

SYLLABUS

5th SEMESTER

OTHER EMERGING SUBJECT (OES-1)

MASS COMMUNICATION

Credits-3

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2	0	0

1. Introduction

Meaning and Definition of mass communication

Mass media, how does it work? Difference between mass communication and mass media, Common form of media channels

2. Rise of Mass Media

Historical development of mass communication

Print media; Books, Newspaper, Periodical magazines, Film as mass media, Broadcast, Advertising and social media

3. Concept and Models

The “Mass” concept: composed of a large aggregate of people, un-differentiated Composition

The mass communication Process, Mass media, community media, the new Media

4. Purpose of Communication

Primary objectives of mass communication

Elements of mass communication

5. Media audience

Definition, Role of audience in mass media

Media reach Media access, Media exposure and Media effect.

6. Film as mass media

A medium for storytelling, entertainment and education, Promotes social awareness and compassion

Films influence public opinion on various social issues, Potential of Bollywood Cinema as a form of social commentary and cultural critique.
