

Syllabus

Advanced Studies in Communication Theory & Practices

Topic	Syllabus Details	
Course Title	Advanced Studies in Communication Theory & Practices	Percentage
Course Code	JMC907	
Course Credit	(LTP) 400	
Course Content	<p>Module 1 – Communication Process</p> <ul style="list-style-type: none">• Development of Mass Communication• Mass Society & Culture• Popular Culture• McLuhan’s Cultural Change• Media Structure• Media Content• Media Audiences• Media Effects <p>Module 2 – Approaches of Communication</p> <ul style="list-style-type: none">• Semiotics School• Process School• Pluralism• Functionalism• Structuralism• Post Structuralism• Feminism• Frankfurt School• Birmingham School• Karl Marx and the Critical School <p>Module 3 – Communication Theory and Models</p> <ul style="list-style-type: none">• Normative Theories of the Press• Cultivation Theory• Agenda Setting Theory• Uses and Gratification Theory• Political Economy of the Media• Cognitive Dissonance Theory• Asian Communication Theory• Sadharanikaran Theory	<p>15%</p> <p>30%</p> <p>30%</p>

	<ul style="list-style-type: none"> • Cultural Imperialism Theory • Participatory Communication Theory • Entertainment Education Theory • Schramm's models • Gate Keeping Model • Convergence model <p>Module 4 – Issues in Media and Communication</p> <ul style="list-style-type: none"> • Media Trials in Indian Television • Media and Globalisation • Media and Global Terrorism • Media and Citizen Journalism • Media and Development Studies • PR, Lobbying and Democracy • Propaganda and Media • New Media and Technology • New Trends in Mass Communication research 	25%
Examination Scheme	10 CT, 10 A, 05 P, 05 A, EE 70	
Text Books	<p>McQuail Denis, (2005), Mass Communication Theory, New Delhi: Vistaar Publication</p> <p>Dissanayake Wimal (1988) Communication Theory: The Asian Perspective, Singapore: AMIC</p>	
Reference	<p>Bottomore Tom, The Frankfurt School and Its Critics, Routledge Chapman & Hall</p> <p>Fiske John (1975) Introduction to Communication Studies, London: Methuen</p> <p>Baran, Stanley J and Davis, Dennis K, Mass Communication Theory, Thomson Wadsworth, Delhi</p> <p>Narula Uma, (2009), Mass Communication Theory and practice, New Delhi: Her-Anand publication</p> <p>Thussu, Daya. International communication: A Reader. (2010) New York: Routledge.</p> <p>Singhal Arvind, Dearing James (Ed.2006) Communication of Innovations: A Journey- with Everett Rogers, Sage.</p>	