

BS Geography 4 Years Programme, University of the Punjab, Lahore

OBJECTIVES:

This course is aimed at introducing the students with basic concept of communication and mass communication. This course further enables the students to understand the communication process and distinguish among various mass media

CONTENTS

Definitions, types and significance. Process of Communication: source; message; channel; noise; destination; encoding; decoding; and

COMMUNICATION

feedback. Barriers in communication. Essentials of effective communication. Dimensions of mass communication: mass media, advertising, public relations, blogging, new media etc. 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. New Media: (Internet)—On-line journalism. Traditional/Folk-Media. Comparative study of mass media, their components, functions and effects.

Recommended Books:

1. Dominick, J.R.(2006).Dynamics of Mass Communication(8 th ed.)New York. McGraw-Hill
4. Merrill, J.C., Lee, J., Friedlander, E.J., (1994). Modern Mass (2 nd ed). New York. Harper Collins College Publishers
5. Straubhaar, LaRose. (2002). Media Now: Communication Media Information Age (3 rded.). USA. Wadsworth