



SECOND SEMESTER 2023-2024

Course Handout Part II

Date: 31-12-2024

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 : Debajit Bora

Scope and Objective of the Course:

The course will enable students to familiarize themselves with 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 communication and 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 Textbook
1	Familiarize students with course objectives	Course overview	Handout; course conduct and policy
2-6	Media semiotics and introduction to communication models.	Definitions and descriptions of mass communication models.	R 1, section I
7-10	Describe history of shifts in news print communication and the idea of print public sphere	News values, News structure, Freedom of Press, Newspaper History, Industry,	Text book chapter 4, 5 and supplementary materials



11-13	Introduction to the basics of media and communication theory	Mass Media Affect, Medium is the Message,	Sections from Marshall McLuhan's <i>The Medium is the Message: An Inventory of Effects</i>
14-15	Introduction to Media Text and media reception	Media Text and Reception of Mass Media, Representation	Supplementary material (Stuart Hall)
16-17	Understanding Development Communication	Development Communication, Folk Media and Theatre	Supplementary material (Eve M Rogers, Srinivas Melkote)
18-23	Describe and analyze audio-based communication, Radio as a Media	Radio Evolution, WWI and II, Propaganda, Radio in India, Community Radio Popular Music, Uses and Gratification	Text book chapter 7
24-25	Photography and its modes of communication	Photography and mass media	Sections from Roland Barthes' <i>Ways of Seeing</i> : John Berger Understanding a photograph by Berger John & Dyer (Author)
26-28	Trace the history of television and describe role of different forms of video communication	Television, Cable and Mobile Video	Text book chapter 8
29-31	History of Indian Television	Emergence of Indian Television, its various genres and the debates on control and regulation of Television	R 1, section II
32-33	Explain the functions of advertising as mass communication	Advertising	Text book chapter 12;
34-35	Describe and analyze film as mass medium	Film and Popular Culture	Text book chapter 6
36-37	Discuss and analyze aspects of digital communication	The Internet and Social Media	Text book chapter 10
38-39	Understanding new trends of Communication	Independent Media and Mobile Journalism	Text book chapter 10

40	Discuss OTT as hybrid media form	OTT platforms	Sections from Ramon Lobato's <i>Netflix Nation: the Geography of Digital Distribution</i>
41	Neo-Hybrid Media	AI, Information and Media	Sections from Nexus by Yuval Noah Harari
42	Review and revise course content	Summary/ Revision	

Evaluation Scheme:

Component	Duration (Minutes)	Weightage (%)	Date & Time	Nature of Component
Class Participation	N/A	10	Twice in a month	Open Book
Assignments (2)	TBA	30	1. 25 th Feb 2025 2. 21 st April 2025	Open Book
Mid-semester Test	90	25	4 th March 2025	Closed Book
Comprehensive Exam	180	35	3 rd May 2025	Closed Book

Kindly Note that Minimum marks for getting a valid grade is 20% of total marks

Chamber Consultation Hours: Friday 11am to 12pm (each week)

Notices: Notices concerning the course will be displayed on CMS or other online teaching platforms 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.

Debajit Bora
INSTRUCTOR-IN-CHARGE

