



St. Xavier's College –Autonomous Mumbai

Syllabus For 2nd Semester Courses of **MASS MEDIA** (June 2016 onwards)

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F.Y.B.M.M.

Course:AMM0201

Title: Effective Communication and Translation Skills II

No of Lectures: 60

Course Description: The course aims to inculcate important aspects of oral communication and presentation skills among students. The emphasis will be mainly on effective oral communication skills and listening skills that will help students to improve academic performance, individual confidence and overall effectiveness as communicators.

Unit 1

A. Non-verbal Communication Skills

(6 lectures)

Objective: To understand the relationship between mind and body language in formal environment. The students will learn the significance of hand movements, gestures, and facial expressions while making presentations.

- a) Significance of body language, eye contact, emotions of the speaker and receiver, other aspects that may influence the body movements- age, attitudes and expectation of the people present in the presentation.
- b) Students will be given a Checklist on categories of body movement. Adapted from Improving Verbal Skills.

B. Effective Oral Communication Skills

(6 lectures)

Objective: To understand the principles of effective oral communication skills and learn to use them in individual and group presentations.

Principles of Effective Oral Communication:

- i) Choose a topic
 - ii) Preparation time/research on topic
 - iii) Narrow the topic
- a) Structure of the presentation
 - i) To have Introduction, Body and Conclusion
 - ii) To maintain Coherence through exchange of ideas in presentation
 - iii) To have Inter-connectivity in the overall structure of presentation
 - iv) To aim at definite conclusion and finish within the time limit

(Students will be given a Checklist to structure the presentation)

- b) Engaging the Audience
 - i) Establishing credibility and emphasize the main points
 - ii) Using eye contact, right tone and pitch, simple words to communicate(Students will be given a Checklist for preparing the presentation and delivering the presentation.)

- c) Use of visual aids- for oral presentation and power point presentation
 - i) Blackboard/Whiteboard/Charts/Poster/Placards/Flashcards
 - ii) Recitation/Audio narration/Skit
 - iii) PowerPoint Slides- In case of power point slides students may refer to the checklist on Use of Visual aids in power point presentation

- d) Identify the Audience
 - i) Find out who they will be and their level of understanding/knowledge of the topic.(Students will be given a Checklist to identify the audience.)

Unit 2

Listening Skills

(12 lectures)

Objective: To introduce the significance of listening skills for media students. The students will learn to improve their listening skills through note making exercises assigned in class.

- a) Introduce Active and Passive Listening Skills
- b) Introduce famous speeches, news hour debates, food show and group discussion to the students.
- c) Use the listening skills to comprehend the subject matter of the above mentioned communication. Identify the key concepts and write them in brief.
- d) Note-making exercise will be done in class based on the exercises mentioned above.

Internal Assessment:

CIA 1: Will be based on the components of Unit 1 wherein students will be given a case study/situation and will apply the concepts to analyze the same.

CIA 2: Will be group oral presentations. (12 groups of 5 students each- 12 lectures and a feedback session 2 lectures. Students will do individual oral presentation of five minutes each. These will be scheduled for 8 to 10 lectures.)

F.Y.B.M.M.

Course:AMM0202

Title: Media Ethics

No of Lectures: 60

Learning Objectives: To introduce the students to the principles of ethics, constituent of ethics and ethical considerations in media learning.

- 1. Ethical Foundations and Perspectives (12)**
 - The Potter Box Model of Reasoning
 - Using ethical principles
 - Five ethical guidelines: Aristotle's Mean, Confucius Golden Mean, Kant's Categorical Imperative, Mill's Principle of utility, Rawl's Veil of Ignorance and Judeo-Christian Persons as Ends

- 2. News (10)**
 - Institutional Pressures
 - Truthtelling
 - Reporters and Sources
 - Social Justice
 - Invasion of Privacy

- 3. Persuasion in Advertising (12)**
 - Special Audiences
 - What to Advertise?
 - How to say it?
 - Media Considerations

- 4. Persuasion and Public Relations (12)**
 - Public Communication
 - Telling the truth in organizational settings
 - Conflicting Loyalties
 - The demands of social responsibility

- 5. Entertainment (14)**
 - Violence
 - Profits, Wealth and public Trust
 - Media scope and depth
 - Censorship

Internal Assessment:

Written assignment of 20 marks.

