures, interactions, and hands-on exercises. Sometimes accompanied by audio-visual material.
- Classes will be conducted on the school campus, by Bhavan's instructors and expert invitees.
- Up to six hours of teaching or four lectures might be conducted online but presented through live-streaming in the classrooms.
- Such classes will be beamed live in the classroom, under the supervision of Bhavan's instructors.

Why communication skills?

1. It's a globalized and competitive world that today's students will step into.
2. Do they have adequate communication skills to compete with international students with highly effective communication skills and the resultant confidence?
3. Reading habits and reading environments are rapidly declining in homes; they need to be formally introduced.

Communication is the foundation of career success

1. The skills needed to succeed in journalism are the ones that an employer expects from most employees. So learning some journalism skills prepares one for life. Here is the list:
 - a) Critical and analytical thinking
 - b) sharp and clear written and oral communication skills.
 - c) Respect for deadlines and coping with pressure.
 - d) Owning up to one's responsibility and showing leadership qualities

2. US National Commission on Writing found that "American businesses spend 3.1 billion dollars annually training people to write. At least 80 percent of companies in finance, insurance, real estate and services, assess writing skills during their hiring processes."
3. A study published by the American Journal of Small Business set out to find what small-business owners believed were the key factors in successful entrepreneurship. The top-ranked characteristics cited were oral communication and listening. The latter, by the way, is an area of communication severely lacking in digitally dominant remote working.
4. One of the richest and most successful investors Warren Buffet says: "Invest in yourself. The one easy way to become worth 50 percent more than you are now at least—is to hone your communication skills — both written and verbal. If you can't communicate, it's like winking at a girl in the dark — nothing happens. You can have all the brainpower in the world, but you have to be able to transmit it."
5. When thinking about successful people we immediately think about words like passion, grit, and persistence. However, all of these traits lose significant value if we cannot effectively communicate our ideas, thoughts, and feelings

Strategic Communication for Sustainable Impact

Four-month Online Certificate Program 2023- 2024

Course duration: October 2023 - January 2024

Class timing: 4:00 pm to 7:00 pm

Alternate Saturdays 4 months

Course Outline

Proposed Date	Topics	Facilitation Method
Oct 7, 2023	Inauguration: Welcome Address, Setting the tone Sustainable Society Development (SSD)- its relevance for Business, Development Sector and Society at large	Speeches and Panel discussion
Oct 21, 2023	Strategic Communication - its importance and relevance for your organization	Lecture & Discussion + In-class exercise
Nov 3, 2023	You alone can not bring Sustainable Impact!!	Panel Discussion & Case Discussion
Nov 25, 2023	Receiver centrality and context sensitivity for effective communication	Lecture with audio-video and Case Analysis
Dec 9, 2023	Evidence - basis for your project-related and communication related decisions	Lecture + Application based session + In class exercise
Dec 23, 2023	Branding and Evaluation Metrics for Reputation	Branding and Evaluation Metrics for Reputation
Jan 6, 2024	Impact measurement and Communication: The multiplier effect	In class demonstration + Lecture and Hands on exercise
Jan 20, 2024	Valedictory Function	

Assessment and Evaluation

Course Outline Case Based Evaluation (Mid-Term): 20%

Final Project Submission (End-Term): 50%

Continuous Assessments and Evaluation

Basic Component of the Mid-Term Examination		
Internal Assessment (Passing Marks)	60%	
Submission of Assignments and Class Works	50 marks	Each subject teacher should class assignments for 10 marks
Presentations	50 marks	Each subject teacher should take ppt presentation on a specific topic for 10 marks
Viva Voce	50 marks	Each subject teacher should take viva for 10 marks followed by the presentation
Quizzes	50 marks	Each subject teacher should conduct a quiz of 10 marks
Debates & Group discussions	50 marks	Each subject teacher should debate and group discussions for 10 marks
Class Tests	50 marks	<i>Either descriptive or MCQs are to be decided by the subject teacher for 10 marks</i>
Continuous Assessments		
Workshop Participation (Minimum two to be held in a semester or held outside by the organization.	50 marks	<i>[The student needs to submit the proof of participation to the subject teacher/centre coordinator]</i>
External Event participation (Seminars/Conferences/ research paper presentations/ publications/blogs/videos etc)	50 marks	<i>[The student needs to submit the proof of participation to the subject teacher/centre coordinator]</i>
Total marks	400	

