


KANNUR UNIVERSITY
(Abstract)

BA Programme in Functional English under Choice Based Credit and Semester System – **Distribution of Internal Assessment marks of the paper 5B08FNG (Introduction to Media Studies)- Modified w.e.f 2014 Admission - Orders issued.**

ACADEMIC C SECTION

U.O.No.Acad/C3/4066/2014

Civil Station.P.O, Dated 29 -11-2016

Read:1. U.O of even No. 12.05.2014.

2.Letter No. Nil dated 07.11.2016 from the Chairman Board of Studies in Functional English (Cd)

ORDER

1. As per the paper read (1) above, the scheme, syllabus and pattern of question papers for core/open courses in B.A programme in Functional English under Choice Based Credit Semester System in affiliated Colleges of the University were implemented w.e.f. 2014 admission.
2. The Chairman Board of Studies in Functional English (Cd), vide paper read (2) above has requested to **rectify the distribution of Internal Assessment marks allotted for the V Semester paper 5B08FNG (Introduction to Media Studies) as “Marks of Two Class Tests as 5 instead of 4, marks of Assignment & Seminar Presentation as 2.5 instead of 4 and marks of Attendance as 2.5 instead of 2”** in the BA Programme in Functional English under Choice Based Credit and Semester System, implemented w.e.f. 2014 admission.
3. The Vice-Chancellor, after considering the matter in detail, and in exercise of the powers of the Academic Council, under Section 11 (1) of Kannur University Act, 1996 and all other enabling provisions read together with, has accorded sanction to **modify the distribution of Internal Assessment marks allotted for the V Semester Core paper 5B08FNG (Introduction to Media Studies) as “5 marks for Two Class Tests, 2.5 marks for Assignment & Seminar Presentation and 2.5 marks for Attendance”** of V Semester BA Programme in Functional English under Choice Based Credit and Semester System, w.e.f. 2014 admission in Affiliated Colleges.
4. Orders are therefore issued accordingly.

P.T.O.

5. U.O. read (1) stands modified to this extent.
6. The modified distribution of Internal Assessment marks allotted for the paper 5B08FNG (Introduction to Media Studies) of V Semester BA Programme in Functional English under Choice Based Credit and Semester System , for implementation in the University w.e.f. 2014 admission is appended herewith.

Sd/-

JOINT REGISTRAR (ACADEMIC)

For Registrar

To:

The Principals of Affiliated Colleges Offering B.A Functional English Programme

Copy to:

- 1.The Examination Branch
2. The Chairman, Board of Studies in Functional English (Cd)
3. PS to VC/PA to PVC/PA to Registrar/PA to CE
4. JR/AR-I (Academic).
5. SF/DF/FC

Forwarded /By Order



SECTION OFFICER



Core Course 8

Introduction to Media Studies

Semester	Course Code	Course Title	Hours	Credits	Marks
V	5B08FNG	Introduction to Media Studies	5	4	50

Aims and Objectives

1. To equip students with the skills required to critically analyze and evaluate media content
2. To enable them to understand the dialectical/dialogical relationship between society and media
3. To enable them to see media functions and operations in the socio-historical contexts
4. Thus to give them the skills & competence which will be useful:
 - in daily life as members of intensely mass-mediated societies
 - in academic pursuits (research, teaching etc.) in media & communication
 - in media practice and industry

Module 1 Basics

Definition of communication; elements of communication; encoding & decoding Types

of communication: intrapersonal, interpersonal, group, (intercultural), mass Mass communication – definitions, types/forms: print and electronic, music, film etc.

Characteristics & functions – inform, educate, entertain etc.; Also, Harold Lasswell's list of three functions

Mass media dysfunctions

NB: The focus should be on mass communication, its nature, forms, operation in society etc.

Students will be able to draw upon their insights and understandings from the 'Mass Communication Studies' (Complementary Course) paper in the 1st year.

Module 2

Evolution of communication technologies (A **very brief overview**: gestures, speech, printing, telephone, radio, TV, film, satellites, computers, cellphone etc.)

Printing and the democratization of knowledge through print media

World War I and the growth of radio

Computers, satellite communication, digitalization etc.

