



**SOPHIA COLLEGE**

**(AUTONOMOUS)**

**Affiliated to the University of Mumbai**

**Syllabi for Semesters III and IV**

**Programme: B. A.**

**Course: Mass Communication**

**(Choice-Based Credit System with effect from the year 2021-22)**

**UNIVERSITY OF MUMBAI**

**SOPHIA COLLEGE (AUTONOMOUS)**

**SYLLABUS FOR S.Y.B.A. (APPLIED COMPONENT)**

MASS COMMUNICATION

**SEMESTER III**

Course Title: Mass Communication - I

**SEMESTER IV**

Course Title: Mass Communication - II

Total no. of lectures per week: 04

No. of credits per semester: 02

## Course: Mass Communication

### Semester Three: Mass Communication - I

#### Objectives:

- to introduce students to various models and theories of communication and mass communication
- to enable them to critically view the historical development of the various forms of mass media
- to introduce students to the technical evolution of the various forms of mass media
- to enable them to critically examine the role and function of mass media in society

#### Learning Outcomes:

Learners will:

- understand the various models and theories of communication and mass communication
- be able to critically view the historical development of the various forms of mass media
- understand the technical evolution of the various forms of mass media
- be able to critically examine the role and function of mass media in society

#### Unit 1: Basic Concepts

Defining communication

Models of communication: Shannon and Weaver, Wilbur Schramm, James Carey

Mass audience and mass communication

Perspectives on mass media: post-positivist, hermeneutic, critical, normative

#### Unit 2: Print Culture

Historical developments: writing and printing, images and the written word

History of print

media in India: parchment, pamphlet, newspaper, magazine etc.

Print media and reading: defining the reader, reading for pleasure and leisure, the classics, the canon, penny dreadfuls

Print media and the nation: colonialism and print media in India, print media and the development of national consciousness in India, censorship and freedom of expression

#### Unit 3: Radio

Historical developments

Technological evolution

Formats of radio programmes: radio plays, radio talk shows, musical programmes

Contemporary trends in radio: the role of the RJ, community radio in India, online/digital radio

## Unit 4: Film: Feature Films

- Historical developments: Lumière Brothers, Georges Méliès and D.W. Griffith; the silent era, the studio era in Bombay (V. Shantaram, Himanshu Rai and Devika Rani)
- Parallel cinema: the contribution of Satyajit Ray and Mrinal Sen to the genre
- The Angry Young Man Movement in Indian cinema
- Screening and analysis: *Pather Panchali, Charulata, Padatik, Zanjeer, Deewaar, Coolie Masaan , Kaala ,Sairat, Fandry*

### **Primary readings:**

## Unit 1: Basic Concepts

Selections from:

- Joseph Turow: *Media Today: An Introduction*
- Klaus Bruhn Jensen: *A Handbook of Media and Communication Research*
- Nicholas Stevenson: *Understanding Media Cultures*
- Katherine Miller: *Communication Theories: Perspectives, Processes, and Contexts*
- James W. Carey: *Communication as Culture*

## Unit 2: Print Culture

Selections from:

- Robert Darnton: “What is the history of book”, *The Book History Reader*
- Martin Puchner: “Earthrise”, *The Written World*
- Abhijit Gupta: “Book history in India”, *Print Areas*
- Tapti Roy: “Disciplining the printed text”, *Texts of Power*
- Benedict Anderson: “The origins of national consciousness”, *Imagined Communities*
- David Finkelstein: “Readers and Reading”, *Introduction to Book History*
- Francesca Orsini: “Introduction”, *Print and Pleasure: Popular Literature and Entertaining Fictions in Colonial North India.*

## Unit3: Radio

Selections from:

- Richard Watts and David Rutland: *Behind the Front Panel: The Design and Development of 1920's Radio*
- T. Bonini: “The new role of radio and its public in the age of social networking sites”
- Alan Levine: “The Importance of Radio in the 21<sup>st</sup> Century”

## Unit 4: Film: Feature Films

Selections from:

- Marc Furstenau: *The Film Theory Reader*
- Antony Easthope: *Contemporary Film Theory*
- Mihir Bose: *Bollywood*
- Pramod Nayar: *Seeing Stars: Spectacle, Society and Celebrity Culture*
- Jeffrey Geiger  
and R. L. Rutsky: *Film Analysis*

### **Question Paper Pattern:**

Semester End Examination: (75 Marks)

Semester III: Mass Communication - I

Duration: 2.5 hours

Q.1 Objective Type:

- Explain the following terms and/or concepts in 2 to 3 sentences (5 terms and/or concepts from 4 units) (10 marks)
- State whether the following statements are true or false (5 statements from 4 units) (5 marks)

Q.2 Essay on Unit 1

or

Two short notes on Unit 1 (15 marks)

Q.3 Essay on Unit 2

or

Two short notes on Unit 2 (15 marks)

Q.4 Essay on Unit 3

or

Two short notes on Unit 3 (15 marks)

Q.5 Essay on Unit 4

or

Two short notes on Unit 4 (15 marks)

Internal Assessment: (25 marks)

Students will be given a class test with objective-type questions.

