



# **St. Xavier's College –Autonomous Mumbai**

## **Syllabus**

### **For 1<sup>st</sup> Semester Courses of **MASS MEDIA****

**(June 2016 onwards)**

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**AMM0101: Effective Communication Skills-I**

**AMM 0102: Mass Communication & Society**

**AMM 0103: Introduction to Economics-I**

**AMM0104: Introduction to Sociology**

**AMM 0105: Introduction to Literature**

**AMM0106: Computer Graphics**

**F.Y.B.M.M.**

**Course: AMM0101**

**Title: Effective Communication Skills-I**

**No. Of Lectures: 60**

Course Description: The course aims to introduce fundamental tools of communication to the students in order to develop sound reading and writing skills. Students will be introduced to different types of texts and appropriate tools of analysis. The course will also try to inculcate critical thinking through a variety of writing assignments.

## **Unit 1**

### **A. Communication Skills**

**(5 lectures)**

Objective: To define communication skills and learn about the modes of communication as well as common barriers that arise in the process of communication.

- a) Define Communication skills.
- b) Types of Communication - Verbal and Non-verbal communication skills
- c) Process of Communication and Barriers in Communication
- d) Verbal Communication – Oral Communication skills,
- e) Written Communication- Definition and use of written communication skills. The importance of written communication skills.

### **B. Review of Writing Skills**

**(5 lectures)**

Objective: To emphasize the significance of good writing skills. The students will be introduced to the principles of effective writing and will also learn to improve their writing skills on the basis of tools given.

- a) Writing Skills
  - i. Introduce three main components of written communication:
    - Structure
    - Style
    - Content

(Students will be given a structure to review the written communication in the light of each of these components)

- ii. Three C's of effective writing- Clear, Concise, Correct.
- b) Introduce Robert Gunning's Ten Principles of Clear Writing
- c) Practice the Ten Principles of Writing through exercises that include- Editing, Summarization, Précis writing and Book review.

(Students will be given a list of to avoid words while writing their assignments)

## **Unit 2**

### **Reading Skills**

**(12 lectures)**

Objective: To understand the process of reading skills. The students will be introduced to different types of reading and they will learn to analyze them on the basis of the tools given.

- a) Reading skills- Process of Reading- Skimming and Scanning
- b) Introduce types of Reading- Journalistic writing- Reports, Editorial, Feature, Column from newspapers and magazines. Introduce argumentative and descriptive type of writing through essay/article
- c) Cite Domain, Tenor and Mode to explain the style and context of the above texts.

## **Unit 3**

### **Writing Tasks**

**(15 lectures)**

Objective: To introduce the importance of effective writing among the students. To facilitate critical thinking with the aid of writing skills and help students create their own writing portfolio by the end of the semester.

- a) Identify topics/place/person on which brief assignments can be done.
- b) Information gathering and putting it in form of report or article.

### **Internal Assessment:**

- **CIA 1:** Will be based on Unit 1 A and B where basic language skills of the students will be tested.
- **CIA 2:** Will be based on writing tasks and presenting the report or article. The

students will maintain a long book or journal for the writing tasks assigned in the class. The journal will be evaluated at the end of the semester as part of their internal assessment. This will be done in groups and will be scheduled for 10 to 12 lectures.

### **Recommended Reading**

1. Today's media, Pearson Series, 2009
2. Oxford, Writing and Reading Skills, 2012, John Seeley
3. Words that Sell, Bryan Richard, Contemporary books

**F.Y.B.M.M.**

**Course Code: AMM 0102**

**Title: Mass Communication & Society**

**Number of lectures: 60**

**Objective:** Understand the components of mass media, how it is operated and consumed, its impact on society and the thoughts and movements it has given rise to.

