

AC – 24.05.2024

Item No. – 5.29 (N) Sem II (16a)

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Minor	
Board of Studies in Sindhi	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2
I) Mass Media in Sindhi - II	
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	First Year B.A. From the Academic Year 2024-25 onwards, for the first session of Sindhi – Minor. Mass media is an important part of economy. Mass media tools such as newspapers, megazines, television, radio, internet and social media are common platforms and used in educating the students. It gives shape to the behaviour of students. Mass media helps large audiences in communicating the information and refers to the applied study of different practices and technology used. Mass media refers using modern technological means which is meant to reach large audiences. The students rely on the mass media to provide information regarding social and political issues. Mass media is not only for entertainment but also helps to increase the knowledge of students. The benefits of using mass media in education include increasing digital competence, enhancing learning through technology, and helping students live a good life.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: 1. The mass media delivers the information to a large number of people in a short duration to those who are very far away. 2. Mass media is used to deliver information about education, politics, weather, sports, business, product and services. 3. The important function of mass media is to communicate messages through magazines, newspapers, advertising, radio, internet, television and movies. 4. Mass media can be used to educate the students through comedy or an entertaining story. 5. Through mass media, the thinking attitude of students may also change.
8	Course Outcomes: (1) Through mass media, students will get acquainted with different ideas and feelings of community. (2) Through Mass media students understand the importance and value of education. (3) The Mass media encourage Students for research work on Art and Culture. (4) Through Mass media awareness about film production may be created. (5) Through Mass media various types of solutions of students will become out.
9	Modules:- Per credit One module can be created
	Module 1: (15 Lectures)
	B) Electronic media (i) Television (ii) Radio (iii) Audio Recording
	Module 2: (15 Lectures)

- (iv) Video
- (v) Internet
- (vi) Advertising

10	Text Books: 1. Sindhi Adabi Ikhbaar Naveesi – By Dr. Roshan Golani	
11	Reference Books: Various websites.	
12	Internal Continuous Assessment: 30 Marks Semester End Examination	
13	Continuous Evaluation through:20 Marks	1. Class Test / Assignments : 10 Marks 2. Presentation : 05 Marks 3. Classroom Participation : 05 Marks
14	Format of Question Paper: for the final examination Q.1 Essay Type Questions (Attempt Any One out of two Based on Unit I). Marks 10 Q.2 Essay Type Questions (Attempt Any One out of two Based on Unit II). Marks 10 Q.3 Short Notes/Problem (Attempt Any Three out of five Based on all Unit II). Marks 10	