



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 2020-21)

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:

The course is designed to

- introduce students to some major aspects of communication and mass communication
- develop among students a broad perspective of the past and the present status of mass media in India

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, Masaaan, 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*
- Miles Ogborn: "The Written World", *Indian Ink*
- 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.*
- Anant Pai: *Babasaheb Ambedkar: He Dared to Fight (Amar Chitra Katha)*

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 21st 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:

- a) Explain the following terms and/or concepts in 2 to 3 sentences (5 terms and/or concepts from 4 units) (10 marks)
- b) 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.

Semester Four: Mass Communication - II

Objectives:

This course is designed to:

- develop among students a critical understanding of mass media with regard to their presentation formats, roles and audiences in Indian context
- acquaint students with legal and ethical issues related to mass media in India

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:

- a) Explain the following terms and/or concepts in 2 to 3 sentences (5 terms and/or concepts from 4 units) (10 marks)
- b) 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.

Recommended readings:

1. Acharya A.N. *Television in India*. Manas Publications, New Delhi, 1987
2. Ahuja B.K. *Mass Media Communication : Theory and Practices*. Saurabh Publishing House, New Delhi, 2010
3. Ahuja B. N. *History of Press, Press Laws and Communications*. Surjeet Pub. New Delhi, 1989
4. Anderson Benedict. *Imagined Communities: Reflections on The Origin and Spread of Nationalism*. Verso. London. New York. 2016
5. Anderson Nate. *The Internet Police: How Crime Went Online – And The Cops Followed*. WW Norton and Company. New York. London. 2014
6. Arceneaux Noah. *The Mobile Media Reader*. Peter Lang Publishing. 2012
7. Barnett Belinda A. *Continuum: Journal of Media and Cultural Studies*. vol. 23. Taylor Francis Online.2009
8. Benjamin Ruha. *Race After Technology: Abolitionist Tools for the New Jim Code*. 2019
9. Brenner Susan W. *Cybercrime: Criminal Threats from Cyberspace*. Praeger.2010
10. Chandra Shefali. *The Sexual Life of English: Languages of Caste and Desire in Colonial India*. Duke University Press. 2012
11. Chatterjee P.C. *Broadcasting in India*, Sage (2nd ed.) New Delhi, 2000
12. Chatterjee Partha. *Texts of Power: Emerging Disciplines in Colonial Bengal*. University of Minnesota Press.1995
13. Chin Kristi. Edelstein Robin S. Vernon Philip A. *Mobile Media & Communication*. vol. 7, Sage Publication Inc. 2018
14. Harrison, Dew. “Digital Archiving as an Art Practice”. 2009
15. Finkelstein David. *The Book History Reader*. Routledge. 2002
8. Folkerts Jean and Stephen Lacey. *The Media in Your Life* (3rd ed.). Pearson Education, 2004
16. Friedrich Kittler. *Gramophone, Film, Typewriter*. Stanford University Press. California.1996
17. Ghosh Anindita. *Power in Print: Politics of Language and Culture in a Colonial Society*
18. Goggin, Gerard. *Cell Phone Culture: Mobile Technology in Everyday Life*. Routledge. London and New York. 2006
19. Gupta Abhijit. *Print Areas: Book History in India*. Orient Blackswan.2004
20. Jones Feminista. *Reclaiming Our Space: How Black Feminists are changing the world from the tweets to the streets*. Beacon Press. 2019
21. Joseph, M.K. *Freedom of the Press*. Anmol Publication, New Delhi, 1997
22. Joshi Uma. *Textbook of Mass Communication and Media*. Anmol Publications Pvt. Limited, New Delhi, 2002
23. Klemmens Guy. *The Cellphone: The History and Technology of the Gadget that Changed the World*. Mc Farlan and Company Inc. Jefferson, North Carolina and London. 2010
24. Kreiss Daniel. *New Media and Society*. vol. 18. Sage Publication Inc.2009
25. Kumar, Keval. *Mass Communication: A Critical Analysis*. Vipul Prakash Mumbai, 2002
26. Khan & K. Kumar. *Studies in Modern Mass Media*, Vol.1 & 2. Kanishka Pub. 1993
27. Kent, Mike and Katie Ellis. *Disability and New Media*. New York: Routledge, 2011
28. McLuhan, Marshall, 1911-1980. *Understanding Media; the Extensions of Man*. New York: Signet Books, 1966
29. Miles Ogborn. *Indian Ink: Script and Print in the Making of the English East India Company*. The University of Chicago Press. 2007
30. Narula, Uma. *Mass Communication Theory and Practice*. Haranand, New Delhi, 1994

