

Curriculum Plan: Dr. Aahana Chopra, Assistant Professor, Department of Journalism

2024-25 (Odd Semester)

B.A. (H) Journalism (Semester I)

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc.
DSC 2- Introduction to Media and Communication			
Unit 1: Communication and Mass Communication <ul style="list-style-type: none">• Media and Everyday Life• Forms of Communication• Levels of Communication• Process of Communication• Normative Theories• Media and the Public Sphere• Four Models of Communication	20	September-October	<ol style="list-style-type: none">1. Discussion of Models and its application in today's scenario2. Project- A/V Presentation
Unit II: Mass Communication and Effects Paradigm <ul style="list-style-type: none">• Direct Effects; Mass Society Theory, Propaganda• Limited Effects; Individual Difference Theory, Personal influence theory• Digital Influencers in the	20	October-November	<ol style="list-style-type: none">1. Assignment- Book Review of the adaptation2. Class Presentations

contemporary world			
Unit III: Cultural Effects and the emergence of Alternative Paradigm <ul style="list-style-type: none"> • Cultural Effects; Agenda Setting • Spiral of Silence, Cultivation Analysis • Critique of the effects paradigm and emergence of alternative paradigm 	20	Dec-January	<ol style="list-style-type: none"> 1. Talk/ Workshops 2. Screening of documentaries/ advertisements on cultural effects- followed by discussion 3. Field trip