



माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
(मध्य प्रदेश विधानसभा के अधिनियम क्रमांक 15, 1990 द्वारा स्थापित)

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION
(Setup by Act No.15, 1990 of M.P. Legislative Assembly)

क्र./अका./2026/575

भोपाल, दिनांक 31-03-2026

अधिसूचना

विश्वविद्यालय द्वारा सत्र मई-जून, 2026 से निम्नलिखित प्रश्न पत्र Open Elective (PG Course) & General Elective (UG Course) के अंतर्गत शुरू किये जाते हैं :-

वर्ष 2017 से प्रारंभ CBCS के अंतर्गत स्नातकोत्तर पाठ्यक्रमों हेतु -

1. Science of Happiness & Well-being – Open Elective (3 Credit) II semester Postgraduate (संचार शोध विभाग)
2. AI Tools for Media– Open Elective (3 Credit) IV semester Postgraduate (संचार शोध विभाग)

वर्ष 2021 से प्रारंभ NEP के अंतर्गत स्नातक पाठ्यक्रमों हेतु -

1. Happiness & Well-being – General Elective (5 Credit) IV semester Undergraduate (पत्रकारिता विभाग)

उक्त General Elective/Open Elective विषयों का सिलेबस विश्वविद्यालय की वेबसाइट mcu.ac.in से प्राप्त किया जा सकता है।

संलग्न :- अध्ययन मंडल (BOS) से अनुमोदित सिलेबस की प्रतिलिपि।

(प्रो. पी. शशिकला)
प्रभारी कुलसचिव

पृ. क्र./अका./2026/576

भोपाल, दिनांक 31-03-2026

प्रतिलिपि -

1. निज सचिव, कुलगुरु / निज सहायक, कुलसचिव को सूचनार्थ।
2. डीन अकादमिक को सूचनार्थ।
3. समस्त विभागाध्यक्षगणों / परिसर प्रभारियों को सूचनार्थ।
4. निदेशक, संबद्ध अध्ययन संस्थाओं को सूचनार्थ।
5. परीक्षा नियंत्रक को सूचनार्थ।
6. प्रभारी वेबसाइट संधारण को सूचनार्थ।
7. आदेश पुस्तिका।

(प्रो. पी. शशिकला)
प्रभारी कुलसचिव

Course Title: AI Tools for Media

Syllabus for MSc (Media Research) 4th Semester

Open Elective Offered by Communication Research Department

3 Credits (Theory 25 Marks + Practical 15 Mark + Internal Assessment 10 Marks)

Course Objectives

The course aims to:

1. Introduce students to Generative AI and Conversational AI systems used in contemporary media industries.
2. Develop practical competency in prompt engineering for journalism, content creation, and editorial workflows.
3. Enable learners to use NotebookLM and Google AI Studio for grounded, source-based media production.
4. Familiarize students with developer-level AI customization without requiring coding skills.
5. Encourage ethical, accurate, and responsible use of AI tools in news, storytelling, and media research.
6. Prepare students to design custom AI-powered media assistants for newsroom and content operations.

Learning Outcomes (COs)

On successful completion of the course, students will be able to:

CO Code	Learning Outcome
CO1	Explain the fundamentals of Generative AI, LLMs, and conversational AI
CO2	Compare leading global and Indian AI tools used for media production
CO3	Design effective prompts using structured prompt engineering models
CO4	Generate media outputs in multiple formats (text, audio, visuals, structured data)
CO5	NotebookLM for source-grounded research, fact-checking, knowledge synthesis
CO6	Customize AI behaviour using Google AI Studio for media-specific tasks
CO7	Build and deploy a basic AI-powered "Media Bot" for newsroom applications
CO8	Apply ethical judgment and editorial standards while using AI tools

CPT

The Course Contents: AI Tools for Media

Unit 1: Foundations of Conversational AI

Introduction to Generative AI (GAI) and Large Language Models (LLM). Understanding the engine of AI and its role in content generation. Common Applications of Gemini, ChatGPT, Perplexity, and similar Indian BharatGPT. Their relative advantages and limitations. General AI tools for Multi-modal capabilities such as creating text, lyrics, images, Videos etc.

Unit 2: Prompt Engineering

Basics of Prompt Engineering and the essential ingredients of efficient prompt scripts. Creating more efficient prompts by the use of GAI tools from spoken requirements in any language and getting powerful outputs from scripts in different formats such as JSON. Using the Role-Context-Task-Constraint model specifically for media personas (e.g., "Act as a copy editor"). Iterative Refinement and techniques for refining AI output to match a specific brand voice or editorial tone.

