

Bachelors in Journalism & Mass Communication (BJMC Hons)

Core Course

(BJMC-CR-1102)

Credits: 6

Semester I

INTRODUCTION TO COMMUNICATION

Objective: Introduction to the concepts, models and theories of communication.

UNIT I

- Need for Communication
- Communication: Definition, Elements, Processes
- 7Cs of Communication

UNIT II

- Types of Communication: Verbal and Non-Verbal; Formal and Informal;
- Mediated and Non-Mediated
- Forms of Communication: Intrapersonal, Interpersonal, Group, Public, Mass Communication

UNIT III

- Communication process and Models, Barriers of Communication
- Introduction to Communication Models
- Introduction to Communication Theories

UNIT IV

- Functions of communication
- Surveillance Function, Correlation Function, Entertainment Function
- Cultural Transmission, Dysfunctions of Mass Communication

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 (1976)
4. *Introduction to communication studies* by John Fiske.
5. *Theories of mass communication* by DeFluer and Ball Rockech (1982)