

<b>Semester: I</b>	
<b>Course : Mass Communication and Videography</b>	
<b>Paper Title: Introduction to Media and Communication</b>	
<b>Paper code: C1MV230111T</b>	<b>Credits: 4</b>
<b>Hours/week : 4</b>	
<b>Category: Core/MDC/SEC/VAC : CORE (Major)</b>	
<b>Theory / Practical / Composite : Theory</b>	
<b>No of Modules : 2</b>	
<p><b>Course Overview:</b> This course offers an introduction to the concept of communication thereby percolating into the concept of mass communication. It focuses on a number of aspects of the subject, viz. understanding the subject, evolution of communication, understanding the elements and determinants of communication and factors that either facilitate or disrupts communication, characteristics of various media, legal and ethical considerations of mass communication and important theories of communication and mass communication</p>	
<b>Course Outcome:</b>	
<p><b>1. Remember:</b> Major landmarks and developments in the evolution of modern mass media with contributions from important personalities and organizations</p>	
<p><b>2. Understand:</b> The concept of communication, mass communication and the socio-politico-cultural contexts that contribute to the evolution as well as theorization of communication</p>	
<p><b>3. Apply:</b> Interpret selected points of evolution and selected theories to the present day applications of various fields of mass media and communication.</p>	
<p><b>4. Analyze:</b> Examine how mass communicators negotiate demands with supply of information and entertainment with reference to social responsibility, order and justice, and how their works impact the progress of modern civilization as well as nature conservation.</p>	
<p><b>5. Evaluate:</b> Critically assess the aesthetic and ideological dimensions of modern mass communication, drawing on relevant theoretical frameworks (e.g., agenda setting, gatekeeping, etc)</p>	

**Prerequisites:** *Basic knowledge about any prior course*

**SYLLABUS**

<b>NIT/Module</b>	<b>CONTENT</b>	<b>HOURS or NUMBER OF CLASSES</b>	<b>CO Mapping</b>	<b>COGNITIVE LEVEL</b>
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<p><b>I. Introduction</b></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><b>Understanding Communication</b></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</p>	<p><b>4</b> <b>classes/week</b></p>	<p><b>CO1</b></p> <p><b>CO2</b></p> <p><b>CO3</b></p> <p><b>CO4</b></p> <p><b>CO5</b></p>	<p><b>K1,K2,K3,K4, K5</b></p>
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interaction.

Models of  
Communication:  
Introduction to  
fundamental  
communication models.

Barriers to Effective  
Communication:  
Exploration of barriers  
that can hinder effective  
communication.

<p><b>II.</b></p>	<p><b>Theories of Media and Communication</b></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><b>Media Law, Policy and Ethics</b></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,</p>	<p><b>4</b> <b>classes/week</b></p>	<p><b>CO1</b></p> <p><b>CO2</b></p> <p><b>CO3</b></p> <p><b>CO4</b></p> <p><b>CO5</b></p>	<p><b>K1,K2,K3,K4, K5</b></p>
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both domestic and international, in maintaining ethical standards and regulating media content.

Ethical Issues in Media:  
Examination of ethical dilemmas in media like objectivity, privacy, and confidentiality and debates around surveillance and data collection.

## Text Books

Selected excerpts, chapters, and essays from the reading list.

### Reading/ reference List

- Agarwal, V.B, Gupta, V.S. (2012), *Handbook of Journalism and Mass Communication*, Concept Publishing Co. Pvt. Ltd.
- Flew, T. (2007). *New media: An introduction*. Oxford: Oxford University Press
- Kumar, K. J. (2020) *Mass Communication in India*. Jaico Pub. House, Mumbai.
- McQuail, D. (2010) *Mass Communication Theory: An Introduction*. Thousand Oaks: Sage.

### Suggested readings

- Baran S. J. & Davis D. K. (2021). *Mass Communication Theory : Foundations Ferment and Future* (Eighth Ed.). Oxford University Press.
- Manovich, Lev.(2001). “*What is New Media?*” in *The Language of New Media*. Cambridge:
- Stevenson, N. (2002). *Understanding Media Cultures: Social Theory and Mass Communication*. Sage Publications Ltd.
- Williams, K. (2017). *Understanding Media Theory*. Bloomsbury.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU press.

### Web Resources

Oxford Internet Institute, University of Oxford. (2015, August 12). *Media Uses and Gratifications: Some Features of the Approach: Response by Denis McQuail* [Video]. Youtube. <https://www.youtube.com/watch?v=BHuWqiFqw4g>

### Evaluation

Full Theory – 100 marks paper

End Semester Exam: 70 marks

CIA - 30 marks

(Mid Semester Test: 20 marks

Class Seminars/Assignments: 5 marks

Attendance: 5 marks)

<b>Paper Structure for Theory Semester Exam Module</b>	<p><u>Module I</u> – 35 Marks</p> <ol style="list-style-type: none"> <li>1. 2 Long answers of 15 marks each from an option of 3 questions</li> <li>2. 5 Objective type questions of 1 mark each</li> </ol> <p>OR</p> <p>1 Short Notes of 5 mark from an option of two questions</p> <p><u>Module II</u>– 35 Marks</p> <ol style="list-style-type: none"> <li>1. 2 Long answers of 15 marks each from an option of 3 questions</li> <li>2. 5 Objective type questions of 1 mark each</li> </ol> <p>OR</p> <p>1 Short Notes of 5 mark from an option of two questions</p>
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### Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Remember: Major landmarks and developments in the evolution of modern mass media with contributions from important personalities and organizations	K1
CO2	Understand: The concept of communication, mass communication and the socio-politico-cultural contexts that contribute to the evolution as well as theorization of communication.	K2
CO3	Apply: Interpret selected points of evolution and selected theories to the present day applications of various fields of mass media and communication.	K3
CO4	Analyze: Examine how mass communicators negotiate demands with supply of information and entertainment with reference to social responsibility, order and justice, and how their works impact the progress of modern civilization as well as nature conservation.	K4

<b>CO5</b>	Evaluate: Critically assess the aesthetic and ideological dimensions of modern mass communication, drawing on relevant theoretical frameworks (e.g., agenda setting, gatekeeping, etc)	K5
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