



National Institute of Technology Meghalaya
An Institute of National Importance

CURRICULUM

Programme	Bachelor of Technology	Year of Regulation	2018-19
Department	Humanities and Social Sciences	Semester	V

Course Code	Course Name	Credit Structure				Marks Distribution				
		L	T	P	C	INT	MID	END	Total	
HS371	Communication, Media and the Society	2	0	0	2	50	50	100	200	
Course Objectives	This course introduces the processes involved in effective communication	Course Outcomes	CO1	Able to define the processes involved in effective communication						
	This course familiarizes the concepts of mass media		CO2	Able to demonstrate effective use of mass media						
	This course familiarizes the concepts of social media		CO3	Able to demonstrate effective use of social media						
	This course familiarizes the impact of communication and media on society		CO4	Able to apply their concepts of communication and media on society						

No.	COs	Mapping with Program Outcomes (POs)												Mapping with PSOs		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	CO1	0	0	1	0	0	3	1	1	2	3	1	3			
2	CO2	0	0	1	0	0	3	2	2	2	3	1	3			
3	CO3	0	0	1	0	0	3	2	2	2	3	1	3			
4	CO4	0	0	2	0	0	3	2	2	2	3	1	3			

SYLLABUS

No.	Content	Hours	COs
I	Communication, Definition and Processes; Forms of Communication; Levels of Communication; Effective Communication; Communication as Subversion	05	All COs
II	Mass Media; Types of Mass Media; Modes of Mass Media; Affect and Effect; Encoding and Decoding; Effectiveness of Mass Media	05	CO1, CO2
III	Social Media; The 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	05	CO1, CO3
IV	Communication and 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	09	All COs
Total Hours		24	

Essential Readings

1. John Fiske, "Introduction to Communication Studies", Routledge, 3rd edition, 2010.
2. Paul Hodkinson, "Media, Culture and Society: An Introduction", Sage, 2nd edition, 2017.

Supplementary Readings

1. Katherine Miller, "Communication Theories: Perspectives, Processes and Contexts", McGraw Hill, 2nd edition, 2004.
2. John Street, "Mass Media, Politics and Democracy", Palgrave Macmillan, 2nd edition, 2011.
3. Christian Fuchs, "Social Media: A Critical Introduction", Sage, 2nd edition, 2017.