

Course Code	Course Title	L	T	P	C
BHUM201L	Mass Communication	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives					
<ol style="list-style-type: none"> 1. To understand the basics of mass communication theories and models 2. To analyze the role of different medium of mass communication 3. To develop perspectives on positive and negative aspects of mass communication on society 					
Course Outcomes					
<p>Upon successful completion of the course students will be able to</p> <ol style="list-style-type: none"> 1. Explore the basic conceptual knowledge of mass communication. 2. Familiarise the communication models and theories associated with it. 3. Assess the tools of mass communication used for effective communication. 4. Evaluate the impact of mass communication on social institutions. 5. Explain the role of contemporary media towards society. 6. Analyse the impact of mass communication on social problems. 					
Module:1	Mass Communication	6 hours			
Mass Communication: Meaning & definitions, Characteristics, Functions of Mass Communication, Importance, patterns, Techniques of Communication, Formal/informal, verbal / written, downward & upward. Forms of Communication, Barriers of Communication, Communication Process. 7 C's of communication, Factors affecting process of communication.					
Module:2	Communication Models	6 hours			
Linear communication model. Aristotle's communication model. Laswell's communication model. The Shannon-Weaver communication model. Berlo's S-M-C-R communication model. Interactive communication model. The Osgood-Schramm communication model. The Westley and Maclean communication model.					
Module:3	Communication Theories	7 hours			
Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory. Social Media Integration Theory.					
Module:4	Tool of Mass Communication	6 hours			
Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, mobiles. Advertising, Public Relations & Public Affairs, Traditional & Folk Media, Media and modern society, Media and democracy-Mass Media-Social Media.					
Module:5	Mass Communication and Social Institutions	6 hours			
Impact on Society: Family, Marriage, Culture, Religion, Economy Health, Education and Polity.					
Module:6	Mass Communication and Development	6 hours			
Social Development, Rural and Urban Development, Environmental Protection, Gender and Development, Mass Communication and Globalization.					
Module:7	Mass Communication and Emerging Issues	6 hours			
Pornography – Crime - Juvenile Delinquency - Terrorism – Case Studies - Social media issues - Artificial Intelligence.					
Module:8	Contemporary Issues	2 hours			

		Total Lecture hours:	45 hours
Text Book(s)			
1.	Abhay Chawla (2021), Introduction to Mass Communication, Pearson Publishers.		
2.	Ralph E. Hanson (2016), Mass Communication: Living in a Media World, Sage Publications.		
Reference Books			
1.	Keval J. Kumar (2020), Mass Communication in India, 5 th Edition, Jaico Publishing House.		
2.	Terhi Rantanen (2019), Globalization and the Media (4-vol. set) Routledge.		
3.	Prabakar. N (2017), Mass Media and Contemporary Social Issues, Common Wealth Publishers.		
4.	Stanley J Baran (2013), Mass Communication Theory: Foundations, Ferment, and Future Wadsworth Publishing Co Inc.		
5.	Joseph Turow (2022), Media Today: Mass Communication in a Converging World, Routledge.		
6.	D. S. Mehta (2006), Mass Communication and Journalism In India, Allied Publishers.		
Mode of Evaluation: CAT / Quiz / Assignment / FAT			
Recommended by Board of Studies		22-02-2023	
Approved by Academic Council		No. 69	Date 16-03-2023