



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- 2nd Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: Communication, Media & Society (Major)

Course Code: UGJOR22J201

Contact Hrs: 60 (Theory: 45, Tutorial: 15)

Total Credits: 04 :(Theory: 03; Tutorial/Practical = 01)

Max. Marks: 100

Theory External: 75

Tutorial (Internal): 25 Marks

Tutorial (Internal): 25 Marks

Objectives:

- To make students understand process and elements of communication
- To acquaint students with models and theories of mass communication
- To apprise students of role of media in society

Learning Outcomes:

- Students will gain knowledge about process and elements of communication
- Students will be apprised of models and theories of mass communication
- Students will understand the important role of media in the society

| UNIT I | Communication Process, Elements & Models |
|-----------------|--|
| | a) Communication: An Overview b) Process & Elements of Communication c) Basic models: Aristotle, Lasswell, Schramm, Shannon & Weaver, Berlo |
| UNIT II | Communication Theories |
| | a) Theories of Mass Communication: Powerful and Limited Effects b) Cultivation Theory, Agenda Setting, Uses and Gratification Theory, Spiral of Silence c) Normative theories of Mass Media |
| UNIT III | Media & Society |
| | a) Role of Media in Society b) Media and Public Opinion, Media Audiences c) Media and Public Sphere, Media and Stereotypes |
| UNIT IV | Tutorials |
| | a) Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt. b) Group Discussions on role of media in society and media stereotypes c) Presentations on various communication models |

Suggested Readings:

- *McQuail, Dennis. (2011). Mass Communication Theory. London: Sage.*
- *Fiske, John. (1982). Introduction to Communication Studies. London, Routledge.*
- *Perse, E.M. & Lambe, Jennifer. (2017). Media Effects and Society. New York, Routledge.*
- *Schramm, W. & Roberts, D. F. The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.*
- *Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai.*
- *Carey, J. W. 1988. Communication as culture : Essays on media and society. New York; London: Routledge.*