

## **Media and Communication Skills BEL S-401**

### **Course Outcomes**

After completion of this course, the student will be able to:

- Identify and discuss concepts related to different forms of Mass Communication.
- Understand the types and ethics of advertisement & be able to design advertisement and storyboards.
- Create written and materials for T.V., Radio & Newspapers.
- Identify the types & Impacts of Social & Cyber Media on society.

### **Unit I**

#### **Introduction to Mass Communication**

Mass Communication and Globalisation

Forms of Mass Communication

### **Unit II**

#### **Advertisements**

Types of Advertisements

Advertising Ethics

How to create Advertisement/ Storyboards

### **Unit III**

#### **Media Writing**

Scriptwriting for TV and Radio

News Reports and Editorials

Editing for Print and Online Media

### **Unit IV**

#### **Introduction to Cyber Media and Social Media**

Types of Social Media

The Impact of Social Media

Introduction to Cyber Media