



Code	Subject Title	Cr. Hrs	Semester
BSCS-305	Theories of Communication-I	3	V
Year	Discipline		
3	Mass Communication		

- Mass communication theory – Evolution and Development
- Normative theories
- Gate-keeping
- Two-step flow of communication
- Selective exposure, perception and retention
- Cognitive Dissonance theory
- Social Learning theory

Recommended Readings:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd . ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd ed. St. Martin Press. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3rd ed. David McKay Co. NewYork.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadswort Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.