

DETAILED SYLLABUS OF 2nd SEMESTER

Course Code : SEC246

Course Title : MASS MEDIA AND COMMUNICATION

Nature of the Course : Skill Enhancement Course (SEC)

End Semester : 80 Marks

In Semester : 20 Marks

Total Credit : 03

COURSE OBJECTIVE:

1. To introduce the student to the concept of communication
2. To provide knowledge regarding communication system, functions and elements of mass communication.

UNITS	CONTENTS	L	T	P
I (20 marks)	COMMUNICATION: CONCEPT 1.1 Historical background, concept and nature 1.2 Functions of Communication 1.3 Types of Communication:- <ul style="list-style-type: none"> • Formal and informal communication, • Verbal and Non-verbal Communication, • Dyadic communication, • Small group communication and Large group communication 	8	1	
II (10 marks)	UNDERSTANDING COMMUNICATION 2.1 Awareness of self in communication, 2.2 Self-concept and self esteem 2.3 Culture and communication - Signs, symbols and codes in communication 2.4 Principles of Communication 2.5 Elements of Communication and their characteristics 2.6 Barriers to Communication	6	2	-
III	COMMUNICATING EFFECTIVELY 3.1 Concept, nature and relevance to communication process:	6	-	

(10 marks)	<ul style="list-style-type: none"> • Empathy • Persuasion • Perception • Listening 			
IV (20 marks)	MASS MEDIA 4.1 Print Media: types, nature, characteristics, reach and access. 4.2 Radio: types, nature, characteristics, reach and access. 4.3 Television and cinema: types, nature, characteristics, reach and access. 4.4 ICTs: types, characteristics, reach and access.	10	1	4
Practical (20 marks)	5.1 Know yourself exercises. 5.2 Studying group dynamics in organizations- formal and informal. 5.3 Content analysis of mass media -Print, Electronic and new media 5.4 Design and use of teaching	-	1	16
Total		30	5	20

Where, L: Lectures T: Tutorials P: Practicals

MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)

- **One Internal Examination - 10 Marks**
- **Others (Any One) - 10 Marks**
 - **Poster Presentation**
 - **Assignment**

LEARNER OUTCOMES:

After the completion of this course, the learner will be able to

- Explain human communication
- Use and analyze the methods and media of community outreach

RECOMMENDED READINGS

- Devito, J. (1998) Human Communication. New York: Harper & Row.

- Barker, Larry Lee. (1990) Communication. Eaglewood Cliffs, New Jersey: Prentice Hall.
- McQuail, D. (2000) Mass Communication Theories. London: Sage Publications
- Baran, Stanley J (2014). Mass Communication Theory, Wadsworth Publishing
- Vivian, J (2012). The Media Of Mass Communication, Pearson
- Dominick, Joseph R. (2012). Dynamics of mass communication: media in transition , McGraw hill education