

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:

- | | |
|--|-----------------|
| 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 | |
| Unit II . Perspectives of communication and Media | Hrs - 12 |
| a. Functionalist and Marxist | |
| b. Culture Industry – Habermas; Other Approaches | |
| c. Information and knowledge Society | |
| 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 | |
| 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. | |
| 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. | |

Reference:

- Allan Wells (1979) *Mass Media and Society*, Mayfield, California
- Ambekar J.B (1992) *Communication and Rural Development*, Mittal, New
- Arvind Singhal and Rogers Evertt (1933) *Information Revolution in India*,
- Asa Briggs & Burke (2005). *A Social History of the Media*, Cambridge: Polity Press.
- Bever S.H., et.al., *The Sociology of Mass Media Communications*, The Social Review,
- Blunder, J. and E. Katz, *The Uses of Mass Communication*. Thousand Oaks, CA: Sage, 1974.
- Chatterjee R.K. (1978) *Mass Communication*, NBT, New Delhil.
- David Holmer, *Communication Theory-Media, Technology and Society*, Sage Delhil.
- de Flour M.L and Rokesch S. Bat (1978) *Theories of Mass Communication*
- Denis McQuail, *An Introduction to Communication Theories*, Sage Publication, New Delhi, 1994.
- Denis McQuail, *Mass Communication Theory*, Sage Publication, 1994
- Denis Mcquil (1969) *Towards a Sociology of Mass Communication*, Macmillan,
- Emery E. Ault P.H., Agree W.K.(Dodd, Mead and Co., *Introduction to Mass Communication – by Inc.* New York)
- Everett M Rogers 1989A *History of Communication Study :A Biological Approach* Institute of Mass Communication.
- Keval J.Kumar, *Mass Communication in India*, Vikas Publication,s New Delhi, 1994..
- Melvin L Defleur and Sandra Bll Rokeach 1989, *Theories of Mass Communication* Publication, London, 2005.
- Richard Campbell *Media and culture an introduction to mass communication* Ronald Rice *New media –*, Sage Publications, 1984
- Rural Development and Communication Problems* (1980), Indian Sage New Delhi.
- Vir Bala Aggarwal. 2002. *Ed Media and Society: challenges and opportunities* Concept.