

# SNDT Women's University

## P. G. Department of Communication & Media Studies

### Name of Programme: Master of Nutrition & Health Communication

#### Program Outcomes

1. Prepare students to join the media workforce and make a difference by producing gender equitable content
2. To groom students' personalities, soft skills, critical thinking, creativity to empower them to be equal in the industry
3. To gain expertise in their respective associated core areas besides media skills
4. To gain hands-on experience in video production
5. To be able to create entrepreneurial opportunities for women
6. To create generations of independent thinkers and opinionators

#### Program Specific Outcomes

The program in Nutrition & Health Communication aims to

1. train young women in the field of media with special focus on reporting and writing in the area of nutrition and health.
2. Growing public demand for health information has created a need for communicators with a thorough understanding of health and nutrition issues.
3. Students in this program will have an advantage over traditional journalists and broadcasters by receiving training in nutrition assessment and evidence-based nutrition practices.
4. The nutrition and health communication program includes a broad range of course topics, such as nutrition, understanding health and disease, and writing, video production and research methodology.
5. The identification and evaluation of the nature of and value of messages in nutrition and health issues
6. Production of popular media material in the area of nutrition and health.
7. Identification of the information needs of people in area of nutrition and health

#### Course Outcomes

##### M. SC. NUTRITION & HEALTH COMMUNICATION Semester-I

Course Code	Course Name	Course Outcomes
23101	Introduction to Communication Studies	<ol style="list-style-type: none"><li>1. Know about the basic concepts in Communication</li><li>2. Gain understanding of different models used in communication theory</li></ol> <p>Student will gain understanding about basic concepts and terminology used in semiotics</p> <p>Students will gain information on growth of different media and its role in society.</p> <p>Students will understand the issues of convergence, representation, propaganda and ethical issues in media studies.</p>

23102	Public Health	<p>Identify the underlying concepts and principles in epidemiology</p> <ol style="list-style-type: none"> <li>1. Identify key sources of data for epidemiologic purposes</li> <li>2. Study what communicable diseases are</li> <li>3. Study the epidemiologic principles in control and prevention of communicable diseases</li> <li>4. Study the notifiable diseases as stipulated in the public health act</li> <li>5. Explain the approaches used in responding to epidemics.</li> <li>6. Acquire basic knowledge relating to the descriptive, analytical and applied epidemiology of chronic, non-communicable diseases.</li> <li>7. Acquire basic knowledge relating to risk factors for chronic diseases;</li> <li>8. Identify and access sources of data on burden of chronic disease and their risk factors in populations</li> <li>9. Gain information on various environmental and health hazards.</li> </ol>
23103	Human Nutrition	<ol style="list-style-type: none"> <li>1. Identify food sources -Understand the principles of food science and discuss the relation between Food Science and Nutrition.</li> <li>2. Know nutritional aspects of foods and their functions.</li> <li>3. Identify food sources.</li> <li>4. Understand the principles of food science and discuss the relation between Food Science and Nutrition.</li> <li>5. Understand the physiological changes during growth, development and ageing and their effect on nutritional needs.</li> <li>6. Gain knowledge on various micro nutrients their functions and role in human nutrition.</li> <li>7. introduce basic concepts of nutrition, food groups and their relation to human health.</li> </ol>
23104	Audio Production	<ol style="list-style-type: none"> <li>1. Listen, review and research audio programs and listening habits.</li> <li>2. Understand the characteristics of sound.</li> <li>3. Will be able to identify types of microphones, their use.</li> <li>4. Be able to edit using sound software.</li> <li>5. Understand the characteristics of sound.</li> <li>6. Will be able to identify types of microphones, their use.</li> <li>7. Be able to edit using sound software.</li> <li>8. Be able to script and produce different types of audio programs</li> </ol>
23105	Communicating with Communities	<ol style="list-style-type: none"> <li>1. Study the community as a concept and the dynamic formation of its structures.</li> </ol>

		<ol style="list-style-type: none"> <li>2. Gain insight regarding the health issues faced in the community and communities understanding of their own issues.</li> <li>3. Study diverse approaches of communication and their usage for community interaction.</li> <li>4. Understand the process of community action and activity planning.</li> <li>5. Prepare material for health and nutritional awareness.</li> <li>6. Understand the importance of traditional media forms and its usage in spreading awareness.</li> <li>7. Gain information about the various national and international health organizations</li> <li>8. Gain knowledge regarding various health programs and schemes in India</li> </ol>
23106	Visual Communication	<ol style="list-style-type: none"> <li>1. Understand the difference between seeing and perception.</li> <li>2. Learn basics of visual theory.</li> <li>3. Learn and apply basic principles of design and visual imaging.</li> <li>4. Learn to apply elements of typography and color in visual image.</li> <li>5. Use of design principles in moving images like animation, film.</li> </ol>

