

SYLLABUS UG MDC UNDER MASS COMMUNICATION

MDC – UNDERSTANDING COMMUNICATION (3 CREDITS)

Course Objective: The objective of this paper/course is to familiarize students to the universe of communication and media through concepts, different types of mass media and its importance. They must be able to understand the media ecology and how it functions. The course will train them in designing and using communication in an appropriate way.

Learning Outcome:

After the completion of this paper students will get to:

- Conceptualize communication, process, types and levels
- Learn designing communication
- Learn communication in relation with society at large
- Understand the importance of correct communication and etiquettes

3 CREDITS = 2L + 1T

45 Hours = 30 Hrs. + 15 Hrs.

Unit 1: Understanding Communication

- Communication: Concept, Characteristics, Significance
- Communication: Elements, Process
- Communication: Classification
- Barriers in Communication

Unit 2: Designing Communication - I

- Designing Message of Communication
- Seven C's of Communication
- Criteria for Selection of Appropriate Medium
- Importance of feedback, Communication Ethics

Unit 3: Designing Communication - II

- Selection of Correct Language
- Importance of Voice Modulation
- Correct Body Language, Correct Dressing
- Basic Etiquettes in Communication

Suggested Readings:

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.)
- Adler. Ronald. (2013). *Understanding Human Communication*, Delhi: Oxford University.
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States: Sage.

- Gupta, M.R (2010). *Mass Communication : A Simple Approach*, New Delhi: Raj Publications.
- Fiske John, (1982). *Introduction to Communication Studies*, Routledge Publication.
- Ruffner Michael and Burgoon Michael, (1981). *Interpersonal Communication*, New York, Holt, Rinehart and Winston.