## Course: Mass Communication

### Semester Four: Mass Communication - II

#### Objectives:

- to develop among students a critical understanding of mass media with regard to their presentation formats, roles and audiences in the Indian context
- to enable them to critically view the historical development of the various forms of mass media
- to introduce students to the technical evolution of the various forms of mass media
- to enable them to critically examine the role and function of mass media in society
- to acquaint students with legal and ethical issues related to mass media in India

#### Learning Outcomes:

Learners will:

- be able to critically view the historical development of the various forms of mass media
- understand the technical evolution of the various forms of mass media
- be able to critically examine the role and function of mass media in society

#### Unit 1: Television

|                             |  |
|-----------------------------|--|
| Historical developments:    | satellite television and Indian broadcasting policy from 1990-2010 |
| Television and consumerism: | advertisements and brands  |
| Television and politics:    | news as propaganda   |
| Television and gender:      | TV soaps in India  |

#### Unit 2: Film: Documentary

|                           |  |
|---------------------------|--|
| Defining the documentary: | interrogating the objectivity of the genre   |
| Historical developments:  | the contribution of John Grierson to the British Documentary Film Movement                                 |
| Types of documentaries:   | modes of documentaries as specified by Bill Nichols  |
| Screening and analysis:   | Shyam Benegal's documentaries, representative examples from Bill Nichols's classification of documentaries |

#### Unit 3: Internet and Social Media

|  |                                   |
|--|-----------------------------------|
| Historical development:                            | the history of the internet       |
| Historical development of Social Networking Sites: | Yahoo! Messenger, Orkut, Facebook |
| Social media and celebrity culture                 |                                   |
| Social media and body politics                     |                                   |

## Unit 4: Cellphones

|                             |   |
|-----------------------------|---|
| Historical development:     | wireless technology, cellular phone                           |
| Cellphones and app culture: | the impact of app culture on dating, travel and entertainment |
| Cellphones and the body:    | social codes and etiquette, narratives of health              |
| Cybercrimes:                | online frauds, cyber bullying, phreaking                      |

### **Primary readings:**

## Unit 1: Television

Selections from:

- Theodore Adorno: *The Culture Industry*
- Adam Arvidsson: “Brands: A Critical Perspective”
- Noam Chomsky: *Manufacturing Consent*
- Raymond Williams: *Technology and Cultural Form*
- Stuart Hall: *Encoding and Decoding in the Television Discourse*
- Arvind Rajagopal: *Politics After Television*
- Nalin Mehta: *Television in India: Satellites, Politics and Cultural Change*
- Narrian Siddhartha: “A Broad Overview of Broadcasting Legislation in India”
- K. Moti Gokulsing and Wimal Dissanayake: *Popular Culture in a Globalised India*

## Unit 2: Film: Documentary

Selections from:

- Bill Nichols: *Blurred Boundaries*
- Bill Nichols: *Representing Realities*

## Unit 3: Internet and Social Media

Selections from:

- Volker Eisenlauer: *A Critical Hypertext Analysis of Social Media*
- Barbara M. Kennedy and David Bell: *The Cybercultures Reader*

## Unit 4: Cellphones

Selections from:

- Gerard Goggin: *Cell Phone Culture: Mobile Technology in Everyday Life.*

- Guy Klemens: “Mobile Phones” and “Cell Phones Beyond Phones”
- Mari K Swingle: “The i-addiction: A new world”
- Vishnupriya Das: “Dating Applications, Intimacy and Cosmopolitan Desire in India”, *Global Digital Culture*
- Kate O’Riordan: “Fitbit: Wearable technologies and material communication practices”, *Appified: Culture in the Age of Apps*
- Amparo Lasen: “History Repeating? A Comparison of the Launch and Uses of Fixed and Mobile Phones”, *Mobile World: Past, Present and Future*
- Jojada Verrips: “Haptic Screens and Our Corporeal Eyes”, *Etnofoor*
- Susan W Brenner: “From Mainframes to Metaverse”, *Cybercrime: Criminal Threats from Cyberspace*
- Calum Jeffray: “The underground web: The Cybercrime challenge”, *Special report, Australian Strategic Policy Institute*
- Debarati Halder: “Trolling and Gender Bullying”, *Cyber Crimes against Women in India*

### Question Paper Pattern:

Semester End Examination: (75 Marks)

Semester IV: Mass Communication - II

Duration: 2.5 hours

Q.1 Objective Type:

- Explain the following terms and/or concepts in 2 to 3 sentences (5 terms and/or concepts from 4 units) (10 marks)
- State whether the following statements are true or false (5 statements from 4 units) (5 marks)

Q.2 Essay on Unit 1

or

Two short notes on Unit 1 (15 marks)

Q.3 Essay on Unit 2

or

Two short notes on Unit 2 (15 marks)

Q.4 Essay on Unit 3

or

Two short notes on Unit 3 (15 marks)

Q.5 Essay on Unit 4

or

Two short notes on Unit 4 (15 marks)

Internal Assessment: (25 marks)

Students will be given a class test with essay-type questions.



## References:

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