

MC-811 Communication Theory

Course Objectives

1. The course is designed to help students understand communication models and theories and their importance and uses to communication researchers and theoreticians. The aim of the course is to examine various methodological assumptions and theoretical models used in the study of communicative dynamics and to understand the development of communication theories.

Learning Outcomes

2. After completion of this course the students will be able to:

- Understand scientific methods, models and different theoretical approaches in communication.
- Operationalize theoretical aspects into practical models.
- Critically analyze and integrate different theoretical approaches.

Course Contents

- The Changing Media Landscape: An Introduction to Mass Communication;
- Scientific Method and Models of Mass Communication Research;
- Perception and Language Issues in the Mass Media: The Role of Perception in Communication; Problems in Encoding; and Analysis of Propaganda.
- The Social Psychological Approach: Cognitive Consistency; Theories of Persuasion; Groups and Communication; and Mass Media and Interpersonal Communication;
- Mass Media Effects and Uses: Agenda Setting; The Knowledge-Gape Hypothesis; Effects of Mass Communication and Uses of the Mass Media;
- Emergence of Critical and Cultural Theories of Mass Communication.
- Theories of Media, Culture, and Society.

References

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2. Cragon, John F., Shields, Donald C. (1998). *Understanding Communication Theory*. Boston: Allyn and Bacon.

3. Griffin, Em. (2000). *A First Look at Communication Theory*. 4th ed. Boston: McGraw-Hill.
4. Littlejohn, S.W. (1996). *Theories of Human Communication*. 5th ed. Belmont, CA: Wadsworth Pub. Co.
5. McQuail, D and Windahl, S. (1993). *Communication Models: For the Study of Mass Communication*, New York: Longman.
6. McQuail, Denis (2006). *McQuail's Reader in Mass Communication Theory*. New York: Sage.
7. McQuail, Denis (2006). *Mass Communication Theory*. 5th Edition. New York: Sage.
8. Pearson, John (1992). *Basic Communication Theory*. New York: Prentice Hall.
9. Severin, W.J. and Tankard, J.W. (2001). *Communication Theories: Origins, Methods and Uses in the Mass Media*. 5thed. New York: Longman.
10. Wood, J.T. (2000). *Communication Theories in Action: An Introduction*. 2nded.