Reference:

Media Ethics; Cases and Moral Reasoning, SeventhEd.

Christians, Rotzoll, Fackler, McKee, Robert Woods,Jr.

F.Y.B.M.M.

Course:AMM0203

Title: Introduction to Media Psychology

No of Lectures: 60

Learning Objectives:

- Understand and apply psychological concepts and principles to contemporary/ global issues and social change.
- Apply ethics and multicultural understanding and competence to the use, influence, and impact of media.

1. Theory and Research Introduction(15)

- a. Theoretical Approach
 - Definition of psychology
 - Branches of psychology- with a concentration on Gestalt psychology and its application in design.
 - Early approaches in media
 - Active audience theory
- b. Research Methodology
 - The experimental tradition
 - Survey methods
 - Interviewing and qualitative analysis
 - Ethnography and observation
 - Analysis of media texts
 - Discourse analysis

2. Effects and Influences of the Media (15)

- a. Introduction
 - Personality theories and their relevance to media
 - Role of emotions
- b. Effects of Media Violence
 - Immediate effects
 - Users of violent media
 - Cognitive factors

- Cultural and ideological aspects of media violence debate
- Future avenues in research

c. Advertising

- Ad through history
- Cognitive and behavioral aspects
- Lateral thinking and creative thinking
- Perception- visual, shape, form, depth, motion
- Future direction in adv.

3. Developmental Issues with Respect to the Media (10)

a. Young Children and Television

- Conditioning and learning- focus on advertising for children
- Fantasy versus reality
- Script and schema
- Children's socialization through the media
- Imagination, pretense and theory of the mind

b. Media and Adolescence

- Media uses in adolescence
- Role of media figures during adolescence
- Cultural functions in media use
- Media influence on body image
- Obesity and anorexia
- collective behaviour- crowd, public, audience, riot,
- movement
- Social change- meaning, factors, youth as a driving force
- changing social relationships

4. Society and Media (10)

a. Socialization- its meaning, stages, agents, especially the importance of mass media

b. Social Stratification

c. Representation of Social Groups

- Gender representation in the media: case study on various soaps

- Representation of minority groups- class, gender, minority and ethnicity
- Media rep of disability
- Media rep of mental health
- Audience participation and reality TV
 - Attitudes: attribution bias, cognitive dissonance, role of media in attitude change
 - Persuasion
 - Prejudice (current news in prejudice)

5. Future of the Media

(10)

- a. The Internet
- b. Social Sciences and the Media

Internal Assessment:

Group presentation for 20 marks or individual written assignments for 5 marks on the concepts in Psychology.

Atkinson & Hilgard, Introduction to Psychology
(14th Ed.)

F.Y.B.M.M.

Course:AMM0204

Title: History of Ideas

Number of lectures: 60

Learning Objective:

- This paper aims to be one that sets the foundation for multiple critical and analytical ideas the students will be learning later in the BMM course.
- Students will draw from these ideas for their understanding of Society, Politics and Critical Thinking

1. Foundation: (14)

- Medievalism
- Renaissance
- Humanism
- Liberty, Equality, Fraternity, Justice
- Reason and Rationality

2. Modernism: (18)

- Modernism
- Democracy
- Nationalism
- Liberalism and Neo-Liberalism
- Capitalism
- Socialism Marxism

3. New World (14)

- Colonialism and Anti-Colonial Movements
- Orientalism, Anti-Racism, Pluralism and Multiculturalism
- Environmentalism
- Postmodernism
- Conception of Rights

4. Indian Thought (14)

Discussing thinkers like Mahatma Jyotiba Phule, Raja Ram Mohan Roy, Mahatma Gandhi, Dr. B.R. Ambedkar

Internal Assessment:

Individual Submission on any one Ideology by applying it to a contemporary situation.

Students will also do oral presentation/ written assignment on the Evolution of Ideas and the reflection in the texts/ movements through the twentieth/ twenty first century.

