

Mass Media & Society

Curriculum:

Unit - I	Introduction to Mass Media & Society, Purpose of Mass Media, Social, Economic & Political Effects of Mass Media, Areas of Danger
Unit - II	Mass Media & Fundamental Changes, Social Mobilization, Civil Rights and the Mass Media, Media and Socialization
Unit - III	Theories of Press, Code of Ethics, Freedom of Press, Agenda Setting
Unit - IV	Public Opinion, Media Imperialism, Effects of Mass Media, Barriers to Journalism in India / Gujarat

Reference Books :

1. Agee, Ault & Emery: Introduction to Mass Communications, Longman Inc., New York, 1997.
2. Curran, James & Gurevitch, Michael (eds): Mass Media & Society, 2nd Edition, Arnold, New York, 1997.
3. Dominick, Joseph: Dynamics of Mass Communication, McGraw Hill, 8th Ed., 2005.
4. Hasan, Mehdi & Khurshid, Abdul Salam: Journalism for all, Aziz Book Depot, Lahore, 1997.
5. Hasan, Mehdi: Media in Pakistan, Aziz Publishers, Lahore, 2001.
6. Shahid, M. Imtiaz: Mass Communication, Caravan Enterprises, Lahore, 2004.