

Program	BS Media & Development Communication	Course Code	MDC 351	Credit Hours	3
Course Title	COMMUNICATION THEORIES, MODLES & APPROACHES (Major)				
Course Introduction					
This course provides an in-depth study of the major theories, models, and approaches in the field of communication. Students will explore the development and application of these theories to understand and analyze communication processes.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand the major theories and models of communication. 2. Analyze communication processes using theoretical frameworks. 3. Apply communication theories to various contexts and media. 					
Course Content				Assignments/Readings	
Week 1	1. Mass Communication Theory – Evolution and Development				
Week 2	2. Normative Theories				
Week 3-7	3. Theories of Media Effects: 1.1 Levels and Kinds of Effects 1.2 Limited Effects Paradigm 1.3 Two-step Flow of Communication 1.4 Selective Exposure, Perception, and Retention 1.5 Cognitive Dissonance Theory				
Week 8-9	2. Agenda Setting, Framing, and Priming Gate-keeping				
Week 10	3. Diffusion of Innovation				
Week 11-12	4. Knowledge Gap Hypothesis Social Realities vs. Mediated Realities				
Week 13-14	5. Attitude and Persuasion 6. Opinion Formation and Spiral of Silence				
Week 15-16	7. Cultivation Effects Hypothesis 8. Social Learning Theory				
Textbooks and Reading Material					
<ol style="list-style-type: none"> 1. Chaffee, Steven H. (2000). Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York. 2. Mominick, J. R. (2004). The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, New York. 3. Severin, W. J. & James W. Tankard, J.W. (2003). Communication Theories: Origins, and Uses in the Mass Media, 3rd. ed. Longman Group Ltd. London. 4. Curran, J. Michael Gurevitch, M. (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. Rayner, P. (2003) Mass Media Studies: An Essential Introduction Rutledge, New York. 7. Melvin L. D. (1999). Theories of Mass Communication, 3rd ed. David McKay Co. NewYork. 8. Joseph and Dominic. (2004). Mass Media Research 4th ed. Wadswort Publishing Company, Belmont, California. 9. Everett, D. & John, M. (2003). Media Debates. 2nd ed. Longman Publisher, New York. 10. Chaffee and Steven H. (2000). Mass Communication Uses and Effects, 3ud ed. MacGrow Hill, 					

New York.

11. Mominick, J. R. (2004). *The Dynamics of Mass Communication*, 5th Ed. Mac Graw Hill, Inc. New York.
12. Curran, J. and Gurevitch, M. (2000). *Mass Media and Society*, 3rd ed. St. Martin Press Inc. New York.
13. Mac Quill. (2003). *Theories of Communication*, 2nd ed. Longman Group Ltd. London.
14. Rayner, P. (2003). *Mass Media Studies: An Essential Introduction* Rutledge, New York.
15. Melvin, L. D. (1999). *Theories of Mass Communication*, 3rd ed. David McKay Co. New York.
16. Joseph & Dominic. (2004). *Mass Media Research* 4th ed. Wadsworth Publishing Company, Belmont, California.
17. Everett, D. & John, M. (2003). *Media Debates*. 2nd ed. Longman Publisher, New York.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

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

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination 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.