



**Curriculum Planner  
Introducing GE:  
Media and  
Communication Skills**

# DETAILS

**Name of the teacher :** Ms. Rishibha Aggarwal (Section 1)

Ms. Gurpreet Kaur Saini (Section 2)

**Paper:** GE 2, V Semester

**Paper Title :** Media and Communication Skills

**Marks :** Internal Assessment (Class Test = 10 marks, Assignment = 10 marks and attendance= 5 marks) Total = 25 marks, Final Examination: 75 marks, Total = 100 marks.

**Contact Hours:** 5+2 (5 Lectures+ 2 Tutorials) per week.



# Course Outcomes

**Keywords: Mass media, Globalisation, Development journalism, Print Audio-visual Advertising, Social media, Writing skills**

- This is an introductory course in the role of media today – India and globally.
- It will equip students with the basic theories on various aspects of media and impart training in basic writing skills required in the profession.

# Course Content

## Unit 1

### Introduction to Mass Communication

- a) Mass Communication and Globalization
- b) b) Forms of Mass Communication

Topics for Student Presentations:

1. Case studies on current issues in Indian journalism
2. Performing street plays
3. Writing pamphlets and posters etc.

## Unit 2

### Advertisement

- a) Types of advertisements
- b) Advertising Ethics
- c) How to create advertisements/storyboards

Topics for Student Presentations:

1. Creating an advertisement/visualization
2. Enacting an advertisement in a group
3. Creating jingles and taglines.

# Course Content

## Unit 3

### Media Writing

- a) Scriptwriting for TV and Radio
- b) Writing News Reports and Editorials
- c) Editing for Print and Online Media

Topics for Student Presentations:

1. Script writing for a TV news/panel discussion/radio programme/hosting radio programmes on community radio
2. Writing news reports/book reviews/film reviews/TV program reviews/interviews
3. Editing articles - Writing an editorial on a topical subject.

## Unit 4

### Introduction to Cyber Media and Social Media

- a) Types of Social Media
- b) The Impact of Social Media
- c) Introduction to Cyber Media

# Course Content

## Essential Reading

Kumar, Keval J. Mass Communication in India. Jaico Publications, 1994.

## Suggested Readings

### Media and Mass Communication:

Joseph, M. K. Outline of Editing. New Delhi: Anmol Publications, 2002.

Kamath, M. V. Professional Journalism. New Delhi: Vikas Publishing House, 1980. Macquail, Denis. Mass Communication. New Delhi: Om Books, 2000.

Saxena, Ambrish. Fundamentals of Reporting and Editing. New Delhi: Kanishka Publishers, 2007.

### Television Journalism:

Boyd, Andrew. Broadcast Journalism: Techniques of Radio and Television News 2000 Burlington: Focal Press 6 edition, 2009.

Carroll, Brian. Writing for Digital Media. Taylor & Francis, 2010.

Cushion, Stephen. Television Journalism. Sage Publications, 2012.

Feldman, Tony. An Introduction to Digital Media. Taylor & Francis, 2004.

# Facilitating the Achievement of Course Learning Outcomes

S.No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
1.	Understanding Concepts	Interactive discussions in small groups in Tutorial classes	Reading material together in small groups initiating discussion topics participation in discussions.
2.	Expressing concepts through writing	How to think critically and write with clarity	Writing essay length assignments
3.	Demonstrating conceptual and textual understanding in tests and exams.	Discussing exam questions and answering techniques.	Class Tests



# Academic Calendar

DATES	ACTIVITY
16 August 2023	Commencement of Classes 16 Weeks of teaching (80 lectures + 32 tutorials)
6 <sup>th</sup> December 2023- 12 <sup>th</sup> December 2023	Preparatory Break
13 <sup>th</sup> December 2023	Examinations
1 <sup>st</sup> January 2023	Semester Break



# Lesson Plan

(10-15 Lectures)

Week 1 and 2

## Background topics introducing media and communication skills

- Introduction to communication- need, definition, classification, process and functions of communication.
- Media of communication.
- Personal, Social and Business Communication
- Barriers to effective communication and the ways to resolve them.
- Effective techniques and alternatives.
- Intra personal, inter personal and group communication.
- Seven C's of communication
- Media – role and ways to connect with masses.
- Forms and functions of mass media.
- Evolution of media over the years and contemporary relevance.
- Interactive questioning methodology will be employed during these sessions for checking students' previous knowledge.

# Lesson Plan

(10-15 Lectures)

Week 3, 4 and 5

## UNIT 1

- Mass Communication – meaning, definition, examples and theory.
- Forms of mass communication- Print media, broad cast media, transit or outdoor media, digital media.
- Advantages of mass communication.
- Globalization – meaning, examples, characteristics, theory.
- The process of globalization and its impact on media.
- Media, culture and society in 21<sup>st</sup> century
- Case studies and their analysis from present day context
- Pamphlet and poster making exercises.
- Creativity and self-expression.
- Students will be asked to engage in creative activities conducted in the classrooms.

# Lesson Plan

(10-15 Lectures)

Week 5, 6 and 7

## UNIT 2

- Advertising– definition, history, objectives, techniques.
- Various examples of advertisements and its relevance.
- Types of advertisements and its importance.
- Analysis of most interesting advertising campaigns in the history.
- Advertising ethics: what they are and how they do apply.
- Study of ethical and unethical marketing practices.
- Steps to create an advertisement.
- Creativity and visualization of elements.
- How to make taglines?
- Process of making relevant and successful taglines and jingles.
- Study of examples.
- Class tests and assignments will be conducted in these weeks.

# Lesson Plan

(15-20 lectures)

week 8,9,10 and 11

## Unit 3

- Different types of media writing- news writing, feature writing, review writing, column writing, investigative writing, content writing, sports writing, editorial writing, to mention a few.
- Media writing skills and characteristics.
- Creative writing and new media.
- Methods of script writing for TV and radio.
- Relevance and importance of preparing scripts.
- Practice sessions on writing news reports, book reviews, film reviews, tv program reviews, interviews, to consider a few.
- Academic writing and editing skills.
- Class tests and assignments will be conducted in these weeks.
- Group discussions and writing practice sessions will be conducted.

# Lesson Plan

(10-15 lectures)

Week 12, 13 and 14

## Unit 4

- Cyber media- meaning and characteristics.
- Cyber communication and mass media theories.
- Cyber space and cyber communication as new media.
- Social media- meaning, forms, history and study through varied examples.
- Why people share information?
- Impacts of social media- society, politics, commerce, training and development both personally and professionally etc.
- Advantages and disadvantages of social media.
- Practice sessions on writing at various social media platforms.
- Revision sessions and University exam paper discussion sessions will be conducted.



**Thank You**