

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.A (Sociology)**  
**Semester: III**  
**Syllabus with Effect from: June-2010**

<b>Paper Code: PA03CSOC03</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Sociology of Mass Communication</b>	

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage (%)</b>
I	Meanings of Communication : communication as Transmission of messages, Communication as Social Interaction through messages, Communication as Power Relationship, Communication and Information, Information as a public resource	25%
II	Theories of Communication : Functionalist, Marxist, Critical Theory, and cultural Studies and Post-modern approach. Extension theories of Communication, Cultural Diffusion.	25%
III	Types of Communication Growth and Role of the Media in India in the colonial and the Post Colonial period	20%
IV	Role of Agencies of communication. Print media, Electronic Media.	20%
V	Role of communication in Development Globalization, the Growth of new technologies and Communication	10%

**Basic Text & Reference Books:-**

- Harbermas Jurgen, Theory of Communicative Action, Vol. 1 and 2, Cambridge, Polity Press, 1987.
- Barucha Rustom, In the Name of the Secular : Contemporary Cultural Activism in India, OUP, Delhi, 1998
- Nandy Ashis (ed.) The Secret Polities of Our Desire : Innocence, Culpability and Indian Popular Cinema, OUP, Delhi, 1994.
- Jayaweera N. and Amunugama S. Rethinking Development Communication, AMIC, Singapore, 1988.
- Raboy M. and Peter A. Bruck (edit), Communication for and against Democracy, Black Rose books, Canada, 1989