Unit 3: NotebookLM Basics

Basic features of NotebookLM and applications, adding sources. Understanding how NotebookLM creates a "closed circuit" of information using uploaded documents. Grounding AI in primary sources to eliminate external hallucinations. Audio Overview for creating Podcasts and to digest long-form reports, Source Citations, video Overview, mind maps, reports, flashcards, quizzes, and infographics.

Unit 4: NotebookLM Advanced Media Applications

Fact-checking AI responses against uploaded PDFs, transcripts, and notes. Managing large datasets and complex investigative reporting. Regional Voice feature to generate localized audio briefings for community-specific reporting.

Unit 5: Google AI Studio

Basic features of Google AI Studio, Gemini API Basics, comparing System Instructions and user prompts. Customizing AI behavior and developer-level control without coding. Advantages and limitations. Google AI Studio Model Tuning, aligning creativity with factual consistency, Training the AI to output data in specific formats like JSON or tables for data journalism. Building simple "Media Bots".

Suggested Practicals

1. Hands-on exploration of ChatGPT, Gemini, Perplexity, BharatGPT interfaces
2. Generate the same news brief using 3 different AI tools, Generate a short news script, Convert it into lyrics / image prompts / video storyboard
3. Writing optimized prompts for media tasks: Applying Role-Context-Task-Constraint (RCTC) model for: Copy editor, Social media manager, News explainer writer
4. Generating outputs in JSON, tables, bullet briefs, headlines
5. Uploading PDFs, reports, transcripts, and notes into NotebookLM
6. Generating: Audio Overview (podcast-style), Mind maps, Flashcards and quizzes, Infographics and summaries
7. Fact-checking AI answers strictly against uploaded sources
8. Customizing AI behaviour for: News summarization, Headline writing, Explainer scripts
9. Media use-case testing without coding

10. Training AI to output: News metadata, JSON for data journalism, Categorized news tables, Designing a custom "Media Bot" to: Tag incoming news, Classify beats, Generate short summaries

Reference Books

1. Biswal, S. K., & Kulkarni, A. J. (2024). Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm. Routledge India. (Essential for understanding AI's role in the Indian media ecology).
2. Palaghat, Y. S. (2024). Prompt Engineering: The Art of Asking: Master Generative AI Tools Like ChatGPT & MidJourney. Notion Press. (A practical guide to prompt templates for content creators).
3. Li, Dr. Fangni. (2025). Artificial Intelligence and the Future of Journalism. Research Beacon Publication. (Covers global and Indian practices in algorithmic literacy).
4. Universities Press (2026). Fundamentals of Artificial Intelligence. (A comprehensive NEP-aligned textbook featuring specific chapters on Gemini, Perplexity, and Prompt Engineering).
5. Phoenix, J., & Taylor, M. (2024). Prompt Engineering for Generative AI. O'Reilly/Shroff Publishers.

Online Resources

1. Google AI Studio Handbook: https://aistudio.google.com/app/prompts/new_chat
2. NotebookLM Official Guide: <https://notebooklm.google.com/>
3. Prompt Engineering Guide: <https://www.promptingguide.ai/>
4. IndiaAI Portal: <https://indiaai.gov.in/> – Government resources on national AI standards and research papers on AI in local languages.
5. Google AI Studio Documentation: <https://ai.google.dev/aistudio>
6. Journalist Studio by Google: <https://journaliststudio.google.com/>
7. NotebookLM Help Center: <https://support.google.com/notebooklm/> – Official tutorials on "Grounding" and the "Audio Overview" feature for podcasters.
8. OpenAI Cookbook: <https://cookbook.openai.com/> – Example scripts for media developers using GPT-4o for JSON output and data extraction.
9. YouTube - Google Cloud Tech: Tutorials on "Generative AI for Developers & Creators."
10. Google AI Documentation & AI Studio Guides – Google Developers
11. OpenAI Documentation & Prompt Engineering Guides
12. UNESCO (2023) – Guidelines for AI in Journalism
13. Reuters Institute for the Study of Journalism, University of Oxford
14. AI Now Institute – Algorithmic accountability resources
15. World Economic Forum – AI & Media Industry Reports
16. MeitY, Government of India – India AI & Digital Public Infrastructure documents
17. Data Journalism Training Modules from PTI

epk

UG Generic Elective “Happiness & Well-being” (Credits- 5; Hours per week 5)

Syllabus (Theory 50 Marks + Practical 30 Mark + Internal Assessments 20 Marks)

Course Objectives

The course aims to:

- Introduce students to the interdisciplinary understanding of happiness, well-being, and emotional intelligence in personal and professional life.
- Develop awareness of emotional labour, stress, and resilience in high-pressure professions, particularly media and communication-related fields.
- Enable learners to apply scientific, psychological, and Indian Knowledge System (IKS) perspectives to mental, emotional, and holistic well-being.
- Foster empathy, mindfulness, compassion, and ethical sensitivity through experiential learning practices.
- Equip students with self-regulation, healing, and empowerment techniques to enhance long-term personal happiness and career sustainability.
- Encourage reflective thinking and self-development aligned with NEP’s vision of holistic education.

