

SYBA APPLIED COMPONENT

Mass Communication

This paper introduces the student to an overview of Mass Media and Communication - their nature, functions and effectiveness on users.

The Objectives of the Course:

- To introduce the major aspects of mass communication.
- To understand and analyze the role of Mass Media in the present context.
- To see linkages between Mass Communication and overall development in society.
- To provide a window for learners to job opportunities available.

Course Content:

The units across Semester III and IV cover the Nature of Communication and Mass Communication. A brief overview of Print, Radio, Television, Cinema and the Internet, the Role of Mass Media in India, Media Laws and Career Opportunities in Mass Media.

Teaching – learning methods:

Flipped class room, guest speakers, film screenings, class study of print material and digital resources, and field visits to radio studio, etc.

Learning Outcomes of the Course:

- Learners develop skills to understand and analyse the dynamics of mass communication nationally and globally.
- They are able to assess the potential of various media for social, economic and political purposes.
- They are able to discern the advantages and limitations of Mass Media and Mass Communication to contemporary society.

Possible application in future careers:

The benefit of this course is across disciplines, careers and professions.

Provides basic orientation to a vast variety of careers in Media, to list some: Journalism, Film making, Television programming, Radio Jockeying, Production, Publishing, Photography, Reviewing, Advertising, Content Writing, Careers in digital media – blogs, e-marketing, etc., Writing, Research, Teaching, Editing, Public Relations, Sales and Marketing, Laws pertaining to the Media.

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