

English for Mass Communication

Course Title: English for Mass Communication
Course No: Eng. Ed. 434
Nature of the Course: Theory and Practical
Level: B. Ed. (4 years)
Year: Third

Full Marks: 100 (T80+P20)
Pass Marks: 28T +8P
Period per Week: 6
Total periods: 150

1. Course Description

This is an introductory course on English for Mass Communication. The course aims at developing the students' ability to analyse the English language used in different forms of mass media. The course comprises six units. The first unit focuses on the types of communication in the present world. The second unit introduces the key concepts in media language. Likewise, the third unit deals with the various studies in the media language and the fourth unit deals with its analysis. Unit five and six expose the students to different ways of using language in newspapers and the language of broadcast media respectively.

2. General Objectives

The general objectives of the course are as follows:

- To introduce the students to the type of communication and mass communication
- To familiarize them with the key concepts in language and media.
- To acquaint them with the studies in media language.
- To expose them to the analysis of the media language.
- To acquaint them with the language of newspapers.
- To familiarize them with the language used in broadcast media.

3. Specific Objectives and Contents

Specific Objectives	Contents	Periods
<ul style="list-style-type: none">• Describe the basic concept of communication, and its types and forms• Compare and contrast interpersonal communication with mass communication• Discuss the basic concepts and theory of mass communication.• Discuss the relationship between society and culture in relation to media• Explain the rise of mass communication in the world• Compare and contrast old media and new media	<p>Unit 1. Basics of Communication and Mass Communication</p> <p>1.1 Introduction to communication</p> <ul style="list-style-type: none">1.1.1 Process of communication1.1.2 Elements of communication1.1.3 Barriers to communication1.1.4 Types of communication1.1.5 Forms of conversation as communication<ul style="list-style-type: none">1.1.5.1 Face-to face conversation1.1.5.2 Telephonic conversation1.1.5.3 Online conversation (chat, e-mail, Facebook, SMS)1.1.5.4 Group discussion1.1.5.5 Meetings1.1.5.6 Seminars and conferences1.1.5.7 Notices, agenda and minutes	30

	<p>1.2 Introduction to mass communication</p> <p>1.2.1 The concept of mass and mass communication</p> <p>1.2.2 The meanings of media</p> <p>1.2.3 The mass concept and the mass audience</p> <p>1.2.4 The mass communication process</p> <p>1.2.5 The mass media institution</p> <p>1.2.6 Four models of mass communication</p> <p>1.2.7 Characteristics of ‘mass’ in mass communication</p> <p>1.2.8 Characteristics of ‘mass communication</p> <p>1.3 Media , society and culture</p> <p>1.3.1 Early perspectives on media and society</p> <p>1.3.2 Mass communication and culture</p> <p>1.4 Interpersonal communication VS mass communication</p> <p>1.5 The rise of mass media</p> <p>1.5.1. From the beginning to mass media</p> <p>1.5.2. The print media (book, newspaper, magazine, prospectus & brochure</p> <p>1.5.3. The broadcast media (radio & TV)</p> <p>1.5.4. Film as a mass medium</p> <p>1.5.5. Recorded music as a mass medium</p> <p>1.5.6. The internet</p> <p>1.5.7. News agencies of the world</p> <p>1.5.8. Commercialization of media</p> <p>1.6 New media and old media</p> <p>1.7 Practical activities: Collect samples of online conversation in English, identify specific features of language and analyze them in terms of vocabulary, syntax and style systematically.</p>	
<ul style="list-style-type: none"> ● Explain the relationship between language use and media. ● Define register and style of media language. ● Define mediated communication, mediated participation, media discourse 	<p>Unit II Key Concepts in Language and Media</p> <p>2.1 Media as language use</p> <p>2.2 Register and style</p> <p>2.3 Mediated communication</p> <p>2.4 Mediated participation</p> <p>2.5 Media discourse genres</p> <p>2.6 Media rhetorics</p> <p>2.6.1 Rhetorics in political speeches</p> <p>2. 6.2 Rhetorics in adverts</p>	25