Media and Education:

As a tool of informal education: newspapers, radio, TV, films, internet etc.

Formal education:

The educational programs of AIR and DD: UGC Countrywide Classrooms, EMRC & AVRC, Gyandarshan, Gyanvani, VICTERS

Internet and education – brief discussion

Books useful in Modules 1 & 2 include:

1. De Fluer & Dennis. *Understanding Mass Communication*. Delhi: GoyalSaab Publishers
2. Keval J Kumar. *Mass Communication in India*
3. J V Vilanilam. *Mass Communication in India: A Sociological Perspective*. Delhi, Sage Books
4. Shaju P P. *Principles and Practice of Journalism*. Calicut Uty. Co Op Store, 2007.
5. John C Merril et al. *Modern Mass Media*. Harper Collins
6. James Watson. *Media Communication*. Palgrave
7. John Fiske. *Introduction to Communication Studies*. Routledge
8. Harry Henderson. *Communication and Broadcasting*. Hyderabad: Orient Longman, 1997.
9. For a timeline of communication technologies, please use a good encyclopedia.

Module 3: Introduction to the Sociology & Politics of Media

This is the **core section** and is intended to give students an introduction to recent concepts, theories and insights in 'Media & Culture Studies' to make them aware of the fact that media practice and consumption are decided not only by the contents but also by the 'discontents', i.e., the competing/conflicting interests and ideologies inherent in them.

It should be noted by the teachers, students and question setters that about 60% of the weightage is to be given for this module both in the class and in the exam. Students can be asked to write definitions, short explanations etc. (i.e., short questions or short essays) in the exam. **There is no scope for long essays from this section in an introductory course.**

mass media – elite media – alternative media

information – misinformation (giving false information) – disinformation (withholding information)

manufacturing consent, spectator democracy (Chomsky's concepts)

ideological state apparatus & repressive state apparatus (Althusser's

concepts) global village, 'Medium is the message/massage.' (McLuhan's

concepts) information society (the evolution: agrarian --> industrial -->

information) misinformed society (Peter Golding's concept)

information overload (Alvin Toffler's concept) media

impérialism, cultural invasion, Murdochization

electronic surveillance and panoptikon

couch and mouse potatoes

mean world syndrome (George Gerbner's concept)

public service broadcasting vs. private channels: the basic

difference media convergence through technology

New Media and

interactivity cyberspace

media-constructed reality, mediated reality, virtual reality, hyper reality

cyber-democracy

The following books will be very useful here:

John Hartley. *Key Concepts in Communication, Culture & Media Studies*. London: Routledge
Bernadette Casey et al. *Key Concepts in Television Studies*. London: Routledge
James Watson & Anne Hill. *Dictionary of Media and Communication Studies*. Bloomsbury USA, 2006
David Cogswell. *Chomsky for Beginners*
Sky Marsen. *Communication Studies*. Palgrave

It is **suggested** that students do the following as part of their assignments, seminars, presentations etc.:

- critical analysis and evaluation of various types of TV programs (news, news-based programs, serials, reality shows, game shows, film-based programs, programs for various target audiences etc.
- and/or critical analysis of newspaper stories, editorials, magazine articles, layout & design etc.
- and/or readership surveys.

This can be tested as part of the **internal assessment**.

Scheme of Examination (Total: 50 Marks)

1. Internal Assessment (Marks – 10)

- a. Tests(2) – 5 Marks
- b. Assignment / Seminar – 2.5 Marks
- c. Attendance – 2.5 Marks

2. End-Semester Examination (Written Examination for 3 hours; Marks - 40)

Pattern of Question Paper

Time: 3 hrs

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| 1. Four one-word answer questions | Total Marks: 40
(Marks 4 x 1 =04) |
| 2. Seven short answer questions out of ten | (Marks 7 x 2 =14) |
| 3. Four paragraph answer (80 words) questions out of six | (Marks 4 x 3 =12) |
| 4. One essay (250 words) question out of two | (Marks 1 x 5 =05) |
| 5. One essay (250 words) question out of two | (Marks 1 x 5 =05) |
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