

Foundation Course FC-201(2) Mass Communication

Course Introduction:

With the advances in ICT, the new methods of mass communication have been developed. More and more, radio, TV channels as well as news papers are been made available to the society. Since, the student having good knowledge of ICT will have openings in mass media field. It is essential that the student should know different aspects of mass media and communication. This subject makes an attempt to expose the students to the role of electronic and print media, in corporate as well as societal communication.

Objectives:

- 1.) To gain understanding of mass communication and its processes.
- 2.) To become aware of the effects of mass media upon society.
- 3.) To understand the theoretical underpinnings and ethical standards within mass media fields.
- 4.) To enhance media literacy.
- 5.) To learn about the norms and practices within mass media fields.

No. of Credits: 2

Theory Sessions per week: 3

Teaching Hours: 40

UNIT	TOPICS / SUBTOPICS	TEACHING HOURS
1	Mass Communication: An Overview	10 hours
	<ul style="list-style-type: none">• Mass Communication & Society• Uses & Effects• Content of Media• Impact o f Mass Media on children, women & others• Target Audience & Objectives• Cultural Context & Psychology• Technology in Communication• Various Media• Convergence & New Media: E-Commerce, E-learning• Effective Presentation Skills	
2	Print Media & Corporate Communication	10 hours
	<ul style="list-style-type: none">• Newspapers• Magazines• What is news?• News Values, Types & Sources• Role of Editors & Reporters• Technology used in print media• Content analysis of newspaper• What is Corporate Communication?• In-house Communication• Corporate Identity: Definition & Types	

3	Radio	10 hours
	<ul style="list-style-type: none"> • Importance of Spoken words • Strength & Weaknesses of Radio as a Medium • Functioning of Radio Stations • Public & Private Radio Stations • Different Production Formats & Genres • Technology in Radio • Ethics in Broadcasting 	
4	Television	10 hours
	<ul style="list-style-type: none"> • Basics of Photography • Early Experiments of Television (SITE, KCP, Jhabua project, etc) • Developing Ideas & Script Writing • TV Production Formats • Planning & Budgeting • Camera Compositions, Framing, Movements • Editing • Television Crew & Functioning of Studio • E-Content 	

Reference Book:

1. Mass Communication in India
Publication: JAICO Publications
By Keval J. Kumar