

**U.G. 2<sup>nd</sup> Semester**

**Paper: MCJ201G (General Elective)  
Communication**

**Credits: 4 = 3+1+0 (48 Lectures)**

<b>Unit</b>	<b>Subject Title / Content of the Unit</b>	<b>No. of Classes</b>
1	<b>Introduction to Communication:</b> Concept, Objectives and functions of Communication, Types of communication from different perspectives, Types of Mass Communication, Seven C's of Communication, Barriers and noise in communication	6
2	<b>Models of Communication:</b> Aristotle Model, Circular Model, Shannon Weaver Model, Harold Laswell Model, Newcomb's Model, Gerbner's Model, Westley & Maclean's Model; Theories of Communication – Normative Theories, Media Effect theories	6
3	<b>Medium of Communication (Folk Media)</b> Traditional Folk Media: Origin and development, Characteristics, Types, Importance of traditional media in the modern age, Folk media as form of mass culture	4
4	<b>Medium of Communication (Print)</b> Evolution and growth of print media- International, National, Vernacular & Assamese press, Pioneers in Indian journalism; Press in Contemporary times: Present scenario of Press in India, Assam & North-East India	4
5	<b>Medium of Communication (Electronic)</b> Radio broadcasting in India, History and development of All India Radio (AIR), AM & FM technology, Radio as a mass medium, Private Broadcasting in India: FM- growth & development; Satellite radio; Community Radio  TV broadcasting in India, History and development of Doordarshan (DD); Private Broadcasting in India: Cable TV, Satellite TV, Growth of DTH & digital broadcasting; Prasar Bharati, Role & Objectives  New Media: Origin of web; growth & development, Characteristics of New Media, New Media v/s Old Media, Media Convergence	12
6	<b>Medium of Communication (Films)</b> Film as a media, Characteristics, Fiction & Non-fiction, Growth & history of films with special reference to India, Indian New Wave, Film Genres	4
7	<b>Medium of Communication (Advertising)</b> Concept, Objectives and Functions of Advertising, Elements of Advertising Classification of Advertising, Types of advertising; Advertising Agency, Concept of media buying & space selling; Advertising & TRPs; Ethics in Advertising (ASCI)	6
8	<b>Medium of Communication (Public Relations)</b> Concept, Objectives and Functions; PR Departments and their Functions, Public Relations officer (PRO) – Duties & Responsibilities, Qualities of a PRO; Public in PR; Publicity, Propaganda & Advertising; Tools and Techniques of PR; PR in Different Sectors; Corporate Communication	6

## Reading List

1. *Handbook of Journalism & Mass Communication*; Aggarwal, Vir Bala & Gupta, V.S; New Delhi, Concept Publishing Co.
2. *Mass Communication in India*, Kumar Keval, J.; Kolkata, Jaico Publishing House
3. *Journalism in India: From the earliest times to the present day*; Parthasarathy, Rangaswamy; New Delhi, Sterling Publication
4. *Cyber Media Journalism: Emerging Technologies*; Chakravarthy, J; New Delhi, Authors Press
5. *Advertising and Public Relations*; Ahuja, B.N & Chhabra, S.S; Delhi, Surjeet Publications
6. *Advertising*; Jefkins, Frank; Delhi, Prentice Hall