

SAINT CLARET COLLEGE, ZIRO
B. A. (MASS COMMUNICATION)
SYLLABUS AS PER RGU SEMESTRAL SCHEME
(Subjected to syllabus enrichment by SCCZ for Claretines)
Semester II
BMC-203: THEORIES OF COMMUNICATION

Total Marks: 100 (80- End Semester and 20- Sessional)

Objectives Having studied this paper, a student will be able to:

- *Explain various communication models and theories*
- *Enable to introduce themselves to the theories of communication.*
- *To inculcate the knowledge of Communication models of different Thinkers.*
- *To develop the knowledge of sociological theories and normative theories.*
- *Explain mass media and its various types, contents, audience and its effects*

Unit 0 Baseline Analysis: Course Objectives, characteristics, theories, models, online sociological and normative theories with special reference to Communication

Unit I: Models of Communication

Unit I: Models of Communication

1. Models of Mass Communication- Lasswell, Shannon and Weaver, Osgood and Schram, Gerbner, Westly and Maclean Model.

Unit II: Theories of Communication

1. Cognitive Consistency theories - Newcomb and Festinger's theory.
2. Concept of selective exposure, selective perception and selective retention.
3. Media system dependency theory

Unit III: Sociological and Normative Theories

1. Sociological theories – Cultivation theory, Spiral of Silence, Media Hegemony, Agenda Setting, Uses and Gratification theory.
2. Normative theories

Unit IV: Mass Media

1. Mass media Institutions and Organisations
2. Mass Media Contents
3. Mass Media Audience
4. Mass Media Effects

Recommended Readings:

- McQuail, D. (2005). *McQuail's Mass Communication Theory*. Sage Publication
- Cobley, P. (2013). *Theories and Models of Communication*. Germany: Hubert & Co
- DeFluer, Rokeach. (1977). *Theories of Mass Communication*. London: Longman Publication
- Narula, U. (2006). *Communication Models*. New Delhi: Atlantic Publication
- Rosenberry, Vicker. (2017). *Applied Mass Communication Theory: A guide for Media Practitioners*. New York: Pearson Publication
- Ahuja. (2010). *Mass Media Communication*. Delhi: Lotus Press
- Siebert, Et al. (1956). *Four Theories of The Press*. USA: University of Illinois
- McQuails. (1983). *McQuail's Mass Communication Theory*. London: Sage Publications