31. Orsini Francesca. *Print and Pleasure: Popular Literature and Entertaining Fictions in Colonial North India*. Permanent Black. Ranikhet. 2009
32. Parthasarathy, R. *Journalism in India*. Sterling pub. New Delhi, 1989
33. Powers Matthew. *Media, Culture and Society*. vol. 38. Sage Publication Inc. 2015
34. Puchner Martin. *The Written World*
35. Puri, Manohar. *Art of Editing*. Prag Publication, New Delhi, 2006
36. Ranganathan, Maya and Usha Rodrigues. *Indian Media in a Globalised World*. Sage, 2010
37. Rantanen, Terhi. *Media and Globalisation*. Sage, London, 2005
38. Rodman George. *Making Sense of Media: An Introduction to Mass Communication*. Longman, 2000
39. Roy Barun. *Beginner's Guide to Journalism and Mass Communication*. V& S Publishers, New Delhi. 2009
40. Sankhder B M. *Press, Politics and Public Opinion in India*. Deep Pub. New Delhi, 1984
41. Seetharaman S. *Communication and culture*. Associate pub. Mysore, 1991
42. Singhal Arvind and Rogers Everest. *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage, 2000
43. Srivastava K. M. *Media towards 21st Century*. Sterling Pub. New Delhi. 1998
44. Strings Sabrina. *Fearing the Black Body: The Racial Politics of Fat Phobia*. NYU Press.
45. Tufekci Zeynep. *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. Yale University Press. 2017
46. Vilanilam J.V. *Development Communication in Practice*. Sage, 2009

Online Sources:

1. "Meeting place: Bringing Native Feminisms to Bear on Borders of Cyberspace", <https://www.tandfonline.com/doi/full/10.1080/14680777.2020.1720347> Accessed 5 April 2020
2. "The Selfie and the Slut", *Economic and Political Weekly*, <https://www.epw.in/journal/2015/17/review-womens-studies-review-issues/selfie-and-slut.html> Accessed 25 April 2015.
3. "Reconstructing Gendered Narratives Online: Nudity for Popularity on Digital Platforms", *ADA Journal of Gender, New Media and Technology*. <https://adanewmedia.org/2014/07/issue5-mukhongo/> Accessed 27 April 2020
4. "Revising 'Re-vision': Documenting 1970s Feminisms and the Queer Potentiality of Digital Feminist Archives", *ADA Journal of Gender, New Media and Technology*. <https://adanewmedia.org/2014/07/issue5-samer/> Accessed 27 April 2020

Weblinks:

1. ADA (A Journal of Gender, New Media and Technology) <https://adanewmedia.org/issues/issue-archives/issue15/>
2. Anonymous. "Being Right-Swiped as a Dalit Woman on Dating Apps" <https://livewire.thewire.in/personal/dating-dalit-woman-casteism/>
3. Brogan Jacob. "My Severed Thumb and the Ambiguities of Technological Progress" <https://slate.com/technology/2015/03/my-severed-thumb-makes-it-more-difficult-to-use-smartphone-touchscreens.html>

4. Dhanraj Christina Thomas. “Swipe Me Left, I’m Dalit”
<https://www.genderit.org/articles/swipe-me-left-im-dalit>
5. Hess Love. “White Supremacy, Colonialism and Fatphobia are Inherently Tied to Each Other”
<https://wearyourvoicemag.com/white-supremacy-colonialism-fatphobia/>
6. Mahdawi Arwa “ There’s a dark side to women’s health apps: ‘Menstrual surveillance’”
<https://www.theguardian.com/world/2019/apr/13/theres-a-dark-side-to-womens-health-apps-menstrual-surveillance>
7. Manavis Sarah. “Facebook thinks it might be responsible for ethnic cleansing in Myanmar”
<https://www.newstatesman.com/world/asia/2018/11/facebook-thinks-it-might-be-responsible-ethnic-cleansing-myanmar>
8. Strings Sabrina. “Fatphobia Affects Everyone” <https://www.fromthesquare.org/strings-blog/#.XrbLN2gza01>
9. The Centre for Internet and Society. “Accessibility” <https://cis-india.org/telecom/knowledge-repository-on-internet-access/accessibility>
10. “The Marriage Algorithm, India’s Caste-Conscious Answer To Tinder”
<https://worldcrunch.com/culture-society/the-marriage-algorithm-india39s-caste-conscious-answer-to-tinder>
11. Tiwari Ayush. “Indian media is an upper-caste fortress, suggests report on caste representation”
(<https://www.newslaundry.com/2019/08/02/caste-representation-indian-newsrooms-report-media-rumble-oxfam-india>)