

MANAGED BY JIVAN JYOT TRUST  
**J.Z SHAH ARTS & H. P. DESAI**  
**COMMERCE COLLEGE,**  
**AMROLI-SURAT.**

Re-Accredited B++ (CGPA 2.94) BY NAAC (3<sup>rd</sup> Cycle)

Affiliated To Veer Narmad South Gujarat University, Surat



**Certificate Short Term Course in**  
**“MEADIA AND COMMUNICATION”**

**Term:** July 2019 to September 2019

Total Hours: 30 Hrs.



*Chavda*  
PRINCIPAL  
Dr. K. N. CHAVDA  
J. Z. SHAH ARTS &  
H. P. DESAI COMMERCE COLLEGE  
At & Po. AMROLI-394 107, ST.UTRAN(W.R.)  
TA. CHORYASI, DIST. SURAT.

## Mission:

To provide excellence in teaching, research, creative endeavour and service through the disciplines of communication and mass media.

To create a dynamic learning and working environment which nurtures new ideas, creativity, research and scholarship and develops leaders and innovators in the domain of media and mass communication.

To develop students who possess a strong liberal arts background, think critically and understand the concepts and skills that will equip them for meaningful communication careers that can advance civic life globally and across cultures.

## Objective:

The most fundamental **objective** of mass **communication** is to provide information to mass people. Information on mass **communication** may be related to education, weather, sports, products and services, public holidays, festivals, recreation, and entertainment.

Mass Communication will set global standards for media education, research, extension and training, using state-of-the-art technology for building a knowledge driven information society, contributing to human development, empowerment and participatory democracy, anchored in pluralism, universal values and ethics.



*Onehede*  
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# SYLLABUS

**1. Introduction**- Concept of Media and Communications

**2. Communications Studies**

- Introduction to Communications Research
- Social Media Analysis

**3. Media, Youth & Society**

- Youth, Media and Crime

**4. Globalisation and New Media**

- Impact of New Media on Globalisation
- Globalisation and Television
- Globalisation and Film
- Globalisation and Radio
- Globalisation & Advertising

**5. Community, Media and Society**

- Community Newspaper
- Campus Radio

**6. Media and Margins**

- Children & Media
- Sickness and Later Life in India

