

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



Programme	BS English Literature	Course Code	ELL-311	Credit Hours	3
Course Title	Communication and Media Studies				
Course Introduction					
This course is designed to provide a foundation in human communication, mass communication, and the communication process including barriers and noise. It covers major models and theories to help students understand how media messages are created and how they influence society. The course further explores the history of print and broadcast media, and examines the working, ownership, and challenges of media organizations. Through theory and practical assignments, students will develop both critical and creative skills for the media industry.					
Learning Outcomes					
Upon successful completion of the course the student will be able to: 1. Understand the core concepts and basic knowledge of the communication process and mass. 2. Identify the media of mass communication and its development. 3. Distinguish between various mass media for their implications and effects. 4. Evaluate and appraise media content.					
	Course Content		Assignment/Readings		
Week 1	Unit-1 Introduction to Communication and Mass Communication 1.1 Definition and types of Communication 1.2 Conceptualizing Mass Communication 1.2.1 Elements of Mass Communication		Entertainment Content Students will explore major entertainment genres and select one genre of their interest for a class activity.		
	1.2.2 Characteristics of Mass Communication				
Week 2	Unit-2 The Communication Process 2.1 SMCR Model (Source, Message, Chanel, Receiver) 2.2 Seven Elements of Communication Process 2.3 Barriers in Communication Process 2.3.1 Physical Barriers 2.3.2 Psychological Barriers 2.3.3 Semantic Barriers 2.3.4 Cultural Barriers 2.3.5 Organizational Barriers 2.3.6 Physiological Barriers		Barriers Hunt Students have to Observe their daily life for 24 hours and identify one example each of any 5 barriers.		
Week 3	Unit-3 Methods of Effective Communication 3.1 7c's of Effective Communication Unit-4 Models of Communication 4.1 Types of models in Communication		Script Students will develop scripts for their interest-based projects by applying tools of effective communication.		

Week 4	4.2 Laswell's Model of Communication (1948) 4.3 Shannon Weaver's Model of Communication	Book Reading Chapter 1 of Fundamentals of Media Effects by Jennings Bryant, Susan Thompson and Bruce W. Finklea
Week 5	4.4 Two Step Flow of Communication by Pual Lazarfeld 4.5 Model of Gate Keeping	Book Reading Chapter 6 of Mass Communication Theory Foundation, Ferment, and Future by Stanley J. Baran & Dennis K. Davis
Week 6	Unit-5 Media of Mass Communication 5.1 Brief History and Working of Print Media: Newspaper, Magazines, Periodicals, Pamphlets.	Print Media in Subcontinent Trace the history of print media in sub-continent and analyze its role in the Pakistan Movement.
Week 7	5.2 Brief history and working of Broadcasting Media: Radio, Television and Film	Private Media Students will explore the evolution and reasons behind the growth of private media ownership in Pakistan's broadcasting sector.
Week 8	Mid Term Examination	
Week 9	Unit-6 Mass Media in the Digital Age 6.1 Introduction to Social media platforms 6.2 Digital Divide and Consumer interest in the age of internet	Project Students will develop a storyboard from their previously written scripts and produce final footage for social media advertisement or short Film.
Week 10	Unit-7 Introduction to Communication and Mass Communication Theories 7.1 Framing Theory to understand the role of Mass Media in the formation Public Opinion 7.2 Agenda Setting Theory	Reading Page no. 293-298 of Mass Communication Theory Foundation, Ferment, and Future by Stanley J. Baran & Dennis K. Davis
Week 11	7.3 Social Cognitive Theory to understand the role of media in audience persuasion 7.3.1 Factors that influence behavior 7.3.2 Observational Learning and Modeling 7.3.3 Effects of Modeling	Book Reading Chapter 4 of Fundamentals of Media Effects by Jennings Bryant, Susan Thompson and Bruce W. Finklea
Week 12	7.4 Cultivation Theory to understand how mass media construct reality 7.4.1 Brief history 7.4.2 Major Concepts (Mainstreaming, Resonance, Interaction, Habitual viewing of Television) 7.4.3 Cognitive Paradigm	Book Reading Chapter 8 of Fundamentals of Media Effects by Jennings Bryant, Susan Thompson and Bruce W. Finklea
Week 13	7.5 Diffusion of Innovation Theory 7.5.1 Stages of Diffusion 7.5.2 The Adaptor Categories	Book Reading Chapter 10 (Page 280-284) of Mass Communication Theory Foundation, Ferment, and Future by Stanley J. Baran & Dennis K. Davis

Week 14	Unit 8 Working of Mass Media Organizations 8.1 Ownership, Policies and Problems faced by media organizations	Working of Pakistani News Networks Select any two most popular TV Channels of Pakistan (e.g., Geo, ARY, HUM, Samara etc.) and study their working as media organizations.
Week 15	Unit-9 Mass Media and Globalization 9.1 Basic Concept of Globalization 9.1.1 Evaluation of Global Mass Communication 9.1.2 Cultural Hegemony	Global Content Students will critically analyze three examples of global media content in Pakistan and evaluate their cultural impact.
Week 16	Final Term Examination	
Textbooks and Reading Material		
1. Textbooks 1.1 Mass Communication Theory Foundation, Ferment, and Future by Stanley J. Baran & Dennis K. Davis, 2013 (6 th edition) 1.2 Fundamentals of Media Effects by Jennings Bryant, Susan Thompson and Bruce W. Finklea, 2012 (2 nd edition) 1.3 Dynamics of Mass Communication by Dominick J.R, 2006 2. Suggested Readings 2.1 Understanding Mass Communication by Defleur Dennis, Houghton, 2000 2.2 Media Now: Communication Media in the information age by Straubhaar, LaRose (3 rd edition), 2002		
Teaching Learning Strategies		
1. Lectures 2. In Class activities 3. Readings 4. Projects		
Assignments: Types and Number with Callender		
1. Week 3 Script – 5 marks 2. Week 6 & 7 Print Media in Subcontinent + Private Media in Pakistan – 5 marks 3. Week 9 Story Board & Project – 10 marks 4. Week 14 Working of Pakistani News Networks – 5 marks		