



SECOND SEMESTER 2023-2024

Course Handout Part II

Date: 09-01-2024

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	Media semiotics and introduction to communication models.	Definitions and descriptions of mass communication models.	R 1, section I
5-10	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



11-13	Photography and its modes of communication	Photography and mass media	TBA
14-17	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
32-34	Discuss OTT as hybrid media form	OTT platforms : focus on 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	TBA	35	TBA	Open Book
Mid-semester Test	90	30	12/03 - 4.00 - 5.30PM	Closed Book
Comprehensive Exam	180	35	09/05 AN	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

