

Title: Digital Media: Theories, Models & Approaches
Code: DMC-215
Semester: 4th
Rating: 3 Credit Hours

DMC-215: Digital Media: Theories, Models & Approaches

3 Cr. Hrs

Course Description:

This is basic course on theories of mass communication. Course will discuss theoretical traditions in mass communication including normative, behavioral and effect approaches. Students will be made familiar with all four stages of effect approach and different theories describing them. Theories having exclusive connection with social media will also be discussed in the course.

Learning Outcomes:

The student will be able to

- Understand the philosophical basis of theories of mass communication and role of theories in any academic discipline.
- Develop the understanding of students for various theoretical traditions in mass communication.
- Develop the insights of students to the application of traditional media theories for social media behavior
- Make students familiar with theories exclusive for social media.

Course Contents:

1. Meta theories
2. Post-Positivism
3. Interpretivism
4. Critical framework
5. Symbolic interactionism
6. Social constructionism
7. Evaluating theory
8. Four Theories of Press
9. Development media theory
10. Democratic Participant Media Theory
11. Paradigms of Media Effect Theories
12. Harold Lasswell's Propaganda Theory
13. Modern propaganda theory
14. Walter Lippmann's Theory of Public Opinion Formation
15. The two-step flow of information
16. Information-flow theory
17. Social Learning Theory
18. Aggressive Cues
19. Uses and Gratifications Theory
20. Development of Reception Studies
21. Information-Processing Theory
22. Diffusion of Innovation Theory
23. Social Marketing Theory
24. Media Dependency Theory
25. The Knowledge Gap
26. Agenda-Setting Theory
27. Framing and frame analysis
28. The spiral of silence
29. Media intrusion theory
30. Cultivation analysis
31. Actor network theory
32. Affordances
33. Convergence

Suggested Readings:

- Baran, S. J. & Davis, D. K. (2000). Mass Communication Theory: Foundations, Ferment, and Future. Ontario: Wadsworth
- Bryant, J. & Thompson, S. (2012). Fundamentals of Media Effects. New York: McGraw-Hill
- Mattelar, A. (1998)

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.