

**5<sup>th</sup> SEMESTER**  
**MASS COMMUNICATION & VIDEO PRODUCTION (MCVP)**  
**GENERIC ELECTIVE**

**MCVP516CG: MASS COMMUNICATION FUNDAMENTALS**

**CREDITS: 6**

**Scheme of Marks:**

**Total Marks: 90 [Theory: 90]**

**Unit 1**

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

**Unit 2**

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

**Unit 3**

- Personal
- Semantic
- Psychological
- Organization

**Unit 4**

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