

YEAR 1 SEMESTER 1

Paper II

Introduction to Communication and Media Theories

OBJECTIVES

- To provide students with an introductory insight into the world of communication theories and its effects on the expanding world of media
- To help develop critical thinking and an ethical outlook
- To help them critically analyse and evaluate the contemporary media scenario based on established and evolving theoretical concepts
- To form a habit of questioning and dissecting media content that inculcates media literacy among students

LEARNING OUTCOMES

- Students will learn the foundations of communication theories and media affect theories that can help prepare media literate students and also develop better observational skills.
- Students will delve into the fundamentals of media and gain insights into contemporary media scenario and learn to analyse media content based on existing and evolving concepts.

UNIT 1

Communication: Definition, Nature, Scope, Functions, Process; Types of Communication - Verbal and Non-verbal communication; Intrapersonal, Interpersonal, Group, Mass Communication

UNIT 2

Basic Communication Models: Aristotle's Model, Laswell's Model, Shannon and Weaver's Model, Berlo's Model, Osgood and Schramm's Model

UNIT 3

Theories of Mass Communication: Emergence of scientific perspective on mass communication; Normative Theories of Media – Four theories of the press; development theory, participatory theory

UNIT 4

Source-based theories: Agenda-setting, gate-keeping, framing, priming; Media effects theories: Magic bullet theory, two-step/multi-step flow theory, cultivation theory, propaganda, selective processes

UNIT 5

Audience theories: Uses and gratifications, reception theory, public opinion
Analysis: Marshal McLuhan on Media; Noam Chomsky on Media.

References

- *McQuail's Mass Communication Theory* – Denis McQuail, Sixth edition, Sage Publications, 2013
- *Communication Studies* – Sky Mansen, Palgrave Macmillan, 2009
- *Manufacturing Consent: The Political Economy of the Mass Media* – Edward S. Herman and Noam Chomsky, Pantheon Books, 1995
- *Mass Communication Theory: Foundations, Ferment and Future* – Dennis K. Davis and Stanley J. Baran, Cengage, 2015
- *Mass Communication: Theory and Practice* – Uma Narula, Har-Anand 2008