

**BACHELOR OF COMMERCE**

**Semester IV**

**Mass Communication (GE 5)**

**No. of Credits: 04**

**No. of Lectures per week: 04 of one hour each**

**Total no. of lectures for the semester: 60**

**(w.e.f. 2020-21)**

**( Approved in Feb 2021)**

**Course Code: UCOG149**

**Course Objectives:**

- To acquaint the students with concepts and principles of Mass Communication
- To provide exposure to various instruments and aspects of print and broadcast media
- To develop sensitivity towards ethics of journalism and broadcasting.

**Learning Outcomes:**

At the end of the semester, the learner will be able to:

- Define the process of communication
- Identify the various traditional and new instruments of mass media
- Explain the nature of journalism
- Analyze the difference between various media of mass communication
- Compare the print medium with audio-visual media
- Critically appreciate a film.

**Unit I: Principles of Mass Communication (20 Marks – 10 Contact hours)**

- a) Nature and Process of Communication - Elements in the Communication Process - Communication Cycle - Kinds of Communication - Barriers to Communication
- b) Nature of Mass Communication - Functions of Mass Media - Advantages & Disadvantages of Mass Communication

**Unit II: Journalism (15 Marks – 8 Contact hours)**

- a) The Nature of Journalism - The Role and Power of the Press - Elements of a Newspaper - Journalistic Values - writing an article for a newspaper
- b) Magazines and news websites: Types of magazines- impact of social media on readership of the print media- news websites – pros and cons of a news website- scope of news websites in India

*Aditi*



*Rajayale*  
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### Unit III: Radio and Television

(30 Marks – 20 Contact hours)

- a) Radio in India - The Radio set-up in India- Scope of Radio as a Medium in a developing country like India
- b) Growth of Television in India - Scope of Television as a Medium - Impact of TV on the other media - Popular TV formats

### Unit IV: Cinema and Social Media

(35 Marks – 22 Contact hours)

- a) Origins and History of Cinema - Types of Films - Key Aspects of Filmmaking - Impact of Cinema on the Audience - Ethics of Cinema- Critical Appreciation of a film
- b) **Social Media**- History of social media- Use and Abuse of Social Media- Traditional Media and Social Media- Effects on Youth - Social media for Marketing.

\*Material the teacher carries into the classroom may include: Newspapers, Documentaries, Audio and Video clips, Print and online reportage of socio-cultural events, Television News, Talk Shows, and Films.

#### Examination Pattern:

#### Intra-Semester Assessment (ISA)- 20 marks

ISA I: Written test (10 marks)

ISA II: Any other mode (10 Marks)

#### Semester End Examination (SEE) 80 Marks

Question 1: Short notes (4X4) = 16 marks

Question 2: Short Notes (4x4) = 16 marks

Question 3 to Question 6: 12 marks question with either/or option.

#### Bibliography:

1. Aral, Sinan. *The Hype Machine: How Social Media Disrupts Our Elections, Our Economy, and Our Health--and How We Must Adapt*. HarperCollins, 2020.
2. Athawale, Pankaj. *Stay Tuned: The Story of Radio in India*. Indus Source Books, 2018.
3. Baran, Stanley. *Introduction to Mass Communication*. McGraw-Hill Education, 10th edition, 2018.
4. Gil, Carlos. *The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI*. Kogan Page, 2019.
5. Kumar, Keval. J. *Mass Communication in India*. Jaico, 4<sup>th</sup> Edition, 1994.
6. Ravindran, R. K. *Handbook of Radio, TV and Broadcast Journalism*. Anmol Publications, 2007.
7. Schaffer, Neal. *The Age of Influence: The Power of Influencers to Elevate Your Brand*. HarperCollins 2020.
8. Sharma, Diwakar. *Mass Communication: Theory and Practice in the 21<sup>st</sup> Century*. Deep & Deep Publications, 2004.

Aditya



*R. Ravindran*  
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9. Vivian, John. *The Media of Mass Communication*. Pearson 11<sup>th</sup> edition, 2012.

Aditi  
Asst. Prof. Aditi Borne  
Head of Department of  
English.



R. Nayak  
Dr. Radhika S. Nayak  
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31/06/2020

To,  
Prof. V. V. Kamat,  
Dean, Goa Business School,  
Goa University,  
Taleigao Plateau.

12.06.2020

Sir,  
Sub: **Revision of Syllabus for I.M.Com**

Please find enclosed file containing the existing and proposed changes in the syllabus for certain courses of the I.M.Com program.

The summary sheet containing the existing syllabus and the proposed changes is placed in the enclosed file and is self-explanatory.

It is requested that the request for proposed changes (which are more in the nature of rearrangement of approved syllabus) may kindly be forwarded for approval by the relevant BoS by circulation so as to be placed before the ensuing meeting of the Academic Council.

Requesting your kind co-operation and thanking you,

Yours sincerely,

  
Dr. Radhika S. Nayak  
PRINCIPAL

S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Cujira Integrated Educational Complex

c.c.: Dr. P. K. Sudarsan, Academic Dean, Goa Business School for kind attention.


