

MCM 346 Theories of Mass Communication (3 Credit Hours)

Course Objectives

1. The present course provides the students an understanding of the mass communication from the theoretical lenses. It will adopt a case base and practical approach where students will not only able to learn the theories but will also be able to understand how these describe, define and influence the media systems. The theoretical orientation of this course will help student to understand the mechanics that drive and/or affect mass communication.

Learning Outcomes

2. After completion of course, students shall be able to:
- Understand the different theories of communication
 - Analyze the effect of these theories on media content or audiences.
 - Apply these theories to different scenarios of media and communication on communal and societal level.

3. Contents

- Introduction to Mass Communication Theory
- Mass Communication Theory
- Era of Mass Society and Mass Culture
 - The Rise of Media Industries and Mass Society Theory
 - The Rise of Media Theory in the Age of Propaganda
 - Normative Theories of Mass Communication
- Pertinent Theories in Communication
 - Symbolic Interaction Theory
 - Coordinated Management of Meaning
 - Cognitive dissonance theory
 - Expectancy Violation Theory
 - Uncertainty Reduction theory
 - Social Penetration Theory
 - Social Exchange Theory
 - Agenda Setting Theory
 - Theory of Media Influence

References

Course Books

1. Reese, S. D. (2013). *Mediating the Message: Theories of Influences on Mass Media Content*. Routledge.
2. West, R. and Turner, L.H. (2010) *Introducing Communication Theory: Analysis and Application*. 3rd Edition. McGraw-Hill International Edition.

Other Material

1. Baran, S.J. and Davis D.K. (2000) *Mass Communication Theory: Foundation, Ferment, and Future* 2nd Edition, Wadsworth.
2. Defleur Melvin L. 1999. *Theories of Mass Communication*, 3rd ed. David McKay Co. New York.
3. Mac Quill. 2003. *Theories of Communication*, 2nd ed. Longman Group
4. Severin, J. W. and Tankard, J. W. (2001) *Communication Theories: Origins, Methods, and Uses in the Mass Media*, 5th edition, New York, Longman.
5. Werner J. Severin & James W. Tankard, Jr. 2003. *Communication Theories: Origins, and Uses in the Mass Media*, 3rd. ed. Longman Group Ltd. London.