



SOPHIA COLLEGE FOR WOMEN
(AUTONOMOUS)

Affiliated to

University of Mumbai

Programme: Applied Component (Mass Communication)

Programme Code: SBAAPC

S.Y.B.A.

2022-2023

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

Programme Outline: SYBA (SEMESTER III)

Course Code	Unit No	Name of the Unit	Credits
SBAENG303	1	Basic Concepts	2
	1	Defining communication	
	2	Models of communication	
	3	Mass audience and mass communication	
	4	Perspectives on mass media: post-positivist, hermeneutic, critical, normative	
SBAAPC303		Print Culture	
	1	Historical developments	
	2	History of print media in India	
	3	Print media and reading	
	4	Print media and the nation	
SBAAPC303		Radio	
	1	Historical developments	
	2	Technological evolution	
	3	Formats of radio programmes	
	4	Contemporary trends in radio	
SBAAPC303		Film: Feature Films	
	1	Historical developments	
	2	Parallel cinema	
	3	The Angry Young Man Movement in Indian cinema	
	4	Screening and analysis	

Programme Outline: SYBA (SEMESTER IV)

Course Code	Unit No	Name of the Unit	Credits
SBAAPC404		Television	2
	1	Historical developments	

	2	Television and consumerism	
	3	Television and politics	
	4	Television and gender	
SBAAPC404		Film: Documentary	
	1	Defining the documentary	
	2	Historical developments	
	3	Types of documentaries	
SBAAPC404	4	Screening and analysis	
		Internet and Social Media	
	1	Historical development	
	2	Historical development of Social Networking Sites	
	3	Social media and celebrity culture	
	4	Social media and body politics	
		Cellphones	
	1	Historical development	
	2	Cellphones and app culture	
	3	Cellphones and the body	
	4	Cybercrimes	

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 students to various models and theories of communication and mass communication
CO 2	to enable them to critically view the historical development of the various forms of mass media
CO 3	to introduce students to the technical evolution of the various forms of mass media
CO 4	to enable them to critically examine the role and function of mass media in society

COURSE LEARNING OUTCOMES:

Learners will be able to:

CLO 1.	understand the various models and theories of communication and mass communication
CLO 2.	be able to critically view the historical development of the various forms of mass media
CLO 3.	understand the technical evolution of the various forms of mass media
CLO 4.	be able to critically examine the role and function of mass media in society

UNIT 1	Basic Concepts
1.1	Defining communication
1.2	Models of communication: Shannon and Weaver, Wilbur Schramm, James Carey Mass audience and mass communication
1.3	Perspectives on mass media: post-positivist, hermeneutic, critical, normative
UNIT 2	Print Culture
2.1	Historical developments: writing and printing, images and the written word History of print
2.2	History of print media in India: parchment, pamphlet, newspaper, magazine
2.3	Print media and reading: defining the reader, reading for pleasure and leisure, the classics, the canon, penny dreadfuls
2.4	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
3.1	Historical developments
3.2	Technological evolution
3.3	Formats of radio programmes: radio plays, radio talk shows, musical programmes
3.4	Contemporary trends in radio: the role of the RJ, community radio in India, online/digital radio
UNIT 4	Film: Feature Films

4.1	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)
4.2	Parallel cinema: the contribution of Satyajit Ray and Mrinal Sen to the genre
4.3	The Angry Young Man Movement in Indian cinema
4.4	Screening and analysis: Pather Panchali, Charulata, Padatik, Zanjeer, Deewaar, Coolie, Masaan , Kaala ,Sairat, Fandry

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Tweets to the Streets. Beacon Press, 2019

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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	SEMESTER END

	ASSESSMENT	EXAMINATION
TOTAL MARKS	50	50
PASSING MARKS	20	20

COURSE OBJECTIVES

CO 1.	to develop among students a critical understanding of mass media with regard to their presentation formats, roles and audiences in the Indian context
CO 2.	to enable them to critically view the historical development of the various forms of mass media
CO 3.	to introduce students to the technical evolution of the various forms of mass media
CO 4.	to enable them to critically examine the role and function of mass media in society
CO 5.	to acquaint students with legal and ethical issues related to mass media in India

COURSE LEARNING OUTCOMES:

Learners will be able to:

CLO 1.	be able to critically view the historical development of the various forms of mass media
CLO 2.	understand the technical evolution of the various forms of mass media
CLO 3.	be able to critically examine the role and function of mass media in society

UNIT 1	Television
1.1	Historical developments: satellite television and Indian broadcasting policy from 1990-2010
1.2	Television and consumerism: advertisements and brands
1.4	Television and gender: TV soaps in India
UNIT 2	Film: Documentary
2.1	Defining the documentary: interrogating the objectivity of the genre
2.2	Historical developments: the contribution of John Grierson to the British Documentary Film Movement

2.3	Types of documentaries: modes of documentaries as specified by Bill Nichols
2.4	Screening and analysis: Shyam Benegal's documentaries, representative examples from Bill Nichols's classification of documentaries
UNIT 3	Internet and Social Media
3.1	Historical development: the history of the internet
3.2	Historical development of Social Networking Sites: Yahoo! Messenger, Orkut, Facebook
3.3	Social media and celebrity culture
3.4	Social media and body politics
UNIT 4	Cellphones
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

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ASSESSMENT DETAILS:(this will be same for all the theory papers)

Internal Assessment (50 marks)

Students will be asked to appear for class tests and submit assignments on topics related to the syllabus.

Semester End Examination – External Assessment (50 marks)

Duration: 2 hours

Semester End Examination: (50 Marks)

Semester IV: Mass Communication - II

Duration: 2 hours

- | | |
|---|------------|
| Q.1 A. Objective questions on Unit I | (5 marks) |
| Q. 1. B. Essay on Unit 1 | (10 marks) |
| or | |
| Q. 1. C. Essay on Unit 1 | (10 marks) |
| Q.2 Essay on Unit 2 | |
| or | |
| Essay on Unit 2 | (10 marks) |
| Q.3 Essay on Unit 3 | |
| or | |
| Essay on on Unit 3 | (10 marks) |
| Q.4 Short notes on Unit 2 (any three out of four) | (15 marks) |