

Semester	I
Course	Major
Paper Code	C1MV230111T
Paper Title	Introduction to Media and Communication
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	2
Syllabus	<p>Module I</p> <p>Introduction</p> <p>Definitions and Importance: Understanding the concept of media and its role in society. Discussion of various media used for communication, such as print, broadcast, and digital media.</p> <p>Historical Development: Overview of the evolution from traditional mass media like newspapers, radio, and television to the rise of internet and social media.</p> <p>Types of Media: Discussion on the characteristics and impact of each type of media including traditional (print and broadcast) and new media (digital and social).</p> <p>Understanding Communication</p> <p>Definition and Components: Detailed discussion on the concept of communication, its key components (sender, message, medium, receiver, feedback), and its role in human interaction.</p> <p>Models of Communication: Introduction to fundamental communication models.</p> <p>Barriers to Effective Communication: Exploration of barriers that can hinder effective communication.</p> <p>Module II</p> <p>Theories of Media and Communication</p>

	<p>Introduction to Key Theories: Discussion on essential theories like the Uses and Gratifications Theory, Agenda-Setting Theory, Cultivation Theory, and Spiral of Silence.</p> <p>Relevance and Application of Theories: Analysis of how these theories apply to current media practices and societal trends.</p> <p>Media Law, Policy and Ethics</p> <p>Understanding Media Laws: Overview of critical media laws such as those governing libel, defamation, and copyright. Discussion on how these laws protect and limit media activities.</p> <p>Censorship and Freedom of Speech: Discussion of the concepts of censorship, freedom of the press, and freedom of speech, and their implications for democracy.</p> <p>Regulatory Bodies: Study of the role of media regulatory bodies, both domestic and international, in maintaining ethical standards and regulating media content.</p> <p>Ethical Issues in Media: Examination of ethical dilemmas in media like objectivity, privacy, and confidentiality and debates around surveillance and data collection.</p>
Learning Outcomes	<ul style="list-style-type: none"> ● To understand the key concept of communication. ● To be aware of the elements and determinants of communication. ● To understand the basic characteristics of various media. ● To have a fair understanding of media laws and questions of ethics.
Reading/Reference Lists	<p>Texts Selected excerpts, chapters, and essays from the reading list.</p> <p>Reading/ reference List</p> <ul style="list-style-type: none"> ● Agarwal, V.B, Gupta, V.S. (2012), <i>Handbook of Journalism and Mass Communication</i>, Concept Publishing Co. Pvt. Ltd.

	<ul style="list-style-type: none"> ● Baran S. J. & Davis D. K. (2021). <i>Mass Communication Theory : Foundations Ferment and Future</i> (Eighth Ed.). Oxford University Press. ● Flew, T. (2007). <i>New media: An introduction</i>. Oxford: Oxford University Press ● Jenkins, H. (2006). <i>Convergence culture: Where old and new media collide</i>. NYU press. ● Kumar, K. J. (2020) <i>Mass Communication in India</i>. Jaico Pub. House, Mumbai. ● Manovich, Lev.(2001). “What is New Media?” in <i>The Language of New Media</i>. Cambridge: ● McQuail, D. (2010) <i>Mass Communication Theory: An Introduction</i>. Thousand Oaks: Sage. ● Stevenson, N. (2002). <i>Understanding Media Cultures: Social Theory and Mass Communication</i>. Sage Publications Ltd. ● Williams, K. (2017). <i>Understanding Media Theory</i>. Bloomsbury.
Evaluation	<p><u>Full Theory – 100 marks paper</u> End Semester Exam: 70 marks CIA - 30 marks (Mid Semester Test: 20 marks Class Seminars/Assignments: 5 marks Attendance: 5 marks)</p>
Paper Structure for Theory Semester Exam	<p><u>Module I</u>– 35 Marks</p> <ol style="list-style-type: none"> 1. 2 Long answers of 15 marks each from an option of 3 questions 2. 5 Objective type questions of 1 mark each OR 1 Short Notes of 5 mark from an option of two questions <p><u>Module II</u>– 35 Marks</p> <ol style="list-style-type: none"> 1. 2 Long answers of 15 marks each from an option of 3 questions 2. 5 Objective type questions of 1 mark each OR 1 Short Notes of 5 mark from an option of two questions