**Unit 1: Introduction**

- 1. Introduction to Modern Mass Communication. (4)**
- 2. Modern Media Environment: (6)**  
Introduction to media influencers and Public Journalism Movements that has given way to convergence in media
- 3. Concepts and Processes of Mass Communication. (20)**
  - 3.1 Traditional Media: its growth, ownership and governance
    - 3.1.1 Mass Media and Society
    - 3.1.2 Theories of Public Sphere
    - 3.1.3 Development of Mass Media to Understand its Shaping of Society
    - 3.1.4 Early Years of the Print Media
    - 3.1.5 National and International News Agencies
    - 3.1.6 Gandhian Journalism of the 21<sup>st</sup> Century
    - 3.1.7 The Rise of A/V Media Film Radio and Television
    - 3.1.8 New Media

## **Unit 2: Critical theory**

### **4. Theories of Mass Communication (6)**

Agenda setting, Knowledge Gap, Medium Theory and Cultivation theory.

### **5. Functions of Mass Communication (8)**

5.1 Media as a Watchdog, Media simulated political transparency.

## **Unit 3: Role & Responsibility**

### **6. Relations between Mass Media and Culture (8)**

6.1 Popular culture, postmodern culture, conditions for democratic communication, responsibilities of journalistic work.

### **7. Mass Media and Social Responsibility (8)**

### **8. Mass Communication in the Age of Globalization.**

8.1 Internet as a Global Medium of communication, Governance of Mass Media, Mass Communication Network.

## **Internal Assessment:**

Research project

## **Reference:**

1. Mass Communication-Concepts and Processes – NarendraTripathi, J.V.Vilanilam.

**F.Y.BM.M.**

**Course Code: AMM0103**

**Title: Introduction to Economics I**

**Number of Lectures: 60**

**Learning Objectives:**

1. **Distinction between Microeconomics and Macroeconomics** and the importance of the study of economics for media students. (2)
2. **Demand:** Determinants of demand, the Law of Demand, case study on impact of media on demand. (3)
3. **Elasticity of Demand:** Price, Income, Cross and Promotional Elasticity; significance of the concept of elasticity for a firm, simple numerical problems based on elasticity concept. (5)
4. **Advertising and Demand:** Advertising industry and economic theory. Factors affecting advertising expenditure, effects of recession on advertising expenditure. Study of 3 developed nations (economic downtrend), impact of advertising, an industry in transition (6)
5. **Demand Forecasting:** Aims and objectives. Case studies on Demand forecasting. (5)
6. **Production Function:** Economies and diseconomies of scale, Internal and External (2)
7. **Costs:** Types of costs- Money and real, fixed v/s variable, Opportunity Costs, Implicit and Explicit, Depreciation, Manufacturing v/s Selling costs, Significance of these Cost Concepts for a firm, BE (3)
8. **Revenue:** Total, Average and Marginal Revenue under Perfect Competition and Monopoly (2)
9. **Supply:** Concept of Stock and Supply. Factors affecting Supply (1)
10. **Objectives of a Firm:** Profit, Sales, Maximization and Growth, Break-

even Analysis. Case Studies (2)

11. **Markets:** Perfect competition, Monopoly, Monopolistic competition,  
Oligopoly features. (5)

**Internal Assessment:**

Group Project Work/ Individual Project/ Newspaper Features.

There will be analysis of Editorials/ Economics related articles from media perspective as part of the internal evaluation.

**F.Y.B.M.M.**

**Course Code: AMM0104**

**Title: Introduction to Sociology**

**Number of Lectures: 60**

**Learning Objectives:**

- To introduce students of the media to a sociological understanding of group behaviour and identity formation.
- To assist in developing a perspective of the relation between social consciousness and its representations in different forms of media.

**1. Overview of Sociology (6)**

Evolution of Sociology as a discipline

**2. Basic Concepts (14)**

- Society- Tribal, Urban, Rural (Metropolitan, Mega polis)
- Social groups, Culture, Socialization, Collective Behaviour, Social Change, Mobility

**3. Social Institution (20)**

Understanding social institutions through the Principles and issues of privilege, power, and hegemony-

3.1. Marriage and Family

3.2. Education Religion

3.3. Political- Power, Authority and Decision making

3.4. Economic- factors of production and process.

**4. Social Stratification (20)**

Caste, Class, Gender, Race and Marginalization

**Internal Assessment:**

Group Presentation/ or an Individual written assignment of 20 Marks.

