

SEMESTER VI

BSCS307: Theories of Communication-II (3 Cr. Hrs)

Course Objectives:

This course has been designed to:

- Expand the Theoretical and Conceptual foundation of students about the Field of Communication
- Supplement the previously instilled knowledge with understanding of Theoretical Postulates related to Effects of Media

Learning Outcomes:

After studying this course, the students will be able to:

- Comprehend significant and relatively advanced-level Theories of Communication
- Analyze the content, content production and content effects in the light of Media and Communication Theories

Course Contents:

1. MediaEffectsTheories:
2. Levels and Kinds of Effects
3. Diffusion of Innovation Model
4. Knowledge-Gap Hypothesis
5. Social Realities versus Mediated Realities
6. Attitude and Persuasion
7. Opinion Formation; Spiral of Silence
8. Cultivation Effects Hypothesis
9. Agenda Setting, Framing, Priming

Teaching Methodology:

- Lectures
- In-Class Activities
- Written Assignments

Assessment:

- Midterm Assessment:

- Formative Assessment: (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment:

Recommended Readings:

Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.

Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, Inc. New York.

Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd ed. Longman Group Ltd. London.

James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd ed. St. Martin Press Inc. New York.

Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.

Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.