Sub: course description of E.D
Mass Communication

1st Semester 1.4

1. Communication (definition) - Its types, elements, functions & barriers; medium of communication (like oral, pictorial, visual…..) and its essential features

2. Theories of Communication – Magic bullet, selective exposure & perception, agenda setting, normative.

3 Communication Model; - models of Aristotle, Lasswell, Shannon & Weaver, its significance; Schramm, Newcomb, Westley & Maclean

4 Indian Mass Communication System (print, magazine, audio, audio visual, advertisement)

5 News Flow & its imbalances (about different news agencies)

6 Mass Communication, society & culture