

**Institute of English Studies
Faculty of Arts and Humanities
University of the Punjab, Lahore.
Course Outline**



Programme	BS English Literature	Course Code		Credit Hours	
Course Title	Communication and Media Studies				
Course Introduction					
The Mass Communication course provides a critical examination of the cultural, linguistic, and institutional forces that shape modern information exchange. Students will analyze how even routine conversations are influenced by broader societal structures and media systems. The curriculum covers the evolution of traditional media, including books, newspapers, radio, and television, while exploring the artistic and social impact of movies. A significant focus is placed on the persuasive nature of advertising and the transformative role of the Internet in global discourse. By studying these platforms, students develop essential media literacy and a deeper understanding of how messages are constructed and consumed. The course bridges the gap between literary studies and media analysis, highlighting the power of language in the public sphere. Ultimately, participants will learn to navigate and critique the complex information networks of the 21st century. This comprehensive overview prepares students for careers in media, publishing, and professional communication..					
Learning Outcomes					
1. Analyze the reciprocal relationship between media platforms and societal cultural shifts. 2. Evaluate how media consumption impacts the psychology and behavior of individuals and groups. 3. Examine the economic and ownership structures that govern media production and content. 4. Understand the impact of socio-political controls, censorship, and laws on public information. 5. Identify persuasive techniques and biases across traditional and digital media formats. 6. Assess the ethical responsibilities of media creators and the role of the audience in the communication cycle.					
Course Content			Assignments/Readings		
Week 1	Conceptualizing Communication and Mass Communication				
Week 2	Types of Communication and Mass Communication				
Week 3	The Communication Process and Barriers to Communication				
Week 4	Various Models of Mass Communication 7C’s of Effective Communication				
Week 5	Media of Mass Communication: Newspapers, Magazines		Assignment 1		
Week 6	Media of Mass Communication: Television, Radio, Internet, Film				
Week 7	Mass Media, Culture, Society and Governance: The Normative Media Roles				
Week 8	Mid Term Examinations				
Week 9	Mass Communication and Technology				
Week 10	Mass Communication and Public Opinion				

Week 11	Mass Communication and Persuasion	
Week 12	Mass Communication and Social Construction of Reality	
Week 13	The Mass Media Organizations – Ownership, Policies, Problems, Prospects and Effects	Assignment 2
Week 14	Effects of Mass Communication / Comparative study of Mass Media	
Week 15	Mass Communication in the Age of Globalization	
Week 16	End Term Examinations	
Textbooks and Reading Material		
1. Baran, S. J., Davis, D. K., & Striby, K. (2012). Mass communication theory: Foundations, Ferment, and Future. 2. DeFleur, M. L., & DeFleur, M. H. (2016). Mass communication theories: Explaining origins, processes, and effects. Routledge. 3. Dominick, J. R. (2000). the Dynamics of Mass Communication Media in the Digital. Age, McGraw Hill Companies, Inc, New York, 350-364. 4. Folkerts, J. (2006). The Media in Your Life: An Introduction to Mass Communication, 3/E. Pearson Education India. 5. Littlejohn, S. W., & Foss, K. A. (2010). Theories of human communication. Waveland Press. 6. McQuail, D. (1987). Mass communication theory: An introduction. Sage Publications, Inc. 7. O'shaughnessy, M., & Stadler, J. (2005). Media and society: An introduction. Oxford University Press. 8. Vivian, J., & Maurin, P. (1991). The media of mass communication (p. 0). Needham Heights, MA: Allyn and Bacon. 9. Richard Campbell; Christopher Martin & Bettina Fabos. (2001) Media & Culture: An Introduction to Mass Communication (7th Edition) Bedford/St Martins 10. Ryan, J., & Wentworth, W. M. (1999). Media and society: The production of culture in the mass media. Pearson College Division. 11. Schram, W. E. (1954). The process and effects of mass communication. 12. Wirth, E. (2005). Williams, Kevin. Understanding Media Theory. Communication Research Trends, 24(2), 42-44. 13. Wood, J. T. (2002) Interpersonal Communication: Everyday Encounters (3rd edition)		
Teaching Learning Strategies		
• Class Discussion • Reading and analyzing the text through interactive sessions. • Class presentations. • Group Discussions. • Lectures, seminars and tutorials..		
Assignments: Types and Number with Calendar		
Two assignments, one before midterms and one after midterm, to be submitted.		