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| Programme | B.S. (4-years), Communication Studies | Course Code | BSCS-305 | Credit Hours | 3 |
| Course Title | Theories of Communication-II | | | | |
| Course Introduction | | | | | |
| This course has been designed to: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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 Content | | | | | |
| Week 1 | 1. Media Effects Theories | | | | |
| Week 2 | | | | | |
| Week 3 | 2. Levels and Kinds of Effects | | | | |
| Week 4 | | | | | |
| Week 5 | 3. Diffusion of Innovation Model | | | | |
| Week 6 | 4. Knowledge-Gap Hypothesis | | | | |
| Week 7 | 5. Social Realities versus Mediated Realities | | | | |
| Week 8 | 6. Attitude and Persuasion | | | | |
| Week 9 | | | | | |
| Week 10 | | | | | |
| Week 11 | 7. Opinion Formation; Spiral of Silence | | | | |
| Week 12 | | | | | |
| Week 13 | 8. Cultivation Effects Hypothesis | | | | |
| Week 14 | | | | | |
| Week 15 | 9. Agenda Setting, Framing, Priming | | | | |
| Week 16 | | | | | |
| Textbooks and Reading Material | | | | | |
| Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3ud ed. MacGrow 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.

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

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. |