

Teaching Plans
Mass Communication: Concepts and Theories (MCNM 102)

Credits: 04
 Total Lecture Hours: 48
 Practicals : 12 (20%)

	Day	Title of Topic	No. of Hours per Topic	Suggestive Readings
Week One	1	Introduction to Communication	1	Mass Communication in India by KJ Kumar
	2	Forms & Types of Communication	2	Do
	3	Evolution of speech	1	Grooming, Gossip and the Evolution of Language by Robin Dunbar
	4	Evolution of Writing Systems, Printing Processes	1	Do
	5	Panel Discussion (Practicals)	1	
Week two	1	Evolution of Print Journalism	1	The Gutenberg Revolution: A History of Print Culture by Richard Abel
	2	Overview of Broadcast Journalism	2	Mass Communication in India by KJ Kumar
	3	Communication as Art/Science/Social Science	1	Do
	4	Components of Communication	1	Do
	5	Debates (Practicals)	1	
Week three	1	Introduction to theories and models	1	Do
	2	Normative Theories of Press	1	Do
	3	Communication Models	2	Do
	4	Relationship between theories and models	1	Do
	5	Group Presentations (Practicals)	1	
Week Four	1	Introduction to Media theories	1	Key Themes in Media Theory by Dan Laughey
	2	Early theories of communication	2	Do

	3	Indian Communication theories	1	Do
	4	Concentric Circle Theory	1	Do
	5	Individual speeches (Practicals)	2	
Week Five	1	Introduction to Media Effects and Behavioral Science	1	Key Themes in Media Theory by Dan Laughey
	2	Lasswell's chain of communication	1	Do
	3	Propaganda in History	2	Do
	4	Agenda Setting and Bullet theories	1	Do
	5	Debates (Practicals)	1	
Week Six	1	Two Step Flow theory	1	Key Themes in Media Theory by Dan Laughey
	2	Uses and Gratification Theory	1	Do
	3	Cultivation Theory	1	Do
	4	Psychoanalysis and Communication	2	Do
	5	Individual Writing Assignments (Practicals)	1	
Week Seven	1	Introduction to Modernism	1	Critical Terms for Media Studies by WJT Mitchell & Mark B.N. Hansen
	2	McLuhan's Global Village	1	Do
	3	McLuhan's Medium is the message	1	Do
	4	Walter Benjamin's mechanical Reproduction	1	Do
	5	Panel Discussion (Practicals)	1	
Week Eight	1	Williams' Cultural Form	2	Marxism and Media Studies by Wayne
	2	Adorno's Culture Industry	1	Do
	3	Hall's theory of ideology	1	Do
	4	Hall's encoding and	1	Do

		decoding and ideology of news		
	5	Individual Writing Assignments (Practicals)	1	
Week Nine	1	Introduction to Political Economy	1	Key Themes in Media Theory by Dan Laughey
	2	Hegemony	2	Do
	3	Althusser's ISA	1	Do
	4	Ideology of Public Sphere and Communicative Rationality	1	Do
	5	Debate (Practicals)	1	
Week Ten	1	Introduction to Noam Chomsky's theory	1	The Dynamics of Political Communication: Media & Politics in Digital Age by Richard M. Perloff
	2	Manufacturing Consent	2	Do
	3	Anderson's Imagined Community	1	Do
	4	Communication and language	1	Do
	5	Group Writing Assignments (Practicals)	1	
Week Eleven	1	Derrida's Deconstruction	1	Key Themes in Media Theory by Dan Laughey
	2	Foucault's discourse of power and surveillance	2	Do
	3	Lacan's Symbolic Order	1	Do
	4	Barthes' Pleasure of Text	1	Do
	5	Individual Speeches (Practicals)	1	
Week Twelve	1	Introduction to Feminism	2	Women and the Media: Diverse Perspectives by Theresa Carilli, Jane Campbell
	2	Mulvey's Male Gaze	1	Do
	3	Orientalism and Communication	1	Orientalism by Edward Said
	4	New Global Order and Communication	1	Do

	5	Individual Writing Assignments (Practicals)	1	
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