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INSTRUCTION DIVISION

SECOND SEMESTER 2015-2016

Course Handout (Part II)

Date: 13/01/2016

In addition to part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

**Course No.** : BITS C214/ GS F223  
**Course Title** : Introduction to Mass Communication  
**Instructor-in-charge** : Sushila Shekhawat

**Scope and objective of the course:** The course is designed to lay a foundation for students and give them the basis of conceptual and practical skills in mass communication. It would develop a range of skills that includes research, writing, editing and presentation for news and strategic communication in print, audio and online. It encompasses the traditional as well as the new media and the swift move to digital media. Through this course, the students will gain an understanding of mass communication at the macro and micro levels. The course would impart a broad knowledge of the developments, operations and impact of mass media.

**2. Textbook**

Kumar, J. Keval. *Mass Communication in India*. Fourth Edition. Mumbai: Jaico Publishing House. (2010).

**Reference Books**

1. Baran J, Stanley. *Introduction to Mass Communication: Media Literacy and Culture*. New Delhi: Tata McGraw Hill Education Pvt Ltd. 2010.
2. Bhattacharjee, Shymali. *Media and Mass Communication: An Introduction*. New Delhi: Kanishka Publishers, Distributors. 2005.
3. Folkerts, Jean and Stephen Lacy. *The Media in Your Life: An introduction to Mass Communication*. Delhi: Pearson Education Pvt. Ltd. 2005.
4. V. S. Nirban and **Sushila Rathore** "Introduction to Content Design". EDD Notes for the course BITS C394 Mass Media Content and Design. 2011.

**Course Plan**

Lecture No.	Learning objectives	Topics to be covered	Textbook Reference
1-2	Introduction to Mass Communication, definition, origin, various media, , importance, functions	Introduction to Mass Communication	T Section 1





3-4	Overview of the mass media as a functionally-integrated system with an emphasis on critical thinking about historical development, nature, functions, and storytelling responsibilities in a globalized environment. Roles of Mass media in Indian society and the world at large, the effect on consumers through social and traditional media are included, .mass communication and culture	Mass communication : Emerging theories	T Section 1,Section 4 and 5
5-6	Definition, characteristics of mass media, differences between mass communication and mass media, mass audience, Types of mass media, origin ,growth and characteristics, Impact of mass media though certain case studies.	Mass Media: Present issues and challenges	T Section2 and 4
7-12	Roots of Journalism, evaluations and history of press	Journalism	T Section2
	Journalism: Background and issues, History and development, Newspapers and Magazines, print Layout and production, online journalism, Radio, television, freelance Journalism etc.	Types of Journalism	T Section 2
13-19	Writing for media: journalistic process, components of news, reporting skills, feature writing, news analysis	Reporting and writing for media	T Section 2
20-22	Cinema : history, origin and development, documentary and short film, cinema and society, censorship and ethics	Electronic media: Enigma of cinema	T Section 2
23-25	Radio :History, AIR, regional and national services, broadcasting	Radio in India	T Section 2
26-27	Television: origin and development, impact of television, satellite and cable TV	Expansion of Television	T Section 2
28	Theatre: origin and its different forms, relevance	Theatre Introduced	T Section 2
29-31	Advertising: origin and development, advertising agencies, creativity in advertising, types, importance	Advertising	T Section 2





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32-33	Audience and media. relation between media and society, audience as market, audience surveys, media as a means of education	Audience and media	T Section 3
34-35	Public Relations: evolution, growth, news conferences, scope, corporate communication, PR professionals as media trainers, codes and ethics	Public Relations	T Section 2
36-37	Corporate Communication :Strategic P.R. / CC and management ; defining strategy and its relevance in public relations and corporate communication, campaign planning, management and execution-	Corporate communication	Reference book
38-40	Role of P.R. / CC in crisis communication and disaster management-Defining stakeholders and media selection, New information technology history of IT, software revolution, internet, www, social media, video conferencing	Role of media in crisis communication, New Media	T Section 6,Reference book

EC.	Components	Duration	Weightage	Date & Time	Nature of Component
1	Mid sem	90mts	30	18/3 2:00 -3:30 PM	
CB					
2.	Class Assignments		35	To be announced in the class	CB/OB
3.	Compre Exam	3 Hours	35	13/5 FN	OB/CB

**Make-up policy:** Make Up- subject to prior permission.

**Chamber Consultation Hour:** To be announced in the class.

Instructor-in-charge

**BITS C214/ GS F223**



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