<p>genres, rhetorics and storytelling.</p> <ul style="list-style-type: none"> Discuss word and images, and boundaries of media discourse along with media language acceptability, and the future of media language. 	<p>2.7 Media story telling 2.8 Words and images 2.9 Boundaries of media discourse 2.10 Media language and acceptability 2.11 The future of media language 2.12 Practical activities: Collect 20 commercial advertisements of products and services from four English newspapers (five from each) published in Nepal and analyze their language systematically in terms of rhetorics, vocabulary, syntax and style.</p>	
<ul style="list-style-type: none"> Differentiate spoken and written modes of media language. Explain different styles of media language. Discuss schema and genre theory. Identify persuasion and power, stories and visual meanings in the media language. Discuss coarseness and incivility in broadcast talks Discuss the language used in radio. Analyze political speeches and prepare radio news 	<p>Unit III Studies in Media Language 3.1 Speech, writing and media 3.2 Different styles of media language 3.3 Schema and genre theory 3.4 Persuasion and power 3.5 Telling stories 3.6 Anchoring visual meanings 3.7 Coarseness and incivility in broadcast talk 3.8 The language of radio programme 3.8.1 News reading 3.8.2 Live commentaries 3.9 Practical activities <ul style="list-style-type: none"> Collect two political speeches in English by two famous native-English politicians and analyze their language in terms of rhetorics, vocabulary, syntax and style and record them systematically. Prepare brief radio news (700 –1000 words) about the latest programme that you attended in your campus/community. </p>	20
<ul style="list-style-type: none"> Analyse the media language in terms of message. Analyse the language of blogs, pub lyrics and studio talks. Analyse the purpose of persuasion, media fiction, facts. Explain the multimodal discourse, and changes in the media language. 	<p>Unit IV Media Language analysis 4.1 Message and media 4.2 The case of blog 4.3 Listening to pub lyrics 4.4 Comparing kinds of studio talk 4.5 Purpose of persuasion 4.6 Media fiction and fact 4.7 Sound track and multimodal discourse 4.8 Media language and social change 4.9 Media change in the future 4.10 Practical activities: Watch and listen to a political news interview and a chat show interview, and analyze the language in terms of vocabulary, syntax and style that</p>	20

<ul style="list-style-type: none"> ● Analyze the language of news interviews and chat show interviews ● Define news and describe its characteristics ● Explain the tools and conventions used to write news stories ● Discuss news culture and describe the language, components and structure of news stories, and write different news stories on current events ● Discuss the representation of different groups in newspapers ● Discuss the language and components of features, op-ed articles, letters to the editor, and editorials, and write them on current events and issues ● Analyze the language of news stories ● Write news stories on current events 	<p>are found in these interviews, and write them systematically.</p> <p>Unit V: Studies in Language of Newspapers</p> <p>5.1 Introduction to news</p> <p>5.2 Characteristics/ values of news, or newsworthiness</p> <p>5.3 Tools and conventions used to write news stories</p> <p>5.4 The news culture</p> <p>5.5 The structure and language of news stories</p> <p>5.5.1 The structure of news stories</p> <p>5.5.2 Components of news stories</p> <p>5.5.3 The language of the headlines.</p> <p>5.5.4 The leads of the news stories and their language</p> <p>5.6 Representation of groups in newspapers</p> <p>5.7 Feature stories and op-ed articles</p> <p>5.8 Letter to the editor</p> <p>5.9 Editorializing and editorials</p> <p>5.10 Practical activities</p> <ul style="list-style-type: none"> ● Collect four news stories on different events (programme, accident, strange event & construction work) from English newspapers published in Nepal and analyze their language in terms of vocabulary, syntax and style, newsworthiness and structure. ● Write four different news stories on different current events, write two editorials on current national issues and two op-ed articles. 	<p>25</p>
<ul style="list-style-type: none"> ● Discuss the varieties of media language. ● Discuss the relationship between media and modernity, broadcast talk, and news and advertising angles and narrative strategies. ● Explain the role of media as the window to see the world. ● Analyse the language of broadcast programmes 	<p>Unit VI Studies in Language of Broadcast Media</p> <p>6.1 Varieties of media language</p> <p>6.2 Media and modernity</p> <p>6.3 Broadcast talk</p> <p>6.5 Comparing kinds of studio talk</p> <p>6.6 News and advertising angles</p> <p>6.7 Narrative strategies</p> <p>6.8 Windows on the world</p> <p>6.9 The language of broadcast programmes</p> <p>6.9.1 Characteristics of broadcast writing</p>	<p>30</p>

<ul style="list-style-type: none"> Analyse the language of television. Analyze the language of TV programmes 	6.9.2 Broadcast story structure 6.9.3 Broadcast writing style 6.9.4 Broadcast copy preparation 6.10 The language of television 6.10.1 Signs and signification 6.10.2 Forms of television 6.10.3 Live talk 6.10.4 Represented talk 6.11 Practical Activities: Watch 3 English TV Programmes and list the basic features of the language used in them.	
--	---	--

4. Instructional Techniques

The instructional techniques for this course are divided into two groups. First group consists of general instructional techniques applicable to most of the units. The second group consists of specific instructional techniques applicable to specific units.

4.1 General techniques

Following general techniques are suggested for the overall teaching-learning activities.

- Lecture and explanation
- Discussion
- Illustration
- Self-study
- Presentation

It is expected that students are completely engaged in the lesson, and actively and interactively involved in teaching-learning activities.

4.2 Specific techniques

Following specific techniques are suggested to ensure active involvement of the students in teaching-learning activities.

