XM 9152 MASS COMMUNICATION

Aim
To provide the students a sound knowledge in principles of Mass Communication

Objectives
- To throw light on the theories of communication
- To deal in deep the models of communication
- To provide an account of the theories of the press
- To ascertain the functions and state of media in India

UNIT I COMMUNICATION
Nature and process of communication, functions of communication, kinds of mass communication; history of communication and communication today

UNIT II MODELS OF COMMUNICATION
Models of communication; SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener and Newcomb; Need of communication models and their importance.

UNIT III THEORIES OF COMMUNICATION
Theories of communication: Magic bullet theory, Spiral of silence theory, Cultivation theory, Uses and gratifications theory, Agenda setting theory, Information, Communication and Entertainment/Education (ICE) and the resultant implications, gate keepers.

UNIT IV THEORIES AND RESPONSIBILITY OF MEDIA
Theories of press: Authoritarian, Libertarian, Social responsibility & Soviet Communist theories, Social systems and media responsibility, Issues of monopoly and ownership patterns of mass media in India

UNIT V COMPARATIVE THEORIES
Indian communication theories; Eastern and Western theories; comparison and critique.

Total 45 periods

TEXT BOOKS
1. J.Kumar, Keval, ‘Mass Communication in India’, Jaico, New Delhi, 2000

REFERENCES
2. Watson, James, 'Media Communication-An Introduction to theory and process, Palgrave, 2006