

## **Sociology of Mass Communication (42685 –A )**

### **UNIT-A**

Basic Concepts: Human Communication, Interpersonal and Group Communication, Mass Society, Mass Communication, Mass Culture,

### **UNIT-B**

Communication Theory : Two Step Flow ( Katz and Lazarsfeld)

Theories of the Media : Early Theories (Innis and McLuhan), The Public Sphere (Habermas), Hyper Reality (Baudrillard).

Functions and Dysfunctions of Mass Communications - Views of Lasswell, Lazarsfeld, Merton , Defleur Peterson and Wilbur Schramm.

### **UNIT-C**

Media Gender and Society. Role of Media in Society : Socialization , Education, Information, Recreation, Advertisement, Consumer Behavior, Propaganda and Public Opinion.

### **UNIT-D**

Mass Media and Rural Society- Views of Bunker Roy, S.C. Dube and P.C. Joshi. Traditional forms of Media. Internet Society.

### **UNIT-E**

Media in Democracy, Media and Development. The Indian Context: Press, Cinema, Radio and Television.

### **Books Recommended :**

Katz Lazarsfeld : Personal Influence, Illinois Press, 1960.

De fleur M L, Theories of Mass Communication, New York.

Fans Robert F.L., A Hand Book of Moderns Sociology, Chicago, 1964.

Wright Chales, R : Mass Communication : A Sociological Perspective, Las Angles, University of California.

### **Essential readings:**

Bethla, Sonia, 1998 Women Democracy and the Media Cultural and Political Representation in the Indian Press, Delhi: Sage Publication.

Breckenridge, C.: Consuming Modernity Public Culture in Contemporary India.

Brosius, C. and M Butcher 1999, Image Journey Audio Visual Media and Cultural Change in India, Delhi : Sage Publication.

Curran, J. and M. Gurevitch 1991 : Mass Media and Society, London: Edward Arnold.

French, D. and Michael Richard 2000 : Television in Contemporary Asia, London: Sage Publication.

Gunaratne, S. 2000 : Handbook of the Media in Asia, London : Sage.

Johnson, K. 2000 : Television and Social Change in Rural India, London : Sage.

Manual, P. 1998 : Cassette Culture Popular Music and Technology in North India.

Mitra, A. 1993 : Television and Popular Culture in India, Delhi: Sage.

Nagori, Monika, 2003 : Jan Sanchar Avem Samaj, Ankur Prakashan, Udaipur.

Singhal, A. and E.M. Rogers 2000 India's Communication Revolution, Delhi: Sage Publication.

**References:**

Appadorai Arjun 1997 Modernity at Large Cultural Dimensions of Globalization, New Delhi, OUP.

Axford B and Richard Huggins 2001, New Media and Politics, London : Sage.

Leach E 1976 Culture and Communication, Cambridge : Cambridge University Press.

Page, D and William Crawley 2001 Satellites over south Asia, London: Sage.

Preston, P. 2001 : Reshaping Communications, London : Sage.

Robertson R., 1992 Globalization, Social Theory and Global Culture, London: Sage.

TunstallJ., 1977 : The Media are American, New York: Columbia Unversity Press.

**Pedagogy:**

Audio - Visual methods should be used.

Illustrations should be drawn from the State / Region.