Unit I	Pair work: Analyze the language of online conversation, and present it in the class.
Units II, III & IV	<ul style="list-style-type: none"> Group work: <ol style="list-style-type: none"> Collect and analyze the language of political speeches of English-native speakers. Collect some advertisements and analyse their language systematically
Unit V	<ul style="list-style-type: none"> Pair work: Discover language use in English newspapers (news stories, editorials, op-ed articles & adverts) published in Nepal, and present and discuss it in the class. Project work: Visit an event and write news stories on them.

Unit VI	<ul style="list-style-type: none"> • Individual work: Watch English TV/radio programmes and list the basic features of the language used in them. • Group work: Prepare the script of a programme to be broadcast on TV/radio for five minutes.
----------------	---

Note: In addition to the techniques mentioned above, other techniques appropriate to the students with different abilities will also be used.

5. Evaluation Scheme and Time Allotment

This course is for one academic year, it carries 100 marks. The distribution of marks is as follows:

Unit		Marks	Time
Unit I	Basics of Communication and mass communication	20	20%
Unit II	Key concepts in language and media	15	15%
Unit III	Studies in media language	15	15%
Unit IV	Analyzing the media language	15	15%
Unit V	Studies in Language of Newspapers	15	15%
Unit VI	Studies in Language of Broadcast Media	20	20%

6. Evaluation

Written Examination 80% (All Units)

Practical 20% (All Units)

Theory Part

There will be a written examination of 80 marks which will be conducted by the Office of the Controller of Examination. The type of questions and number of test items to be asked in the final exam is as follows:

Types of questions	Total questions to be asked	Number of questions to be answered and marks allotted	Total marks
Group A: Multiple choice items	16 questions	16 x 1 mark	16
Group B: Short questions	8 with 3 'or' questions	8 x 5 marks	40
Group C: Long questions	2 with 1 alternative questions	2 x 12 marks	24

Practical Part

Respective students are required to maintain the file on practical activities as mentioned in each unit and submit to the external examiner at the time of the interview.

7. Prescribed Books and References

Prescribed Books

- Durant, A. & Lambrou, M. (2009). *Language and media*. London: Routledge. (All Units)
- Marshall, J. & Werndly, A. (2005). *The language of television*. London: Routledge. (Unit VI)
- McQuail, D. (2005). *Mass communication theory*. New Delhi: Vistar Publications. (Unit I)
- Mohan K. & Benerji, M. (1990). *Developing communication skills*. Delhi: Mcmillan India Limited. (Unit I)
- Reah, D. (2008). *The language of newspapers*. London: Routledge. (Unit V)
- Stoval, J.G. (2008). *Writing for the mass media*. New Delhi: Dorling Kindersley. (Units I & V)

References

- Astor, J. (1991). *Art of modern journalism*. Delhi: Akashdeep Publishing House.
- Berger, A. A. (2012). *Media analysis techniques*. (4th ed.). New Delhi: Sage.
- Baran, S.J. & Davies, D.K. (2006). *Mass communication theory*. (4th ed.). New Delhi: Cengage Learning.
- Ceramella, N. & Lee, E. (2008). *Cambridge English for the media*. Cambridge: CUP.
- D'Souza, Y.K. (1997). *Mass media today and tomorrow*. Delhi: Satish Garg.
- Danesi, M. (2009). *Dictionary of media and communications*. New York: Pentagon Press
- Fleming, C., Hemmingway, E., Moore, G. & Welford, D. (2006). *An introduction to journalism*. New Delhi: Vistar Publication.
- Franklin, B., Hammer, M., Hanna, M., Kinsey, M. & Richardson, J.E. (2006). *Key concepts in journalism studies*. New Delhi: Vistar Publication.
- Grundy, P. (2010). *Newspapers*. New York: Oxford University Press.
- Harcup, T. (2005). *Journalism: Principles and practice*. New Delhi: Vistar Publications.
- Hicks, W. (2009). *English for journalists*. (3rd ed.). New York: Routledge.
- Kamath, M.V. (1993). *The journalist's handbook*. New Delhi: Vikas Publishing House.
- Kamath, M.V. (1993). *Professional journalism*. New Delhi: Vikas Publishing House.
- Keeble, R. (2006). *The newspapers handbook*. (4th ed.). New York: Routledge.
- Narayan, A. (1998). *Communication theories and models*. Mumbai: Himalaya Publishing House.
- Narula, U. (2002). *Mass communication: Theory and practice*. New Delhi: Har- Anand.
- Pant, N.C. & Kumar, J. (1995). *Dimension of modern journalism*. Delhi: Kanishka Publishers.
- Scholes, E. (2003). *Handbook of communication*. New Delhi: Infinity books.
- Shrivastava, K.M. (1991). *News reporting and editing*. New Delhi: Sterling Publishers Private Limited.
- Thussu, D.K. (2000). *International communication*. London: Arnold