Recommended Readings

1. A Terrible Beauty Watson, Peter. Ideas
2. Heywood, Andrew. Political Ideologies
3. Fredrick Engels and Karl Marx. The Communist Manifesto
4. Omvedt, Gail. Dalits and the Democratic Revolution : Dr. Ambedkar and the Dalit Movement in Colonial India
5. Phule, Jyotiba. Ghulamgiri (Slavery)
6. Kymlicka, Will. Contemporary Political Philosophy

F.Y.B.M.M

Course:AMM0205

Title: Introduction to Economics-II

Number of lectures: 60 Learning

Objective: To create an insight into the relationship between media and economics.

Media Economics focuses on the economic environment in which media operates and discusses the main actors/ forces that shape media market and consumer attitude in a very changing climate of media technology. Media markets are changing due to change in society. It is affected by economic and political policies. Thus the study of media economics is of great relevance today.

1. Concepts of National Income and their interrelationships. Simple numerical problems and concepts. (10)
2. Difficulties in the measurement of national income (10)
3. Union Budget: Concepts (03)
4. Inflation and Deflation: Meaning and Types, Causes, Effects & Measures to control Inflation. (05)
5. Banking: Functions of Commercial Banks. Functions of the Central bank (05)
6. Financial Markets: Capital and Money Markets, Institutions and Instruments. (05)
7. Determination of Foreign Exchange Rate (03)
8. Balance of Payments: Concepts, Current and Capital account. (04)
9. WTO Economy: Structural Reforms in WTO (Privatization and Liberalization) issues of Capital Account Convertibility, Public sector disinvestments. India and the WTO. (08)

Internal Assessment:

Group Project Work / Individual Project / Newspaper Features / Editorials / Book Review / Class test / Case study / Presentation (Power Point) / Audio – Visual Presentation / Oral Presentation

F.Y.BMM

Course: AMM0206

Title: Introduction to Radio and Television

No of Lectures: 60

Learning Objective:

- To introduce the basic terms and concepts of Broadcasting.
- To give an overview of the structure and functioning of the broadcast industry.

RADIO

- 1. The History of Radio** (5)
 - Growth and development of Radio abroad
 - Growth and development of Radio in India
- 2. Radio as a Medium** (5)
 - The uses and characteristics of radio
- 3. Radio Transmission** (5)
 - Types of Signals: AM, FM, Shortwave, Digital
 - Satellite Radio
 - Community Radio
 - Internet Radio
- 4. Professions in the Industry** (5)
 - Production Staff
 - The Talent- the radio jockey, the news anchor, the talk show
 - Management Staff- station director, programming heads
- 5. The Radio Programme(5)**
 - The music programme
 - The talk show and discussion
 - The phone I programme
 - Radio documentaries and Feature
- 6. The Production and Recording Process** (5)
 - The Broadcast process
 - The work of the Radio Producer
 - Types of studios- live radio studio vs. recording studio
 - Types of Microphones, types of pick up patterns
 - Sound Editing
 - Recorders and Mixers-virtual (DAW)

- 7. Ownership (2)**
- AIR & Public Service Broadcasting
 - Major FM channels in India

- 8. Current Trends in India (2)**
- The growth of FM
 - Development Communication

T.V.

- 9. The History of Television (2)**
- Growth and development of Television abroad
 - Growth and development of Television in India

- 10. The Technology of Television (2)**
- Types of Transmission- Cable DTH, Satellite, Terrestrial
 - Types of Signals

- 11. Professions in the Industry (2)**
- Production Staff
 - Post Production Staff
 - Newsroom Staff

- 12. The Television Script (10)**
- The Treatment
 - The two column script
 - The screenplay format
 - The storyboard
 - Interactive scripts
 - Narration scripts

- 13. Producing the Television Scripts (5)**
- The Proposal
 - Pre-Production
 - Production , types of camera shots and movements
 - Post Production Linear vs Non-Linear, editing online, offline chroma
 - Audio sweetening

- 14. Research for Radio and Television (5)**
- Programme Research
 - Audience Research
 - Ratings and Calculations
 - Audience Feedback

Internal Assessment:

Group Project to create audio or audio visual Content show of 10 minutes.

References:

1. Meleish Robert, Radio Production,
2. A manual for broadcasters, Focal Press Dilazzo Ray,
Corporate Media Production, Focal Press Newcomb
Horace, The Critical View, Oxford University Press
3. Sharma Jitendra Kumar, Digital Broadcasting Journalism, Authors Press
Bell Angelo and Joyce , Mark and Rivers, Advanced Level Media