## Course Title: Introduction to Media and Communications

### Aims and Objective

This course covers the development of communication 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 regulation, 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 concepts, ideas, values and identities;
- ILO2. explain and evaluate how production, representation, reception, circulation and regulation determine the meaning of media texts and images;
- ILO3. understand and examine the global and domestic practices of media and communication institutions and industries.

### Syllabus

1. Basic Approaches
   - Mediamorphosis: What is Media? What is Media Studies?
   - Reading the Media
     - Genre
     - Semiotics
     - Representation and Mediation
     - Reality Media

2. “Marco” Issues
   - Audience theory
   - Technology and New Media
   - Media Institutions
     - Political Economy
     - Globalisation and Ownership
     - Media Regulation
### Assessment

<table>
<thead>
<tr>
<th>Type of Assessment (Weighting)</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Continuous Assessment (60%)</strong></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><strong>Examination (40%)</strong></td>
<td>Written Examination</td>
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</tbody>
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### Pre-requisite(s)

Nil

### Required and Recommended Reading

**Textbook**


**References**


04.07.2016