

# SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



Syllabus of Fundamentals of Mass Communication under NEP 2020 vertical (major) with effect from 2024-25

DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS  
COMMUNICATION

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26<sup>th</sup> APRIL 2024

APPROVED by the Academic Council: 29<sup>th</sup> APRIL 2024

Ratified by the Governing Body: 6<sup>th</sup> May 2024



<b>Programme: Bachelor of Arts in Multimedia and Mass Communication</b>			<b>Semester : I</b>		
<b>Course : Fundamentals of Mass Communication</b>			<b>Code: UGBAMMCIMJ224</b>		
<b>Academic Year: 2024-2025</b>			<b>Batch: 2024-2027</b>		
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lectures</b>	<b>Practical</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

<b>Learning Objectives:</b>	<ul style="list-style-type: none"> <li>To study the evolution of Mass Media as an important social institution.</li> <li>To understand the development of Mass Communication models.</li> <li>To develop a critical understanding of Mass Media.</li> <li>To understand the concept of New Media and Media Convergence and its implications.</li> </ul>
<b>Learning Outcomes:</b>	<ul style="list-style-type: none"> <li>Learners will be able to recollect the evolution of Mass media and its role in evolution of communication</li> <li>Learners will illustrate the mass communication models and its relevance on modern communication</li> <li>Learners will be able to identify the impact of mass media on various social institutions</li> </ul>
<b>Pedagogy:</b>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Presentations</li> <li>Peer discussions</li> </ul>

**Each lecture session would be of one hour duration (60 sessions).**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration/ Lectures</b>
I	Overview of mass communication: <ul style="list-style-type: none"> <li>Meaning and Importance of Mass Communication</li> <li>Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model</li> <li>Indian Model of Communication - Sadharanikaran</li> </ul>	Lecture/ Presentation	15
II	Mass Media and Mass Communication: <ul style="list-style-type: none"> <li>Major forms of Mass Media</li> <li>Impact of Mass Media on society</li> <li>New Media and Media convergence</li> </ul>	Lecture / Presentation / Discussion	15

## REFERENCE BOOKS

1. Baran, S. J., & Davis, D. K. (2016). *Mass communication theory*. Mass Communication: Rowland Lorimer
2. Folkerts, J. (2006). *The media in your life: An introduction to mass communication, 3/e*. Pearson Education India.
3. Klapper, J. T. (1960). The effects of mass communication.
4. Weiss, W. (1971). Mass communication. *Annual Review of Psychology*, 22(1), 309-336.
5. Kumar, K. J. (2020). *Mass communication in India*. Jaico publishing house.
6. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.
7. Baran, S. J., & Davis, D. K. (2016). *Mass communication theory*.
8. McQuail, D., & Windahl, S. (2015). *Communication models for the study of mass communications*. Routledge.

### Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
<b>TOTAL</b>		<b>20</b>

### Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	
3	Short Notes (3 out of 4)	12
<b>TOTAL</b>		<b>30</b>