

SEMESTER – I
INTRODUCTION TO COMMUNICATION AND MASS MEDIA
THEORY

Program: M.A
Course Code: P20/ MCJ/DSC/101
Course Type: DSC
No. of Credits: 4

Max. Hours: 60
Hours per week: 4
Max. Marks: 100

Course Objectives:

This course provides a broad understanding of the principles & theories of Mass Communication

Course Outcomes:

- CO1:** Students will acquire knowledge on Communication.
- CO2:** Students will demonstrate the ability to communicate effectively in actuality
- CO3:** Students will be able to analyse communication in the light of various communication models.
- CO4:** Students will be able to analyse media content in the light of communication models and media theories.
- CO5:** Students will be able to critically analyse in present scenario the significance of the mass media.
- CO6:** Students will be able to analyse the relationship between media and its audiences.
- CO7:** Students will acquire knowledge on the history of the mass media in India .
- CO8:** Students will be able to comment on the present-day scenario of the mass media in India.

MODULE I: INTRODUCTION TO COMMUNICATION: (15 Hrs)

Nature process and elements of Communication Function of and barriers to Communication, 7 Cs and principles for effective Communication. Typology of Communication – intrapersonal, interpersonal, group, mass, interactive communication. Mass Communication characteristics, concept of gate keeping, propaganda, knowledge gap hypothesis

MODULE II: COMMUNICATION MODELS AND COMMUNICATION EFFECTS**THEORIES** (15 Hrs)

Lasswell formula, S M C R model. Shannon and weaver, Osgood and Schramm. Dance's helical model, spiral of silence, Newcomb's ABX model. Wesley and McLean Model, Gerbner's model. Agenda setting, cultivation, uses and gratification, Rogers' theory of Diffusion of innovation. two-step flow hypothesis, multi-step flow of communication. Post-positivist Theory, Hermeneutic Theory. Normative media theories

MODULE III: MASS MEDIA AND AUDIENCES (15 Hrs)

Functions and effects of Mass Media; market driven Media effects, cultural integration and pollution. Media audiences; Audience interaction, Mass Media, Public opinion and democracy.

MODULE IV: TYPES OF MASS MEDIA: (15 Hrs)

An over view of media in India (Major Issues, Landmarks): History of Print Media Broadcast media. New media, Advertising /PR, Traditional media, New Media technologies – satellite, cable, digital, internet. Issue of ownership, cross media ownership/media conglomerates.

Text Books:

1. Keval.J.Kumar, Mass Communication In India.
2. Uma Narula – Mass Communication: Theory And Practice. - Har-Anand Publications Pvt. Limited, 2001
3. Denis McQuail – McQuail's Mass Communication Theory. - Sage Publications

Reference Books:

- 1.Dennis McQuail – Audience Analysis. – Sage Publications, 1997
2. Denis McQuail and VenWindall– Communication Models. - Routledge Everett M Rogers – Communication and Development; A Critical Perspective.
3. Werner Severin J and James W Tankard Jr.– Communication Theories, Origin, Methods, Uses. - Longman Publications,
4. Denis McQuail and S. VenWindah –Communication models for the study of Mass Communication. - Longman, Singapore Publications,
5. Melvin L Defluer and Sandra J Ball – Theories of Mass Communication. - Longman Publications
6. Stanley J Baran and Dennis K Davis – Mass Communication Theory. Cengage Learning

INTRODUCTION TO COMMUNICATION AND MASS MEDIA

MODEL QUESTION PAPER

THEORY

Course Code: P20/MIC/DSC/102

Credits : 4

Max Marks: 60

Time : 2 ½ Hrs

SECTION – A

I Answer the following

4 x10 = 40 M

1. Explain the barriers to communication with suitable examples.

OR

2. What is Gatekeeping and its significance in today's media environment?

3. Explain Shannon & Weaver's communication model

OR

4. What are the Normative Media Theories and its relevance in today's world?

5. What are the functions and effects of Mass media in a society?

OR

6. Explain Audience Research, further elaborating on the need for a media house to understand its audiences

7. Trace out in detail the landmark developments of the print media in India

OR

8. Explain conglomerates of media, and the impact of cross media ownership on the content and functions of the media.

SECTION- B

II Answer any FOUR

4 X 5= 20 M

9. Types of Communication.

10. Propaganda

11. Lasswell Model.

12. Two-step Flow Hypothesis

13. Cultural Integration

14. Public Opinion