



MANGALORE UNIVERSITY
Department of Sociology

SYS 558 Sociology of Media and Communication

Objectives:

The course will enable the students to -

- 1 Make aware of the **Communication Process**.
- 2 Understand the **patterns of communication in the changing situation**.
- 3 Acquaint with the concept and process of communication in India
- 4 Analyse the **various types of media**.
- 5 Understand the different perspectives on communication media.
- 6 Aware of the **social problems caused by communication media**.

Course Outcome:

- CO1. Understand the communication process.
- CO2. Study the **barriers for effective communication**
- CO3. Contact with the **world of media and market relations**
- CO4. Entrepreneurial attitudes, skills and career options in media.
- CO5. Understand **media policies in India**
- CO6. Raising awareness of media related issues in India
- CO7. Sociological **relevance of media for democracy**

Course Content:

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| Unit I. Communication | Hrs - 14 |
| a. Scope and Importance of Sociology of Media and Communication | |
| b. Types of Communication and Barriers to communication . | |
| c. Social responsibility of media | |
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| Unit II . Perspectives of communication and Media | Hrs - 12 |
| a. Functionalist and Marxist | |
| b. Culture Industry – Habermas; Other Approaches | |
| c. Information and knowledge Society | |
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| Unit III. Mass media | Hrs - 14 |
| a. Radio, Television, Cinema and Social Media | |
| b. Effects of Mass media on Society . | |
| c. Media, technology and culture | |
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| Unit IV. Mass media and Social Problem | Hrs - 14 |
| a. Media, Crime and Violence | |
| b. Media Commercialization . | |
| c. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography . | |
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| Unit V. Media and Development | Hrs - 12 |

- a. Mass **Media development and Social Change**
- b. Communication and **Rural Development.**
- c. Communication Policy – **Role of Govt. and other agencies.**

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