

**Principles of Mass Communication**

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**Curriculum:**

- Unit – I** Mass communication: Concept and Shape, Mass Communication : Target, Work and Process
- Unit – II** Principles of Mass Communication, Nature and Process of Communication, Types of Communication, Person and Mass Communication
- Unit – III** Mass communication and Politics, Governments and Mass Communication, Public Opinion and Propaganda
- Unit - IV** Mass Communication : Media and Social Reformation, Society and Mass Communication

**Reference Books :**

1. Dipankar Mukherjee: Mass Communication; Jain book Agency.
2. Diwakar Sharma: Mass Communication, 2003
3. Dr. J.S.Yadava & P.Mathur: Issues in Mass Communication - The Basic Concepts (in 2 Vols., 2008.