

B. Com. Semester II

Theories of Mass Communication - Syllabus

Unit	Title	Details of Topic
Unit I	History of Mass Communication and Theories of Mass Communication and Relevance in Contemporary Time	Mass Communication as a discipline of study, Contributors: From Aristotle to Robert Craig and Wilbur Schramm, History of War and Technology and the path that was paved for Mass Communication, Theories in Mass Communication and its relevance - Hypodermic Needle theory, Agenda Setting theory, Magic Bullet Theory, Spiral of Silence, Uses and Gratification Theory, The Rasa Theory, Sadharnikarna Theory, Id, Ego, Superego
Unit II	Print Media	Four Theories of the Press, Manufacturing Consent and Theories around it, Journalism after 9/11, Inverted Pyramid, The 5 W's and 1 H Concepts in Print
Unit III	Radio	History of Radio and its association with War, War of the World's, Theater of the Mind and how to script for Radio today
Unit IV	Television	History of Television in India, Rise of the Soap Opera, News and the drama around it, Stereotypes in Television- case study of various serials, talk shows and reality shows, Concepts of Voyeurism
Unit V	Films	Film Theories, Film and Gender, Understanding of Male gaze and Use of Camera Angles to Promote Male Gaze, Contributors to Film Theories: Alfred Hitchcock/Majid Majeedi/Satyajit Ray/Anurag Kashyap/ Guru Dutt/Leni Riefenstahl/Akiro Kurosawa, Screening of Movies by above mentioned contributors, Propaganda Movies
Unit VI	Internet and the Social Media	Space created by Social Media and its Role in bringing Change, Case study of the Egypt Revolution, Blogging and Advertising, Freedom of Expression on Internet
Unit VII	Theatre as a Medium of Mass Communication	History of Theatre, Influence of Theatre on Mass Communication, Gentrification and Presentation of Theatre to suit Urban Audience
Unit VIII	Orientalism	What is Orientalism and how it affects Mass Communication, Case studies in Advertisements, Movies and Print Media
Unit IX	Semiotics	Meanings of a Sign Structured and Represented, Saussure and his contribution to Semiotics, Role of Semiotics in Mass Communication
Unit X	Public Sphere	What is Public Sphere and how it has changed with time, Flow of Information in Public Sphere, Contributions of Jurgen Habermas to understand Public Sphere
Unit XI	Developmental Communication	Importance of Developmental Communication, Elements of Developmental Communication, How various mediums of Communication deal with Developmental Approach

