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**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**