

Mass Communication and Journalism  
Ph.D. Course Work  
(w.e.f. June 2014)

Paper II : Mass Communication and Society

Unit1-

Communication and Mass communication-concept, definitions, types, nature and Process. Mass Communication in India. Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, Concepts of selective exposure, selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System theories : Authoritarian,Libertarian, Social Responsibility, Developmental and Democratic participant theory. Alternative communication theories- Indian, Latin American, African approaches.

Unit2-

History of mass media in India. Indian press and freedom movement, social reform movement and media,Language journalism, Media after independence, Emergency and media, Media in 21<sup>st</sup> century. Media managements and their problems. Cross media ownership, Media monopoly, FDI in media industries.

Unit3-

Role of Media and society. Effects of mass media on Indian society. Theories of media effect. Effects of Mass Media on Culture; Media and Cultural Imperialism .Imapct of media on women, children etc. Use of media for social issues - agriculture,human rights, environment, gender equality etc. Mass communication through Traditional and Modern Media.

Unit4-

Journalistic ethics and responsibilities. Media laws in India. Role of Press Council . Self-regulatory authorities in print and electronic media. Freedom of press in India and constitutional provisions.

## Paper III : Mass Communication in New Millennium

### Unit1-

Development communication, dominant paradigms, Critique of dominant paradigm and alternative conceptions. Models of development communication. Green Journalism, World environment summits, sustainable development. Role of media in social change- Participatory approaches and community media, citizen journalism and beyond.

### Unit2-

Public opinion and democracy, Indian media and political change, Market driven media content, cultural integration and cultural pollution. Effect of globalization on media systems, Control of MNCs over global information flow and entertainment, democratization of information, Folk Media and Mass Media .

### Unit3-

Free flow of information- UNESCO and MacBride Commission, International communication, International news agencies, Media policies in an International Context, War and Media. Information and Knowledge society - Definitions and characteristics of Information Society, Post-industrial society .

### Unit4-

Social and Cultural effects of New Media: Social Networking, Mobile Journalism Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation, New media impact on old media - ICTs for Development - Empowerment, right to information.

