



FIRST SEMESTER 2021-2022
Course Handout Part II

Date: 20-08-2021

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 : Spandan Bhattacharya

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. *Mass Communication in India* by Keval J. Kumar (2020, Jaico Publishing House, 5th Edition)
2. *Media Communication: An Introduction to Theory and Process* by James Watson (2016, Macmillan, 4th Edition)
3. *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 | Introduction to communication models. Understand connections between mass communication, culture and media literacy | Definitions and descriptions of mass communication, mass media and media literacy | R 1, section I |
| 5-6 | Trace book history and dynamics of book publishing and | Books: History, Publishing Industry, Censorship | Text Book chapter 3 |



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| | censorship | | |
| 7-11 | Describe history of shifts in news print communication and the idea of print public sphere | Newspaper and Magazines: History, Industry, Reception | Text book chapter 4, 5 and supplementary materials |
| 12-14 | Write reports and features; edit journalistic content; curate for digital media | Writing for the media | R 3 |
| 15-17 | Introduction to the basics of media and communication theory | Mass Media Affect | Sections from Marshall McLuhan's <i>The Medium is the Massage: An Inventory of Effects</i> |
| 18-19 | Introduction to media reception theory | Reception of Mass Media Texts | Supplementary material |
| 20-21 | Discern use of theatre in communication | Theatre | Supplementary material |
| 22-25 | Describe and analyze film as mass medium | Film | Text book chapter 6 |
| 26-27 | Describe and analyze audio-based communication | Radio, Recording and Popular Music | Text book chapter 7 |
| 28-29 | Trace the history of television and describe role of different forms of video communication | Television, Cable and Mobile Video | Text book chapter 8 |
| 30-31 | History of Indian Television | Emergence of Indian Television, its various genres and the debates on control and regulation of Television | R 1, section II |
| 32 | Discuss the role of public relations in communication | Public Relations | Text book chapter 11 |
| 33-34 | Explain the functions of advertising as mass communication | Advertising | Text book chapter 12; |
| 35-36 | Distinguish and describe features of information technology | Information Technology | Supplementary material |
| 37-38 | Discuss and analyze aspects of digital communication | The Internet and Social Media | Text book chapter 10 |
| 39-40 | Discern features of mass expression; understand ethical | Mass Freedom, Regulation and Ethics | Text book chapter 14 |

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| | aspects | | |
| 41 | Describe features and functions of video communication | Video Conferencing and Video Games | Text book chapter 9 |
| 42 | Review and revise course content | Summary/ Revision | |

Evaluation Scheme:

| Component | Duration (Minutes) | Weightage (%) | Date & Time | Nature of Component |
|--------------------|--------------------|---------------|--------------------------|---------------------|
| Assignments | TBA | 30 | TBA | Open Book |
| Mid semester Exam | 90 | 30 | 21/10/2021 3.30 - 5.00PM | Open Book |
| Comprehensive Exam | 120 | 40 | 21/12 FN | Open Book |

Chamber Consultation Hours: The links for consultation meetings and timings will be shared on CMS.

Notices: Notices concerning the course will be displayed on CMS or other online teaching platform as notified.

Make-up Policy: Make-up exams and make-up assignments will be granted due to medical reasons if students have prior clearance from institute authorities and if students have informed the instructor beforehand. If a student has an extraordinary situation that does not allow him/her to appear/ for the examination/submit an assignment, the student is responsible for intimating the matter to the instructor at the earliest.

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.

Spandan Bhattacharya
INSTRUCTOR-IN-CHARGE