  
12/06/2020

  
12/6/20





OFFICIATING PRINCIPAL  
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COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.

  
Asst. Pr. Ashya Shauikh  
I.M. Com Co-ordinator

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|             |            |
|-------------|------------|
| INWARD NO.: | 118        |
| DATE:       | 03/02/2021 |

*Handwritten signature and date*  
03/02

Assistant Registrar(PG) <arpg@unigoa.ac.in>

### Fwd: Extract of Minutes of Academic Council Meeting - Sub BoS in Commerce (PG)

1 message

Assistant Registrar(PG) <arpg@unigoa.ac.in>  
To: principal <principal@dempocollege.edu.in>

Tue, Feb 2, 2021 at 4:51 PM

----- Forwarded message -----

From: Assistant Registrar(PG) <arpg@unigoa.ac.in>  
Date: Fri, Jul 10, 2020 at 4:42 PM  
Subject: Extract of Minutes of Academic Council Meeting - Sub BoS in Commerce (PG)  
To: Subhash Commerce <subhash@unigoa.ac.in>, Principal Dempo College <prin.dempo@unigoa.ac.in>, Assistant Registrar (UG Exams) <arexamug@unigoa.ac.in>, Internal Quality Assurance Cell <iqac@unigoa.ac.in>

- To
1. Chairperson, BoS in Commerce (PG)
  2. Principal, S.S. Dempo College
  3. AR-Exam( UG)
  4. IQAC - with a request to upload on University website

Madam/Sir,

Extract of minutes of the Academic Council meeting held on 19th June 2020 along with the Minutes of Sub-BoS in Commerce (PG) meeting held by email & Syllabus approved by the Academic Council are attached herewith for information and necessary action at your end..

Thanks & Regards  
Ashwin Lawande  
Assistant Registrar  
Academic-PG Depts.,  
Goa University.  
PH: 8669609021, 8669609065  
www.unigoa.ac.in

3 attachments

- Extract of AC meeeting.pdf  
170K
- Minutes of the BoS meeting.pdf  
202K
- Syllabus.pdf  
1393K

*Handwritten signature and text:*  
I.M.Com Coordinator  
Ashfa  
for needful  
*Handwritten signature*

*Handwritten signature:* Ashwin Lawande  
Asst. Prif. Ashfa shauk  
I.M.Com Coordinator



**OFFICIATING PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
**COMMERCE & ECONOMICS,**  
Deendayal Integrated School Complex,  
Cujira - Goa.

D 3.20 Extract of the Minutes of Academic Council meeting held on 19<sup>th</sup> June 2020.

Minutes of the meeting of Sub BoS in Commerce (PG) held by email.  
The Academic Council approved the minutes of the meeting of Sub BoS in  
Commerce (PG).



*Shail*  
Asst. Prof. Ashfa Shaikh  
I.M. Com Coordinator

*Karsha*  
OFFICIATING PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
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Cujira - Goa.



Minutes of the meeting of Sub BoS in Commerce (PG) approved by email

**PART A.**

Recommendations regarding courses of study in the subject or group of subjects at Post-graduate level:

**PGBOS approved the following with a recommendation to implement the same from the Academic Year 2020-2021. The print copy (soft copy is emailed to ARPG) is attached with this minute.**

1. Syllabus of ONE (1) New paper and TWO (2) Modified papers, namely,
  - Financial Accounting – New paper in Semester 1
  - Cost & Management Accounting – Modified paper in Semester 1
  - Managerial Accounting – Modified paper in Semester 2
2. Revised Course Structure modifying Semester 1, 2, 3 & 4 and keeping remaining Semesters unchanged.

**PART B.**

(i) Scheme of examinations at the Post-graduate level:

NIL

(ii) Panel of examiners for different examinations at Post-graduate level:

NIL

**PART C.**

Recommendations regarding preparation and publication of selection of reading material in any subject or group of subjects and names of persons recommended for appointment to make the selection:

NIL

**PART D.**

Recommendations regarding general academic requirements in the Department of University or affiliated Colleges:

NIL

**PART E.**

Recommendations of text books for the courses of study at the Post-graduate level:

NIL

**PART F.**

Important points for consideration / approval of Academic Council:

NIL

The declaration by the Chairperson that it was informed to the PG-BOS members that the PG-BOS minutes will be submitted to the Academic Council, after obtaining approval from the PG-BOS members.

Date: 18/06/2020

Place: Taleigao Plateau



Professor K. B. Subhash

Chairperson, Sub-Board of Studies in Commerce (PG)

*Subhash*  
OFFICIATING PRINCIPAL  
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Cujira - Goa.

*Shankar*  
Asst. Prof. Ashfa Shairi  
I.M. & M. Coordinator

**D 3.20 Extract of the Minutes of Academic Council meeting held on 19<sup>th</sup> June 2020.**

**Minutes of the meeting of Sub BoS in Commerce (PG) held by email.  
The Academic Council approved the minutes of the meeting of Sub BoS in  
Commerce (PG).**

*Shauk*

Asst. Prof. Ashga shauk  
IM Com Co-ordinator.



*Ashga*

**OFFICIATING PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.**