



SOPHIA COLLEGE FOR WOMEN
(AUTONOMOUS)

Affiliated to

University of Mumbai

Programme: Applied Component: Mass Communication

Programme Code: SBAAPC

S.Y.B.A.

**(Choice-Based Credit System with effect from the year
2018-19)**

Programme Outline: Mass Communication I (SEMESTER III)

Course Code	Unit No	Name of the Unit	Credits
SBAAPC303		Mass Communication I	2
	1	Nature of Communication	
	2	Nature of Mass Communication	
	3	Brief history and current status of each of the media- viz. newspaper, radio, television and cinema	
	4	Media Types & Presentation Formats: their nature, function and target audience.	

Programme Outline: Mass Communication II (SEMESTER IV)

Course Code	Unit No	Name of the Unit	Credits
SBAAPC404		Mass Communication II	2
	1	Special Roles of Mass Media in India	
	2	Indian Mass Media and National Development	
	3	Media Related Issues and Laws in India	
	4	Roles / Functions of Media Personnel and Career Opportunities in Mass	

SEMESTER III

NAME OF THE COURSE	Mass Communication - I	
CLASS	SYBA	
COURSE CODE	SBAAPC303	
NUMBER OF CREDITS	2	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	50	50
PASSING MARKS	20	20

COURSE OBJECTIVES

CO 1	To introduce the students to some major aspects of communication and mass communication.
CO 2	To develop among the students a broad perspective of the past and the present status of Mass Media in India.

CO 3	To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
CO 4	To develop among the students a critical understanding of some special roles of different Mass Media in India.
CO 5	To help the students to assess the contribution of Indian mass media to national development.
CO 6	To acquaint the students with some issues and laws related to mass media in India.
CO 7	To introduce the students to various job and career opportunities in media industry.

COURSE LEARNING OUTCOMES:

Learners will be able to:

CLO 1.	By the end of the course the students should be able to receive and analyse various media products critically and become interested in jobs or career in Media Industry.
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UNIT 1	Nature of Communication
1.1	Definitions, elements and process of communication
1.2	Types - interpersonal, group and mass communication
1.3	Modes - verbal and non-verbal
1.4	Means – traditional, electronic, digital
1.5	Barriers – physical, linguistic, psychological and cultural
UNIT 2	Nature of Mass Communication
2.1	Concept of 'mass audience'
2.2	Models of mass communication
2.3	Theories of mass communication
2.4	Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building.
2.5	Channels of mass communication: traditional folk media, print media, electronic media, new/digital media
UNIT 3	Brief history and current status of each of the media- viz. newspaper, radio, television and cinema
3.1	Its beginning in India
3.2	Milestones in its technological advancement
3.3	Its ownership, control and governance
UNIT 4	Media Types & Presentation Formats: their nature, function and target audience.
4.1	Major types of newspapers and magazines

4.2	Major formats of newspaper items
4.3	Major formats of radio programmes
4.4	Major formats of TV programmes
4.5	Major types of films

REFERENCES:

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. Chattergy P.C. : Broadcasting in India , Sage (II nd ed.) New Delhi , 2000
5. Folkerts Jean and Stephen Lacey : The Media in Your Life (3rd ed.) , Pearson Education , 2004
6. Joseph M.K. : Freedom of the Press , Anmol Publication. New Delhi, 1997
7. Joshi Uma : Textbook of Mass Communication and Media ,Anmol Publications Pvt. Limited, New Delhi ,2002
8. Keval Kumar: Mass Communication: A Critical Analysis, Vipul Prakashan, Mumbai, 2002
9. Khan & K. Kumar : Studies in Modern Mass Media, Vol.1 & 2. , Kanishka Pub. 1993.
10. Narula Uma : Mass Communication Theory and Practice , Haranand, New Delhi, 1994
11. Parthasarathy R. : Journalism in India , Sterling pub. New Delhi.1989.
12. Puri Manohar : Art of Editing , Prag Publication, New Delhi. 2006.
13. Ranganathan Maya and Rodrigues Usha : Indian Media in a Globalised World, Sage, 2010
14. Rantanen, Terhi.: Media and Globalisation , Sage, London. 2005.
15. Rodman George : Making Sense of Media : An Introduction to Mass Communication , Longman , 2000
16. Roy Barun : Beginner's Guide to Journalism and Mass Communication , V& S Publishers, New Delhi.
17. Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
18. Seetharaman S : Communication and culture , Associate pub. Mysore, 1991.
19. Singhal Arvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
20. Srivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
21. Vilanilam J.V. : Development Communication in Practice, Sage , 2009

SEMESTER IV

NAME OF THE COURSE	Mass Communication - II
CLASS	SYBA
COURSE CODE	SBAAPC404
NUMBER OF CREDITS	2

NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	50	50
PASSING MARKS	20	20

COURSE OBJECTIVES

CO 1	To introduce the students to some major aspects of communication and mass communication.
CO 2	To develop among the students a broad perspective of the past and the present status of Mass Media in India.
CO 3	To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
CO 4	To develop among the students a critical understanding of some special roles of different Mass Media in India.
CO 5	To help the students to assess the contribution of Indian mass media to national development.
CO 6	To acquaint the students with some issues and laws related to mass media in India.
CO 7	To introduce the students to various job and career opportunities in media industry.

COURSE LEARNING OUTCOMES:

Learners will be able to:

CLO 1.	By the end of the course the students should be able to receive and analyse various media products critically and become interested in jobs or career in Media Industry.
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UNIT 1	Special Roles of Mass Media in India
1.1	Print media as an interpreter and a watchdog
1.2	Radio as a patron of music
1.3	Television and surveillance
1.4	Television and Consumerism

1.5	Films voicing social problems
1.6	Social networking sites and mass campaigns
UNIT 2	Indian Mass Media and National Development
2.1	Role of media in exposing anti-development elements
2.2	Role of media in strengthening democracy
2.3	Role of media in education
2.4	Role of media in promoting government schemes
UNIT 3	Media Related Issues and Laws in India
3.1	Freedom of expression and Censorship
3.2	The relationship between the media and the government
3.3	Media objectivity, including media bias and political leanings
3.4	Objectionable advertising
3.5	Major laws in India related to media
UNIT 4	Roles / Functions of Media Personnel and Career Opportunities in Mass
4.1	Historical development: wireless technology, cellular phone
4.2	Cellphones and app culture: the impact of app culture on dating, travel and entertainment
4.3	Cellphones and the body: social codes and etiquette, narratives of health
4.4	Cybercrimes: online frauds, cyber bullying, phreaking

REFERENCES:

1. Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
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ASSESSMENT DETAILS:(this will be same for all the theory papers)

Evaluation Pattern:

Second Year End Examination Duration: 2.5 Hours	75 Marks
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Q.1 Objective Type:

- a) Explain the following in 2/3 sentences (5 terms from all the 4 units) : 10 marks
- b) State whether the statements are true or false (5 statements on all the 4 units): 5 marks

Question No. 2 to 5 on Unit No. 1 to 4 respectively:

- Q.2 a) 1 Full length essay type question : 15 marks
OR
b) 2 Short essay type questions (a and b) :(7.5x2) =15 marks
- Q.3 a) 1 Full length essay type question : 15 marks
OR
b) 2 Short essay type questions (a and b) :(7.5x2)=15 marks
- Q.4 a) 1 Full length essay type question : 15 marks
OR
b) 2 Short essay type questions (a and b) :(7.5x2) = 15 marks
- Q.5 a) 1 Full length essay type question : 15 marks
OR

b) 2 Short essay type questions (a and b)

:(7.5x2) = 15 marks