



INSTRUCTION DIVISION

FIRST SEMESTER 2018-2019

Course Handout (Part II)

Date: 02/08/2018

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. 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 | Outcome |
|-------------|--|--|--------------------|------------------------------|
| 1-3 | Introduce the concept of Mass Communication, | Mass Communication definition, origin, | T Section 1 | Understanding the concept of |





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| | | various media, internet, www, social media, video conferencing importance, functions | | mass communication, its evolution, growth and the present scenario |
| 4-6 | 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 trends | T Section 1, Section 4 and 5 | Identifying the role played by different media agencies. their impact on the society and its culture |
| 7-8 | 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 through certain case studies. | Mass Media: Present issues and challenges | T Section 2 and 4 | Enabling the students to understand different media their functioning and the concept of mass audience |
| 9-15 | Journalism: Background and issues, History and development, Newspapers and Magazines. | Roots of Journalism, evaluations and history of press, Types of Journalism | T Section 2 | Acquainting them with the Concept of journalism and its operational complexities in a democratic Country and also a comparison with other Countries |
| 16-21 | Writing for media: journalistic process, components of news, reporting skills, feature writing, news analysis | Reporting and writing for Media | T Section 2 | Developing an Aptitude for interpreting the news, Editorials Features and |





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| | | | | also enable them to write |
| 22-26 | Cinema : history, origin and development, documentary and short film, cinema and society, censorship and ethics | Electronic media: Enigma of cinema | T Section 2 | Making them aware about the recent trends as well as the history of Indian cinema with specific reference to all the major developments |
| 27-28 | Radio :History, AIR, regional and national services, broadcasting | Radio in India | T Section 2 | Familiarizing them with the radio as a form of mass medium and its significance even in the present scenario |
| 29-30 | Television: origin and development, impact of television, satellite and cable TV | Expansion of Television | T Section 2 | Helping them understand Television and its functioning as an indispensable medium with specific Examples |
| 31 | Theatre: origin and its different forms, relevance | Theatre Introduced | T Section 2 | Making them familiar with the concept of theatre, its forms, impact and position in the present context |





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| 32-33 | Advertising: origin and development, advertising agencies, creativity in advertising, types, importance | Advertising | T Section 2 | Introducing them To this important and Attractive field of Advertising and its Changing parameters |
| 34-36 | Audience and media. relation between media and society, audience as market, audience surveys, media literacy | Audience and media | T Section 3 | Making them understand the relationship between media and audience and also the significance of Audience and their influence on media's working |
| 37-38 | Public Relations: evolution, growth, news conferences, scope, corporate communication, PR professionals as media trainers, codes and ethics | Public Relations | T Section 2 | Familiarizing them with the concept of Public Relations and its significance in the present scenario |
| 39-40 | 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 | T Section 6, Reference book | Making them understand Corporate communication ,emerging trends in the present Corporate world and policy making |





Evaluation Scheme

| EC. | Components | Duration | Weightage | Date & Time | Nature of Component | |
|-----|-------------|----------|-----------|----------------------|---------------------|----|
| 1 | Mid sem | 90mts | 30% | 13/10 2:00 - 3:30 PM | | CB |
| 2. | Assignments | | 35% | 6/12 FN | | OB |
| 3. | Compre Exam | 3 Hours | 35% | | | CB |

Assignments

1. Assignment on news reading and analysis
2. Feature writing
3. Group Discussion
4. Presentation

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

Chamber Consultation Hour: To be announced in the class.

Closed Book Test: No reference material of any kind will be permitted inside the exam hall.

Open Book Exam: Use of any printed / written reference material (books and notebooks) will be permitted inside the examination hall. Loose sheets of paper will not be permitted. No exchange of material will be allowed.

Instructor-in-charge

BITS C214/ GS F223

