

CORE COURSE VII – MASS COMMUNICATION THEORIES

Unit 1

Theories of Mass communication, Levels of Analysis, General Theories of persuasion and human Communication.

Unit 2

Model of communication, Mass Communication models- concepts and models, Mass and Mass culture, media paradigms, information traffic, perspectives and implications.

Unit 3

Theories of Media and society, Marxist theory, Functionalist theory, Critical political-economic theory, Development theory, information society theory and cultural theory.

Unit 4

Normative theories- libertarian, Development, Democratic-participant theories, media and change, social & cultural issues, media structures and institutions.

Unit 5

Media effects – Long term and short term - Comstock's model, effects models, Media Audience, Audience Positioning, Audience Research tradition.

Books for study and reference:

1. Dennis McQuail, Mass communication Theory - An Introduction, SAGE Publications, London, New Delhi, 1998.
2. Dennis McQuail and Sven Windhal, Communication Models, Longman House, UK, 1981
3. Fred Ingles, Media Theory - An Introduction, Basil Blackwell Ltd., UK, 1990
4. Michael W. Gamble and Teri Kwal Gamble, Introducing Mass Communication, McGraw Hill Book co., Singapore, 1989