## M. SC. NUTRITION & HEALTH COMMUNICATION Semester-II

00201	<b>Research Methodology</b>	<ol style="list-style-type: none"> <li>1. The course is designed to orient students in the knowledge and techniques of Research Methods and Statistics.</li> <li>2. It will orient students to basic concepts and learn about how to conduct their own research.</li> <li>3. The student will be able to differentiate between different types of research and their application in Home Science</li> <li>4. The student will be able to identify the various elements of research, apply its knowledge in reading research articles and apply them in their own research work</li> <li>5. The student will be able to formulate different tools for data collection, use them to collect data and code data.</li> <li>6. The student will be able to differentiate between various sampling techniques and understand their use in research.</li> <li>7. The student will be able to compute and apply the various statistical methods and use them in research.</li> </ol>
23202	<b>Writing for Media</b>	<p>Writing for Media will provide students with an opportunity to explore and create innovative media writings.</p> <ol style="list-style-type: none"> <li>2. It would help the students understand the theoretical perspective and the practical inculcation of various writings developed in contemporary media settings.</li> <li>3. The analysis of the media material would help combine literature to give the heterogeneous class an opportunity to explore their areas of writings.</li> <li>4. study the history of texts and the theoretical dimension of writing as coding a language.</li> <li>5. Understand the elements of writing.</li> <li>6. Explore the difference and similarities of writing as an art and science in various languages.</li> <li>7. Study the rules of writing for different media along with their roots of grammatical formation used within languages.</li> </ol>

		<ol style="list-style-type: none"> <li>8. Study the rules of translation from one language to another without changing the sole of the matter.</li> <li>9. Be able to write in styles customary for various professional and public purposes, as well as to subvert or modify those styles.</li> <li>10. Be able to write in styles customary for various professional and public purposes, as well as to subvert or modify those styles.</li> </ol>
<b>23203</b>	<b>Media</b>	<ol style="list-style-type: none"> <li>1. enable students to understand the approaches and strategies to be used in dissemination information about health and nutrition to the public.</li> <li>2. provide students with opportunities to explore the preparation and presentation of media to the community.</li> <li>3. Identify different models in the area of media and health nutrition responsible to create change in the contemporary health studies</li> <li>4. Study the community normative changes that supports behavior change and behavior maintenance to penetrate the nutrition health message</li> <li>5. Understand and study the flow of communication required to impart the role of awareness of health communication.</li> <li>6. Thoroughly study the media models in the area of nutrition and health.</li> <li>7. Evaluate the media tools used for educating the masses all across the sectors of society.</li> <li>8. Study certain media interventions that have been determined to be particularly benefited with association of the masses.</li> <li>9. Create media material and analogically understand the penetration of the message formed and understood by the masses.</li> <li>10. Practically be oriented to create useful piece of information adhering to health and nutrition for media display.</li> <li>11. Understand how information and communication technologies are changing and accelerating change in the world of health service management and deliver.</li> <li>12. Describe and discuss the impact of e-Health solutions as experienced by consumers, clinicians, and the health care system.</li> <li>13. Critically analyze policies and programs that support health nutrition and promote changes in social conditions to diseases and vulnerability.</li> <li>14. Understand the importance of media platform to raise awareness and increase knowledge of health concerns, stimulating the masses to health seek services.</li> <li>15. Identify the need of the information people in area of nutrition and health</li> </ol>
	<b>Approaches</b>	
	<b>for Nutrition &amp;</b>	
	<b>Health</b>	
	<b>Communicatio</b>	
	<b>n</b>	
<b>23204</b>	<b>Introduction to New Media</b>	<ol style="list-style-type: none"> <li>1. The course is designed to introduce basic concepts in New Media. Also, familiarize students with various models and theories of New Media, so as to enable them to understand the role of new media in the society.</li> <li>2. understand the concept of digital technology with its role in new age communication</li> </ol>

