


B.Tech. 4th Semester

														National Institute of Technology Meghalaya An Institute of National Importance				CURRICULUM	
Programme		Bachelor of Technology										Year of Implementation			2024-25				
Department		Humanities and Social Sciences										Semester			IV				
Course Code	Course Name	Prerequisite	Credit Structure				Marks Distribution												
			L	T	P	C	INT	MID	END	Total									
			2	0	0	2	50	50	100	200									
HS272	Communication, Media and the Society	Nil		COs		Statement				Bloom's Taxonomy									
Course Objectives	To introduce the processes involved in effective communication		Course Outcomes	HS272.1	Describe the concept and processes involved in effective communication				Understand										
	To familiarize the concepts of mass media			HS272.2	Explain effective use of mass media				Understand										
	To familiarize the concepts of social media			HS272.3	Explain effective use of social media				Understand										
	To familiarize the impact of communication and media on society			HS272.4	Explain the demonstrate the impact of communication and media on society and culture				Apply										
COs	Mapping with Program Outcomes (POs)														Mapping with PSOs				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3				
HS272.1	-	-	1	-	-	3	1	1	2	3	1	3							
HS272.2	-	-	1	-	-	3	2	2	2	3	1	3							
HS272.3	-	-	1	-	-	3	2	2	2	3	1	3							
HS272.4	-	-	2	-	-	3	2	2	2	3	1	3							
HS272	-	-	1.25	-	-	3.0	1.75	1.75	2.0	3.0	1.0	3.0							
SYLLABUS																			
No.	Content												Hours	COs					
I	Communication; Definition and processes; Forms of communication; Levels of communication; Effective communication; Communication as subversion												06	HS272.1					
II	Mass media; Types of mass media; Modes of mass media; Affect and effect; Encoding and decoding; Effectiveness of mass media												06	HS272.2					
III	Social media; Digital experience; Literacy redefined; The user; Technologies and applications; Digitization of media; Types of social media; Impact of social media; Internet/online activism; Citizen journalism												06	HS272.3					
IV	Communication and the society; Effective social communication; Changing character of communication; Culture and communication; Ideology and communication; Media and society; Media and social difference; Impact of media on individual and society; Media and cultural changes; Ethical issues; Cyber crime												10	HS272.4					
Total Hours												28							
Essential Readings																			
1. John Fiske, <i>Introduction to Communication Studies</i> , Routledge, 3rd edition, 2010.																			
2. Paul Hodkinson, <i>Media, Culture and Society: An Introduction</i> , Sage, 2nd edition, 2017.																			
Supplementary Readings																			
1. Katherine Miller, <i>Communication Theories: Perspectives, Processes and Contexts</i> , McGraw Hill, 2nd edition, 2004.																			
2. John Street, <i>Mass Media, Politics and Democracy</i> , Palgrave Macmillan, 2nd edition, 2011.																			
3. Christian Fuchs, <i>Social Media: A Critical Introduction</i> , Sage, 2nd edition, 2017.																			