

Semester: 5	
Course : MCV	
Paper Title: Introduction to Communication and Print Media	
Paper code: B3MV230511T	Credits: 4
Hours/week : 4	
Category: Core/MDC/SEC/VAC : Minor	
Theory / Practical / Composite : Theory	
No of Modules : 3	
Course Overview:	
<p>This course introduces students to the foundational concepts of communication and examines its role within society. Building on this understanding, the course explores mass communication—its theories, models, and structural challenges—within both traditional and digital contexts. With these foundations in place, students are introduced to print media as the earliest form of mass media, focusing on its historical evolution, social role, and the economic and institutional forces that shape its functioning. The course aims to develop conceptual clarity and critical awareness of communication processes and print media practices.</p>	
Course Outcome:	
<ol style="list-style-type: none"> 1) Remember: Students recall fundamental concepts, definitions, and models of communication and mass communication. 2) Understand: Students understand communication processes, barriers, mass communication theories, and the role of print media in society. 3) Apply: Students apply theoretical concepts to identify communication patterns and media influences in real-world contexts. 4) Analyse: Students analyse the impact of mass communication systems, digital transformation, and institutional factors on print media. 5) Evaluate: Students evaluate the social, economic, and communicative roles of print media within mass communication systems. 	

Prerequisites: *Basic knowledge about any prior course in media studies, journalism, or mass communication.*

SYLLABUS

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	<p>Introduction to Communication</p> <p>Contents:</p> <ul style="list-style-type: none"> ● Communication: Definition, Types, and Functions ● Barriers to Communication ● Basic Models of Communication ● Introduction to Mass Media ● Traditional Media and Folk Media 	4	CO1, CO2, CO3, CO4, CO5	KI, K2, K3, K4, K5
II	<p>Introduction to Mass Communication</p> <p>Contents:</p> <ul style="list-style-type: none"> ● Understanding Mass Communication ● Schools of Thought, Theories, and Models of Mass Communication ● Imbalance in Communication and the McBride Commission ● Mass Communication in the Digital Era ● Influence of Digital Technologies on Mass Media 			

III	<p>Print Media</p> <p>Contents:</p> <ul style="list-style-type: none"> ● Evolution of Print Media ● Role of Print Media in Society ● Influence of Advertising and Circulation ● Factors Affecting Print Media and Communication 			
Text Books				
<p>1. Jeffrey, R. (2010). <i>India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press</i> (3rd ed.). Oxford University Press.</p>				
<p>2. Kumar, K. J. (2020). <i>Mass Communication in India</i>. Jaico Publishing House, Mumbai.</p>				
<p>3. Baran, S. J. (2013). <i>Mass Communication Theory: Foundations, Ferment & Future</i>. Wadsworth.</p>				
Suggested readings				
<p>1. Moitra, M. (1969). <i>A History of Indian Journalism</i>. National Book Agency, New Delhi.</p> <p>2. Narula, U. (2022). <i>Communication Models</i>. Atlantic Publishers and Distributors.</p> <p>3. Singhal, A., & Rogers, E. M. (2001). <i>India's Communication Revolution: From Bullock Carts to Cyber Marts</i>. Sage, New Delhi.</p> <p>4. McQuail, D., & Deuze, M. (2020). <i>McQuail's Media and Mass Communication Theory</i>. Sage.</p>				
Web Resources				
<p>1. https://ecrea.eu/</p>				

2. <https://megalecture.com/wp-content/uploads/2022/06/JOURNALISMFILE006.pdf>

3. <https://ebooks.inflibnet.ac.in/lisp1/chapter/theories-models-of-communication/>

Evaluation

- **Seminar / Assignments:** 5 marks
- **Mid-Semester Examination:** 20 marks
- **End-Semester Examination:** 70 marks
- **Total:** 100 marks

Paper Structure for Theory Semester Exam Module :

- Three long answers of **15 marks each** from an option of five questions
($3 \times 15 = 45$ marks)
 - Ten objective-type questions of **2 marks each** from an option of fifteen questions
($10 \times 2 = 20$ marks)
 - Five objective-type questions of **1 mark each** from an option of seven questions
($5 \times 1 = 5$ marks)
- OR**
- One short note of **5 marks** from an option of two questions

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive Level
CO1	Recall fundamental concepts, definitions, and basic models of communication and mass communication.	K1
CO2	Explain communication processes, barriers, mass communication theories, and the role of print media in society.	K2

CO3	Apply communication and mass communication concepts to identify patterns and media influences in real-world contexts.	K3
CO4	Analyse the impact of mass communication systems, digital transformation, and institutional factors on print media.	K4
CO5	Evaluate the social, economic, and communicative roles of print media within mass communication systems.	K5