



Core Paper
MCJ-21101CR

Semester 1st
INTRODUCTION TO MASS COMMUNICATION

Course Objectives

- To introduce basic concepts of communication and its role in society
- To introduce students to various processes and theories of communication

Learning outcomes

- Students shall be able to develop in-depth understanding of mass communication concepts and theories'
- Students shall be able to understand and analyze media content critically.

Unit-I

Introduction to Communication Definition and Processes

Forms of Communication (Verbal and Non Verbal)

Levels of Communication (intra, inter, group, public and mass communication)

Communication Barriers

Unit-II

Definition of communication models

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 and Society

Mass Media Audience

Unit-IV

Normative theories

Four Eras of Mass Communication theory

Sociological theories

Functionalist and Marxist Theory of Mass Media



Suggested Readings:

- *McQuail, D. (2005). Mass communication theory. London: Sage.*
- *Baran, S. J., & Davis, D. K. (2015). Mass communication theory: Foundations, ferment, and future. Stamford, CT: Cengage Learning.*
- *In Fortner, R. S., & In Fackler, M. (2014). The handbook of media and mass communication theory: Volume 1.*
- *Harris, R. J., & MyiLibrary. (2009). A cognitive psychology of mass communication. New York: Routledge.*
- *Williams, K. (2012). Understanding media theory. London: Hodder Education.*
- *Baran, S. J. (2021). Introduction to mass communication.*

MCJ-21101CR: Introduction to Mass Communication

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