

## **BSCS 403: Entertainment Communication (3 Cr. Hrs)**

### **Course Objectives:**

The core objectives of this course are to:

- Illustrate the evolution and development of entertainment media
- Explore and analyze working of various forms of media sources used for entertainment

### **Learning Outcomes:**

After studying this subject, the students will be able to:

- Identify and differentiate among various forms of media entertainment
- Analyze the presentation of entertainment-based content through mass media

### **Course Contents:**

1. Understanding Entertainment: Definition, History, Psychology and Philosophy
2. Aesthetics and Media: Media and various forms of performing art
3. Concept of Applied Entertainment, Application and Prospects
4. Evolution of Entertainment media, Origin of different platforms from Verbal to Visual
5. Forms of Media Entertainment
6. Printed Press: Newspapers, Journals, Magazines
7. Electronic Media: Radio and TV, Genres of Media Entertainment, Shows, Drama
8. Digital Media: Social Networking Sites, Vlogs, Videos, Blogs, Integrated Media, Websites
9. Mobile Media: Online Games
10. Theatre: Storytelling, Old theatre, Opera and Bolshevik
11. Film and Cinema: Various approaches to film making, Film as a tool of propaganda, Brand Placement

### **Teaching Methodology:**

- Lectures
- In-Class Activities
- Written Assignments

### **Assessment:**

- Midterm Assessment
- Formative Assessment (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment

### **Recommended Readings:**

- 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).