

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	<b>Current Trends * (For CIA only)</b> Theories and realities of press freedom. Technological growth. The mass media: Current profiles. Criticisms and challenges.	

\* .....\* Self Study

#### Text Book(s):

1. *Mass Communication in India*: Keval J Kumar. Jaico Publishing House, 1994.

#### Reference Book(s):

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

**Web Resource(s):**

- 1 . [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)
- 2 . <https://www.csub.edu/~mault/the%20influence%20and%20effects%20o.pdf>

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Raise their level of confidence in critical analysis and research in creative works of writing.	K-3
CO2	Understand the fundamentals of print and electronic media, and gain broad awareness on writing for a target audience.	K-4
CO3	Comprehend the significant role of media as a platform which can create awareness about social issues.	K-5
CO4	Attempt making documentaries and short films.	K-5
CO5	Become knowledgeable about the language and semiotics of the art of advertising.	K-6

**Relationship Matrix:**

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

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

Course Coordinator: Dr. A. Mohamed Mustafa