



SECOND SEMESTER 2019-2020

Course Handout Part II

Date: 06-01-2020

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : GS F223
Course Title : Introduction to Mass Communication
Instructor-in-Charge : Shilpaa Anand

Scope and Objective of the Course:

The course will enable students to familiarize themselves the ever changing dynamics of mass media and details of its emergence and operations. The course is designed to impart a broad knowledge of the development, function, and impact of different types of mass media. One of the important objectives of the course is content creation for different media through research and in an ethical manner. Two, students will learn to critique and theorize mass media content.

Textbooks:

1. *Introduction to Mass Communication: Media Literacy and Culture* by Stanley J. Baran. (2017, Macmillan 5th Edition)

Reference books

1. *Media Communication: An Introduction to Theory and Process* by James Watson (2016, Macmillan, 4th Edition)
2. *Writing for the Media* by Usha Raman (2009, Oxford University Press, 1st Edition)

Course Plan:

Lecture No.	Learning objectives	Topics to be covered	Chapter in the Text Book
1	Familiarize students with course objectives	Course overview	Handout; course conduct and policy
2-4	Understand connections between mass communication, culture and media literacy	Definitions and descriptions of mass communication, mass media and media literacy	1; 13
5-6	Trace book history and dynamics of book publishing and censorship	Books: History, Publishing Industry, Censorship	3
7-10	Describe history of shifts in news print communication	Newspaper and Magazines: History, Industry, Reception	4, 5



11-18	Write reports and features; edit journalistic content; curate for digital media	Writing for the media	RB 2
19-20	Discern use of theatre in communication	Theatre	Supplementary Material
21-23	Describe and analyze film as mass medium	Film	6
24-25	Describe and analyze audio-based communication	Radio, Recording and Popular Music	7
26-28	Trace the history of television and describe role of different forms of video communication	Television, Cable and Mobile Video	8
29	Discuss the role of public relations in communication	Public Relations	11
30-31	Explain the functions of advertising as mass communication	Advertising	12; supplementary material
32-33	Distinguish and describe features of information technology	Information Technology	Supplementary Material
34-35	Discuss and analyze aspects of digital communication	The Internet and Social Media	10
36-38	Discern features of mass expression; understand ethical aspects	Mass Freedom, Regulation and Ethics	14
39	Describe features and functions of video communication	Video Conferencing and Video Games	9
40-41	Review and revise course content	Summary/ Revision	

Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Assignments 1 and 2		30	TBA	Open Book
Mid Sem Exam	1.5 hours	30	7/3 11.00 -12.30 PM	Closed Book
Comprehensive Exam	3 hours	40	14/05 AN	Closed Book

Chamber Consultation Hour: TBA

Notices: CMS

Make-up Policy: TBA

Academic Honesty and Integrity Policy: Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.



Shilpaa Anand
INSTRUCTOR-IN-CHARGE

