



Renaissance University Indore

DET Syllabus for Journalism and Mass Communication

- 1. Media and Society** – functions, role, access and interaction. Contemporary developments in the media as an institution.
- 2. Different Schools of thoughts** – related communication discipline: Media Content: Information, Education & Entertainment; Functions of Media; Impact of Media; and Media Economics and Finance.
- 3. Communication & mass communication theory**
 - A. Concept of Communication & Definition**
 - Elements of Communication
 - History of Communication
 - Functions of Communication
 - Communication & Socialization
 - B. Forms of Communication**
 - (a)
 - i. Intrapersonal Communication
 - ii. Interpersonal Communication
 - iii. Small Group Communication
 - iv. Public Communication
 - v. Mass Communication
 - (b)
 - i. Non-verbal Communication, Body Language
 - ii. Verbal Communication
 - C. Models of Communication**
 - i. SMCR Model
 - ii. Shannon & Weaver Model
 - iii. Laswell's Model
 - iv. Osgood's Model
 - v. Schramm's Model
 - vi. Newcomb's Model
 - vii. Convergent Model
 - viii. Gate keeping Model

D.

- i. Intrapersonal Communication
- ii. Interpersonal Communication
- iii. Small Group Communication
- iv. Public Communication
- v. Mass Communication

(b)

- i. Non-verbal Communication, Body Language
- ii. Verbal Communication

E.

Theories of Mass Communication

Theories of Mass Communication

Limitations of Mass Communication Demassification, Demystification, Decentralization,
Future trends in Mass Communication

F.

Development-Concepts, Paradigm

Role of Mass Communication in Development & Social Marketing, Indian Experiences of
Developments & Social Marketing

G. Media Systems & Theories of Media

- i. Authoritarian
- ii. Libertarian
- iii. Socialistic
- iv. Social-responsibility
- v. Development Media Theory
- vi. Participatory Media System