		<ol style="list-style-type: none"> <li>3. Study the creation of digital communication technologies, focusing on the emergence and the concepts in use.</li> <li>4. Critically analyze the new media with theoretical bearing along understanding its importance and constraints.</li> <li>5. Analyze the relation between users and digital communication technologies/new media content how society uses technologies for social change.</li> <li>6. Understand the social and cultural force that shapes communication structure. Study the use and challenges of new media in digital marketing. Understand the formation of digital content with its cultural dimensions of participation.</li> <li>7. Theories and Practice of New Media Convergence, Feedback system, Narrative and multimedia.</li> <li>8. New Media Industry: Software–Marketing, PR, Advertising, Video Games etc.</li> <li>9. Creating Collaborative Content <ol style="list-style-type: none"> <li>a. Learning in Participatory Culture</li> <li>b. Ethics of participation</li> </ol> </li> <li>10. Identify and critically asses the usage of media among the generation next.</li> <li>11. Understand the information policy, and the governance of digital content and infrastructure.</li> </ol>
23205	<b>Public Nutrition : Issues &amp; Concerns</b>	<ol style="list-style-type: none"> <li>1. Develop a holistic knowledge base and understanding of the nature of important nutritional problems and their prevention and control for the disadvantaged and upper socio-economic strata in society</li> <li>2. Understand the causes /determinants and consequences of nutritional problems in society</li> <li>3. Be familiar with various approaches to nutrition and healthinterventions, programmes and policies.</li> </ol>
23291	<b>Women Health &amp; Media (elective 1)</b>  <b>OR</b>	<p><b>Women Health &amp; Media (elective 1)</b></p> <ol style="list-style-type: none"> <li>1. Gain insights into the field of women and media, bringing perspectives from gender studies in understanding the role and representation of women in media.</li> <li>2. Demonstrate substantial knowledge of foundational and contemporary theoretical literature in the field of gender studies.</li> <li>3. Analyze the construction and deconstruction of identity formation of women in media.</li> <li>4. Study the portrayal of women in various forms of media.</li> <li>5. Understand and practically analyze the portrayal of gender and reasons.</li> <li>6. Study the use of media by women</li> <li>7. Study and critically understand the women in different forms of media.</li> <li>8. Study the change in media workforce with representation of women in it.</li> <li>9. Critically analyze the acceptance and positions women behold in media work place.</li> </ol>

**M. SC. NUTRITION & HEALTH COMMUNICATION**  
**Semester-III**

00301	RESEARCH AND STATISTICAL APPLICATION	<p>This course will enable students to:</p> <ol style="list-style-type: none"> <li>1. Discriminate between parametric and non-parametric tests</li> <li>2. Learn to apply statistical tests for data analysis for both large and small samples</li> <li>3. Know how to interpret the results of statistical analysis of data</li> <li>4. Be able to summarize data and present it using tables and graphs</li> <li>5. Develop skills for preparation of research proposals</li> <li>6. Understand the components of a research report</li> </ol>
23302	MEDIA APPRECIATION	<ol style="list-style-type: none"> <li>1. provide an exposure to and theoretical understanding of the various media that young people exposed to today</li> <li>2. become aware of the issues and techniques of the different media thereby making them sensitive and critical consumers of media.</li> <li>3. Study different types of media forms and its meaning.</li> <li>4. Examine, critically analyze and study the media constructions forming a view about its creation.</li> <li>5. Seek crucial insights about the society and its reflection on the media and vice-versa.</li> <li>6. Study the work of the experts and their creation along with the acceptance of the masses.</li> <li>7. Examine the popularity and origin of every genre of films and its role.</li> <li>8. Demonstrate a broad knowledge of film history, national, international and modes of production.</li> <li>9. Demonstrate that they understand the pre-production, production and postproduction filmmaking process</li> <li>10. Understand the reality of news making and news generating.</li> <li>11. Study the formation of news audiences according the genres created in the news.</li> <li>12. Study the changing forms of entertainment packaged on television.</li> <li>13. Understand how new media has given rise to the phenomena of general readers to create and write news.</li> </ol> <p>Study the various government bodies and their importance in smooth functioning of media.</p>
23303	RECENT ADVANCES IN NUTRITION & HEALTH COMMUNICATION	<ol style="list-style-type: none"> <li>1. Undertake research on issues that are of interest to them concerning media,</li> <li>2. discuss current topics and concerns in media.</li> <li>3. awareness of current issues in media with special reference to nutrition and health.</li> <li>4. skills of self study and analyze current literature and researches.</li> <li>5. skill in presenting materials in an interesting manner using various presentation media.</li> </ol>

