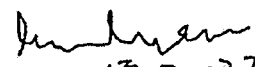


BA II Year: Generic Elective II

Part A Introduction			
Program: Diploma Course	Class: BA	Year: II	Session: 2022-23
Subject: English Literature (Theory)			
1	Course Code	A2-ELIT2G	
2	Course Title	Mass Media and Communication Skills (Paper 1, Theory)	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)	This course can be opted as an elective by the students of following subjects:/ Open for all	
5	Course Learning outcomes (CLO)	<p>The course is based on the needs and merits required in mass media. The study of this paper will enable the students to:</p> <ul style="list-style-type: none"> • Develop practical and creative skills of mass communication and media, • Stimulate critical thinking, • Identify avenues for a career in print and electronic media, • Keep themselves abreast to the outer world, • Identify ways to give voice to the voiceless, • Spread their art and culture among different sections of society, • Attain managerial efficiency; and • Develop leadership qualities. 	
6	Credit Value	4	
7	Total Marks	Max. Marks: 30+70	Min. Pass Marks:33
Part B- Content of the Course			
Total No. of Lectures- (in hours per week): 02			
Total Lectures: 60 hours			
Unit	Topics	No. of Lectures	
I	<p>1. Introduction to Mass Communication</p> <p>1.1 Media and communication skills 1.2 Mass communication and globalization 1.3 Forms of mass communication</p> <p><i>Keywords/Tags: Media, Types of media, Types of communication, Communication cycle</i></p>	15	
II	<p>2. Advertisement and Digital Media</p> <p>2.1 Types of advertisements 2.2 Advertising ethics</p>	15	


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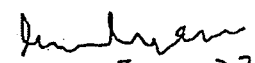
	<p>2.3 How to create advertisements and storyboards</p> <p>2.4 Principles of digital media marketing</p> <p>Keywords/Tags: <i>Development of idea, Commercial, Promotion, Blurb, Types of advertising, Short film</i></p>	
III	<p>3. Media Writing</p> <p>3.1 Scriptwriting for TV and radio</p> <p>3.2 Writing news reports and editorials</p> <p>3.3 Editing for print and online media</p> <p>Keywords/Tags: <i>Bulletin, Journalism tactics, Multimedia, News stories, Syntax of online writing, SEO based online media writing</i></p>	15
IV	<p>4. Problems of Mass Media and Communication</p> <p>4.1 Authoritative rule, Media rights under pressure, Sponsored news</p> <p>4.2 Copyrights, Piracy, Patents, Licensing issues</p> <p>4.3 Barriers in Communication: Semantic, Cultural, Psychological, Physical, Attitudinal, Organizational</p> <p>Keywords/Tags: <i>Corruption in media, Fact-checking, Brainwashing, Financial crunch of media, Lack of transparency</i></p>	15

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Bel, B. et al. *Media and Mediation*. New Delhi: Sage, 2005.
2. Bernet, John R, *Mass Communication, an Introduction*. New Jersey: Prantice Hall, 1989.
3. Stanley J. Baran and Davis, *Mass Communication Theory: Foundations, Ferment and Future*. Boston: Wadsworth Cengage Learning, 2012.
4. Katherine Miller, *Communication theories: Perspectives, Processes and Contexts*. New York: McGraw Hill, 2004.
5. Michael Ruffner and Michael Burgoon, *Interpersonal Communication*. New York & London: Holt, Rinehart and Winston 1981.
6. Kevin Williams, *Understanding Media Theory*. London & New York: Bloomsbury, 2015.
7. V.S. Gupta, *Communication and Development*. New Delhi: Concept Publication, 2000.


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Suggestive digital platform web links

1. Theories used in mass communication <https://www.masscommunicationtalk.com/different-theories-used-mass-communication.html>
2. Mass Media https://en.wikipedia.org/wiki/Mass_media
3. Digital Advertising <https://rockcontent.com/blog/what-is-digital-advertising/>
4. Types of Digital Advertising <https://idgadvertising.com/types-of-digital-advertising/>
5. Media Writing <https://www.sjsu.edu/ajcep/docs/MediaWriting.pdf>
6. Types of Media Writing <https://blog.copify.com/post/different-types-of-media-writing>

Suggested equivalent online courses:

1. <https://www.coursera.org/learn/communication-strategies-virtual-age> Communication Strategies for Virtual Age, by Ivan Wanis Ruiz, University of Toronto
2. https://www.coursera.org/learn/media?index=prod_all_launched_products_term_optimization by Lauren Fiori
3. <https://alison.com/course/diploma-in-communication-skills-revised> by NPTEL

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 25marks University Exam (UE) 75 marks

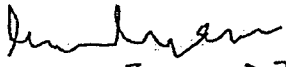
Internal Assessment : Continuous Comprehensive Evaluation (CCE): 30	There shall be 4 class tests of 10 marks each, out of which the 3 best scores are to be taken into account.	10+10+10 =30
External Assessment : University Exam Section: 70 Time : 02.00 Hours	Section(A) : Section (B) : Short Questions Section (C) : Long Questions	03 x 02 = 06 04 x 09 = 36 02 x 14= 28 Total 70

Any remarks/suggestions:

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Format for Syllabus of Practical Paper

