



**Syllabus**  
**First Semester Courses in**  
**BA**  
**in Mass Communication and Journalism**  
  
**2023-2024**

**Contents:**

- Syllabus for Open Elective/s (OE)
  - UAMCJ4501OE1 Mass Communication and Development
  - UAMCJ4502OE1 Current Media Events- Reading and Analysis
- Evaluation and Assessment Guidelines

**APPROVED SYLLABUS**



  
**PRINCIPAL**  
**ST. XAVIER'S COLLEGE**  
**AUTONOMOUS**  
**MUMBAI - 400 001.**

**F.Y.B.A. MCJ**

**Title: MASS MEDIA AND DEVELOPMENT**

**Course Code: UAMCJ4501OE1**

**Credits: 2 (Total 30 hours)**

**Course Objectives:**

1. Understand the historical development of mass communication.
2. Analyze the influence of the media on culture, politics, and society.
3. Explore media effects on individuals and society.

**Course Outcomes (COs):**

Sr. No	After completing this course, the student will be able to:	PSOs addressed	Cognitive level
CO1	Understand the various forms of communication and their role in society, how they function and to create awareness and sensitize society effectively.	1,2	U
CO2	As a result of the course, the student will be able to identify the different aspects of social change and distinguish between different social institutions and social processes.	3,5	Ap, An

**Unit 1 Introduction to Mass Communication and Media Literacy 15 Lectures**

- Introduction to Mass Communication Understanding Mass Communication.
- Historical context and development of mass communication.
- The role of mass media in society.
- Media Literacy.
- Importance of media literacy and Skills for critically consuming media content.

**Unit 2 The Influence of Media and Media Culture**

**15 Lectures**

- Media and Culture
- How media influences culture and vice versa. Cultural representations in media.
- Stereotypes and Media. Analysis of stereotypes in media.



- The impact of media on societal perceptions.
- Media and Political Propaganda
- Examination of propaganda in media.
- Political advertising and persuasion techniques.
- Media Effects. Agenda-Setting Theory
- The concept of agenda-setting in media.
- Media's influence on public opinion. Case studies. Current topics.
- Cultivation Theory and Needle Theory.
- How the media shapes perceptions of reality.
- Cultivation effects on individuals.

#### Reference list:

1. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis.
2. "Media & Society: Industries, Images, and Audiences" by David Croteau and William Hoynes.
3. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel.
4. "Understanding Media: The Extensions of Man" by Marshall McLuhan.
5. "Media Effects: Advances in Theory and Research" by Jennings Bryant and Dolf Zillmann.
6. "Media Ethics: Cases and Moral Reasoning" by Clifford G. Christians, Mark Fackler, and Kathy Brittain Richardson.
7. "Media Politics: A Citizen's Guide" by Shanto Iyengar and Jennifer A. McGrady.
8. "Media Ownership and Concentration in America" by Eli M. Noam.
9. "Global Communication: Theories, Stakeholders, and Trends" by Thomas L. McPhail.
10. "Media and Cultural Studies: Keyworks" edited by Meenakshi Gigi Durham and Douglas M. Kellner.

**Evaluation:** Total marks per course - 50 marks

- **CIA I:** CIA 1: Response/Review paper- Group Assignment **(20 marks)**
- **End Semester Examination 30 marks** (Written Exam for 30 marks: 15-mark question from each unit)

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**Template for End Semester Examination for Open Elective Course – Semester I**

<b>UNITS</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION and ANALYSES</b>	<b>TOTAL MARKS-Per unit</b>
1	5	5	10	20
2	5	5	5	10
<b>-TOTAL - Per objective</b>	10	10	15	40
<b>% WEIGHTAGE</b>	25	25	50	100%

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