

INTRODUCTION TO MASS COMMUNICATION

Objectives: To introduce the students to the basics of communication and to the theories of communication.

Unit – I

Origin of human communication, communication through ages. Invention of printing and growth of newspapers in Europe and Colonial America. Industrial revolution and the technology.

Unit – II

Nature and process of communication. Types of communication. Characteristics of Mass Communication. Models of Communication. Functions of Communication. Information Extension, Education, Socialization – role of communication in development, communication dysfunction.

Unit – III

Freedom, control and social responsibility of the media. Four theories of the press.

Unit – IV

Effects of Media, persuasive communication. Learning and cognitive theory. Agenda setting, cultivation Hypothesis. Uses and Gratification etc.

Unit – V

Issues relating to media. Obscenity, sex and crime, violence in media. Media and children. Women and the Media. Foreign media and Indian culture.

Books and Journals for study and reference:

1. Keval J.Kumar, Mass Media in India
2. Schramm and Porter, Men, Women, Messages in Media
3. Mcquail, Mass communication and Introduction
4. David Berlo, The Process of communication
5. DeFluer, Theories of Mass Communication
6. Yadav and Mathur, Issues in Mass Communication
7. Wilbur Schramm, Mass Communication