

**Mangalore University**  
**Syllabus of Master of Arts (Communication and Journalism) 2016 - 17 Onwards**

**FIRST SEMESTER**  
**JMH 401 Communication Theory**

**Total = 60 hrs**

**Course Objectives:**

1. To facilitate the students about the multivariate intricacies of Communication
2. To enable the students regarding various theories of narratives
3. To strengthen the thinking process of the students to understand the multidimensional effect of communication on society
4. To enhance the sphere of knowledge of the students pertaining to their logical reasoning & scientific thinking

**Course Outcomes:**

1. Comprehend the basics of communication process
2. Built capacity to analyze the formulation of different narratives and its aftermath
3. Analytical capability to understand the constructive and destructive narratives
4. Understanding the correlation between the intervention of media and the narratives

**Unit – I**

Definition, scope of communication, variables, process and functions of communication. Verbal and non-verbal. Types of communication: intra-personal, inter personal, group communication and mass communication. **12 hrs**

**Unit – II**

Models of communication- Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, De Fleur, Gerbner, New Combs, HUB model, the media systems paradigm, Diffusion of Innovation theory. **10 hrs**

**Unit – III**

Levels of communication- communication flow models -multi step flow, opinion leadership, variables for evaluating the effectiveness of communication. Gatekeeping. Uses and gratification theory. **12 hrs**

**Unit – IV**

Normative media theories: Authoritarian, Libertarian, Social responsibility, Soviet media theory, Development media theory, Democratic participant theory. McLuhanism, Magic bullet theory, Agenda Setting Theory, cognitive dissonance theory, concept of selectivity, framing theory, media credibility, cultural integration and cultural pollutions. **14 hrs**

**Unit – V**

Effects of Mass Communication, violence and obscenity in media, media and children, Cultivation theory, Social Learning theory, Catharsis theory, reception analysis. **12 hrs**

**Books recommended:**

1. Dennis Mc Quail (2010). Mass Communication Theory: An Introduction, Sage Publication Ltd, London
2. Melvin L. De fleur and Sandra BallRokeach (1989). Theories of Mass Communication, Pearson, New York
3. Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication, Houghton Mifflin.
4. James D. Robinson, Kimberly Bell & Jeanine W. Turner (1969). Surgeon General's Scientific Advisory Committee on Television and Social Behaviour Reports, Sage Publication, USA.
5. Joshi P (1989). Culture, Communication and social Change, Vikas Publication House, New Delhi.
6. Wilbur Schramm (1971). The process and Effects of Mass Communication, University of Illinois Press.
7. Wilbur Schramm (1973). Men, Messages and Media, Harper & Row.
8. Dennis Mc Quail (1995). Milestones in Mass Communication Research, New York, Longman.
9. Stephen W. & Little John (1978). Theories of Women Communication, Waveland Press.
10. S.J. Baran & D.K. Davis (2011). Mass Communication Theory – Foundations Ferment & Future, Cengage Learning, United States
11. HenaNaqvi (2007). Journalism and Mass Communication, UpkarPrakashan, New Delhi
12. Jennings Bryant (2000). Human Communication Theory and Research: Concepts, Contexts, and Challenges, Routledge, New Delhi.

