

MCF-111 Introduction of Mass Communication (3 credit hours)

Course Description

1 This course is designed to introduce students to the basic concepts of mass communication. Students will learn about the communication process and distinguish between the various mass media and their functions. The course will provide a brief overview of communication theories and proceed to investigate the relationship between media and society in the light of these communication theories and research. It will allow students to reflect on the role of mass media in society and the way society and media shape and affect each other.

Course Objectives and Learning Outcomes

2. After completion of the course, students will be able to:
 - a. Analyze the communication process and its components
 - b. Understand the different types of communication
 - c. Understand the concept of mass communication, related theories, applications and effects
 - d. Analyze the relationship between media and society
 - e. Understand media effects on individuals and groups
 - f. Examine the sociopolitical and economic effects and controls on media industries and media content.

3. Contents

- a. The Communication Process
- b. The Communication Model
- c. Types of Communication
- d. Basics of Mass Communication
- e. Mass Media: Types and Uses – News, advertising, film, public relations, broadcasting, and music
- f. Mass Media, Society and Governance
- g. Ethics of Mass Communication
- h. Basic Concepts of Media Organisation, Law, and Economics
- i. Technology and the Mass Media: New Media
 - (1) Social media platforms
 - (2) Interactivity
 - (3) Participatory models of mass media

- j. Media and Social Construction of Reality
- k. Texts and Meanings
- l. The Mass Audience
- m. Media effects
 - (1) Theories
 - (2) Individual effects
 - (3) Group/Social effects
 - (4) Behavioural change
- n. Comparative Media Systems

Required Readings

1. Joseph, D. R. (2007). *The Dynamics of Mass Communication: Media in the Digital Age* (9th ed.). New York: McGraw-Hill.
2. Vivian, J. (2005). *Media of Mass Communication* (7th ed.). Pearson Education.
3. Ryan, J. & Wentworth, W. M. (1999). *Media and Society: The Production of Culture in the Mass Media*. New York, NY: Pearson.
4. O' Shaughnessy, M. & Stadler, J. (2002). *Media and Society: An Introduction* (2nd ed.). Australia: Oxford University Press.

5. Reference text(s)

6. Curran, J. & Gurewitch, M. (1996). *Mass Media and Society*. Islamabad: National Book Foundation.
7. Campbell, R., Martin, C. R. & Fabos, Bettina. (2012). *Media & Culture: An Introduction to Mass Communication*. Boston: St. Bernard's Press.