

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English.

Generic Open Elective Course (Level 4.5)

Course Title- Media and Mass Communication

Generic Open Elective Course (GOEC)	Course	UG
	Level	4.5
	Title of Paper	Media and Mass Communication
	Course Code	615204
	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

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	After Completion of this course students will able to - <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

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	