



**Bharati College**  
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## Lesson Plan (CORE, Semester I, July to November 2022)

<b>Name of Teacher</b>	Kunal Anand	<b>Department</b>	_English_
<b>Course</b>	BA (Hons) Journalism	<b>Semester</b>	FIRST
<b>Paper</b>	Introduction to Media and Communication UPC: 2032181102	<b>Academic Year</b>	2023-24

### Learning Objectives

The Learning Objectives of this course are as follows:

- To 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 the media use.
- To hone the communication skills
- To help identify media's communication potential through everyday examples such as mobile phone, television shows and other media use
- To think retrospectively of media use and its effect through live and vibrant examples from everyday from everyday experience

### Learning Outcomes

**On successful completion of this course:**

- Students will be able to understand the important aspects of communication to help them get their messages across to public, essential in all sectors of media
- Students will be enabled to work in any sector/media organization as a content writer/communication consultant

## Lesson Plan

Week No.	Theme/Curriculum	Any Additional Information
Week 1-3  Week 4 - 5	Unit 1: Communication and Mass Communication <ul style="list-style-type: none"> <li>• Media and Everyday life, Forms of Communication, levels of communication, Mass Communication and its process</li> <li>• Media and Public Sphere, Four Models of Communication: Transmission models, ritual or expressive models, publicity model, reception model</li> </ul>	Allocation of Assignment 1 (In October)
Week 6  Week 7-8  Week 9-10	Unit 2: Mass Communication and Effects Paradigm <ul style="list-style-type: none"> <li>• Direct Effects; Mass Society Theory, Propaganda</li> <li>• Limited Effects; Individual Difference theory, Personal Influence Theory</li> <li>• Digital influencers in the contemporary world</li> </ul>	Test Scheduled (In October)
Week 11  Week 12-13  Week 14-15	Unit 3: Cultural Effects and the Emergence of an Alternative Paradigm <ul style="list-style-type: none"> <li>• Cultural Effects; Agenda Setting</li> <li>• Spiral of silence, Cultivation Analysis</li> <li>• Critique of the effects paradigm and emergence of alternative paradigm</li> </ul>	Allocation of Assignment 2 (In October)

**References**

1. Michael Ruffner and Michael Burgoon. Interpersonal Communication. New York,
2. Holt, Rinehart and Winston, 1981. 21-34; 59-72
3. John Fiske. Introduction to Communication Studies. Routledge 1982. pp 138
4. Dennis Mc Quail. Mass Communication Theory. London, Sage, 2000. pp 111; 41-54;
5. 121-133(fourth Edition)
6. Baran and Davis. Mass Communication Theory. Indian Edition, South West
7. Coengate Learning, 2006. pp 42-64; 7184; 148-153; 236-298
8. 5. Kevin Williams. Understanding Media Theory. 2003. pp 168-188

**Additional Resources**

- 1.

<b>Online Resources (If Any)</b>	
<b>Assignment and Class Test Schedule for Semester</b>	Link the assignment and Test (optional)

