

Syllabus MCOM 310
Mass Communication Studies
Spring 2022

Course Name: Mass Communication Studies		
Course Code: MCOM 310	Pre-requisite: MCOM 301	Course Credits: 3
Class Timings: M, W, F—12:00 to 12:50	Section: B	Office Hours: M, W, F (11:00-12:00)
Instructor Name: Dr. Firasat Jabeen		
<p>A Note from the Instructor: Dear Students, MCOM 310 is an exciting course that will familiarize students with definitions, types, elements and models of communication and mass communication, features and functions of mass communication, media literacy, public opinion and propaganda, two-step flow of communication, barriers in communication, essentials of effective communication, gate-keeping and information control, the role of the opinion leader, current media trends, mass media and culture, mass media and society, mass media effects debates.</p>		
<p>Instructor Contact Details Email: firasatjabeen@fccollege.edu.pk Office Hours: M, W, F (11:00 to 12:00) Office Location: Room # 18-Faculty Block</p>		
<p>Course Description: Welcome to MCOM 310: the course on Mass Communication Studies. This is an interesting course for students who are inquisitive or want to learn theoretical aspects of Mass Communication. As the title of the course reveals, this course is focused on models, features, and paradigms of Mass Communication. In addition to learning communication models, we'll discuss the application of these models on routine life issues related to the transmission of messages by mass media. These issues may come or arise from the handling of an event by news/media organizations or by journalists or mass media figures. Thus, in this course, students will not only learn about different kinds of communication models but will also enhance and practice their skills for the application of these models on media related matters.</p> <p>Mode of Instruction (in-person):</p>		
<p>Main Mode of Instruction: <i>(Moodle, in-person)</i></p> <p>Technology Requirements: <i>I'll upload PowerPoint slides, notes, pdf copies on Moodle on a regular basis. I expect my students to stay at the top of their workload (instead of piling up works/assignments etc.).</i></p>		

Course Objectives or Student Learning Outcomes (SLOs)

- To understand and elaborate the core concepts of communication & mass media.
- To understand the dynamics of different media concepts and its practices
- To understand the basics of mass media paradigms & theories
- To understand social, cultural, political & economic implication of mass media in global & local context.
- To assess latest industrial & social media trends.
- To evaluate the media content & products.

Course Content, Learning Material & Activities Schedule

The schedule is tentative because it is not possible to anticipate exactly how much time each topic will require.

Wk	Topic/ Title	<u>Teaching/Learning Activities</u>		<u>Assessment</u>
		Details of areas to be covered	Readings/Activities	Note: I'll provide the rubric and the exact dates later
1	Introduction to the Course	Class Intros; Icebreaker; a quick revision of concepts learned in earlier classes like two-way flow of communication, media gatekeeping, and objective/subjective pieces of information	Revision of concepts learned in previous classes	
2	The scope and purpose of communication models, uses and misuses of models	The scope of models and theories in communication	A Handbook of Mass Communication (Models, Perspectives, Strategies) by U. Narula Chapter 1, Page 17-54	
3	Basic Communication Models, types of communication models	We'll essentially focus on Lasswell Model, Shannon and Weaver's Model, Osgood and Schramm's Model	Class discussion on Importance/barriers/ of communication McQuail & Windhal (pp 13-56) Additional Notes: Basic Models-of-communication by U.Narula p.14-45	

4	Dance's Helical Model + Gerbner's Model; Two-step flow model of mass media;	Discuss the application of two-step flow model in Pakistani cultural context	Read pdf copy of McQuail & Windhal (58-78)	
5	Models related to Effects of Mass communication —Stimulus Response Model + Two-Step Model of Mass Media	Class discussion on media's cultivation process	Please see the pdf notes and PowerPoint presentation on Moodle. McQuail & Windhal (pp 58-66)	
6	Diffusion of Innovation Model	Quiz 1 (15%)	Note: This exam involves creativity and critical thinking. Narula (pp 25-33)	In this quiz exam , there will be multiple-choice questions that will essentially assess concept clarity. In this exam, students will demonstrate their ability to apply communication models in Pakistani cultural context. Students may also be asked to differentiate between western and eastern contexts for the applicability of models.
7	Dependency Model of Mass Communication	Explore the effects of dependency model on Pakistan Explore and find the content (in newspapers, TV messages) that presents an example of dependency of Pakistani media on transnational media	Here, I'll upload additional notes and pdf copies of book chapters on Moodle. Please read them carefully to develop a better understanding. McQuail & Windhal (pp 111-129)	
8	Audience-centered Models	A brief overview of Uses & Gratifications approach Encoding-Decoding Model of Mass Communication	Students 'sharing of experiences regarding the model Please read following notes on Moodle McQuail & Windhal (133-146)	Preparation for the Mid-Term Exam— Class Presentations

