



Course Syllabus
Gyanmanjari Institute of Arts
Semester-3(BA)

Subject: Mass Communication and Journalism -BATXX13312

Type of course: Multidisciplinary Course

Prerequisite: NA

Rationale:

A course in Mass Media and Journalism provides students with a comprehensive understanding of the role, impact, and practices of media in contemporary society. It explores the historical evolution of mass communication, from traditional print to digital platforms, and examines the theories and principles that underpin journalistic practices. Through the lens of media literacy, students learn to critically analyze media content, identify biases, and evaluate the credibility of sources. The course delves into the ethical responsibilities of journalists, addressing issues such as accuracy, fairness, and transparency. Students also explore the diverse formats of journalism; including news reporting, feature writing, and multimedia storytelling. Ultimately, the course equips students with the knowledge and skills necessary to navigate the complex landscape of mass media and contribute ethically and effectively as informed media consumers or aspiring media professionals.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
						MSE	ALA
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted in to 25 Marks

CCE 50 Marks will be converted in to 25 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs	Weightage %
1	Introduction to Mass Media and Journalism Introduction & History of Electronic Media, Emergency of Electrical Media, History& Growth of Television, Current Scenario of Electronic Media in India, Television, Radio	15	25 %
2	Advertising & Public Relation Concepts and Understanding of Advertising, Nature, Aims &. Objectives and Functions of, Advertising, Advertising Perspective, Historical Development of Advertising, Scope of Advertising	15	25 %
3	Print-Newspaper, Magazine History From Gutenberg to The Internet, Origin of Journalism in India, Definition of News, Hard and Soft News, News Sources, News Values, The Role and Functions of Journalism	15	25 %
4	Digital Media Blog: Understanding blogs as a digital media platform, Blogging history and evolution, Face book: profile setup, privacy settings, content sharing, Instagram: visual storytelling, hash tag usage, influencer marketing Twitter: micro blogging, tweet etiquette, trending topics, YouTube: video creation, optimization, analytics Video and other video-sharing platforms, Linked In: profile optimization, networking strategies, job search tools Creating a professional online presence.	15	25 %



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<p>Headline Writing Challenges: Students have to challenge themselves to write attention-grabbing headlines for news articles or feature stories. Focus on clarity, conciseness, and relevance to effectively communicate the essence of the story. They have to observe any press note and change the headlines according to their creativity and upload Original press with new headlines on GMIU Web Portal.</p>	10
2	<p>Media Ethics Case Study Students have to analyse a real-world case study involving ethical dilemmas in journalism. They have to identify the ethical principles at stake, consider various perspectives, and propose a course of action for resolving the ethical issues. Their analysis is presented in written form with clear reasoning and ethical justification and upload this written document on GMIU web portal</p>	10
3	<p>Interview with a Journalist Students have to conduct an interview with a local journalist or media professional, exploring their career path, experiences, and insights into the field of journalism. They have to prepare questions in advance and record the interview as an audio or video file, which is then uploaded for assessment. (Upload on GMIU web portal)</p>	10
4	<p>Movies and Web Series Review Students have to watch a selected movie, web series, or anime related to mass media or journalism. They then write a review following a specific format, including elements such as plot summary, character analysis, thematic exploration, technical aspects, and personal reflections. Reviews should be well-written, insightful, and critical, offering both praise and constructive criticism. Students are encouraged to incorporate relevant course concepts and theories in their analysis. Reviews can be submitted in written form or recorded as a video/audio review and upload on GMIU web portal.</p>	10
5	<p>Media Impact Exploration: Students have to write Positive and Negative impact of Social Media with the help of real Incidents and upload the writings on GMIU Web Portal.</p>	10
6	<p>Newsroom Simulation Students have to create a hands-on experience of working in a newsroom environment, allowing them to understand the dynamics of news production, decision-making processes, and teamwork in journalism and Upload the findings on GMIU Web Portal.</p>	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	30%	30%	00	00	00

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Comprehend the emergence and evolution of electronic media, including television and radio, and its impact on society.
CO2	Trace the historical development of advertising from its origins to modern digital platforms, understanding its evolution and impact on consumer behaviour.
CO3	Demonstrate proficiency in utilizing digital media tools for communication, marketing, and personal branding purposes.
CO4	Explore the role and functions of journalism in society, including its responsibility to inform, educate, and hold power to account.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "Media and Society: A Critical Perspective" by Michael O'Shaughnessy and Jane Stadler
- [2] "The Dynamics of Mass Communication: Media in the Digital Age" by Joseph Dominick
- [3] "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis
- [4] "Understanding Media Industries" by Timothy Havens and Amanda D. Lotz

