

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-402	Credit Hours	3
Course Title	Entertainment Communication				
Course Introduction					
The core objectives of this course are to: <ul style="list-style-type: none"> • Illustrate the evolution and development of entertainment media • Explore and analyses working of various forms of media sources used for entertainment 					
Learning Outcomes					
After studying this subject, the students will be able to: <ul style="list-style-type: none"> • Identify and differentiate among various forms of media entertainment • Analyses the presentation of entertainment-based content through mass media 					
Course Content					
Week 1	1. Understanding Entertainment: Definition, History, Psychology and Philosophy				
Week 2					
Week 3	2. Aesthetics and Media: Media and various forms of performing art				
Week 4					
Week 5	3. Concept of Applied Entertainment, Application and Prospects				
Week 6					
Week 7	4. Evolution of Entertainment media, Origin of different platforms from Verbal to Visual				
Week 8					
Week 9	5. Forms of Media Entertainment				
Week 10	6. Printed Press: Newspapers, Journals, Magazines				
Week 11	7. Electronic Media: Radio and TV, Genres of Media Entertainment, Shows, Drama				
Week 12					
Week 13	8. Digital Media: Social Networking Sites, V-logs, Videos, Blogs, Integrated Media, Websites				
Week 14	9. Mobile Media: Online Games				
Week 15	10. Theatre: Storytelling, Old theatre, Opera and Bolshevik				
Week 16	11. Film and Cinema: Various approaches to film making, Film as a tool of propaganda, Brand Placement				
Textbooks and Reading Material					
Sayre, Shay; King, Cynthia (2010). Entertainment and Society: Influences, Impacts, and Innovations (Google eBook) (2nd ed.). Oxon; New York: Routledge					
Frost, Warwick, ed. (2011). Conservation, Education, Entertainment? Channel View Publication					
Macleod, Suzanne; Watson, Sheila (2007). Knell, Simon J. (ed.). Museum Revolutions. Oxon; New York: Routledge					
Zillmann, Dolf; Vorderer, Peter (2000). Media Entertainment – the psychology of its appeal.					

Mahwah, NJ: Lawrence Erlbaum Associates, Inc. Taylor & Francis e-library
 Shrum, L.J.J. (2012). The Psychology of Entertainment Media (2nd ed.). Routledge.
 Singhal, Arvind; Cody, Michael J.; Rogers, Everett; Sabido, Miguel, eds. (2008).

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.