23304	POLICIES & PROGRAMS IN NUTRITION AND HEALTH	<ol style="list-style-type: none"> <li>1. Understand inter sectoral linkages of nutrition with other sectors.</li> <li>2. Know various policies concerning nutrition and health in the country.</li> <li>3. Understand the key strategies and programs in the nutrition, health and other sectors.</li> <li>4. Be familiar with various national and international programs working towards alleviation of malnutrition and enhancing health</li> </ol>
23305	VIDEO PRODUCTION	<ol style="list-style-type: none"> <li>1. students understand the process of video production from concept to telecast.</li> <li>2. Know about the production process and people involved in it.</li> <li>3. Learn to use the camera and understand basics of creating videospace.</li> <li>4. Gain understanding of different types of TV genres.</li> <li>5. Learn to write a basic script of 5 min and 15 minutes for health and nutrition topics</li> <li>6. Learn about lighting and audio in video production.</li> <li>7. Will produce a PSA</li> <li>8. Will write scripts for programmes</li> <li>9. Learn about editing and graphics in video production.</li> <li>10. Will produce a program in field of nutrition and health</li> </ol>
23391	CONTEMPORARY PUBLIC RELATIONS (ELECTIVE)	<ol style="list-style-type: none"> <li>1. provide a framework that integrates the various aspects of communication required in public relation</li> <li>2. help commence the theoretical perspective and the practical inculcation of various skills required in crafting and delivering a PR message.</li> <li>3. gain an insight about the role of technology in forming and changing the concept of public relation.</li> <li>4. gives an opportunity to student to study cases which are referred to be saviors of busines</li> <li>5. Study the concept of public relation along with its growth and importance in society</li> <li>6. Critically study the interrelation between public communication and public relation</li> <li>7. Study the ongoing trends and strategic planning used to target the niche audiences</li> <li>8. Study and demonstrate knowledge of the fundamentals of business relations</li> <li>9. Study the rules and regulation laid by government in public relation along study the issues faced by the market in branding an image.</li> <li>10. Analyze the role of public relation in communicating the social responsibility adherence of companies</li> <li><b>11. Demonstrate use of technology, by critically grasping knowledge of the fundamentals of business disciplines.</b></li> <li><b>12. Study the process of media relations by interpreting the ideas and usage of various</b> forms of new media by profit and not-for-profit organization</li> </ol>

		<ol style="list-style-type: none"> <li>13. Study the concept of brand management and the requirements of such strategies in business media.</li> <li>14. Critically evaluate the issues of business, role of crisis management in such situation with the help of case study.</li> <li>15. Practically study the steps and skills required to execute a public relation planning by giving a change to work on a product, including writing, scheduling and finalizing the media.</li> </ol>
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## M.Sc. NUTRITION & HEALTH COMMUNICATION Semester-IV

<b>00401</b>	<b>Dissertation</b>	<ol style="list-style-type: none"> <li>1. Skills in planning and executing a research or production on a given issue</li> <li>2. Skills in presenting her research work effectively</li> </ol>
<b>00402</b>	<b>Internship</b>	<ol style="list-style-type: none"> <li>1. Industry exposure helps students apply the acquired skills</li> <li>2. Enhance knowledge related to media production and content development</li> <li>3. Learn skills of collaboration and networking in the industry</li> <li>4. Groom to be a professional to join the media workforce</li> </ol>
<b>23403</b>	<b>Social Marketing &amp; Public Health Campaigns</b>	<ol style="list-style-type: none"> <li>1. introduce basic concepts in Social Marketing and its importance in Public Health Campaigns.</li> <li>2. familiarize students with the various campaigns and highlights the importance of fusing social marketing with health of the people and community</li> <li>3. Learn the key components of social marketing;</li> <li>4. The inter-relationship of social marketing and public health;</li> <li>5. Importance of Entertainment- Education in social marketing</li> <li>6. Learn about the why, when and how of social marketing campaigning</li> <li>7. Role played by social marketing in public health campaigns</li> <li>8. Learn about how marketing enables public health to carry out its core services</li> <li>9. Learn about different campaigns in the country and abroad;</li> <li>10. Get a hands-on experience to plan and implement a campaign on a sensitive issue</li> <li>11. Acquire knowledge about the ethical principles</li> <li>12. Absorb a scientific approach towards social marketing campaigning</li> </ol>
<b>23404</b>	<b>Writing for Print Media</b>	<ol style="list-style-type: none"> <li>1. Explore the ways in which news is crafted and put-forth among the masses.</li> <li>2. Study the attributes of quality journalism and the legal, moral and ethical issues which confront the free press.</li> <li>3. Critically study the elements of an event too be turned into a news story.</li> <li>4. Understand the role of News in public and personal domain and evaluate the future of this form of media.</li> </ol>

		<ol style="list-style-type: none"><li>5. Integrate critical thinking, reading, and writing independently to locate research, analyze, evaluate, and use various kinds sources required in News writing.</li><li>6. Adapt writing to audience, context, and purpose by independently using rhetorical principles and journalistic concepts in varied, complex ways.</li><li>7. Apply journalistic conventions to study the different styles of news writing.</li><li>8. Rigorously study the practices in planning and preparation of advertising messages</li><li>9. Critically evaluate the role of Graphics and design in the world of journalism.</li><li>10. Overview the concept of Design &amp; Graphics and explore different styles within.</li><li>11. Explore various media materials in context to their principles of their Layouts and Designs.</li><li>12. Study various techniques required in print work publishing and getting hands-on experience with various software's.</li></ol>
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