Learning Outcomes

After completing this course, learners will be able to:

- Explain key concepts of happiness, emotional well-being, neuroscience, and belief systems relevant to modern work environments.
- Analyze the role of emotions, empathy, and happiness narratives in media, communication, and society.
- Apply mindfulness, breath regulation, sound healing, and self-awareness techniques for emotional balance and stress management.
- Demonstrate resilience, compassion, and ethical sensitivity in interpersonal and professional interactions.
- Integrate Indian Knowledge Systems such as Chakra theory, Panchakosha, and energy healing with contemporary scientific understanding.
- Design personal well-being strategies for sustainable professional life and holistic growth.

Course:

Unit 1:



The Emotional Newsroom, Importance of emotions, contagion in journalism, and "Why stay happy" in high-stress roles. Narratives of Happiness, Perspectives of happiness; how happiness is framed in global media vs. local narratives. The Journalist's Mindset, Neuroscience of happiness, brain-behaviour relationship, and the "Science of Belief." Metrics & Media Tech, measuring happiness; role of AI and sentiment analysis technology. Ethics of Empathy, Practicing empathy, gratitude, and kindness in reporting and field interviews.

Unit 2:

Happiness in Media Work, Designing happy newsrooms, employee well-being, and the role of humour in high-pressure jobs. Visual & Verbal Joy, Body language, non-verbal cues, and spreading happiness through gestures and visuals. Mindfulness for Reporters, Mindfulness and self-motivation practices to calm the mind during crisis coverage. Global Happiness Cases, Best practices from Bhutan (GNH) and other happiness-led societies. Compassionate Leadership, Emotional impact of editors/team leaders and sensitivity training for managers. Creative Flow & Intuition, Routine vs. Creativity; understanding "Flow" in the writing and editing process.

Unit 3:

Networking for Well-being, Nurturing professional relationships and the importance of media networking. The 24/7 News Cycle, Work-life balance, career limits, and personal/professional success in media. Audience Happiness, Consumer/Audience happiness and the practices adopted by top marketers to foster loyalty. Sensory Storytelling, Engaging the senses (Visual, Audio, Tactile) to create immersive, happy content. Crisis Resilience, Enhancing Resilience in times of stress/uncertainty; mindset for long-term career survival.

Unit 4:

Human Seven Chakra System, science of 7 chakra energy system of IKS, PanchTatva 5 basic elements, PanchKosha 5 levels of body, science of being healthy, emotional, mental soul level, Sound Healing, Sound, Stress & the Nervous System, stress and happiness hormones, Frequencies & Emotional States, Brain waves (Alpha, Theta), Breath & Inner Regulation, Role of voice, breath, silence, and pause in communication, Sound Healing with Tools, Singing bowls, tuning forks, bells, mantra and ambient sound for focus & emotional balance.

Unit 5:

Self Empowering and Healing with Cosmic Life force energy/ Reiki/ Pranic Energy, Aura the cosmic Energy field, ancient Indian healing Energy system, Japanese Reiki self healing, Attunement for Chakra Balancing, Power of Positive thinking, empowerment of objectives by Sankalp Shakti, Mental programming for fulfilled Holistic Healing and Living.

epa

PG 2nd Sem Open Elective “Science of Happiness & Well-being” (Credits- 3)
Syllabus 3 Credits (Theory 25 Marks + Practical 15 Mark + Internal Assessments 10 Marks)

Course Objectives

After successful completion of this course, students will be able to:

- CO1: Explain the psychological, neuroscientific, and behavioural foundations of happiness and well-being in the context of media and journalism.
- CO2: Analyse emotional framing, emotion contagion, and narrative techniques used in news and media content.
- CO3: Apply empathy, gratitude, mindfulness, and resilience practices to professional media work and field reporting.
- CO4: Design media content, newsroom practices, and campaigns that enhance audience well-being and ethical engagement.
- CO5: Develop sustainable personal and professional well-being strategies for long-term success in high-pressure media careers.

Course Objectives– Programme Outcomes (CO–PO) Mapping

Course Outcomes	PO1 Communication Skills	PO2 Critical Thinking	PO3 Ethical Reasoning	PO4 Digital Literacy	PO5 Leadership & Teamwork	PO6 Lifelong Learning
CO1	✓	✓				✓
CO2	✓	✓	✓	✓		✓
CO3	✓		✓		✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5	✓		✓		✓	✓

Course Outcomes

After completing this course, learners will be able to:

- Explain key concepts of happiness, emotional well-being, neuroscience, and belief systems relevant to modern work environments.
- Analyze the role of emotions, empathy, and happiness narratives in media, communication, and society.
- Apply mindfulness, breath regulation, sound healing, and self-awareness techniques for emotional balance and stress management.