MIDTERMS (30%)				Mid-Term exam— Class Presentations (30%)
				<p>Students will prepare PowerPoint presentations on questions provided by the instructor.</p> <p>Note: I'll explain the rubric for this presentation at a later stage in the semester.</p>
9	Models for Media Organization—selection and production	Media Gatekeeping Model by Galtung and Ruge; propaganda model	<p>Students will discuss Pakistani media gatekeepers in groups and will share their findings with the instructor</p> <p>Please see the video on the following link: https://www.youtube.com/watch?v=34LGPIXvU5M</p> <p>Please read the pdf copy of following notes: McQuail & Windhal (162-177)</p>	
10	International Communication and Globalization Models	Global Communication Model Quiz 2 (15%)	<p>Please read the following pdf notes Narula (60-64). McQuail & Windhal (215-223)</p>	
11	International Communication and Globalization Models (contd.)	International Flow of Communication Model	<p>Please read the following pdf notes Narula (60-64); McQuail & Windhal (215-223)</p> <p>Find and think about different examples related to the content. Bring your examples to the class to discuss with me.</p>	
12	New Media and Technology Models	Changing balance on information traffic internationally	Class Discussion on New Media and Pakistani perspectives	
13	New Media and Technology Models (contd.)	Models of Media Regulation	<p>Please read following notes on Moodle: McQuail & Windhal (pp 201-213)</p>	

			Class Discussion the regulation of internet-based content		
14	Revision		Revision	Revision	
15					<p>Final exam (30%) We'll follow the date given by the university's exam schedule. Here, students will have to write personal reflective essays on the usage and implications of different communication models. Additionally, there will be short answers or multiple-choice questions. I'll discuss the patterns and rubric in the last week of semester.</p>

'Out-of-class' Study Required (across all 3 categories of students -- those attending in-person, online, or asynchronously)

Important: In this course, I expect students to read newspapers and watch news bulletins on TV. Consuming media on Netflix and Cable TV is also recommended. In order to analyze media content and evaluate the relevant communication models, it is important to be mass media consumers. Your consuming patterns can help you identify issues, problems, and areas to investigate in the context of mass communication models and paradigms.

In addition, students can take advantage of following online resources available on National Communication Association (NCA), Association for Education of Journalism and Mass Communication (AEJMC), and International Communication Association (ICA) websites.

<https://www.natcom.org/advocacy-public-engagement/praxis-communication-communities-practice>

<https://www.natcom.org/academic-professional-resources/why-study-communication>

<http://www.searchlightsandsunglasses.org>

Furthermore, students can also read relevant chapters from the following book:

Fiske, John. *Introduction to Communication Studies*. 2nd ed., Routledge, 1990.

Required Readings:

McQuail, Denis. & Sven Windhal. *Communication Models: For the Study of Mass Communication*. 2nd ed., Routledge, 1993.

Narula, Uma. *Communication Models*. Atlantic Publishers, 2006.

Note: Both books are available at the FCC library. However, I'll also provide you the pdf copies of relevant parts. I'll also provide you several pdf copies of relevant material during the semester.

Course Requirements:

Note: I'll explain the rubrics for each assignment at a later stage in the semester.

Activities/Assignments	Percentage
Quiz 1 and Quiz 2	30%
Class Presentations—Mid Term	30%
Class Participation	10%
Final Exam	30%
Total	100

Attendance Policy:

-There aren't any marks for attendance per se for this course. However, if you have low attendance, that may affect your performance in exams and presentations. Additionally, there are also marks for class participation (10%). Low attendance will eventually affect your score for the class participation.

-Students aren't allowed more than four leaves during the semester. If you miss an exam/presentation, the make-up exam will be with the deduction of a few points. I'll announce the exam date at least two weeks in advance. It's your responsibility to ensure your presence for the exam.

Grade Determination & Course Assessment as per FCC Policy:

- As you all are communication students, I pay special attention to grammar, punctuation, sentence structures, argument building, and eloquence in writing. Furthermore, my purpose of giving you exam will be to assess your critical thinking skills and reflection of knowledge through application.

- There will be deduction of marks for late work and missed exams/assignments/presentation.

Grading Legend

Below is the grading legend of FCCU (published in all catalogues and available on the FCCU website) as approved by the Academic Council and applies for Spring semester as well

Grade	Point Value	Numerical Value	Meaning
A	4.00	93-100	Superior
A-	3.70	90-92	
B+	3.30	87-89	Good
B	3.00	83-86	

B-	2.70	80-82	
C+	2.30	77-79	Satisfactory
C	2.00	73-76	
C-	1.70	70-72	
D+	1.30	67-69	Passing
D	1.00	60-66	
F	0.00	59 or below	Failing

Student Conduct & Other Issues:

- If any student faces any issues or has any concerns regarding the classroom climate and interactions, please feel free to contact VR office gloriacalib@fccollege.edu.pk

Changes to the Syllabus:

This syllabus was designed to convey course information and requirements as accurately as possible. It is important to note however that it **may** be subject to change during the course depending on the needs of the class and other situational factors. Such changes would be for your benefit, and you will be notified of them as soon as possible.

Student Support Services

[Student Counseling Services](#)

[Writing Center](#)

[Mercy Health Center](#)

Other Useful Policy Documents:

[Sexual Harassment Policy](#)

[Anti-Corruption Policy](#)

[Academic integrity](#)

[Plagiarism Policy](#)

[Academic Calendar](#)

I expect that you will strictly follow the core values of FCCU and put your entire efforts to learn as per the course requirements, attend classes, read the textbook(s)/other assigned reading material and do the assignments in the stipulated time period

Note:

This syllabus is prepared using the template provided by Center for Learning and Teaching (CLT) at Forman Christian College.