



Code	Subject Title	Cr. Hrs	Semester
BSCS-309	Theories of Communication-II	3	VI
Year	Discipline		
3	Mass Communication		

Media Effects Theories

- Levels and kinds of effects
- Diffusion of innovations model.
- Knowledge gap hypothesis
- Social realities versus mediated realities
- Attitude and persuasion
- Opinion formation, spiral of silence
- Cultivation effects hypothesis
- Agenda setting, framing, priming

Recommended Readings:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGrow Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, Inc. New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd . ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3rd ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.