

SYLLABUS

Name of Course : INTRODUCTION TO MASS COMMUNICATION (112)
Type : GE / Thy
NSQF Level : 6 P

Prerequisite of the Course :

It is needed to provide a brief idea to graduating media students about concept, meaning, types and various dynamics of Mass Communication. Therefore, this course must be taught in the beginning of the Graduation program.

Objectives of the Course :

On completion of the course students should be able to:

1. Explain the importance of communication and Mass Communication.
2. Differentiate between Mass Communication and Mass Media.
3. List the main elements of speech personality.

Syllabus of the Course :

Unit -I	Introduction to Mass Communication	L- 15
	<ol style="list-style-type: none">1. Mass Communication and Origin of Media -Functions, role & impact of media2. Meaning of Mass Communication3. Functions of Mass Communication4. Elements of Mass Communication	
Unit – II	Introduction to Mass Media	L - 15
	<ol style="list-style-type: none">1. Brief introduction to Mass Media2. Types of Main stream Mass Media : Newspapers, TV, Radio and Film3. Web Media4. Folk Media	
Unit - III	Introduction to Communication Theories	L-15
	<ol style="list-style-type: none">1. What is Communication Theory?2. A brief introduction to Communication theories<ol style="list-style-type: none">i. Multistep Theoryii. Selective Exposure, Selective Perception, Selective Retentioniii. Play Theoryiv. Uses & Gratification Theoryv. Cultivation Theoryvi. Agenda Setting Theory	
Unit-IV	Introduction to Communication Models	L-15
	<ol style="list-style-type: none">1. What is Communication Model?2. A brief introduction to Communication Models<ol style="list-style-type: none">i. SMCR Modelii. Shannon & Weaver Model	

- iii. Wilbur Schramm Model
- iv. Lasswell Model
- v. Gate Keeping Model
- vi. Gerbner's Model

Suggested Readings :

Dan Laughey	Key Themes in Media Theories, Rawat Publication, Jaipur
Taylor, Rosegrant, Meyrs	Communicating, Prentice Hall
Allan and Barbara Pease	The Definitive Book of Body Language, Munjal Publishing House
D.M. Silviera	Personal Growth Companion, Classic Publishing
Edward De Bono	How to Have a Beautiful Mind, Vermillion
De Fleur, M	Theories of Mass Communication, 2nd Edition, New York; David Mc Kay
Siebert, Fred S.	Peterson Four Theories of Press, Urbana University of Illionois Theodore B. andSehramm W. Press, 1856
Berlo, D.K.	The Process of Communication, New York : Halt Renehart and Winston, 1960.
Klapper, J.T.	The effects of Mass Communications, New York Free Press, 1960

Learning Outcomes :

- After the completion of the course, students will be able to;
- CO1: Communicate effectively verbally and non verbally.
 - CO2: Make them aware about various classical communication models and theories.
 - CO3: Understand social interactions to be social leader.
 - CO4: Know about Visual communication.
 - CO5: Disseminate communication among various cultures.

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100