

OBJECTIVES: To enable the students to

- Understand the traditional models of communication which lead to the growth of the modern mass media
- Understand the role and dominance of politics in mass media
- Analyze the influence of international communication on development and social change

UNIT – I: Theories of Mass Communication: Western Models of Communication, Laswell Model of Communication, Shannon and Weaver Model of Communication, Osgood and Schramm Model, The Ritual Model of Communication, Indian Communication Theories, Theories of Mass Communication- Sociology and Normative Theories of Mass Communication

UNIT – II: Development Journalism: Introduction, Definitions, Why Development Reporting, the Achievements of India, Facts of Development, Five Year Plan- Objectives.

UNIT – III: Development Communication: Concepts of Development Communication, Diffusion of Innovation, Mass Media as 'Magic Multipliers', Dependency Models, 'Alternative' Approaches to Development, (Issues of Communication and Technology) in development with examples.

UNIT– IV: Political and International Communication: Analysis of Political Campaigns; Domination of Politics in Mass Media, Perennial Interest in Politics, Study of Coverage of Elections in Print Media, International Broadcasting Agencies, International Information Flow and Imbalance, Concept of Free Flow of Information, NWICO, NAM.

UNIT – V: A study of leading speakers: Their speeches and the impact these have on our political, social, legal and religious life.

REFERENCES:

1. Andal N: Communication Theories and Models; Himalaya Publishing House, New Delhi
2. C.S. Rayadu: The Communication; Himalaya Publishing House, New Delhi
3. Ved Prakash Gandhi: Media and Communication Today ; Kanishka Publishers, New Delhi