

UNDERGRADUATE PROGRAMME IN HOME SCIENCE

COMMUNICATION SYSTEMS AND MASS MEDIA

THEORY

SEMESTER - IV

Paper No	: 8
Maximum Marks	: 100
Credits	: 4
Teaching Periods	: 4 + 1 student's presentation / week
Teaching Load	: 56 + 14 periods / semester

Objectives

1. To develop understanding of various communication systems
2. To gain insights into various aspects of inter-cultural communication.
3. To understand the concept of mass communication and how mass media operate in society.

Content

Periods

Unit I: Intrapersonal and Interpersonal Communication

24

- Communication Systems: Concept and Types
- Awareness of self in communication- self concept and self esteem
- Listening, learning and persuasion
- Small group communication: types of small groups, development of a small group, functions, group formation and constraints.
- Organisational & Public communication

Unit II: Intercultural Communication

14

- Relationship between culture and communication
- Inter-cultural communication- nature, importance, types

Unit III: Mass Communication

18

- Concept, nature and functions of mass communication
- Models and theories of mass communication
- Characteristics of mass audience
- Mass media: Classification and characteristics

Recommended Readings

- Zeuschner, R. (1997). Communication Today. Boston: Allyn and Bacon.

- Mc Quail, Denis. (2000). Mass Communication Theory. London, Thousand Oaks, New Delhi: Sage Publications.
- Hanson, Ralph.E., Mass Communication.
- Joseph, D. Dynamics of Mass Communication

COMMUNICATION SYSTEMS AND MASS MEDIA

PRACTICAL

Paper No :
 Maximum Marks : 50
 Credits : 2
 Teaching Periods : 4/week
 Teaching Load : 14 Practical & Semester

Objectives

1. To understand the concept of intrapersonal and interpersonal communication.
2. To develop skills in presentation and evaluation of mass media

Content	Periods
• Exercise to know yourself	4
• Analysis of mass media: Content and Audience	4
• Production and Presentation of media for large groups PowerPoint Presentation	6