

Elective Course – 305 SOCIOLOGY OF MASS COMMUNICATION

Course Outline:

Unit - 1

Meanings of Communication : communication as Transmission of messages, Communication as Social Interaction through messages, Communication as Power Relationship, Communication and Information, Information as a public resource.

Unit - 2

Theories of Communication : Functionalist, Marxist, Critical Theory, and cultural Studies and Postmodern approach. Extension theories of Communication, Cultural Diffusion.

Unit - 3

Types of Communication
Growth and Role of the Media in India in the colonial and the Post Colonial period

Unit - 4

Role of Agencies of communication. Printmedia, Electronic Media.

Unit - 5

Role of communication in Development
Globalization, the Growth of new technologies and Communication

Recommended Books

- Harbermas Jurgen, Theory of Communicative Action, Vol. 1 and 2, Cambridge, Polity Press, 1987.
- Barucha Rustom, In the Name of the Secular : Contemporary Cultural Activism in India, OUP, Delhi, 1998
- Nandy Ashis (ed.) The Secret Politics of Our Desire : Innocence, Culpability and Indian Popular Cinema, OUP, Delhi, 1994.
- Jayaweera N. and Amunugama S. Rethinking Development Communication, AMIC, Singapore, 1988.
- Raboy M. and Peter A. Bruck (edt), Communication for and against Democracy, Black Rose books, Canada, 1989.