

Syllabus : SEMESTER 1

Effective Communication Skills – I

1. The concept of communication – process and barriers
2. Reading (English, Marathi or Hindi)
 - i. Types of reading (skimming and scanning)
 - ii. Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi)
 - iii. Recognizing aspects of language particularly in media
 - Vocabulary 100 media words
 - Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses.
3. Writing (English, Marathi or Hindi)
 - Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing.
 - Introduction to feature and script writing
- 4 - Oral Communication – presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion
- 5 - Thinking and Listening Skills –
 - ✓ Types of thinking (rational and logical)
 - ✓ Errors
 - ☐ Partialism
 - ☐ Time scale
 - ☐ Egocentricity
 - ☐ Prejudices
 - ☐ Adversary Thinking
 - ☐ Extremes
 - ✓ Types of listening, Barriers to listening
- 6 – Introduction of Translation & Views of Translation: Concept and importance of translation, External view of translation – Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs.
Internal view of translation –

Translator as a learner,

- ☐ Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.
 - ☐ The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven.
- 7 - Processing in Translation:
- ☐ **Input and Processing:** Input – Visual, Auditory and Kinetic ; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
 - ☐ **The process of translation:** The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.

FUNDAMENTALS OF MASS COMMUNICATION

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Unit – I Mass Communication (12)

- ☐ Meaning and need for Mass Communication
- ☐ Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.
- ☐ Elements and process of communication
- ☐ Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model
- ☐ Functions of Mass Communication
- ☐ Barriers of Mass Communication

Unit – II Impact of Mass Media (12)

- ☐ Introduction to Mass Media.
- ☐ Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience.
- ☐ Differentiate between Mass Communication & Mass Media.
- ☐ Means & Tools of Mass Communication:
 1. Traditional & Folk Media: Types, importance of traditional media
 2. Print: Books, Newspapers, Magazines
 3. Broadcast: Television, Radio
 4. Films
 5. Internet
 6. Advertising, Public Relations
 7. Other outdoor media

Unit III –Mass Communicators (06)

Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)

Unit – IV The New Mass Media (10)

- ☐ Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'.
- ☐ Developments in the Economy, Society, and Culture and its impact on current communication media.
- ☐ Introduce key terms such as "information economy" and "information society",

"Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity."

- ☐ Impact of social media on Mass Communication

Unit-V Impact of Mass Media on Society (08)

1. Education

2. Children
3. Women
4. Culture
5. Youth
6. Development