



**Semester 1<sup>st</sup>**

***Core Paper-***

**MCJ-18101CR : INTRODUCTION TO MASS COMMUNICATION**

**Unit-I**

Communication: Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers

**Unit-II**

Scope, functions and limitations of communication models; Development of communication models from simple to complex; Models of Aristotle, Dance, Harold Lasswell, Berlo, Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley and MacLean

**Unit-III**

Nature and process of Mass Communication; Mass Communication through traditional and Modern Media; Media functions for individuals; Media functions for society; Economics of mass media; Characteristics and typology of audiences

**Unit-IV**

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Spiral of Silence Theory, Media System Dependency Theory, Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Needle Theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

*MCJ-18101CR: Introduction to Mass Communication*

*Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)*

**1<sup>st</sup> semester**