



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
 Choice Based Credit System (CBCS) in the light of NEP-2020
 Generic Elective

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GUJMC 103	MDC/ OE	Understanding Mass Media	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; *Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:	
The student will have ability to:	
1.	Introduce students to the concepts, functions, and various forms of mass media.
2.	Develop an understanding of the role and influence of mass media in shaping individuals, society, and public opinion.
3.	Familiarize students with contemporary issues, ethical concerns, and emerging trends in the mass media landscape.

COURSE ALIGNMENT WITH UNSDG:	
The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4: Quality Education, SDG 9: Industry, Innovation and Infrastructure, SDG 16: Peace, Justice and Strong Institutions	

COURSE OUTCOMES:	
After completion of the course, the student will be able to:	
CO1	Describe the concepts, functions, and various forms of mass media.
CO2	Analyze the influence of mass media on public opinion, consumer behaviour, culture, and society.
CO3	Evaluate ethical issues, challenges, and responsible practices associated with contemporary mass media.

TEACHING PEDAGOGY:	
T1	Classroom Teaching and Interactive Lectures
T2	Power Point Presentations and Demonstrations
T3	News and media content analysis

Exponential Learning

Case Study
 Practical

ASSESSMENT TOOLS:	
ATL1	Quiz
ATL2	Activity Based Learning

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ATL3	Midterm Exams
ATL4	Flip Class
ATL5	Seminar Presentation
ATL6	Assignments
ATL7	Poster
ATL8	Oral Viva-voce examination
ATL9	Industrial Visit Report

PREREQUISITES:

Basic understanding of mass communication and media studies.

SYLLABUS:

Module	Descriptors/Topics	Hours	Assessment Tools
I	Introduction to Mass Media: Meaning and functions, types of mass media, role and importance of mass media.	09	ATL1, ATL2, ATL3
II	Forms of Mass Media: Print media, radio, television, cinema, digital media - advantages and limitations	09	ATL1, ATL3, ATL4
III	Media Influence and Public Perception: Media Influence on Attitudes, Consumer Behaviour, Public Opinion, Lifestyle, Culture, Decision Making.	09	ATL2, ATL4, ATL5
IV	Challenges and Ethical Issues in Mass Media: Fake news and misinformation, media bias, privacy and cybersecurity, cyberbullying, ethical issues in media, responsible media engagement, digital well-being.	09	ATL1, ATL5, ATL6
V	Emerging Trends in Mass Media: Media convergence, OTT platforms, artificial intelligence in media, citizen journalism, influencer culture.	09	ATL3, ATL6, ATL7
Total Hours		45	

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ADDITIONAL RESOURCES

A. Value Addition / Skill Enhancement

- Media content analysis and discussion sessions.
- Case studies on media influence and public opinion.
- Interactive sessions on responsible media use and digital well-being.

B. Remedial classes for slow learners:

As per university guidelines for slow and advanced learner.

SUGGESTED READINGS:

Reference Books	
1.	Baran, S. J. (2023). <i>Introduction to mass communication: Media literacy and culture</i> (12th ed.). McGraw Hill.
2.	Campbell, R., Martin, C. R., & Fabos, B. (2021). <i>Media & culture: Mass communication in a digital age</i> (13th ed.). Bedford/St. Martin's.
3.	Pavlik, J. V., & McIntosh, S. (2023). <i>Converging media: A new introduction to mass communication</i> (7th ed.). Oxford University Press.
4.	Kumar, K. J. (2020). <i>Mass communication in India</i> (5th ed.). Jaico Publishing House.
5.	Keval J. Kumar. (2020). <i>Mass communication in India</i> (5th ed.). Jaico Publishing House.

Suggested e- resources (Websites/e- books)

1. e-PG Pathshala – Mass Communication and Journalism Resources
2. Press Information Bureau (PIB), Government of India

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COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs												Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO1	3	1	3	-	-	-	3	1	2	1	-	2	1	-	1
CO2	2	2	2	-	-	1	2	2	1	3	1	2	3	2	2
CO3	1	3	1	-	-	1	1	2	2	2	1	2	2	3	2

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