Evaluation Pattern for End-Term in April

Written Exams (Passing Marks)	40%
Paper I	50 marks
Paper II	50 marks
Paper III	50 marks
Paper IV	50 marks
Paper V	50 marks
Paper VI [CHI]	50 marks
Total marks	300 marks
Internship or Training (if applicable)	200
Overall grading on completion	
Weightage of First Assessment (calculated as % of total marks received by the students)	30%
Weightage of Second Assessment (calculated as % of total marks received by the students)	50%
Weightage of the internship score	20%
Total percentage -averaged out	100%
Grading done on basis of the average of total as above	
If there is no internship, its weightage will be distributed evenly in the weightage of two assessments	

Importance of Indian Culture

Out of the past is born the present, and out of the present is born the future. Change is the unchanging Law of Life. There can be no doubt that our youth should acquire the best of modern knowledge and specialize in different subjects so that they fare well in life and, at the same time, society gets the best out of them.

To be able to achieve this twin objective, they cannot afford to forget the past, the cultural values that had flowed from that past, or, as Pandit Nehru picturesquely put it, the Discovery of India, “the ancient palimpsest on which layer upon layer of thought and reverie had been inscribed, and yet no succeeding layer had completely hidden or erased what had been written previously”.

A nation that has lost its values cherished for thousands of years is like a ship without a rudder or a compass. When age does not produce enough men and women who have an acquaintance with and faith in their age-old values and traditions, the nation is on its way to losing its identity and individuality.

“I shudder to think of the future of this great nation when the generation we are rearing up, devoid of ethical, spiritual, and cultural values and led solely on material values and aiming at success by any means, comes of age.”

These words of anguish were uttered in 1950 by the far-seeing Rajaji. “The real need of the hour”, he felt, “is a re-communion between us and the sages of our land, so that the future may be built on rock and not on sand”. In the evening of his life, Rajaji often thought about how best our cultural heritage could be passed on to the generations to come. Born out of this concern were his condensations of the Ramayana, the Mahabharata, and numerous other works on religion and culture. He looked upon them as “the best service I have rendered to my people”.

With his experience as Home Minister in the first Congress Ministry in 1937, Kulapati Munshi, the founder of the Bhavan, foresaw the calamitous long-term consequences of an ‘amoral technological avalanche’. He discussed the question with some of the best minds in the land and decided to establish the Bhavan as a broad-based national movement to foster the fundamental values of Indian Culture in all segments of life. He insisted that our educated men should not only be emotionally aware of the cultural heritage of our land but should “develop a spiritual kinship with it”.

The Bhavan prayerfully offers a course on the “Cultural Heritage of India” for the benefit of the students of its Rajendra Prasad Institute of Communication and Management all over India who are annually enrolled.

Indian Culture is a living force. It absorbs alien elements when necessary but transmutes them into a new pattern of homogeneous richness. It is, therefore, a tremendous force of power and beauty that made us what we are in the world today and will make us what we want to be in the world of tomorrow.

- Dr. K. M Munshi
Founder of Bharatiya Vidya Bhavan

The world is one family

- Bhatruhari

Truth is one; the wise call it by various names

- Rig Veda

"It is better to allow our lives to speak for us than our words."

- Mahatma Gandhi

Aano bhadra krtavo yantu vishwatah'
(Meaning: Let noble thoughts come to me from all directions)

- Rig Veda

