

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)

1st SEMESTER

DISCIPLINE SPECIFIC COURSE-1 (CORE – 1)

MCH120C1: COMMUNICATION, MEDIA AND SOCIETY

CREDITS: THEORY: 4; TUTORIALS: 2

MAXIMUM MARKS: THEORY: 60; TUTORIALS: 30

MINIMUM MARKS: THEORY: 24; TUTORIALS: 12

Objectives/Expected Learning Objectives:

- *To help students in understanding basic and advanced communication theories/models, for application in framing effective messages for various media audience.*

THEORY (4 CREDITS: 60 HOURS)

Unit I Introduction to Communication (15 HOURS)

- Definition and Processes
- Forms of Communication (verbal, non-verbal)
- Levels of Communication (interpersonal, intrapersonal, group, public, mass com)
- Communication as Subversion (silence, satire, subterfuge)

Unit II Determinants and Shifting Paradigms (15 HOURS)

- Culture and Communication
- Semiotics and Communication
- Ideology and Communication
- Digital Communication (SMS, E mail, Facebook, Whats App)

Unit III Mass Media and Mass Communication (15 HOURS)

- Normative Theories and the Public Sphere
- Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence)
- Encoding and Decoding
- Effective Communication (noise, codes, culture, technology)

Unit IV Uses and Gratification: Four Models (15 HOURS)

- Publicity Model
- Ritual Model
- Convergence Model
- Reception Model

TUTORIALS (2 CREDITS: 30 HOURS)

MAXIMUM MARKS: 30 MINIMUM MARKS 12

TUTORIALS: Based on Theory Course

SUGGESTED READINGS:

- ✓ *Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.*
- ✓ *Bernet, John R, (1989) Mass Communication, an Introduction, Prentice Hall.*
- ✓ *Baran and Davis, Mass Communication Theory.*
- ✓ *Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.*
- ✓ *Fiske, John 1982, Introduction to Communication Studies, Routledge.*
- ✓ *Gupta, Nilanjana ed. (2006) Cultural Studies, World View Publishers.*
- ✓ *McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.*
- ✓ *Miller, Katherine, (2004), Communication theories: perspectives, processes and contexts, McGraw Hill.*
- ✓ *Michael Ruffner and Michael Burgoon, Interpersonal Communication.*
- ✓ *Narula, Uma (2001), Mass Communication -Theory and Practice, Har-Anand Publications, New Delhi*
- ✓ *Saraf, BabliMoitra. "In Search of the Miracle Women: Returning the Gaze". Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008*
- ✓ *Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.*
- ✓ *Williams, Kevin. Understanding Media Theory.*