

Subject Code : ECAEBD

Elective Course III – Communication Studies

Unit I: The rise of mass media – Books – Early newspaper – Newspaper reading public – The political press- commercialization of newspaper.

Unit II: Mass media – mass culture and popular culture – models of communication mass media theory – Information age.

Unit III: Mass communication and social change – mass communication and culture – post modernism – morals and decency – Benefits of media Diversity.

Unit IV: What is communication? – verbal and non-verbal communication – Representational images – social class and language

Unit V: Fiction and Reportage – Campaign Agenda setting – Reality defining and constructing – social control – The Distribution of Knowledge.

Reference

1. Communication Studies, Ed. John Corner and Jeremy Hawthorn Edward Arnold
2. Mass Communication Theory, Denis Maquail, Sage Publications.