

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23PEN1DE1A	Discipline Specific Elective - I	6	4	25	75	100
Course Title		MASS MEDIA STUDIES					
SYLLABUS							
Unit	Contents						Hours
I	Introduction to Mass Communication: Definition - Need - Forms - Elements - Process- Language Vs Information- Types of Barriers- How to Overcome Barriers- Feedback. Mass Media- Classification - Functions - Theories - Uses. * Different kinds of Mass Communication *						18
II	Print Media: Growth and Development of Print Media in India. News - Definition, Values, Types, Sources, News Agencies. Reporting - Role of a Reporter, Types, Ethics of Reporting News And Views - Editorial, Review, Article, Column, Middle, Letter to the Editor. Advertising in Print Media * News Paper Writing *						18
III	Radio: Development of Radio Broadcast in India. All India Radio Services - The National Service, The Regional Services, The Vividh Bharati Services, External Services, AM & FM Stations. Radio Programmes - News Bulletins, Radio Drama, Newsreels, Quiz, Music, Talks, Educational Programmes, Programmes for Farmers. Advertisements on Radio. * Impact of Electronic Media, Broadcast Style *						18
IV	Television: Development of Television in India- Types of Programmes - Newscast, Interview, Documentaries, Entertainment, Programmes for Children, Women and Farmers - Commercial and Sponsored Programmes - Soap Opera. Advertisements in Television. Cable Television Networks, Satellite TV Channels. Ethics of Telecasting. * Television Programme Genres *						18
V	Film and Photo Journalism: Development of Cinema in India. Types - Documentaries, Art Film, Short Film, Parallel, Newsreel, Experimental Film, Commercial Film. Impact of Cinema - Ethics of Cinema - Censorship. Film appreciation. Photo Journalism: Definition - Nature of News Photography- Use of Imagination in Photography. Introduction to Information Superhighway, Internet, Blogs and Social Media.8 * Films and Society, Growth of Internet *						18
VI	Current Trends * (For CIA only) Theories and realities of press freedom. Technological growth. The mass media: Current profiles. Criticisms and challenges.						

\*.....\* Self Study

<b>Text Book(s):</b>
1. <i>Mass Communication in India</i> : Keval J Kumar. Jaico Publishing House, 1994.
<b>Reference Book(s):</b>
1. Media and Mass Communication - An introduction: Shymali Bhattacharjee. Kanishka Publishers. 1998
2. Modern Journalism Reporting & Writing: Dewakar Sharma. Deep and Deep Publications.
3. Mass Communication and journalism in India: D.S.Mehta . Allied Publishers, 2000

<b>Web Resource(s):</b>		
1 . <a href="file:///C:/Users/staff/Downloads/Mass%20Communications%20and%20Media%20Studies%20An%20Introduction%20(%20PDFDrive%20).pdf">file:///C:/Users/staff/Downloads/Mass%20Communications%20and%20Media%20Studies%20An%20Introduction%20(%20PDFDrive%20).pdf</a> 2 . <a href="https://www.csub.edu/~mault/the%20influence%20and%20effects%20o.pdf">https://www.csub.edu/~mault/the%20influence%20and%20effects%20o.pdf</a>		
<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Raise their level of confidence in critical analysis and research in creative works of writing.	<b>K-3</b>
CO2	Understand the fundamentals of print and electronic media, and gain broad awareness on writing for a target audience.	<b>K-4</b>
CO3	Comprehend the significant role of media as a platform which can create awareness about social issues.	<b>K-5</b>
CO4	Attempt making documentaries and short films.	<b>K-5</b>
CO5	Become knowledgeable about the language and semiotics of the art of advertising.	<b>K-6</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3	3	2	3	2	3	3	2.7
<b>CO2</b>	3	3	2	3	2	3	3	2	3	2	2.6
<b>CO3</b>	3	3	2	3	3	2	3	2	2	3	2.6
<b>CO4</b>	3	3	2	2	3	2	3	2	2	3	2.5
<b>CO5</b>	2	2	3	2	2	3	2	3	3	2	2.4
<b>Mean Overall Score</b>											<b>2.56</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. Mohamed Mustafa**