

CURRICULUM FOR PhD

NON-CREDIT FOUNDATION COURSE

FUNDAMENTALS OF COMMUNICATION

Unit 1 - Introduction to Journalism/Mass Communication. Verbal, non-verbal, intrapersonal, interpersonal group and mass, functions of Communication. Orientation to logic, evidence and critical thinking in communication studies..

Unit 2 - Analysis of media practices and media influence on individuals, organizations and social levels: Early theories of media effects- Magic Bullet, Propoganda, Agenda setting, Persuasion and Reinforcement, Semiotics, Encoding-decoding. Elements of media systems, global information flow.

Unit 3 -Classification of media systems and critique: Four Theories of Press (Siebert), Authoritarian, Paternalistic, Commercial and Democratic (Williams), Democratic Participation model (McQuail), Blum's six models, Hallin and Mancini's three models, Yin and Gunaratne's Asian models of Press. Redefining context of media system analysis in new democracies: Political- Political Regime, Political Structure, Political parallelism, Political culture, freedom of speech.

Unit 4 -Redefining context of media system analysis in new democracies: Cultural - Rational-secular values, self-expression, distance from power, individualism vs collectivism, masculinity vs feminity

Unit 5 - Redefining context of media system analysis in new democracies : Media- State intervention- nationalization, privatization, development of media industry – formats, size, scope, consumption, access, commercial orientation, levels of independence in journalistic field and professionalization – autonomy, attitudes and values, regulations of freedom of press

REFERENCES

Hallin, D. C. and Mancini, P. (2004) *Comparing Media Systems: Three Models of Media and Politics*, Cambridge University Press.

Hallin, D. C. and Mancini, P. (2011) *Comparing Media Systems beyond the Western World*, Cambridge University Press.

Duck, S. and McMahan, D.T. (2010) *Communication in Everyday Life*, Sage

Ivey, A. (2010) *Perfect Presentations: How You Can Master the Art of Successful Presenting*, Ventus Publishing.

Mckenzie, R. (2007) *Comparing Media from Around the World*, Pearson Education India.

Müller, L. (2014) *Comparing Mass Media in Established Democracies: Patterns of Media Performance*, Palgrave Macmillan.

Robin L. N and Oliver, M. B (2009) *The SAGE Handbook of Media Processes and Effects*, Sage.

Stephen W. L and, Foss, K.A (2010) *Theories of Human Communication: Tenth Edition*, Waveland Press.