



**SECOND SEMESTER 2022-2023**

Course Handout Part II

Date: 16-01-2023

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 5<sup>th</sup> Edition)

**Reference books**

1. *Mass Communication in India* by Keval J. Kumar (2020, Jaico Publishing House, 5<sup>th</sup> 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, 1<sup>st</sup> 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 censorship	Books: History, Publishing Industry, Censorship	Text Book chapter 3
7-11	Describe history of shifts in news	Newspaper and	Text book chapter



	print communication and the idea of print public sphere	Magazines: History, Industry, Reception	4, 5 and supplementary materials
12-15	Describe the history of Indian print media	History of Indian print culture: from pre independence to the present moment	R 1 and supplementary materials
16-17	Write reports and features; edit journalistic content; curate for digital media	Writing for the media	R 3
18-19	Introduction to media reception theory	Reception of Mass Media Texts	Supplementary material
20-24	Describe and analyze film as mass medium	History of cinema as a mode of communication	Text book chapter 6
25-26	Describe and analyze audio-based communication	Radio, Recording and Popular Music	Text book chapter 7
27-29	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
32-34	Discuss OTT as hybrid media form	OTT platforms : focus on Amazon Prime and Netflix	Sections from Ramon Lobato's <i>Netflix Nation: the Geography of Digital Distribution</i>
35-36	Explain the functions of advertising as mass communication	Advertising	Text book chapter 12;
37-38	Distinguish and describe features of information technology	Information Technology	Supplementary material
39-40	Discuss and analyze aspects of digital communication	The Internet and Social Media	Text book chapter 10
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 (1 and 2)	TBA	40	TBA	Open Book
Mid-semester Test	90	30	14/03/23 2.00pm to 3.30pm	Closed Book
Comprehensive Exam	180	30	11/05/23 FN	Closed 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**