Part A Introduction			
Program: Diploma Course	Class: BA	Year: II	Session: 2022-23
Subject: English Literature (Practical)			
1	Course Code	A2-ELIT2R	
2	Course Title	Experiments with Mass Media and Communication Skills (Paper 2, Practical)	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)	This course can be opted as an elective by the students of following subjects:/ Open for all	
5	Course Learning outcomes (CLO)	<p>The course is based on the needs and merits required in mass media. The study of this paper will enable the students to:</p> <ul style="list-style-type: none"> ● Learn the skills required in creating advertisements and visualizations for advertising agencies of both the public and private sector, ● Develop the aptitude of vigilance towards language as well as current events in order to work for news agencies, ● Understand the technicalities of social media presence, ● Spread their art and culture among different sections of society, ● Attain managerial efficiency, and ● Develop leadership qualities. 	
6	Credit Value	2	
7	Total Marks	Max. Marks: 30+70	Min. Pass Marks:33
Part B- Content of the Course			
Total No. of Lectures-Practical (in hours per week): 01			
Total Lectures: 30 hours			
Unit	Topics	No. of Lectures	
I	1. Experiments with Media Writing 1.1 Creating an advertisement/visualization 1.2 Script writing for TV and radio 1.3 Writing news reports /film reviews/TV program reviews 1.4 Creating social media presence for an	15	


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	institution	
	Keywords/Tags: <i>Graphic design, Target ad, Simulast, Communiqué, Citizen journalism, Social media marketing</i>	
II	2. Experiments with Mass Communication 2.1 Creating news and information about current affairs, celebrity culture, employment, government policies etc. 2.2 Creating editorials and think pieces 2.3 Drafting official letters: To editors, officers, organizations Keywords/Tags: <i>Letter format, Enclosures, Different drafting formats, Parts of a letter: Introduction, Body and Conclusion, Attractive headlines</i>	15

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:


1. Bel, B. et al. *Media and Mediation*. New Delhi: Sage, 2005.
2. Bernet, John R, *Mass Communication, an Introduction*. New Jersey: Prantice Hall, 1989.
3. Stanley J. Baran and Davis, *Mass Communication Theory: Foundations, Ferment and Future*. Boston: Wadsworth Cengage Learning, 2012.
4. Katherine Miller, *Communication theories: Perspectives, Processes and Contexts*. New York: McGraw Hill, 2004.
5. Michael Ruffner and Michael Burgoon, *Interpersonal Communication*. New York & London: Holt, Rinehart and Winston 1981.
6. Kevin Williams, *Understanding Media Theory*. London & New York: Bloomsbury, 2015.
7. V.S. Gupta, *Communication and Development*. New Delhi: Concept Publication, 2000.

Suggestive digital platform web links

1. Creating Advertisement <https://www.masterclass.com/articles/how-to-create-an-unforgettable-advertisement>
2. Script writing for TV/Radio <https://carta.fiu.edu/gsc-creative/2020/06/09/5-script-writing-tips-and-techniques-for-radio/>
3. News Writing Fundamentals <https://writingcenter.gmu.edu/guides/news-writing-fundamentals>

Suggested equivalent online courses:

1. <https://www.coursera.org/learn/communication-strategies-virtual-age> Communication


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Strategies for Virtual Age, by Ivan Wanis Ruiz, University of Toronto

2. https://www.coursera.org/learn/media?index=prod_all_launched_products_term_optimization by Lauren Fiori
3. <https://alison.com/course/diploma-in-communication-skills-revised> by NPTEL

Suggested Academic Activities for Experiments:

1. Testing the learners' pronunciation abilities through reading out any authentic text.
2. To test the learners' knowledge about the meaning, synonyms, antonyms of difficult words used in any standard text and their usage in new sentences.
3. To test the learners' knowledge about the different possible forms of root words from any standard text/daily newspapers and their usage in new sentences.
4. Identifying different tenses and prepositions used in any authentic text/daily newspaper and recreating sentences from them.
5. Identifying types of sentences used in any standard text and reusing them to form new sentences.
6. To conduct quiz activities for the learners based on different parts of speech (noun, pronoun, verb, adverb, adjective, preposition, conjunctions, exclamation).
7. Identifying connectors (for example:but, moreover, furthermore, hence, therefore, so, in the light of the above etc) from any standard text and reusing them in situational English.
8. Identifying literary devices and figures of speech from any authentic text/daily newspapers/magazines.
9. Identifying verbal phrases, idioms, and proverbs found in any authentic text/daily newspapers/magazines and using them in real-life/situational English. (Lexical Approach).
10. Voice and language modulation activities.
11. Enactment through body language and expression.
12. Testing the fluency of the learners through real-life/situational (informal) English.
13. Recreating sentences from Formal into Informal English.

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14. Learners should be asked to continuously practice language skills (LRW) based on resources available in the classroom.

For example: Speech available on the mobile internet platforms like YouTube, EDX etc can be used for *listening* skill; using newspapers and standard textbooks for *reading* and *writing* skills; based on these three activities (LRW), learners should be inspired to practice the *speaking* skill.

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Internal Assessment	Marks	External Assessment	Marks
Class Interaction /Quiz/Any Two Experiments prescribed in the syllabus or Any Two Suggested Academic Activities	10	Each student will prepare a practical file containing three experiments prescribed in the syllabus OR five suggested academic activities for experiments assigned by the concerned classroom teacher one month before the Viva Voce.	10 (handwriting and shape of presentation to be evaluated by the external examiner)
Attendance	05	The above practical file containing three experiments prescribed in the syllabus OR five suggested academic experiment activities made by the students will be evaluated by the external examiner assessing the students' creative knowledge of the following (if applicable): <ul style="list-style-type: none"> ● Control over linguistic and stylistic competence. ● Analysing, interpreting, arguing, and creative capacity. ● Various elements of mass media and mass communication. 	50
Assignments/Any Three Experiments prescribed in the syllabus or Any Three Suggested Academic Activities	15	Viva Voce (based on the practical file containing three Experiments prescribed in the syllabus or five Suggested Academic	10

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		Activities for Experiments as mentioned above)	
TOTAL	30		70
Any remarks/ suggestions:			

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