

**AI Tools and Media B.A.(JMC)**

**Scheme of Instruction**

Total Duration : 30 Hrs  
 Periods/Week : 3  
 Credits : 1+1  
 Instruction Mode : Lecture+  
 Practical

**Scheme of examination**

Maximum Score : 50  
 Internal Evaluations : 15  
 End Semesters : 35  
 Exam Duration : 2 Hrs

**Course Objectives:** This course explores the intersection of Artificial Intelligence and Media industries. It examines AI technologies, their applications in journalism, entertainment, advertising, and digital platforms, while critically analyzing ethical, social, political, and regulatory implications. Students will gain theoretical knowledge and hands-on understanding of AI tools used in contemporary media ecosystems.

**Learning Outcome:** Understand core AI technologies shaping media (e.g., machine learning, generative AI, This course will bridge the gap between human creativity and technological innovation. The learning outcomes focus on understanding, applying, and ethically managing artificial intelligence in content creation, distribution and analysis.

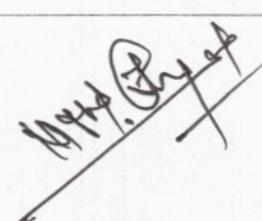
UNIT	Course Content	Instructional Hours
I	<p><b>Introduction of AI</b></p> <p>Scope of Artificial Intelligence: Definition, goals and application, Different types of AI-based systems, History and evolution of AI, Concepts, theories, and history of AI in journalism, AI-assisted Journalism, AI Tools for News Gathering, Opportunities and risks of AI tools, Implications of AI for media consumers, Implications of AI for future media producers, content creation, and delivery, Key AI Technologies Used in Media, Chatbots and conversational AI, Sentiment analysis, Voice assistants, AI and Media Futures: Human-AI collaboration.</p>	15
II	<p><b>AI in Media and Content Creation</b></p> <p>AI and digital media, Automated Journalism: Robot journalism, News-writing algorithms, The impact of AI in media and entertainment, Generative AI and Media Production: Text generation tools, Image generation systems, Deepfakes and synthetic media, AI-driven Advertising: Programmatic advertising, Targeted marketing, Consumer profiling, AI in script writing and storytelling. AI in Film, TV and OTT Platforms, Content recommendation systems (e.g., Netflix algorithm model), AI in editing and post-production, Future Trends and Challenges of AI in Journalism, ethical Issues: Bias and discrimination, Misinformation &amp; disinformation, Deepfake politics, copyright issues with AI-generated content, and plagiarism.</p>	15

**Examination and Evaluation Pattern:- Internal Assessment 15 marks and External Assessment 35 marks.**

**Text Books and References:**

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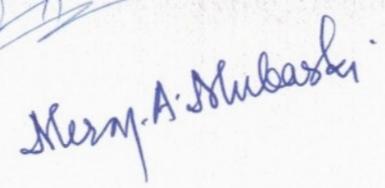
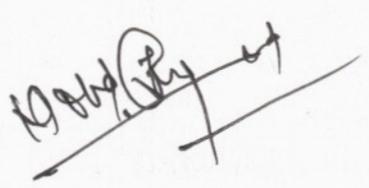
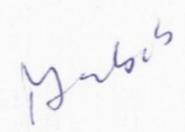


Feher, K. (2025). <i>Generative AI, media, and society: Rethinking society in generative futures</i> (1st ed.). Routledge. doi.org
Sarisakaloğlu, A., & Löffelholz, M. (Eds.). (2026). <i>The handbook of artificial intelligence and journalism</i> (1st ed.).
Biswal, S. K., & Kulkarni, R. (Eds.). (2025). <i>Exploring the intersection of artificial intelligence and journalism: The emergence of a new journalistic paradigm</i> .
Marconi, F. (2020). <i>Newsmakers: Artificial intelligence and the future of journalism</i> . Columbia University Press.
Swamy, M. N. (2025). <i>Artificial intelligence in modern journalism: A comprehensive guide for digital age journalists</i> .





## AI and Media M.A.(JMC)

### Scheme of Instruction

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

### Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** This course explores the intersection of Artificial Intelligence and Media industries. It examines AI technologies, their applications in journalism, entertainment, advertising, and digital platforms, while critically analyzing ethical, social, political, and regulatory implications. Students will gain theoretical knowledge and hands-on understanding of AI tools used in contemporary media ecosystems.

**Learning Outcome:** This course will bridge the gap between human creativity and technological innovation. The learning outcomes focus on understanding, applying, and ethically managing artificial intelligence in content creation, distribution and analysis.

Unit	Course Content	Instructional Hours
I	<p><b>Foundations of AI in Media</b></p> <p>Introduction to Artificial Intelligence: History and evolution of AI, AI and digital media , The history of AI , The history of digital media , The current landscape and prospects of AI and digital media, Types of AI, AI-assisted Journalism Exploration of the impact of AI on news gathering, content creation, and delivery, Narrow AI vs General AI, Machine Learning, Deep Learning, Neural Networks, Natural Language Processing (NLP). AI and the Digital Media Ecosystem: Platformization of media, Big Data and media analytics, Algorithms and recommendation systems, Personalization in social media, Key AI Technologies Used in Media, Chatbots and conversational AI, Automated content moderation, Sentiment analysis, Voice assistants.</p>	15
II	<p><b>AI in Journalism and Content Creation</b></p> <p>Automated Journalism: Robot journalism, News-writing algorithms, Data journalism and AI, The impact of AI in media and entertainment, Generative AI and Media Production: Text generation tools, Image generation systems, Deepfakes and synthetic media, AI in Scriptwriting and storytelling. AI in Film, TV and OTT Platforms, AI Tools for News Gathering, Content recommendation systems (e.g., Netflix algorithm model), AI in editing and post-production, Virtual influencers. Future Trends and Challenges of AI in Journalism, Automated video editing, audio enhancement, and visual effects.</p>	15

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III	<p><b>AI in Advertising, Marketing and Audience Analytics</b></p> <p>AI-driven Advertising: Programmatic advertising, Targeted marketing, Consumer profiling, Social Media Algorithms: Engagement metrics, Filter bubbles and echo chambers, Algorithmic bias Data Ethics and Surveillance Capitalism: Privacy issues, Facial recognition in media, AI and Influencer Economy, AI-generated influencers, Predictive Analytics for virality.</p>	15
IV	<p><b>Ethics, Policy and Future of AI in Media</b></p> <p>Ethical Issues: Bias and discrimination, Misinformation &amp; disinformation, Deepfake politics, AI and democracy. Legal and Regulatory Framework: Copyright and AI, Data protection laws, Global AI policy debates. AI and Media Futures: Human-AI collaboration, Intellectual Property Rights (IPR), copyright issues with AI-generated content, and plagiarism.</p>	15

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

Feher, K. (2025). *Generative AI, media, and society: Rethinking society in generative futures* (1st ed.). Routledge. doi.org

Sarisakaloğlu, A., & Löffelholz, M. (Eds.). (2026). *The handbook of artificial intelligence and journalism* (1st ed.).

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