

Programme	<b>BA Journalism and Mass Communication</b>				
Course Title	<b>Basics of Communication</b>				
Type of Course	<b>Minor</b>				
Semester	<b>I</b>				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in language and communication skills. 2. Familiarity with common communication formats, such as written, verbal, and nonverbal communication				
Course Summary	The course aims to make the students aware of the basic elements of communication. It also attempts to impart the student fundamental knowledge of the basics of communication including types of communication, functions and dysfunctions and barriers.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain the process of communication	U	C	Instructor-created exams / Quiz
CO2	List the different types of communication	Ap	P	Instructor-created exams / Practical Assignment
CO3	Explain the functions and dysfunctions of communication	Ap	P	Instructor-created exams / Home Assignments
CO4	Distinguish the barriers of communication	U	C	Instructor-created exams / Home Assignments
CO5	Interpret the communication events in ones' own life	Ap	P	Group Discussion
CO6	Identify the non verbal communication situations in life	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Communication: Types and Forms</b>		<b>13</b>	<b>15</b>
	1	Definition, Nature and Importance of Communication	2	
	2	Elements of Communication- 7Cs of Communication	2	
	3	Verbal and Non-verbal-Formal and Informal Communication	2	
	4	Types of communication - Intrapersonal, Interpersonal, Mass and Interactive Communication	2	
	5	Functions of Mass communication-Dysfunctions of communication	2	
	6	Communication Barriers-Physical, Emotional, Psychological, Cognitive, Systematic , Cultural & Linguistic	3	
<b>II</b>	<b>Media: Types and Characteristics</b>		<b>13</b>	<b>20</b>
	7	Media Landscapes- Role of Media in Society, Media Convergence	1	
	8	Print Media- Newspapers , Magazines.	1	
	9	Broadcast Media- Television, Radio and Podcasts.	3	
	10	Films- Role of film in Society- Documentaries, Biopics,Thriller, Horror,Sci-fi movies	3	
	11	Digital Media- Social Media Platforms- Facebook, X (Twitter), Instagram. Digital Literacy and Digital Divide-Concept.	3	
	12	Emerging Media Technologies: Virtual Reality, Augmented Reality.	2	
<b>III</b>	<b>Innovative Communication Practices</b>		<b>10</b>	<b>20</b>
	13	Artificial Intelligence (AI)- Concept and Features.	2	
	14	AI-Powered Communication Tools- Chatbots, Virtual assistants- ChatGPT, Google Assistant, Amazon Alexa,Siri.	2	
	15	Future of AI in human Communication	2	
	16	Interactive Media and User Experience (UX)	2	
	17	Social Media Algorithms-Filter Bubbles.	2	
<b>IV</b>	<b>Professional Communication</b>		<b>12</b>	<b>15</b>
	18	Writing professional emails, reports, and press releases	3	

	19	Effective speaking techniques for media professionals-Conducting interviews and moderating discussions-Handling press conferences and media interactions	3	
	20	Handling live reporting and on-camera presence	2	
	21	Communicating in sensitive situations (disasters, conflicts)	2	
	22	Cross-Industry Communication Skills-Adaptability in different media professions	2	
<b>V</b>	<b>Open Ended Module:</b>		<b>12</b>	
	1	<p><b>Communication Analysis Project</b>  <b>To analyze communication processes and identify the elements and types of communication in real-world contexts.</b></p> <p><b>Task:</b></p> <p>1. Students will choose a specific communication scenario or event (e.g., a team meeting, a public speech, a television program) and conduct a detailed analysis of the communication involved.</p> <p>2. Students pair up and take turns interviewing each other for a mock job position. They prepare questions in advance and focus on developing their interview skills, including active listening and clear communication.</p> <p>3. Students compile a professional portfolio that includes their resume, cover letter, writing samples (e.g., emails, memos), and a reflection on their communication skills and areas for improvement.</p> <p>4. Students will present their analysis in a report or presentation, providing recommendations for improving communication effectiveness based on their findings.</p>	6	
	2	<p><b>Media Characteristics Comparison</b></p> <p><b>To explore the characteristics of different types of media and understand their impact on communication processes.</b></p> <p><b>Task:</b></p> <p>1. Students will select two different types of media from the syllabus (e.g., print media and new media) and compare their characteristics.</p> <p>2. Using examples, students will analyze the unique features of each type of media, such as accessibility, interactivity, and audience engagement.</p> <p>3. Students create a visual timeline that traces the evolution of cinema from the silent era to the digital</p>	6	

	age. Each student is responsible for researching and presenting a specific milestone in cinema history.	
	4.Students research and demonstrate a communication tool that utilizes AI (e.g., chatbots, virtual assistants). They explain how the tool works, its benefits, and potential challenges.	
	<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>	
<b>Books and References:</b> <ul style="list-style-type: none"><li>● Vilanilam J.V (2005), Mass Communication in India: A sociological Perspective, Sage</li><li>● Dominick, Joseph R.(1995), The Dynamics of Mass Communication, McGraw-Hill Education</li><li>● Roman, K., &amp; Raphaelson, J. (2021). Writing That Works How to communicate effectively in business: e-mail letters memos presentations plans reports proposals resumes speeches. <a href="https://eprints.stikosa-aws.ac.id/327/">https://eprints.stikosa-aws.ac.id/327/</a></li><li>● Christian, S. E. (2024). Everyday Media Literacy: An Analog Guide for Your Digital Life (2nd ed.). Routledge.</li><li>● Clayman, S. E. (2003). The news interview: journalists and public figures on the air. Choice Reviews Online, 40(07), 403829. <a href="https://doi.org/10.5860/choice.40-3829">https://doi.org/10.5860/choice.40-3829</a></li><li>● ramer, M., &amp; Call, W. (2007). Telling True Stories : A Nonfiction Writers’ Guide from the Nieman Foundation at Harvard University. <a href="http://ci.nii.ac.jp/ncid/BB01466466">http://ci.nii.ac.jp/ncid/BB01466466</a></li></ul>		
<b>Additional reference:</b> <ul style="list-style-type: none"><li>● Kumar Keval J (2020), Mass Communication in India (5<sup>th</sup> edition), Jaico Publishing house</li><li>● Lule, J. (2016). Understanding Media and Culture: An Introduction to Mass Communication. University of Minnesota Libraries Publishing.</li><li>● Watson J and Anne Hill (2015), A Dictionary of communication and media studies ((9<sup>th</sup> Edition), Bloomsbury Academic USA.</li></ul>		