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- Demonstrate resilience, compassion, and ethical sensitivity in interpersonal and professional interactions.

Course:

Unit 1:

The Emotional Newsroom, Importance of emotions, contagion in journalism, and "Why stay happy" in high-stress roles. Narratives of Happiness, Perspectives of happiness; how happiness is framed in global media vs. local narratives. The Journalist's Mindset, Neuroscience of happiness, brain-behaviour relationship, and the "Science of Belief." Metrics & Media Tech, measuring happiness; role of AI and sentiment analysis technology. Ethics of Empathy,

Unit 2:

Empathy, gratitude, and kindness in reporting and field interviews. Designing happy newsrooms, employee well-being, and the role of humor in high-pressure jobs.

Unit 3:

Body language, non-verbal cues, and spreading happiness through gestures and visuals. Mindfulness and self-motivation practices to calm the mind during crisis coverage. Best practices from Bhutan (GNH) and other happiness-led societies.

Unit 4:

Emotional impact of editors/team leaders and sensitivity training for managers. Routine vs. Creativity; understanding "Flow" in the writing and editing process. Nurturing professional relationships and the importance of media networking. Work-life balance, career limits, and personal/professional success in media.

Unit 5:

Consumer/Audience happiness and the practices adopted by top marketers to foster loyalty. Engaging the senses (Visual, Audio, Tactile) to create immersive, happy content. Resilience in times of stress/uncertainty; mindset for long-term career survival.

Suggested Practical

1. Emotion Audit: Analyze a trending news cycle to identify "emotion contagion" in audience comments.
2. Storytelling Workshop: Re-write a "tragic" news brief into a solution-based journalism piece.
3. Neuromarketing Lab: Use "The Biology of Belief" to design a social media campaign that builds trust.
4. Sentiment Analysis: Use tech tools to measure the "Happiness Index" of a brand's Twitter feed.
5. Candid Camera: A non-verbal cue exercise; students film "micro-expressions" of happiness in public.

6. The Bell of Mindfulness: Practice "The Miracles of Mindfulness" during a simulated chaotic press event.
7. Documentary Pitch: Draft a pitch for a documentary on the "GNH of Business" in local startups.
8. Sensitivity Simulation: Role-play an editor giving feedback to a reporter who just returned from a war zone.
9. Flow Writing: A 20-minute uninterrupted creative writing sprint followed by "Thinking Fast and Slow" analysis.
10. The Networking Mixer: A simulated "Press Club" event where students must apply relationship-building skills.
11. Boundary Map: Create a "Digital Sabbath" plan to manage work-life balance in a 24/7 news world.
12. Gratitude Journals: Start a professional gratitude log focusing on interviewees and sources. Workplace Design: Mock-up a "Happy Newsroom" floor plan that balances dead-lines with flow states.
13. Campaign Design: Create a "Consumer Happiness" campaign for a struggling local news outlet.
14. ASMR for News: Experiment with sensory engagement audio to deliver positive news stories.
15. Resilience Portfolio: Final project presenting a "Career Resilience Toolkit" for a future journalist.

Suggested References

1. Seligman, M. E. P. (2011). Flourish: A Visionary New Understanding of Happiness and Well-being. Free Press.
 2. Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus and Giroux.
 3. Csikszentmihalyi, M. (1990). Flow: The Psychology of Optimal Experience. Harper & Row.
 4. Hanh, T. N. (1991). The Miracle of Mindfulness. Beacon Press.
- Supplementary / Enrichment Readings
5. Lyubomirsky, S. (2007). The How of Happiness. Penguin Books.
 6. Goleman, D. (2006). Social Intelligence. Bantam Books.
 7. Lipton, B. (2015). The Biology of Belief. Hay House.
 8. Brown, B. (2018). Dare to Lead. Random House.
 9. Beckett, C. (2015). Journalism, Emotion and Well-being. LSE Polis.
 10. Southwick, S. M., & Charney, D. S. (2018). Resilience. Cambridge University Press.

E- Resources

11. Centre for Bhutan Studies. Gross National Happiness Framework.
12. United Nations. World Happiness Report (latest edition).
13. Solutions Journalism Network – Case Studies.

Student Activity Resources

16. The Gratitude Project: Students should maintain a journal for 21 days specifically reflecting on their growth during the course.
17. Reading for Impact: Introduce "Thinking Fast and Slow" to understand how news readers perceive information and "Laugh your way to happiness" for workplace humour.
18. The Bhutan Model: Students should analyze the "New Development Paradigm" to see how policy can reflect well-being.

CPA