

INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 12 marks including subparts, if any.

OBJECTIVE: *On completion of this course, the student should be able to:*

- *define Communication and Mass Communication*
- *describe the process of Communication and Mass Communication*
- *explain various Models and Theories of Communication and Mass Communication*
- *utilize knowledge on emerging trends in Communication and Mass Communication*

PRE-REQUISITES

- Basic English language fluency and computer literacy.
- <https://courses.lumenlearning.com/atd-hostos-interpersonalrelations-1/chapter/introduction-to-communication/>

COURSE OUTCOMES

After the completion of the theory course, the students will be able to learn-

CO1	Illustrate the concepts and elements of Communication. (BTL2)
CO2	Apply the concepts of mass communication to media activism. (BTL3)
CO3	Analyze the varied models of communication and their relevance in the present context .(BTL4)
CO4	Appraise the varied theories of Mass Communication. (BTL5)
CO5	Elaborate the current trends in media through effective communication strategies.(BTL6)

UNIT - I

[Introduction to Communication]

1. Communication: Concept, Definition, Elements and Process
2. Types of Communication
3. Barriers to Communication
4. 7 C's of Communication

[No. of Hrs.: 12]

UNIT - II
[Mass Communication]

1. Mass Communication: Concept, Definition, Elements and Process
2. Characteristics and Functions of Mass Communication
3. Means of Mass Communication: Folk and Traditional Media, New Media
4. Mass Media Activism

[No. of Hrs.: 12]

UNIT - III
[Models of Communication]

1. Communication Models: definition, scope and purpose
2. Basic Communication Models: Aristotle's Classical Model; Shannon- Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model
3. Advanced Communication Models: Newcomb's Model; Westley-Mclean's Model; George Gerbner's Model; McCombs and Shaw's Agenda Setting Model; Spiral of Silence Model
4. Relevance of Communication Models

[No. of Hrs: 12]

UNIT - IV
[Theories of Mass Communication]

1. Bullet Theory, Two-Step, Multi Step Theory
2. Cognitive Dissonance Theory
3. Uses and Gratification Theory, Cultivation Theory
4. Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental, Democratic Participation.

[No. of Hrs.: 12]

TEXT BOOKS:

1. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing.

REFERENCES:

1. Baran, S. J. (2002). Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill Education.
2. Hasan, S. (2013). Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors.
3. Heller, R. (2015). Commentary. Journalism & Communication Monographs, 17(3).
4. Kumar, K. J. (2000). Mass Communication in India. Mumbai: Jaico Publishing House.
5. McQuail, D. (2002). McQuail's Reader in Mass Communication Theory. London: Sage Publications.
6. Naqvi, Hena. (2012). Journalism & Mass Communication: Upkar Prakashan
7. Rayudu, C. S. (2011). Media and Communication Management. Mumbai: Himalaya Publishing House.
8. Stone, G., Singletary, M. W., & Richmond, V. P. (1999). Clarifying Communication Theories: A Hands-on Approach. Ames: Iowa State University Press.

Code No.: BA(JMC) 151
Paper: Communication Skills Lab

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OBJECTIVE: *On completion of this course, the student should be able to:*

- *demonstrate proficiency of effective Communication Skills*
- *utilize knowledge gained in planning, designing and presenting a multi-media presentation.*

COURSE OUTCOMES

After the completion of the practical course, the students will be able to learn-

CO1	Apply communication skills to make effective presentations. (BTL3)
CO2	Make use of appropriate communication etiquettes to make a dialogue. (BTL3)
CO3	Inspect and review audio programmes. (BTL4)
CO4	Design formal letter to editor on any current topic of concern. (BTL6)
CO5	Elaborate and analyse newspaper/magazine content on basis of models/theories of mass communication. (BTL6)

Exercises/Assignments

1. Create a short Presentation on Your Self : Extempore (1-2 minutes)
2. Dialogue: to be recorded on mobile camera
3. Group discussion
4. Listening and reviewing of an audio programme
5. Identify and analyse newspaper/magazine content based on one or more models of communication
6. Identify and analyse newspaper/magazine content based on one or more theories of mass communication
7. Letter to the Editor
8. Multi-media presentation

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The student will also be evaluated on general awareness and current affairs. The marks assigned for internal evaluation are 40.