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3					
CO 2	3	2	-	1	-	-	2	2				
CO 3	3	2		1	-	-		3			3	
CO 4	3	2		1	-	-			3		3	
CO 5	1		-	3	-	-				2	2	1
CO 6	-	-	-	3	-	-				1		

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5		✓		✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	<b>Introduction to Electronic Media</b>				
Type of Course	<b>Minor</b>				
Semester	<b>I</b>				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with electronic media platforms 2. Basic Communication Skills				
Course Summary	This course explores the foundations of electronic media, covering communication principles, the landscape of electronic media, content creation, and utilization of tools/platforms. Develop practical skills through hands-on projects and gain insights into AI applications. The learners will foster creativity in content production and distribution for electronic media.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the concept of communication, explain its basic principles.	U	C	Instructor-created exams / Quiz
CO2	Discuss the characteristics of electronic media and categorize its types.	Ap	P	Observation/ Group Discussion
CO3	Present the types, structure and examples of electronic media.	An	P	Seminar Presentation / Group Tutorial Work
CO4	Use different tools and platforms for electronic media content creation.	Ap	C	Instruction/ Workshop
CO5	Experiment with new age content creation methods for electronic media.	C	P	Workshop/Project
CO6	Analyze the impact of emerging technologies on electronic media content creation and distribution, and evaluate their implications for communication practices and industry trends.	An	P	Home Assignments/ Seminar Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Communication Principles</b>		<b>11</b>	<b>15</b>
	1	Communication: Definition, Elements and Process	3	
	2	Types of Communication- Interpersonal, Intrapersonal and Mass Communication	3	
	3	Functions and Dysfunctions of Mass Communication	3	
	4	Types of Mass Media- Print- Broadcast and Digital Media	2	
<b>II</b>	<b>Electronic Media: An Overview</b>		<b>11</b>	<b>15</b>
	5	Characteristics of Electronic Media- Radio, Television and Digital Media	3	
	6	Radio- Types of Broadcasting-AM,FM, Commercial radio, Community Radio.	3	
	7	Television- Terrestrial TV, Cable TV, DTH.	2	
	8	Digital Media Platforms: Social Media, Streaming Services.OTT platforms	3	
<b>III</b>	<b>Contents of Electronic Media</b>		<b>15</b>	<b>25</b>
	9	Electronic Media Content- News-Entertainment- Educational	2	
	10	Electronic media Contents: Structure-Linear vs. Non-linear Content	2	
	11	Audio Contents-News programs, talk shows, radio dramas.	2	
	12	Audio-visual contents-News bulletins, Entertainment Shows, Sitcoms.	2	
	13	Digital Content-Web Series,Blogs and Vlogs, Interactive Content like AR/VR videos.	2	
	14	Advertisements:Jingle, Commercials.	2	
	15	Trends in Media Consumption- On-Demand Media Consumption	1	
	16	Streaming and Podcasting	1	
	17	Binge-watching.	1	
<b>IV</b>	<b>Audience Types and Segmentation</b>		<b>11</b>	<b>15</b>
	18	Audience of electronic media-Mass Audience-Niche Audience-Targeted Audience. Passive, Active and Participatory Audience	3	
	19	Audience Demographics-Age, gender, ethnicity, income, education level, geographic location.	2	
	20	Audience Psychographics-Lifestyles, interests, and personal values	2	
	21	Audience Behavior - Viewing habits, frequency, and loyalty to particular media forms.	2	
	22	Importance of Audience Measurement	2	
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	



1	<b>Comparative Analysis of Broadcast and Digital Media</b> 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting	4	
	the unique features of each media type and their implications for content creators and consumers.		
2	<b>Case Study on AI Tools in Electronic Media Content Creation:</b> 1)Select a case study focusing on the application of AI tools in electronic media content creation. 2)Research and analyze how AI technologies are used in various aspects of content creation, such as automated editing, content recommendation systems, and audience segmentation. 3)Evaluate the effectiveness and impact of AI tools on content quality, production efficiency, and audience engagement. 4)Present findings in a case study report format, including an overview of the AI technologies used, case study examples, and insights into the future trends of AI in electronic media content creation.	4	
3	<b>Comparative Analysis of Broadcast and Digital Media: Task:</b> 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting the unique features of each media type and their implications for content creators and consumers.	4	
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**Books and References:**

- Farrell, A. (2021). Introduction to electronic media and broadcasting. NY Research Press.
- McQuail, D. (2010). McQuail's Mass Communication Theory. SAGE.
- Baran, S. J., and Davis, D. K. (2007). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.
- Kumar, K. J. (2020b). Mass Communication in India, Fifth Edition. Jaico Publishing House.
- Medoff, N. J., & Kaye, B. K. (2004). Electronic media: then, now, and later. <http://ci.nii.ac.jp/ncid/BA70818962>

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CO 3	-	-	1	-	-	-					1	
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CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	