

## **TEACHING PLAN FOR ACADEMIC YEAR 2021-2022**

PAPER: Introduction to Media and Communication (Core Paper)

SEMESTER: I

SESSION: July 2021 - December 2021

TEACHER NAME: Kunal Anand

### **SYLLABUS**

Unit I Media and Everyday Life

Mobile phones, Television, Ring tones, Twitter

The Internet- discussion around media and everyday life

Discussions around mediated and non-mediated communication

Unit II Communication and Mass Communication

Forms of Communication, Levels of Communication

Mass Communication and its Process

Normative Theories of the Press

Media and the Public Sphere

Unit III Mass Communication and Effects Paradigm

Direct Effects; Mass Society Theory, Propaganda

Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV Cultural Effects and the Emergence of an Alternative Paradigm

Cultural Effects: Agenda Setting,

Spiral of Silence, Cultivation Analysis

Critique of the effects Paradigm and emergence of alternative paradigm

Unit V Four Models of Communication

Transmission models

Ritual or Expressive models

Publicity Model

Reception Model

### **COURSE DESCRIPTION**

**Learning Outcome:** The course will facilitate a deep understanding of the role and influence of the media in an individual's life. It will help the student to critically perceive the effects of media in our daily life.

**TEACHING TIME (No. of Weeks) - Approximately 12 Weeks**

### **CLASSES**

The course is organized around daily lectures and tutorials as per the time table as it is a core paper. Students will be given reading assignments each week to help them

follow the course content. These readings will be discussed in class in detail. There are 5 marks for attendance as part of Internal assessment.

### **UNIT WISE BREAK UP OF SYLLABUS**

#### **UNIT - I (Week 1 - 2)**

##### **Media and Everyday Life**

This unit will help students to think retrospectively of media use and its effects through live and vibrant examples from everyday experience through the following topics:

- a) Use of television, mobiles, internet in our daily life
- b) Mediated and non-mediated communication

#### **UNIT - II (Week 3 - 5)**

##### **Communication and Mass Communication**

In this unit, students will understand the different levels and forms of communication. They will be able to identify the basic elements of the communication process through the help of various models and theories. The following topics will be discussed:

- a) Communication Models
- b) Normative theories of the press
- c) Media and the Public Sphere

#### **UNIT - III (Week 6 - 8)**

##### **Mass Communication and Effects Paradigm**

In this unit, students will be taught to inculcate the ability to critically understand media use through class room discussions. With a strong historical reference, class discussions which include a range of topics such as propaganda during Nazi era, Soviet Republic and other regimes, cold war propaganda, agenda setting during election campaigns, digital influencers in new media and so on.

#### **UNIT - IV (Week 9 - 10)**

##### **Cultural Effects and the Emergence of an Alternative Paradigm**

Students will understand the difference between the different media effects and paradigms. This unit will help them in understanding the level of paradigm development in the domain of media studies by studying theories defining the dominant paradigm that emphasised the role of mass communication in this process. The following topics will be discussed in detail:

- a) Spiral of Silence
- b) Cultivation Analysis
- c) Critique of the effects Paradigm
- d) Emergence of alternative paradigm

#### **UNIT - V (Week 10 - 12)**

##### **Four Models of Communication**

In this unit, students will understand more complex models of communication that enumerate the process of communication generating, encoding, transmitting, receiving, decoding, providing information and providing feedback. The following topics will be discussed in detail:

- a) Transmission models
- b) Ritual or Expressive models
- c) Publicity Model
- d) Reception Model

## **ASSESSMENT**

### **Internal Assessment: 25 Marks**

Internal Assessment of 25 marks will be in the form of written assignments, mid semester test and presentations.

## **ESSENTIAL READINGS**

1. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
2. John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1-38
3. Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)
4. Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
5. Kevin Williams, Understanding Media Theory, (2003), pp. 168-188

## **SUGGESTED READINGS**

1. Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)
2. Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, The Hindu, August 19, 2012  
<http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)
3. Maya Ranganathan. "Commercial FM radio takes over Indian cities.", Ranganathan, Maya, and Usha M. Rodrigues. Indian media in a globalised world. SAGE Publications India, 2010.
4. Shreya Mitra, The Show of the millennium: Screening the big money quiz show and the Bollywood Super star, in Punathambekar, Aswin, and Shanti Kumar. "Television at large." South Asian History and Culture 3, no. 4 (2012): 483-490.

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