



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

SECOND SEMESTER 2020-21
COURSE HANDOUT

Date: 18.01.2021

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 : SUSHILA SHEKHAWAT
Instructor(s) : None
Tutorial/Practical Instructors: None

1. Course Description: The course would introduce the students to the ever changing dynamics of Mass Media with its evolutionary and operational details. The course would impart a broad knowledge of the developments, operations, types and impact of mass media.

2. Scope and Objective of the Course:

- To lay a foundation for students and give them the basis of conceptual and practical skills in the broad area of mass communication.
- To develop a range of skills that includes research, writing, editing and presentation for news and strategic communication in print, audio and online.
- To develop an understanding about the working of Mass media at the macro and micro levels by covering diverse range of Media such as Cinema, Social Media and Digital media.

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

4. 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.

5. Course Plan:

S.No	Module	Lecture session	Reference	Learning outcomes
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1	Introduce the concept of Mass Communication,	L(1-3)Mass Communication definition, origin, various media, importance, functions	T Section 1	Understanding the concept of mass communication ,its evolution ,growth and the present scenario
2	Roles of Mass media in Indian society and the world at large, the effect on consumers through social and traditional media, mass communication and culture	L(4-6)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
4	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.	L(7-8)Mass Media: Present issues and challenges	T Section2 and 4	Enabling the students to understand different media their functioning and the concept of mass audience
5	Journalism: Background and issues, History and development, Newspapers and Magazines.	L(9-15)Roots of Journalism, evaluations and history of press, Types of Journalism	T Section2	Acquainting them with the concept of journalism and its operational complexities in a democratic country and also a comparison with other countries
6	Writing for media: journalistic process, components of news, reporting skills, feature writing, news analysis	L(16-21)Reporting and writing for media	T Section 2	Developing an aptitude for interpreting the news, editorials features and also enable them to write
7	Cinema : history, origin and development, documentary and short film, cinema and society, censorship and ethics	L(22-26)Electronic media: Enigma of cinema	T Section 2	Making them aware about the recent trends as well as the history of Indian cinema with



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				specific reference to all the major developments
8	Radio :History, AIR, regional and national services, broadcasting and scripting	L(27-28)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
9	Television: origin and development, impact of television, satellite and cable TV, present status	L(29-30) Expansion of Television	T Section 2	Helping them understand Television and its functioning as an indispensable medium with specific examples
10	Theatre: origin and its different forms, relevance in the present context	L(31)Theatre Introduced	T Section 2	Making them familiar with the concept of theatre, its forms, impact and position in the present context
11	Advertising: origin and development, advertising agencies, creativity in advertising, types, importance	L(32-33)Advertising	T Section 2	Introducing them to this important and attractive field of Advertising and its changing parameters
12	Audience and media. relation between media and society, audience as market, audience surveys, media literacy	L(34-36)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
13	Public Relations: evolution, growth, news conferences, scope, corporate communication, PR	L(37-38)Public Relations	T Section 2	Familiarizing them with the concept of Public relations and



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	professionals as media trainers, codes and ethics			its significance in the present scenario
14	Corporate Communication: Strategic P.R. / CC and management ; defining strategy and its relevance in public relations and corporate communication, campaign planning, management and execution.	L(39-40)Corporate communication	T Section 6,Reference book	Making them understand corporate communication ,emerging trends in the present corporate world and policy making

6. Evaluation Scheme:

Component	Duration	Weightage 200	Date & Time	Nature of component (Close Book/ Open Book)
Mid-Semester Test	90 Min.	30%	To be announced later	Open book
Comprehensive Examination	3 Hrs.	35%	01/05/2021(FN)	Open book
Assignments (4)		35%		Open book

7. **Chamber Consultation Hour:** To be announced in the class.
8. **Notices:** All the information will be provided in the classes and in the google classroom.
9. **Make-up Policy:** Make Up- subject to prior permission.
10. **Note (if any):** The learning happens if you are present in the class.

Instructor-in-charge
Course No.: GS F223