

MEDIA STUDIES

Sem	Subject Code	Category	Lecture		Theory		Practical	Credit
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
VI		Elective – III B	3	45	3	45	-----	3

COURSE OBJECTIVES:

- To introduce students to the relevance of media in the present time.
- To enable the students to study and analyze any given media text, discuss and debate on media and our society at large

COURSE OUTCOMES:

On the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	Knowledge Level (K1- K5)
CO1	Have a knowledge of various types of media writing, reviews, reports, programs and discussions.	K1
CO2	Be familiar with the new media, its techniques, practices of social media and hypermedia.	K2
CO3	Critically analyze the ways in which the media reflects, represents and influences the contemporary world.	K3
CO4	To communicate in various ways the discourses of various texts and political representation.	K4
CO5	Identify avenues for a career in print and electronic media.	K5

MAPPING WITH PROGRAMME OUTCOMES:

Programme/ Course outcomes	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M

CO2	S	M	S	M	S
CO3	S	S	M	M	M
CO4	M	M	S	M	M
CO5	S	M	m	S	M

S- Strong- M- Medium

UNIT-I

9 hrs

- Introduction to Mass Communication
- Mass Communication and Globalization
- Forms of Mass Communication

UNIT-II

9 hrs

- Scriptwriting for TV and Radio
- Writing News Reports and Editorials
- Editing for Print and Online Media

UNIT-III

9 hrs

- Types of advertisements
- Advertising ethics

UNIT-IV

9 hrs

- Writing news reports/book reviews/film reviews/TV program reviews/interviews

UNIT-V

9 hrs

- Introduction to Cyber Media and Social Media
- Types of Social Media
- The Impact of Social Media
- Introduction to Cyber Media

Total No. of Hours- 45

TEACHING METHODOLOGY

- Classroom Lectures
- Powerpoint Presentations
- Screening videos

- Seminars
- Assignments

TEXT BOOKS:

S.NO	AUTHORS	TITLE	PUBLISHER S	YEAR
1.	Bel, B. et al	Media and Mediation	Sage	2005
2.	Bernet, John R	Mass Communication:An Introduction.	Prentice Hall	1989
3.	Stanley J. Baran and Davis	Mass Communication Theory: Foundations, Ferment and Future	Wadsworth Cengage Learning	2012
4.	John Fiske	Introduction to Communication Studies.	Routledge	1982
5.	Katherine Miller	Communication theories: Perspectives, Processes and Contexts	McGraw Hill	2004

BOOKS FOR REFERENCE:

S.NO	AUTHORS	TITLE	PUBLISHER S	YEAR
1	Michael Ruffner and Michael Burgoon	Interpersonal Communication.	Holt, Rinehart and Winston	1981
2	Kevin Williams	Understanding Media Theory.	Bloomsbury	2015
3	V.S. Gupta	Communication and Development	Concept Publication	2000

WEB SOURCES:

<https://www.thoughtco.com/mass-media-and-communication-4177301>

<https://mgtblog.com/mass-media-communication/>

<https://www.mastersincommunications.com/faqs/what-is-mass-communication>

<https://www.slideshare.net/vaidehi09hariyani/mass-media-and-communication-detailed-presentation>

<https://www.admitkard.com/blog/2019/12/21/types-of-mass-media/>

COURSE DESIGNER:

Mrs. T. Parvathi,

Assistant Professor,