

**MASS – 112**

**MASS COMMUNICATION**

**Credit Hour: 3**

**Type: General**

**Course Objectives**

This course is designed to explicate fundamentals of Communication, Journalism and Mass Communication. It deals with the principles of effective communication for clinical psychologists to enhance their communication skills especially during intervention phase of psychological therapy. This also lays emphasis on journalistic writings such as feature articles that can help create awareness among masses about psychological disorders leading to social problems.

**Course Contents**

- **Introduction to communication and its types**
- **Process of communication**
  - a. Lasswell model of communication
  - b. Shannon & Weaver model of communication
  - c. Osgood & Schramm's model of communication
  - d. SMCR model of communication
- **Effective communication**
- **Introduction to Journalism and its types**
- **Journalistic language and writings**
- **Structure of newspaper organization**
- **News writing**
  - a. News values
  - b. Types & structure of news
- **Feature writing**
- **Requisites of a successful interview**
- **Column & Editorial writing**
- **Journalistic processes**
  - a. Reporting Process
  - b. Editing Process
  - c. Page designing: Types

- **Comparison of print and electronic media**
- **Final Project**

Writing feature article on any social or psychological problems e.g. depression, drug / alcohol addiction, anti-social personal disorders, Intellectual Disability, PTSD etc.

### **Course Outcome**

The students at the end of the semester will be able to produce one feature article on a self-selected topic related to clinical psychology as well as learn the fundamentals of communication.

### **Recommended Books:**

Agee, W. K., Ault, P. H., & Emery, E. (1983). *Reporting and writing the news*. New York: Harper & Row Publishers.

Fischhoff, S. (2005). Media Psychology: Definitions and focus. *Journal of Media Psychology, 10* (1) .Retrieved from <http://www.calstatela.edu/faculty/sfisco/media/psychology.html>.

Harris, R. J. (1990). *A Cognitive psychology of mass communication*. New Jersey: Lawrence Erlbaum.

McQuail, D. (1988). *Communication models*. London: Sage Publications.

Severin, W. J., & Tankard, J. W. (1992). *Communication theories: Origins, methods and uses in mass media*. London: Longman.

**Note:** This course outline is taken from Undergraduate studies, University of the Punjab, Lahore.