

4 -	Understand forms of diversity in domestic society in relation to mass communication and the impact it has on a global society.
5 -	Become aware of media law and ethics.
6 -	Understand the effects of media messages.
b.Intellectual Skills: :	
1 -	Predict the factors influencing the development of media industries.
2 -	Analyze the role of mass communication in society.
3 -	Assess the media as a global industry.
4 -	Assess the ethics and responsibility of the media industry.
5 -	Think critically, creatively and independently.
c.Professional and Practical Skills: :	
1 -	Conduct research
2 -	Conduct a critical evaluation of existing media conditions, forms and messages.
d.General and Transferable Skills: :	
1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving.

Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to the course and syllabus- Key Concepts of Communication	5	1	1
Print Media	5	1	1
Electronic Media	5	1	1
New Media	5	1	1
Movie Screening	5	1	1
Presentations- Revision	5	1	1
Midterm Exam		1	
Social and Global Impacts of Mass Media	10	2	2
Media Law and Ethics	5	1	1
Mass Media theories	5	1	1
Advertising Industry	5	1	1
Basics of Public Relations- Revision	10	2	2
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures

Lectures by instructor

Tutorials by assistant

Screening of videos

Group discussion

Group project

Group Presentation

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Projects and Presentations)	30.00		To assess understanding, theoretical background of the intellectual skills, to assess knowledge and teamwork and to assess creativity, knowledge and teamwork.
Final Exam	40.00	15	To assess knowledge and intellectual skills.
Midterm Exam	30.00	7	To assess knowledge and critical skills.