

Department	FAST School of Computing	Dept. Code	FSC
Course Title	Mass Communication	Course Code	SS2040
Pre-requisite(s)		Credit Hrs.	3
Moderator			
Course Instructors			

Course Objective	<p>This course provides an overview of the mass communication discipline. The course will look at several perspectives on communication and how the technology has revolutionized the field and the role of technology in the communication practices. The course deals with the communication field, especially the New Media from the perspectives of networking, media and society, audiences and effects, and related ethical concerns. Students will be encouraged to participate in discussions where key concepts will be analysed and possible applications discussed.</p>
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No.	Course Learning Outcome (CLO) Statements	Tools
01	Describe the types and components of (technologically mediated and not mediated) Communication	Q1, A1, M1, F
02	Explain the concepts and different domains of the Communication Science	Q2, M1, M2, F
03	Analyse the role of media and communication in social, cultural, economic, psychological, technological, political, legal and other contexts.	A2, M2, F
04	Evaluate the relationship between technology and communication. Also the role of social media in climate communication	Q3, A3, F

A = Assignment, Q = Quiz, M = Midterm, F=Final, , P=Project

Week	Course Contents/Topics	CL O	
01	<ul style="list-style-type: none"> What is Communication? Communication Process Types of Communication Barriers of/in Communication Principles of Effective Communication Functions of Mass Communication in society <p>Book Chapter Reading:- Introduction to Mass Communication (8th Ed) Chapter 01</p>	1	
02	<ul style="list-style-type: none"> Introduction to Mass Media Types of Mass Media (Print media, Broadcast media, Online/Digital media, Film and Cinema) Types of Media Content (News, Opinion, Advertising, Public Relations and Entertainment) <p>Book Chapter Reading:- Journalism For All Chapter 01, 03, 12</p>	1	
03	<p>Detail Study of :</p> <ul style="list-style-type: none"> Print Media (News, Editorial, Feature, Column, Letter to Editors, Reviews) Broadcast Media, Online/Digital media (Blogging, Vlogging, Citizen Journalism), Film and Cinema Psychological Effects of Media <p>Book Chapter Reading:- The DBS Handbook of Mass Media & Communication, Chapter 02 pg. 93-98, Chapter 10 pg. 379-386, Chapter 12,</p> <p>Readings:- https://www.researchgate.net/publication/220566531_Vlogging_A_survey_of_videoblogging_technology_on_the_web https://core.ac.uk/download/pdf/197610828.pdf https://uark.pressbooks.pub/movingpictures/part/introduction/ https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6198586/</p>	2	
04	<ul style="list-style-type: none"> Propaganda Development Communication Political Communication (Public Opinion, Advocacy campaigns, Political Advertising) <p>Book Chapter Reading:- Introduction to Mass Communication (8th Ed), Chapter 13</p> <ul style="list-style-type: none"> Hybrid Warfare (Cyber Warfare- Hacking) 	2	

