

Institute of English Studies

University of the Punjab

Semester - V

Course title: Communication and Media Studies

Instructor: Tahoor Imran

Week	Lecture Topic	Assignments, Readings
Week 1	Introduction to Communication • Types and Significance Conceptualizing Mass Communication • Elements of Mass Communication	
Week 2	The Communication Process • Source, message, channel, noise, destination, encoding, decoding and feedback Barriers in Communication • Physical barriers • Psychological barriers • Semantic barriers • Cultural barriers • Organizational barriers	
Week 3	7C's of Effective Communication Models of Communication • Laswell's Model (1948)	
Week 4	Shanon-Weaver Model (1948) Lazarsfeld Two Step Flow	
Week 5	Model of Gate Keeping Mass Media and Agenda Setting	

Week 6	Print Media of Mass Communication: Newspaper, magazines, periodicals, pamphlets etc.	
Week 7	Broadcast Media of Mass Communication: Radio, TV, film	
Week 8	Mid Term	
Week 9	Mass Media in the age of Internet • Digital Divide • Consumer Interest • Digital Media	
Week10	Major theories of Communication & Mass Media • Role of Mass Media in public opinion (Framing Theory)	
Week11	Social Cognitive Theory to understand the role of media in audience Persuasion	
Week12	Cultivation theory to understand how mass media construct reality	
Week13	The Mass Media Organization - Ownership, Policies, Problems, Prospects.	
Week14	Effects of Mass Communication	
Week15	Mass Communication in the age of Globalization	
Week16	Final Term	