

K.L.E Society's
LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)
DEPT OF JOURNALISM AND MASS COMMUNICATION
B.A I Semester
(W.E.F – 2017-18)

Teaching Hours per week – 05

Maximum Marks – 100

Semester End Examination – 70

Internal Assessment – 30

INTRODUCTION TO MASS COMMUNICATION

Course Outcome:

1. To acquaint students with the perspectives of Mass Communication as a science of communication study.
2. To familiarize students with the different approaches to and concepts of media studies.
3. To enable students to see mass communication from the inter-disciplinary perspectives

S.N	Units (Existing Syllabi)	Hours
1	Communication –Definitions, Nature and Scope of communication – Process and Elements of Communication – Types of Communication Intra, Inter-personal, Group and Mass Communication.	12
2	Verbal and Non Verbal communication, Importance of communication	08
3	Models of Communication–Shanan weaver, Laswell, and Wilbar Schramm. Communication Theories. Communication for Social Change.	10
4	Mass Media and their role for New Media Communication, Internet and Electronic Publications	10
5	Communication and Development - National, State and Regional level. Communication and Economic Development Sociological context, Relevance of Community and Cultural Diplomacy.	10

Internal Assessment Marks

The marks will be allotted based on the performance of students, internal test, Home Assignment, Project work, Seminar, Group Discussion, and participation in field visit.

Reference Book

Reference Books

1. Mass Communication in India - Keval J Kumar - Jaico Books, New Delhi
2. Issues in Mass Communication : The Basic Concepts – J.S.Yadava and Pradeep Mathur - Kanishka Publishers Delhi 2008.
3. Media and Mass Communication : An Introduction - Shamali Bhattacharjee - Kanishka Publishers Delhi -2005
4. Theories of mass Communication - Mehin L Delfuer and Sandra J Ball – Langman Publications
5. Mass Communication Theory - Foundations Format and Future – S.I. Baran and D.K. Davis
6. Mass Communication Theory : An Introduction - Dennis.M. Equil
7. Communication theory and Models – N. Adul
8. Communication for Development – S. Melkde
9. Mass Media and National Development – Wilbur Schramm
10. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr. Longman Publications, 1988
11. $\text{YAVWE} \text{E} \text{A} \text{Z} \text{A} \text{P} \text{A} \text{M} - \text{F} \text{.J} \text{E} \text{i} \text{.g} \text{A} \text{U} \text{A} \text{E} \text{A} \text{x} \text{A} \text{g} \text{A} \text{a} \text{i} - \text{P} \text{A} \text{a} \text{A} \text{z} \text{E} \text{A} \text{E} \text{A} \text{A} \text{Y} \text{A} \text{B} \text{E} \text{A} \text{E} \text{A} \text{,} \text{E} \text{A} \text{U} \text{A} \text{W} \text{A} \text{E} \text{G} \text{A} \text{A} - \text{E} \text{A} \text{E} \text{A} \text{S} \text{g} \text{i} \text{,} 2006$
12. $\text{E} \text{A} \text{W} \text{A} - \text{A} \text{U} \text{A} \text{Z} \text{A} \text{P} \text{A} \text{V} \text{E} \text{U} \text{A} \text{W} \text{A} \text{A} - \text{A} \text{g} \text{A} \text{d} \text{E} \text{P} \text{A} \text{i} \text{I} \text{g} \text{i}$
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