

Resolution number: AC/II(20-21).2.RUA18

S. P. Mandali's
Ramnarain Ruia Autonomous College
(Affiliated to University of Mumbai)



Syllabus for Program: B.A.

Program Code: RUAENG

(Credit Based Semester and Grading System for academic year 2020–2021)

Course Code: RUAACMSC302

Course Title: Mass Communication (Applied Component)

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Defining the characteristic features of Mass Communication
CO 2	Locating the peculiar notions of Mass Media in Indian Context
CO 3	Evaluate distinct nature of media and its types
CO 4	Analysing culture-specific requirements of various forms in Mass Communication

NOTE: The students, under CBCS, can choose from four options for the Applied Component Course at SYBA- Investment Analysis/ Mass Communication/ Journalism/ Gandhism at Semesters III and IV.

DETAILED SYLLABUS

Course Code/ Unit	Unit	Course/ Unit Title	Credits 2
			Lectures
RUAACMSC302	Unit 1	Nature of Communication: a. Definitions, elements and process of communication a) Types - interpersonal, group and mass-communication b) Modes - verbal and non-verbal c) Means - traditional , electronic, digital d) Barriers - physical, linguistic, psychological and cultural	15 Lectures
	Unit 2	Nature of Mass Communication: 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	15 Lectures
	Unit 3	Mass Media in India: Brief history and current status of the media- viz. newspaper, radio, television and cinema: 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	15 Lectures
	Unit 4	Media Types & Presentation Formats: their nature, function and target audience a. Major types of newspapers and magazines b. Major formats of newspaper items c. Major formats of TV programmes d. Major types of films e. Major web based social media / networking sites f. Alternative media - Advantages and disadvantages in citizen journalism, creating YouTube channels, blogging.	15 Lectures

References

- Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
- Ahuja B.K. : Mass Media Communication : Theory and Practices, Saurabh Publishing, House, New Delhi, 2010
- Ahuja B. N. : History of Press., Press Laws and Communications , Surjeet Pub. New Delhi. 1989.
- Chattergy P.C. : Broadcasting in India , Sage (II nd ed.) New Delhi , 2000
- Folkerts Jean and Stephen Lacey : The Media in Your Life (3rd ed.) , Pearson

- Education , 2004
- Joseph M.K. : Freedom of the Press , Anmol Publication. New Delhi, 1997
- Joshi Uma : Textbook of Mass Communication and Media ,Anmol Publications Pvt. Limited, New Delhi ,2002
- Keval Kumar: Mass Communication: A Critical Analysis, Vipul Prakashan, Mumbai, 2002
- Khan & K. Kumar : Studies in Modern Mass Media, Vol.1 & 2. , Kanishka Pub. 1993.
- Narula Uma : Mass Communication Theory and Practice , Haranand, New Delhi, 1994
- Parthasarathy R. : Journalism in India , Sterling pub. New Delhi.1989.
- Puri Manohar : Art of Editing , Prag Publication, New Delhi. 2006.
- Ranganathan Maya and Rodrigues Usha : Indian Media in a Globalised World, Sage, 2010
- Rantanen, Terhi. : Media and Globalisation , Sage, London. 2005.
- Rodman George : Making Sense of Media : An Introduction to Mass Communication, Longman , 2000
- Roy Barun : Beginner's Guide to Journalism and Mass Communication , V& S Publishers, New Delhi.
- Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
- Seetharaman S : Communication and culture , Associate pub. Mysore, 1991.
- Singhal Arvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
- Sr.ivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
- Vilanilam J.V. : Development Communication in Practice, Sage , 2009

MODALITY OF ASSESSMENT

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks

Sr. No	Evaluation type	Marks
1	One periodical class tests to be conducted in the given semester	20
2	One assignment based on curriculum to be assessed by the teacher concerned	20
	TOTAL	40

B. External Examination- 60%- 60 Marks

Semester End Theory Examination:

Duration - These examinations shall be of 2 hours.

Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
Q.1	One Full length essay type question (1 out of 2)	15	Unit 1
Q. 2	One Full length essay type question (1 out of 2)	15	Unit 2
Q.3	One Full length essay type question (1 out of 2)	15	Unit 3
Q.4	One Full length essay type question (1 out of 2)	15	Unit 4
	Total	60	

Overall Examination & Marks Distribution Pattern

Semester 3

Course	RUAACMSC302		
	Internal	External	Total
Theory	40	60	100

Course Code: RUAACMSC402

Course Title: Mass Communication (Applied Component)

Academic year 2020-21

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION
CO 1	Recognizing the role of Mass Media in Indian Context
CO 2	Describe the relation between Mass communication and the idea of Nation
CO 3	Evaluating Media-related Laws in Indian Context.
CO 4	Categorizing and implementing the Functions of media personnel in society.

NOTE: The students, under CBCS, can choose from four options for the Applied Component Course at SYBA- Investment Analysis/ Mass Communication/ Journalism/ Gandhism at Semesters III and IV.

DETAILED SYLLABUS

Course Code/ Unit	Unit	Course/ Unit Title	Credits 2
			Lectures
RUAACMSC402	Unit 1	Special Roles of Mass Media in India : 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	20 Lectures
	Unit 2	Indian Mass Media and National Development: 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	15 Lectures
	Unit 3	Media Related Issues and Laws in India : 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	15 Lectures
	Unit 4	Roles / Functions of Media Personnel and Career Opportunities in Mass Media	10 Lectures

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- Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
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Ramnarain Ruia Autonomous College, Mumbai

MODALITY OF ASSESSMENT

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks

Sr. No	Evaluation type	Marks
1	One periodical class tests to be conducted in the given semester	20
2	One assignment based on curriculum to be assessed by the teacher concerned	20
	TOTAL	40

B. External Examination- 60%- 60 Marks

Semester End Theory Examination:

Duration - These examinations shall be of 2 hours.

Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
Q.1	One Full length essay type question (1 out of 2)	15	Unit 1
Q. 2	One Full length essay type question (1 out of 2)	15	Unit 2
Q.3	One Full length essay type question (1 out of 2)	15	Unit 3
Q.4	One Full length essay type question (1 out of 2)	15	Unit 4
	Total	60	

Overall Examination & Marks Distribution Pattern

Semester 4

Course	RUAACMSC402		
	Internal	External	Total
Theory	40	60	100