

Course Name: Mass Communication Studies		
Course Code: 310	Course Type (elective, major)	Course Credits: 3
Class Timings: M, W, F— 8:00-8:50 12:00 to 12:50	Section: A ,B	Student Meeting Hours/ Office Hours: MW F:11:00-12:00
Instructor Name: Amna Malik		
Instructor Contact Details Email: amnamalik@fccollege.edu.pk Office Location: Room # 011-Faculty Block		
Course Description: This course is about 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.		
Course Objectives : <ul style="list-style-type: none"> 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. 		

Wk	Topic
1	Introduction to the course

	quick revision of concepts learned in earlier class
2	The scope and purpose of communication models, uses and misuses of models
3	Models, types of communication
4	Dance's Helical Model + Gerbner's Model; Two-step flow model of mass media;
5	Models related to Effects of Mass communication —Stimulus Response Model + Two-Step Model of Mass Media
6	Diffusion of Innovation Model
7	Dependency Model of Communication
8	Audience-centered Models
9	Models for Media Organization—selection and production
10	International Communication and Globalization Models
11	International Communication and Globalization Models
12	New Media and Technology Models
13	New Media and Technology Models

14	Revision
15	Final exam

Textbooks, Materials, Supplies, and other Resources

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

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

The breakup is as follows:

Class Participation	10%
Assignments:	20%
Midterm exam:	20%
quiz	20
Final paper	30 %
TOTAL	100%

Grading Legend

Below is the grading legend of FCCU (published in all catalogs and available on the FCCU website) as approved by the Academic Council

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
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Student Conduct & Other Issues:

- Consider including ground rules for appropriate classroom interactions, as well as a clear statement of expectations that classroom interactions will remain civil, respectful, and supportive.
- 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](#). Students can contact the [Campus Counseling Center](#) at 0331-444-1518 or email ccc@fccollege.edu.pk.

[Writing Center](#)

[Mercy Health Center](#)

Other Useful FCCU Policy Documents:

[Sexual Harassment Policy](#)

[Anti-Corruption Policy](#)

[Academic integrity](#)

[Plagiarism Policy](#)

[Academic Calendar](#)