Course Title:  Introduction to Media and Communications

Course Code:  C C C U 4 0 1 3

Aims and Objective

This course covers the development of communications from symbols to speech to writing, and to the mass communication technologies of newspapers, magazines, documentaries, films, TV programmes, music and the new media. A range of theoretical positions on media and cultural studies, audience and communication theories, ownership and globalization, and the media’s role in the public sphere will be discussed. Finally, the course will consider the growing field of media and communications as both an academic discipline and a career focus.

Intended Learning Outcomes of the Course

On completion of the course, students should be able to

ILO1. analyze how different types of media language and image produce meanings, concepts, ideas and values;
ILO2. explain and evaluate how production, representation, reception determine the meaning of media texts;
ILO3. identify and evaluate the global and domestic practices of media and communication institutions and industries.

Syllabus

1. Introduction: The History of Media
   - What is Media? What is Communication?
   - The medium is the message
   - Mediamorphosis

2. Semiotics and Media Communication
   - Signs, codes and texts
   - Saussure’s theory on sign
   - Symbolic signs, iconic signs and indexical signs
   - Barthe’s theory “Order of Significations”
   - Application of semiotics in media analysis

3. Representation and Mediation
   - Model of media representations
   - Mediation
• Media constructions of reality
• Ideology and misrepresentation

4. Genre and Narrative
• Genre theory in media analysis
• Narrative and narrative structures in films
• Institutional constraints on media production

5. Realism and Reality Media
• Realism
• Documentaries
• Reality TV
• Ethical issues of reality media

6. Audience theory
• Mass audience and fragmented audience
• Hypodermic Effects Model and its limitation
• Uses and Gratification Model and its limitation
• Changing roles of audience in new media

7. Technology and New Media
• Characteristics of new media
• Technological determinism
• Digital divide

8. Media Ownership
• Media monopoly
• Models of media ownership:
  o Media conglomerates
  o Horizontal integration
  o Vertical integration
  o Convergence
• Potential threats to society

9. Global Political Economy
• Culture industry
• Standardization of media commodities
• Media Imperialism

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<th>Assessment</th>
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<tr>
<td><strong>Type of Assessment (Weighting)</strong></td>
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<tr>
<td>Continuous Assessment (60%)</td>
<td>Participation (10%)</td>
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<td>Group Presentation (20%)</td>
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<td>Individual Term Paper (30%)</td>
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<td>Examination (40%)</td>
<td>Written Examination</td>
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### Pre-requisite(s)

Nil

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