

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English.

Generic Open Elective Course (Level 4.5)

Course Title- Media and Mass Communication

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| Generic Open Elective Course (GOEC) | Course | UG |
| | Level | 4.5 |
| | Title of Paper | Media and Mass Communication |
| | Course Code | 61504 |
| | No. of Credits | 02 |
| | Lectures | 30 (2 Hrs per week per batch) |
| | Total | 50 Marks |

Faculty of Humanities

Subject: English

Generic Open Elective Course (Level 4.5)

BA Part I Semester - I

Course Title- Media and Mass Communication

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| Course Objectives | <ol style="list-style-type: none">1. To develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.2. To demonstrate practical skills of various types of media writing, reviews, reports, programmes and discussions.3. To familiarize students with the new media, its techniques, practices of social media and hypermedia and cyber-world. | |
| Course Outcome | <p>After Completion of this course students will able to -</p> <ol style="list-style-type: none">1. By the end of course the students would have gained professional skills to communicate information clearly and effectively in all kinds of environment and contexts.2. Students would practically undertake the various types of media writing, reviews, reports, programmes and discussions.3. Students would critically analyze the ways in which the media reflects, represents and influences the contemporary world and then identify avenues for a career in print and electronic media, | |
| Unit | Course Contents | Learning Hours |
| Unit -I | Mass Communication: An Introduction | 8 Hours |
| Unit -II | Understanding advertisement | 8 Hours |
| Unit-III | Cyber Media and Social Media | 7 Hours |

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| Unit-IV | Writing for the Media | 7 Hours |
| Distribution of Marks | | |
| Assessment | | |
| Written Examination on Unit I, II,III and IV | | 30 Marks |
| Practical Based on the Syllabus | | 10 Marks |
| Project on News cutting and Advertisement | | 10 Marks |
| Total | | 50 Marks |

Reference Books:

| Sr No. | Name of the Book | Author | Publication | Unit Covered |
|--------|--|-------------------------------------|---|--------------|
| 1 | Mass Communication, an Introduction | John R Bernet | New Jersey: Prantice Hall | ALL |
| 2 | Introduction to Communication Studies | John Fiske | London: Routledge | |
| 3 | Communication theories: Perspectives, Processes and Contexts | Katherine Miller | New York: McGraw Hill | |
| 4 | Interpersonal Communication | Michael Ruffner and Michael Burgoon | New York & London. Holt, Rinehart and Winston | |