

Course: Generic Elective Set 1

Option 1

Semester ____	1
Paper Number	HMVGE1011T
Paper Title	Introduction to Mass Communication I
No. of Credits	6
Theory/Composite	Theory
No. of periods assigned	Th :5+1
Name of Faculty member(s)	
Course description/objective	<ul style="list-style-type: none"> • Introduction to principles of Mass Communication • Understanding print media • Understanding television • Understanding radio
Syllabus	<p>Module A (24 classes approx.)</p> <ul style="list-style-type: none"> • Understanding Communication • Types of Communication • Basic Model and Elements of Communication • Understanding Barriers in Communication • International information imbalance <p>Module B (54 classes approx.)</p> <ul style="list-style-type: none"> • Evolution of print media in India • Forms of print media • Characteristics of radio as a medium of mass communication • Types of Radio programmes • Public Service Broadcasting • Evolution of radio in India • FM radio • Characteristics of television as a medium of mass communication • Evolution of Television in India • Television genres and popular culture in India
Texts	NA
Reading/Reference Lists	<ul style="list-style-type: none"> • Narula, U. <i>Communication Models</i>. Atlantic Publishers and Dist. 2006. • Baran, S.J. <i>Mass communication Theory: Foundations Ferment & Future</i>. Belmont CA: Wadsworth. 2010. • McQuail, D. <i>Mass Communication Theory: An Introduction</i>. Thousand Oaks: Sage. 2010. • Rogers, E and Singhal, A. <i>India's Communication Revolution: From Bullock Carts to Cyber marts</i>. Sage. 2001. • Kumar, K. J. <i>Mass Communication in India</i>. Mumbai: Jaico Pub. House. 2013. • Jeffrey, Robin. <i>India's Newspaper Revolution: Capitalism, Politics and the Indian-language Press, 1977-99</i>. C. Hurst & Co. Publishers, 2000. • Baruah, U. L. <i>This is All India Radio</i>. Publications Division Ministry of Information & Broadcasting. 2017. • Ninan, Sevanti. <i>Through the Magic Window: Television and Change in India</i>. Penguin. 1995. • Mankekar, Purnima. <i>Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India</i>. Duke University Press. 1999. • Rajagopal, Arvind. <i>Politics after Television: Hindu Nationalism and the Reshaping of the Public in India</i>. Cambridge University Press. 2001. • Gupta, Nilanjana. <i>Switching Channels: Ideologies of Television in India</i>. Oxford University Press, India. 1998. • Mehta, Nalin. <i>India on Television</i>. HarperCollins. 2008.
Evaluation	<p>End-Sem: Theory: 80</p> <p>CIA: 20</p>

