

# JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Voc VP.

Semester: VI

## Introduction to Communication and Media

Course Code: 18BVV602

60 hours; 4 Credits

### Objective

*To understand the concepts and dynamics in human communication, sensitise the students on matters concerning legal and socially inclusive aspects of generating content and publishing in the media.*

### Learning Outcome

Students become more media critical and learn about the conditions in which news is created and disseminated. They get a handle on the intention of news value, news cycle and the intersectional and ethical issues that might arise from a news source.

### Unit 1: [15 hours]

Communication: Meaning, history, definitions and key elements of communication;  
Human Communication Process: Types of Communication, Communication Models, Barriers in Communication

### Unit 2: [15 hours]

Mass Media Communication: Definition, Features, Types, Functions; Media and Culture: Hypodermic Needle Theory, Propaganda Theory, User Gratification Theory, Agenda Setting Theory

### Unit 3: [15 hours]

Freedom of Speech and Reasonable Restrictions, and its Implication; Media Laws: Defamation, Hate Speech, Contempt of Court, Central Board of Film Certification & Intellectual Property

### Unit 4: [10 hours]

Ethics in entertainment, Censorship/Agenda Setting /Crisis Communication Management: case studies

### Unit 5: [5 hours]

Role of media persons in society and the Right to Information Act, 2005

### Reference Books:

Agee, Warren: Introduction to Mass Communication.  
Vandermark and Leth, Interpersonal Communication.  
Harry C., On Human Communication  
Fiske, John: Introduction to Communication Studies  
McQuail, Denis: Mass Communication

Divan Goradia, Madhavi: Facets of Media Law  
Barua, Vrdisha: Press and the Media Laws  
R N, Kiran: Philosophies of Communication and Media Ethics  
Divan Goradia, Madhavi: Facets of Media Law  
Barua, Vrdisha: Press and the Media Laws