

AC – 20/04/2024  
Item No. – 7.7 Sem. II (3c)

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of OE</b>	
<b>Board of Studies in Business Economics</b>	
<b>UG First Year Programme</b>	
<b>Semester - II</b>	<b>B- Semester - II</b>
<b>Title of Paper</b>	<b>Credits 2/ 4</b>
<b>I) Economics of Mass Media</b>	<b>4</b>
<b>II)</b>	<b>2</b>
<b>III)</b>	<b>2</b>
<b>From the Academic Year</b>	<b>2024- 2025</b>

# OPEN ELECTIVE – II

**Programme Name: B. Com (Business Economics)**

**Course Name: Economics of Mass Media**

**Total Credit: 2**

**University Assessment: 50 Marks**

**Pre-Requisite:** This course requires students to have a foundational understanding of basic micro-economics.

## **Course Objectives:**

- To equip with knowledge and relevance of various aspects of economics of mass media.
- To analyze and interpret the process of disseminating and exchanging information through diverse media platforms to reach the masses.
- To comprehend the techniques, processes of mass media in the economic perspectives.
- To acquire knowledge about the current trends in the mass media.

## **Course Outcome:**

CO1: Apply economic principles to analyze and solve real world mass media issues effectively.

CO2: Explore the media institutional trends and practices.

CO3: Evaluate the economic theories and concepts and apply to the mass media in India and the world.

CO4: Use the economic perception of media for business decision making, allowing learners to make more informed choices in the knowledge economy.

<b>Modules</b>	<b>Units</b>	<b>Lecture Hours</b>
1: Introduction to Mass Media Economics	Mass Media and the weightless economy; Mass Media as the cornerstone institution in the Knowledge economy	15
	The role of Mass Media in the economic development of India; Mass Media penetration: assess the impact of the spread of ICT and press freedom on corruption, inequality and poverty.	
	Media Economics: the economic policies and practices of media companies and disciplines including journalism and the print media, outdoor media, broadcasting media and digital media.	
2: Current trends of Mass Media in the Dynamic World	Digital competencies, Digital divide and connecting to unconnected; The internet's effects on the media industry.	15
	Monopolies, oligopolies and the lack of diversity in media ownership or content; mass media laws: ethics and practices comprising copyright, piracy and circulation.	
	Current trends of mass media in India: Growth and market dynamics of new media firms.	

**Reference Books:**

1. Boukes, M., Damstra, A., & Vliegenthart, R. (2019). Media effects across time and subject: How news coverage affects two out of four attributes of consumer confidence. *Communication Research*, 48(3), 454–476.
2. Chadwick, A. (2017). *The hybrid media system: Politics and power*: Oxford University Press.
3. Doms, M., & Morin, N. J. (2004). *Consumer sentiment, the economy, and the news media*. (Working Paper Series 2004-09): Federal Reserve Bank of San Francisco.
4. *Evolving Research and Theories in Media Economics*, Brendan M. Cunningham, Routledge, 2018

5. Fengler, S. (2021). A comparative analysis of media analysis across the globe. Models, Frameworks, Perspectives. In S. Fengler, T. Eberwein, & M. Karmasin (Eds.), *The global handbook of media accountability*. London: Routledge, pp. 549–602.
6. *Handbook of Media Management and Economics*, edited by Alan B. Albarran, Sylvia M. Chan Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
7. *Media Economics: Theory and Practice*, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
8. Picard, R. G. (2002). *The economics and financing of media firms*. New York: Fordham University Press.
9. *The Indian Media Business*, Vanita Kohli Khandekar, Response, 2010.
10. *Understanding Media Economics*, Gillian Doyle, Sage, 2013

### INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

<b>Continuous evaluation pattern</b>		
1	Class Test based on objectives on-line/offline	10 marks
2	Assignment / Project / Presentation	10 marks
3	Book review / Newspaper review (in any language) / Case Study writing	10 marks
	<b>Take best of TWO out of THREE from above</b>	<b>20 Marks</b>

### SEMESTER END EXAMINATION: 30 MARKS

<b>Format of Question Paper</b>		
<b>Time: 1 Hour</b>		<b>Marks: 30</b>
Note: 1. Attempt any <b>Two</b> questions out of Three. 2. Figures to the right indicate full marks.		
<b>Q1</b>	<b>Answer the following question (Any 1)</b>	<b>10 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>Q2</b>	<b>Answer the following question (Any 1)</b>	<b>10 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>Q2</b>	<b>Write Short Notes (Any 2 out of 3) (5 Marks Each)</b>	<b>10 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		

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