**Reference Books:**

1. Schaffer & Lamm; Sociology; Tata McGraw Hill, 1999
2. C. Wright Mills; Sociological Imagination
3. M Francis Abraham; Contemporary Sociology, An introduction to concepts and theories; OUP
4. John J Macionis; Sociology, 10<sup>th</sup> Edition, Pearson Education

**F.Y.B.M.M.**

**Course Code: AMM0105**

**Title: Introduction to Literature**

**Number of Lectures: 60**

Course Description: The course aims to introduce the first year mass media students to a variety of readings and equip them with an overview of genre, literary concepts and terms. The texts and the literary terms will enable them to study the impact of different ideologies and issues and how literature as a medium portrays the same.

**Unit 1: Short Story**

**(12 lectures)**

Objective: To introduce literary terms and examine the representation of the same through short stories.

- a) Sadat Hasan Manto- 'Toba Tek Singh'
- b) Mahashweta Devi- 'Dopdi'
- c) Ismat Chughtai- 'Lihaaf'
- d) M.G.Vassanji- 'Leaving'
- e) Mrinal Pande- 'Girls'
- f) Nadine Gordimer- 'Train from Rhodesia'
- g) Jhumpa Lahiri- 'Indian Takeout'

**Unit 2: Novel and Play**

**(15 lectures)**

Objective: To introduce literary texts that reflect a range of human behaviour from individualism to political ideology. Through the readings of these texts the students will learn the concept of plot, structure and characterization.

- a) George Orwell- 'Animal Farm'
- b) Arthur Miller- 'All My Sons'

**Unit 3: Poetry**

**(10 lectures)**

Objective: To introduce poetry that reflects social and political issues, conflicts and activism and their impact. The readings in this unit aim to achieve a better understanding

of the above mentioned issues through poetry.

- a) Arun Kolhatkar- Tr 'Jejuri' (Selections)
- b) Namdev Dhasal- 'Golpitha'
- c) Aga Shahid Ali- 'The Country Without a Post Office'
- d) Langston Hughes- 'Freedoms Plow', 'Mother to Son'
- e) Gieve Patel- 'On Killing a Tree'

**Internal Assessment:**

**CIA 1:** Will be based on Unit 1

**CIA 2:** Students will pick any one idea from Renaissance to Modern era and identify the poets who represent the ideology through their writings. This will be an individual internal assessment followed by class presentations. (15 lectures)

**F.Y.B.M.M.**

**Course Code: AMM0106**

**Title: Computer Graphics**

**No. Of Lectures: 60**

**Learning Objectives:**

- Students will learn computer graphic softwares to create professional design and layouts for various print media productions.
1. They will learn media softwares for print: Adobe InDesign, Adobe Photoshop.
  2. Media Software Photoshop for the purpose of editing photographs and creating special effects used for the image editing and processing in print. (30)
    - a. Understanding the composition of an image in Photoshop: pixels, colour tones and resolutions.
    - b. Selection of pixels in an image based on shape and colours and finer edges: use of shape selection, lasso and magic wand tools.
    - c. Working with layers for the purpose of editing exclusive areas in an image: layer, styles, blending modes and percentage of opacity.
    - d. Working with masks in layers for the purpose of revealing and hiding parts of an image.
    - e. Editing dull photographs through correction in brightness, contrasts levels, curves and the use of image editing tools: sponge, dodge and burn.
    - f. Working with Text with character and paragraph formats. In addition anti-alias, warp and layer styles.
    - g. Painting options in Photoshop with special effects. Brush size and styles, textures, colour swatches, colour models and sampling colours.

The evaluation of this paper (100 marks) will be based on the work done by the student. The students will be evaluated on the basis of application of software on the media product created by them- A newsletter, Brochure, Pamphlet etc. This evaluation will have an individual Viva Voce which will be a part of final evaluation.