

Course Code:31101

Fundamental Approaches to Mass Communication Studies

- Concept of communication theory & its development (Paradigms & Anomalies)
- Media Effects Studies:-
 - Magic bullet theory – Limited media effects-
 - Theory of selectivity-Media determinism-
 - Cultivation theory- The spiral of silence-
 - Powerful Effects Model-
 - Uses and gratification-Agenda setting.
 - Gage keeping.
- An Overview of liberal – pluralist & dominance theory.

RECOMMENDED READINGS:

- Blumler, J.G, and Katz E. (1974). *The uses of mass communication*, Beverly Hills/London: Sage Publication.
- Mcluhan, Marshall and Eric. *Laws of Media: The new science*. Toronto: University of Toronto Press.
- McQuail, Denis. (1977). The influence and effects of mass media. In Curran, James, Michael Gurevitch and Janat Wollacott (eds), *Mass Communication and society*. Beverly Hills; Sage, pp 70-94.
- McQuail, Denis. (1987). *Mass Communication theory: An introduction*. (2nd ed.) Beverly Hills: Sage.
- McQuail, Denis. And Windahl, Sven. (1993). *Communication models for the study of mass communications*. New York: Longman.
- Reynolds, Paul Davison. (1971). *A primer in theory construction*. Indianapolis: Bobbs-Merrill E, Publishing.
- Severin, Werner and James Tankard Jr. (1979), *Communication theories*. New York: Hastings Hours.

RESEARCH METHODOLOGY

- Science & Scientific Approach.
- Problems & Hypothesis.
- Constructs, Variables & Definitions.

- Steps in Research.
- Quantitative and qualitative approaches and research designs.
- Sampling.
- Content Analysis.
- Questionnaire Construction.
- Interviews.

RECOMMENDED READINGS.

Davison, W. Phillips and Yu. Fredrick T. (eds) (1974). *Mass Communication research: Major issues and future direction*. N.Y. Praeger Publishers.

Dervin, Brenda, Grossberg, Lawrence, O, Keefa, Barbra J. & Ellan Wartella, (eds). (1989). *Rethinking communication*, London/New Delhi: Sage Publishers.

Frederick, Wiliams. (1983). *The communication revolution*. Beverly Hills: California: Sage Publication.

Jeffrey, Katzer, Kenneth H. Cook and Wayne W. Crouch, (1982). *Evaluating information a guide for users of social science research*-(2nd ed) Reading, Mass: Addison Wesley.

Krippendorff, Klams. (1990). *Content analysis*. Beverly Hills, London: Sage Publication.

White. Rebert (1988/89) *Communication Research Trends*. 9 (3) Sage.

Wimmer and Dominick. (1992). *Mass media research*. California: Wadsworth Co.