

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ENGLISH
 SYLLABUS WITH EFFECT FROM 2023-2024

THIRD YEAR - SEMESTER VI
MEDIA , COMMUNICATION & PUBLICATION

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
305E6E	Elective	Y	Y	-	-	4	5	25	75	100
Learning Objectives										
LO1	To enable students to understand theoretical concepts related to social media as a form of communication.									
LO2	To enable students to gain an analytical insight into research framework in Social Media									
LO3	To enable students to understand audiences and usage patterns of social media in communication studies									
LO4	To enable students to define and relate to basics of all forms of media and to recognize new media as a way of life									
LO5	To enable students to identify varied forms of new media communication									
UNIT	Details									
I	Introduction to Mass Communication–Mass Communication–Keval J.Kumar 5 th Edition Globalisation, Forms – A Social History of the Media from Gutenberg to Internet- Asa Briggs & Peter Burke STUDENTS PRESENTATION Case Study on Current Issues, Street Plays, Posters and Pamphlets etc.,									
II	Advertisements – Media, Technology & Society – Brian Winston Ethics – Ethics in Advertising – Snyder Wally How To Create Advertisements and Storyboards – Ethics in Advertising –Snyder Wally STUDENTS PRESENTATION Jingles, Taglines - Visual Advertisements									
III	Script writing-TV and Radio, News Reports, Editorials – Save the Cat – Blake Snyder STUDENTS PRESENTATION Editing – Articles Review Writing									
IV	Cyber Media And Social Media – Cyber Media Journalism – Jagdish Chakravarthy History Of Cyber Media Types And Impact Of Social Cyber Media.									
V	INTERNSHIP IN THE RELEVANT FIELD FOR FIFTEEN DAYS									
Course Outcomes										
CO	On completion of this course, students will;									
CO1	Comprehend theoretical concepts related to social media as a form of communication.								PO1	
CO2	Apply theoretical concepts into research frame work.								PO1, PO2	
CO3	Be able to analyze audience usage patterns of varied social media applications.								PO4, PO6	

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CO4	Get familiarized with different thematic comparisons of media, communication and publication.	PO4, PO5, PO6
CO5	Identify and examine various background theories related to the three concepts.	PO3, PO8
Text Books (Latest Editions)		
1.	The Social Media Bible by Lon Safko and David Brake 2009, Publisher: John	
2.	Wiley& Sons.. Mc Quail's Mass Communication Theory,2010, Published by Sage Publications.	
3.	Handbook Of Journalism And Mass Communication Of Writing – V.S. Gupta & Vir Bala Aggarwal	
4.	On Writing – Stephen King	
References Books (Latest editions, and the style as given below must be strictly adhered to)		
1.	Robert Fine,The Big Book of Social Media: Case Studies, Stories, Perspectives 2010. Publisher :Yorkshire Publishing	
2.	Frank Webster, Theories of Information Society ,2002, Published by Routledge.	
Web Resources		
1.	Media and Communication Peer-reviewed Open Access Journal (cogitatiopress.com)	

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1	3	3	3	3	3	3	3	2	3	2
CO 2	2	3	3	3	2	3	3	2	2	2
CO 3	3	3	3	2	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	2	2	2
CO 5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0