	<p>Readings:-</p> <p>https://globalsecurityreview.com/hybrid-and-non-linear-warfare-systematically-erases-the-divide-between-war-peace/</p> <p>https://www.unodc.org/e4j/en/cybercrime/module-14/key-issues/hackivism.html</p>		
05	<p>• Basic concepts of International Communication and Globalization of Media</p> <p>Book Chapter Reading:-</p> <p>The DBS Handbook of Mass Media & Communication, Chapter 08</p> <p>Reading:-</p> <p>https://www.sagepub.com/sites/default/files/upm-binaries/9446_010773Ch2.pdf</p>	2	
06	<p>• What are Ethical Issues in Media?</p> <p>Privacy, corruption, personal interest, the External & internal pressure on Media, Violation of professional values, Propaganda, Cyber warfare etc.</p> <p>Readings:-</p> <p>https://ethics.journalism.wisc.edu/resources/digital-media-ethics/</p> <p>https://ia804607.us.archive.org/8/items/dogar-general-knowledge-objective-mcq-s-urdukutabkhanapk.blogspot/Ethical%20Issues%20in%20Journalism%20and%20the%20Media%20by%20Andrew%20Belsey%2C%20Ruth%20F.%20Chadwick%28urdukutabkhanapk.blogspot%29.pdf</p>	3	
07	<p>Ethical Guidelines for Media</p> <ul style="list-style-type: none"> • Media laws • Introduction to Press Organizations • Introduction to Regulatory Authorities <p>Book Chapter Reading:-</p> <p>Introduction to Mass Communication (8th Ed), Chapter 04</p>	3	
08	<ul style="list-style-type: none"> • What is Development Communication? • What is Development Support Communication? • Role of opinion leaders in social change <p>Book Chapter Reading:-</p> <p>The DBS Handbook of Mass Media & Communication, Chapter 06</p> <p>Reading:-</p> <p>https://www.atlantis-press.com/article/125968729.pdf</p>	2	
09	<p>IT is an important part of media organization's structure</p> <p>Role of computer in editing and designing of media content (Mainstream media and Digital media)</p> <p>Book Chapter Reading:-</p> <p>Online Public Relations, Chapter 08, 10, 11</p>	4	
10	<ul style="list-style-type: none"> • Role of Artificial Intelligence in Digital Communication • Role of IT in data management and analysis <p>Readings:-</p> <p>https://ts2.space/en/ai-and-future-of-digital-communication-enhancing-efficiency-and-effectiveness-with-intelligent-machines/</p> <p>https://onpassive.com/blog/impact-of-artificial-intelligence-on-communication/</p> <p>https://www.glueup.com/blog/artificial-intelligence-in-digital-transformation</p>	4	

	https://onlinepubs.trb.org/onlinepubs/nchrp/cd-22/manual/v2chapter2.pdf		
11	<ul style="list-style-type: none"> Environmental Reporting- Climate Change Role of Social Media to Fight against Climate Change <p>Readings:-</p> <p>https://www.idosi.org/wasj/wasj28(6)13/13.pdf</p> <p>https://climateknowledgeportal.worldbank.org/overview</p> <p>https://eprints.whiterose.ac.uk/140988/1/Pearce%2C%20W%20-%20The%20social%20media%20life%20of%20climate%20change%20-%20AFC%202018-11-22.pdf</p>	4	
12	<p>Theories of Media, Culture & Society</p> <ul style="list-style-type: none"> Agenda Setting, Spiral of Silence, Diffusion of Innovation theory, Media Dependency theory, The Knowledge Gap, Cultivation theory <p>Book Chapter Reading:-</p> <p>Mass Communication Theory, Chapter 09</p>	3	
13	<p>Theories of Media, Culture & Society</p> <ul style="list-style-type: none"> Social Responsibility theory, Magic Bullet theory, Two-step flow theory, Uses & Gratification theory, <p>Book Chapter Readings:-</p> <p>Mass Communication Theory, Chapter 03 pg. 72-80</p> <p>The DBS Handbook of Mass Media & Communication, Chapter 01</p>	3	
14	Presentations		
15	Presentations		
16	Final Exams		

Title	Introduction to Mass Communication (8 th Ed)
Author	Stanley J. Baran
Title	The Dynamics of Mass Communication (11 th Ed)
Author	Joseph R. Dominick
Title	Journalism For All (Reference book)
Author	Dr. Mehdi Hasan & Dr. Abdus Salam Khurshid
Title	Online Public Relations - A Practical Guide To Developing An Online Strategy In The World Of Social Media
Author	David Phillips and Philip Young
Title	Mass Communication Theory – Foundations, Ferment, and Future (7 th Ed) (Reference book)
Author	Stanley J. Baran & Dennis K. Davis
Title	The DBS Handbook of Mass Media & Communication (Reference book)

Author	Ruchika Gupta
	Supplement readings including book chapters, research articles and newspaper article will also be shared with the students.

Evaluation Procedure & Marks Distribution:

Assessment Tools	Weightage
Quizzes (3)	10%
Individual Assignment (2)	4%
Group Term Paper and Presentations (1)	6%
Midterm I	15%
Midterm II	15%
Final Exam	50%

Grading Policy:

Relative grading Scheme will be followed for grading