

DEPARTMENT OF COMMUNICATIVE ENGLISH

FOURTH SEMESTER

ELECTIVE

THEORIES OF COMMUNICATION & MEDIA

NO. OF CREDITS- 2

NO. OF HOURS- 30

UNIT 1: Foundations of Communication and Early Models

[Bloom's Levels: Remember, Understand, Analyse]

What is Communication? (Definitions and Components). Interpersonal vs. Mass Communication, Linear Models: Shannon-Weaver Model, Interactive Models: Osgood-Schramm Model, Transactional Model of Communication.

UNIT 2: Classical Media Theories & Effects

[Bloom's Levels: Understand, Apply, Evaluate]

The Hypodermic Needle or Magic Bullet Theory; Two-Step Flow of Communication; Agenda-Setting Theory; Cultivation Theory; Media Dependency, Uses and Gratifications Theory, Gatekeeping; Framing.

UNIT 3: Critical and Contemporary Media Perspectives

[Bloom's Levels: Apply, Analyse, Create]

Media Rhetoric, Hegemony and Ideology (e.g., Marxist/Cultural Studies perspectives), Spiral of Silence, Digital Divide and Digital Literacy, Participatory Culture / Social media: (Filter Bubbles and Echo Chambers), Digital Information Disorder: Misinformation, Disinformation, Malinformation, and Hyperreality, Artificial Intelligence: Deepfakes and Synthetic Media. Algorithmic Bias and Ethics.

Reading References and Resources

- McQuail, Denis. McQuail's Mass Communication Theory (6th ed.), Sage Publications, 2013.
- Davis, Dennis K., and Baran, Stanley J. Mass Communication Theory: Foundations, Ferment and Future, Cengage Learning, 2015.
- Herman, Edward S., and Chomsky, Noam. Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, 1995.
- Mansen, Sky. Communication Studies, Palgrave Macmillan, 2009.
- Narula, Uma. Mass Communication: Theory and Practice, Har-Anand, 2008.