

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: I
Syllabus with Effect from: June – 2010/2011

Paper Code: CMS - 401	Total Credit:
Title Of Paper: Principles of Mass Communication	

Unit	Description in detail	Weightage (%)
I	Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, small group, public and mass communication.	20%
II	Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.	20%
III	Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.	20%
IV	Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market; driven media content; effects, skyvasion, cultural integration and cultural pollution.	20%
V	Issues of media monopoly; cross-media ownership; Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.	20%

