

SEMESTER 2nd
MAJOR COURSE

MCM222J: MASS COMMUNICATION AND MULTIMEDIA PRODUCTION (INTRODUCTION TO COMMUNICATION)
CREDITS: THEORY – 04; TUTORIALS - 02

COURSE OBJECTIVES:

1. *To introduce students to the concepts of communication.*
2. *To acquaint them with models of communication.*
3. *To introduce students to the theories of communication.*

THEORY (4 CREDITS)

UNIT I

- Defining Communication
- Need and functions of Communication
- Elements of Communication

UNIT II

- 7 C's of Communication; Barriers to Communication
- Communication Types: Verbal and Non-Verbal; Formal and Informal; Mediated and Non-Mediated
- Forms of Communication: Intrapersonal, Interpersonal, Group, Public, Mass Communication

UNIT III

- Communication as a process
- Linear and Non-linear models
- Basics concepts of models: Aristotle, Lasswell, Berlo, Shannon & Weaver, Schramm, Dance, Osgood, Westley& MacLean, Kincaid

UNIT IV

- Introduction Communication theory
- Theories of Powerful and Limited Effects, Normative theories of Press
- Functions of Mass Communication: Surveillance, Correlation, Entertainment, Cultural Transmission
- Dysfunctions of Mass Communication

TUTORIALS (2 CREDITS)

Tutorial based on relevant theory topics

SUGGESTED READINGS

1. Mass Communication Theory: An Introduction by Denis McQuail (2005)
2. Understanding Media by Marshall McLuhan
3. Mass Communication Theory and Practice by Uma Narula
4. Introduction to communication studies by John Fiske.
5. Theories of mass communication by Defluer and Ball Rockech