

## **Code: BSCS-111**

### **Title: Mass Communication**

### **Credit Hours: 03**

### **Communication**

- Definitions, types and significance of Communication
- Process of Communication: source; message; channel, noise; destination; encoding; decoding; and feedback
- Essentials of effective communication
- Role of Mass media in agenda setting
- Nature and functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development.)

### **Media of Mass Communication**

- Print Media: newspapers, magazines, periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- Comparative study of mass media, their components, functions and effects.

### **Recommended Readings:**

1. Dominick, J. R. (2006). Dynamics of Mass Communication (8<sup>th</sup> ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose.(2002). Media Now: Communication Media in the Information Age (3<sup>rd</sup> ed.). USA; Wadsworth.
3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 2000
4. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6<sup>th</sup> ed.; 1997.
6. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M. (Nation Language Authority, Islamabad 1990.
7. Dynamics of Mass Communication Roger Dominic 6<sup>th</sup> ed, McGraw Hill New York, London 1999.
8. Ta'araf-e-iblagh-e-Amma, Matin-ur-Rehman Murtaza, Department of Communication, University of Karachi 2000.
9. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
10. Media of Mass Communication, John Vivian 5<sup>th</sup> ED. Allyn and Bacon, London, 2000.