

BMS 101

Module: Development of Communication

Sessions	Topics
1 – 3	Communication through the spoken word, Communication through other channels, Development of written and printed communication.
4 – 5	Models of Communication: Osgood model, SMCR Model, Shannon & Weaver model, Gerber's model
6-7	Process of Communication – Theories of Mass Communication (Cultivation Theory, Agenda Setting theory, Cultural Imperialism Theory, Spiral of Silence Theory, Media Dependency Theory, etc.)
8-9	Theories of communication: Hypodermic needle theory, two-step multi step theory, Play theory, Commercial theory.
9 – 10	Newspapers, magazines and books: Introduction to Journalism and Publishing. A brief history of Print Media in Global context: Focus on the last 50 years. Era's of communication.
11 – 14	Motion Picture introduction to international film history
15	History and development of film as a communication medium from the invention of image duplication (major techniques such as daguerreotypes, zoetrope, phenkistoscope, bioscope, cinematograph, etc)
16 – 17	Radio and Television: Historical developments as international media (beginning from late 19 th century) Technology, history and regulation, Regulation versus Liberalization of the Electronic Media in Indian context
18 – 19	Folk and rural media: Characteristics of folk, popular and mass culture (identification of differences between them): history, growth, current status, examples, Use of folk and popular media in development initiatives such as women empowerment, health awareness, population control, literacy, ecology protection, etc.
20	Mass Media and Society – Role and Social Responsibilities of Media (Sociological, Functionalist & Marxist Theory of Mass Media)

Suggested Book List:

- Mass Communication Theory – Dennis MaQuail
- Mass Communication & Journalism In India – D.S. Mehta
- Mass Communication in India – Keval J. Kumar
- Mass Communication – Carter Martin D.
- Mass Communication Theory – Stanley J. Baren & Dennis K. Davis
- Introduction to Mass Communication – Agee, Ault & Emery
- Life to those Shadows – Noel Burch
- Oxford History of World Cinema
- History of Narrative Film – David Cook
- How to Read a Film – James Monaco