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Lesson Plan (CORE, Semester I, November 2022 to March 2023)

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| Name of Teacher | Dr Nazish Hena Khan | Department | Journalism |
| Course | BA Hons. Journalism | Semester | I |
| Paper | INTRODUCTION TO MEDIA & COMMUNICATION (NEP) | Academic Year | November 2022 - March 2023 |

Learning Objectives

This paper is designed to familiarize students with the concept of Mass communication as central to media practice. It will help them locate the very process in a long history of human communication, technological changes and the shifting contours of this process. It also helps them to abstract this process into models and theories. The module will introduce them to prominent theoretical paradigms in the discipline in its early years as well as its contemporary manifestations. The course is thus an introduction to theories of media and communication in its historical landscape.

Learning Outcomes

The course will facilitate a deep understanding of the role and influence of the media in an individual's life. It will help the student to critically perceive the effects of media in our daily life.

This paper will also help students identify media's communicative potential which can enable them to work as a content developer or a communication consultant in any media organization.^[L1]_[SEP]

Lesson Plan

| Week No. | Theme/ Curriculum | Any Additional Information |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Unit I (Week 1 to 5) | This unit will ideally help students identify media's communicative potential through everyday examples such as mobile phone, television shows and new media. It will also help students to think retrospectively of media use and its effects through live and vibrant examples from everyday experience. a) Mobile phones b) Television | |

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| | <p>c) The Internet d) Mediated and non-mediated communication</p> <p>In this unit, students will also understand the different levels and forms of communication. They will be able to identify the basic elements of the communication process through the help of models like SMCR model, Osgood and Schramm model, Gerbner's model, Lasswell's model and Shannon and Weaver Model. Students will also be introduced to the concept of Normative Theories of the Press.</p> <p>a) Forms of Communication b) Levels of Communication c) Mass Communication and its Process d) Communication Models e) Authoritarian theory f) Libertarian theory g) Social responsibility theory h) Soviet media theory i) Democratic participant theory j) Developmental theory k) Media and the Public Sphere l) Four Models of Communication: transmission models, ritual or expressive models, publicity model, reception model</p> | |
| <p>Unit II (Week 6 to 10)</p> | <p>In this unit, students will be taught to inculcate the ability to critically understand media use through class room discussions. With a strong historical reference, class discussions which include a range of topics such as propaganda during Nazi era, Soviet Republic and other regimes, cold war propaganda, agenda setting during election campaigns, digital influencers in new media and so on.</p> <p>a) Direct Effects Paradigm b) Mass Society Theory c) Propaganda d) Limited Effects Paradigm e) Individual Difference Theory f) Personal Influence Theory g) Digital influencers in the contemporary world</p> | |

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| <p>Unit III (Week 11 to 14)</p> | <p>Students will understand the difference between the different media effects and paradigms.</p> <p>This unit will help them in understanding the level of paradigm development in the domain of media studies by studying the following theories:</p> <p>a) Agenda Setting Theory b) Spiral of Silence c) Cultivation Analysis d) Critique of the effects Paradigm e) Emergence of alternative paradigm</p> | |
| <p>References</p> <ol style="list-style-type: none"> 1. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72 2. John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1-38 3. Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition) 4. Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236 5. Kevin Williams, Understanding Media Theory, (2003), pp.168-188 6. <p>Additional Resources</p> <p>List of Projects</p> <p>Students will be given assignments on the dominant paradigm, limited effects paradigm and alternative paradigm where students will discuss different theories and their relevance in contemporary times.</p> | | |
| <p>Online Resources (If Any)</p> | <p>NA</p> | |
| <p>Assignment and Class Test Schedule for Semester</p> | <p>The course is organized around daily lectures and tutorials. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail.</p> <p>Internal Assessment of 25 marks will be in the form of assignments, mid semester test and projects. There are 5 marks for attendance as part of Internal assessment.</p> | |