

Course Outline
BS-2nd
“Mass Communication”
MAMOONA AKBAR

PART I

➤ **Introduction 1**

1) Introduction to Communication and Media Studies
Aliaa Dakroury & Mahmoud Eid

Communication theory and history
Media ethics and philosophy
Communication research and media effects
Communication, culture, and representation
Canadian communication perspective

2) Understanding Communication

Concepts in the Internet Age
Everette E. Dennis & Melvin L. DeFleur
Studying media strategically
The interpersonal communication process
The “mass” communication process
Comparing face-to-face and mass communication

PART II

➤ **Communication Theory, History, and Effects**

3) Introduction to Communication Theory
Sandra Metts

What is communication?
What does communication do?
What is a theory?
How do scholars construct theories?
How can I know if a theory is “good”?
Era of communication theory

4) History of Mass Communication

Rebecca Carrier
How do media serve as windows to the world?
When did mass communication theory get started?
Have scholars ever changed their minds about media theory?
Do the media affect me, or am I affected by my own decisions?
Are limited effects approaches simply too limited?

5) Effects of Mass Communication

Werner J. Severin & James W. Tankard

General trends in effects theory

Specific theories of media effects

A particular area of theory—effects of television violence

PART III

➤ Media and Communication Research

6) Gatekeeping Theory

Melvin L. DeFleur

Basic news functions of the press

The origins of the concept of gatekeeping

Opening the gate: Criteria for selecting the news

Gatekeeping theory: A formal summary

7) Agenda-Setting Theory

Melvin L. DeFleur

The origins of agenda-setting theory

Factors used in setting the news media agenda

The public's agenda of beliefs about issue importance

The public's issue agenda and the policy agenda

The agenda-setting theory of the press: A formal summary

8) The Two-Step Flow of Communication Theory

Melvin L. DeFleur

The People's Choice project: The seminal study

The unique design of the study

The results

The discovery of the Two-Step Flow of communication

The nature and role of opinion leaders

Additional studies

The Two-Step Flow of communication theory: A formal summary

The problem of distortion in interpersonal communication

9) Uses for Gratifications Theory

Melvin L. DeFleur

The discovery of the active audience

The uses and gratifications "perspective"

A "research tradition" develops

Developing a formal theory

The uses for gratifications theory: A formal summary

10) Cultural Imperialism Theory

Melvin L. DeFleur

American popular culture becomes global

The process of cultural diffusion
Cultural diffusion theory: A formal summary
The traditional meaning of “imperialism”
Cultural imperialism theory: A formal summary

PART IV

➤ Media Philosophy and Ethics

11) Philosophies for Media Systems

Robert McKenzie

Primer questions

Authoritarian philosophy

Libertarian philosophy

Communist philosophy

Social responsibility philosophy

Developmental philosophy

Democratic-participant philosophy

Comparative summary

12) Ethical Foundations and Perspectives

Clifford G. Christians, Mark Fackler, Kathy Brittain McKee,

Peggy J. Kreshel & Robert H. Woods

The Potter Box model of reasoning

Using ethical principles

Five ethical guidelines

To whom is moral duty owed?

Who ought to decide?

13) Diffusion of Innovation

14) Cultivation Theory

15) Knowledge and Knowledge gape

16) The Spiral of Silence