

**SEMESTER 1<sup>st</sup>**

**MAJOR/MINOR COURSE**

**Subject: MASS COMMUNICATION & VIDEO PRODUCTION**

**Code: BMM22C102**

**Title: MASS COMMUNICATION FUNDAMENTALS**

CREDITS: THEORY: 4; TUTORIAL: 2

Part 1: Theory (4 Credits)

***COURSE OBJECTIVES:***

- *To familiarize the students with Mass Communication theories and models.*
- *To make students able to communicate effectively*

***Learning Outcomes:***

On completion of Course, the student should:

- *Know the concept, meaning, functions and Scope of the communication.*
- *Able to understand the concept of different models and theories.*

**UNIT - I**

- Communication: concept and fundamentals
- Communication: process and functions
- Elements of communication
- Introduction to communication theory, communication theory -basics

**UNIT - II**

- Introduction to nonnative theories of mass media
- Authoritarian, libertarian, socialistic, social responsibility theories
- Interpersonal
- Intrapersonal
- Group and mass communication

**UNIT - III**

- Personal
- Semantic
- Psychological
- Organization

**UNIT - IV**

- Aristotle
- Harold Lasswell
- Shannon and Weaver
- Wilbur Schramm

## **SUGGESTED READINGS**

1. *Fundamentals of Journalism & Mass Communication . Mrs Madhu kumara, Dr PriyadarshanKiran.*
2. *Bernet, John R, Mass Communication, an introduction, Prantice Hall.*
3. *Baran and Davis, Mass Communication Theory.*
4. *Mc Quail, Dennis. 2000( 4<sup>th</sup> edition), Mass Communication theory, London, Sage.*
5. *Williams, kevin. Understanding Media Theory.*

Part 2: Field Work / Tutorials (2 Credits)

### **Tutorials Theme:**

- ***Developing communication Skills.***
- ***Understanding different Types of communication.***
- ***Testing different models of communication.***
- ***Applying theories of communication.***