

University of Mumbai
Syllabus for S.Y.B.A. (Applied Component)
Program: B.A.
Course: Mass Communication
Paper I & II

(Choice Based Credit System with effect from the Academic Year 2017- 18)

1. Syllabus as per Choice Based Credit System

i) Name of the Programme	: S.Y B.A. (Applied Component) Semester III and IV
ii) Course Code	: UAMASSCOM301 & UAMASSCOM401
iii) Course Title	: Mass Communication, Paper I & II
iv) Semester wise Course Contents	: Enclosed the copy of the syllabus
v) References and additional references	: Enclosed in the Syllabus
vi) Credit structure	: No. of Credits per Semester - 02
vii) No. of lectures per Unit	: As mentioned in the syllabus
viii) No. of lectures per week	: 04
2. Scheme of Examination	: 5 Questions of 20 marks each
3. Special notes, if any	: No
4. Eligibility, if any	: No
5. Fee Structure	: As per University Structure
6. Special Ordinances / Resolutions, if any	: No

S.Y.B.A. (Applied Component)
Course Title: Mass Communication
Paper I & II
(100 Marks Examination Pattern)

Objectives:

1. To introduce the students to some major aspects of communication and mass communication.
2. To develop among the students a broad perspective of the past and the present status of Mass Media in India.
3. To develop among the students a critical understanding of the Mass Media with regard to their presentation formats, roles and audiences in Indian context.
4. To develop among the students a critical understanding of some special roles of different Mass Media in India.
5. To help the students to assess the contribution of Indian mass media to national development.
6. To acquaint the students with some issues and laws related to mass media in India.
7. To introduce the students to various job and career opportunities in media industry.

Course Outcome:

By the end of the course the students should be able to receive and analyse various media products critically and become interested in jobs or career in Media Industry.

Semester III	Paper I	2 Credits
Course Title: Mass Communication		

Total Lectures: 60

Unit 1: Nature of Communication

10 lectures

- a. Definitions, elements and process of communication
- b. Types - interpersonal, group and mass communication
- c. Modes - verbal and non-verbal
- d. Means – traditional, electronic, digital
- e. Barriers – physical, linguistic, psychological and cultural

Unit 2: Nature of Mass Communication

15 lectures

- a. Concept of 'mass audience'
- b. The process of mass communication
- c. Features of mass communication
- d. Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building.
- e. Channels of mass communication: traditional folk media, print media, electronic media, new/digital media

Unit 3: Mass Media in India: Brief history and current status of each of the media- viz. newspaper, radio, television and cinema **15 lectures**

- a. Its beginning in India
- b. Milestones in its technological advancement
- c. Its reach / total users at present (regional, special, demographic coverage)
- d. Its ownership, control and governance

Unit 4: Media Types & Presentation Formats: their nature, function and target audience.

20 lectures

- a. Major types of newspapers and magazines
- b. Major formats of newspaper items
- c. Major formats of radio programmes
- d. Major formats of TV programmes
- e. Major types of films
- f. Major web based social media /networking sites

Evaluation Pattern:

Third Semester End Examination	Duration: 3 Hours	100 Marks
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Q.1 Objective Type:

- a) Explain the following in 2/3 sentences (5 terms from all the 4 units) : 10 marks
- b) Multiple choice questions (5 questions on all the 4 units) : 05 marks
- c) State whether the statements are true or false (5 statements on all the 4 units) : 05 marks

Question No. 2 to 5 on Unit No. 1 to 4 respectively:

- Q.2 a) 1 Full length essay type question : 20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) =20 marks
- Q.3 a) 1 Full length essay type question : 20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10)=20 marks
- Q.4 a) 1 Full length essay type question : 20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.5 a) 1 Full length essay type question : 20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

Semester IV Paper II 2 Credits Course Title: Mass Communication
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Total Lectures: 60

Unit 1: Special Roles of Mass Media in India **20 lectures**

- a. Print media as an interpreter and a watchdog
- b. Radio as a patron of music
- c. Television and surveillance
- d. Television and its impact on the Indian family institution
- e. Television and Consumerism
- f. Films voicing social problems
- g. Social networking sites and mass campaigns

Unit 2: Indian Mass Media and National Development **15 lectures**

- a. Role of media in exposing anti-development elements
- b. Role of media in strengthening democracy
- c. Role of media in education
- d. Role of media in promoting government schemes

Unit 3: Media Related Issues and Laws in India **15 lectures**

- a. Freedom of expression and Censorship
- b. The relationship between the media and the government
- c. Media objectivity, including media bias and political leanings
- d. Objectionable advertising
- e. Major laws in India related to media

Unit 4: Roles / Functions of Media Personnel and Career Opportunities in Mass Media
10 lectures

Evaluation Pattern:

Fourth Semester End Examination	Duration:3 Hours	100 Marks
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Q.1 Objective Type:

- a) Explain the following in 2/3 sentences (5 terms from all the 4 units) :10 marks
- b) Multiple choice questions (5 questions on all the 4 units) :05 marks
- c) State whether the statements are true or false (5 statements on all the 4 units):05 marks

Question No. 2 to 5 on Unit No. 1 to 4 respectively:

- Q.2 a) 1 Full length essay type question :20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.3 a) 1 Full length essay type question :20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.4 a) 1 Full length essay type question :20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks
- Q.5 a) 1 Full length essay type question : 20 marks
OR
b) 2 Short essay type questions (a and b) :(10+10) = 20 marks

Bibliography:

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