



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Arts
Semester-4(M.A)

Subject: Sociology of Mass Communication - MATSO14517

Type of course: Major (Core)

Prerequisite: NA

Rationale:

The study of "Sociology of Mass Communication" is crucial because it examines how mass media influences public perception, shapes cultural values, and affects social behavior. Mass communication channels, like news outlets, social media, and advertising, hold significant power in framing societal issues, creating narratives, and reinforcing or challenging stereotypes. By analyzing media's role and the power dynamics within it, students learn to critically assess how information is produced, distributed, and consumed. This subject equips students to become more discerning media consumers and advocates for ethical media practices, promoting a more informed and socially responsible society.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | | | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----------------|---|-----|-------------|
| CI | T | P | C | Theory Marks | | Practical Marks | | CA | |
| | | | | ESE | MSE | V | P | ALA | |
| 4 | 0 | 0 | 4 | 60 | 30 | 10 | 0 | 50 | 150 |

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE– End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.



Course Content

| Unit | Course Content | Hrs. | Weightage % |
|------|---|------|-------------|
| 1 | Communication an Introduction <ul style="list-style-type: none"> • Meaning and Characteristics of Communication • Forms of Communication • Types of Communication • Barriers of Communication • Functions of communication • Relationship of Sociology of Mass Communication With Other Sciences | 15 | 25 |
| 2 | Mass Communication and Mass Media <ul style="list-style-type: none"> • Characteristics of Mass Communication • Meaning of Mass Media • Types of Mass Media • Mass Media: Function and De-function • Mass Media: National and International Dimensions • Folk Media and Its Modernization | 15 | 25 |
| 3 | Development of Mass Media in India <ul style="list-style-type: none"> • Introduction • Origin and Growth of Press • Cinema/Film/Movie • Television • Internet and New Media | 15 | 25 |
| 4 | Sociological perspective of mass communication <ul style="list-style-type: none"> • Communication as a Social Science • Communication as a Scientific Study • Some Basic Concepts • Uses and Gratification Theory • Models and Theories of Communication | 15 | 25 |



Continuous Assessment:

| Sr. No | Active Learning Activities | Marks |
|--------|---|-------|
| 1 | Impact of Media: Students have to study the impact of mobile on education as a medium of mass communication and upload it on GMIU web portal. | 10 |
| 2 | Study of Media: Students have to make a diary for a week, in which students have to keep a media usage diary, recording which media they use, how often and their impressions of the content and upload it on GMIU web portal. | 10 |
| 3 | News Creation: Students have to reading the newspapers, will have to create a maximum of ten news articles with the society in mind, and upload it on GMIU web portal. | 10 |
| 4 | Study of Expert: Students have to study the life and theory of an expert who has contributed to the field of mass communication and upload it on GMIU web portal. | 10 |
| 5 | Student as a reporter: Students have to form a group and make a video as a news reporter in which they will discuss with their fellow students considering the issues of mass communication seen in the society, they will have to make the video and upload it on the GMIU web portal. | 10 |
| Total | | 50 |

Suggested Specification table with Marks (Theory):60

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weight age | 20 % | 40% | 40% | 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 out Come:

| | |
|---|---|
| After learning the course the students should be able to: | |
| CO1 | Obtain general information of mass communication |
| CO2 | Get knowledge about mass media and its current status |
| CO3 | Gain knowledge about social perspectives of mass communication |
| CO4 | Know and understand the sociological theory of mass communication as a new concept in sociology |

Instructional Method:

- The course delivery method will depend upon the requirement of content and need of students.
- The teacher in addition to conventional teaching method by black board, may also use any of 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 laboratory.

Reference Books:

- [1] પ્રા. ડૉ. રમણીક ભટ્ટી, સમૂહ પ્રત્યાયનનું સમાજશાસ્ત્ર, યુનિવર્સિટી ગ્રંથ નિમાણ બોડ, અમદાવાદ.
- [2] Sociology of mass communication, Pondicherry University.
- [3] ડૉનટવરલાલ પંડ્યા ., સામૂહિક સંચાર અને સમાચાર માધ્યમો, યુનિવર્સિટી ગ્રંથ નિમાણ બોડ, અમદાવાદ

