PGJMC S1 02

COMMUNICATION THEORY

SEMESTER - I

JOURNALISM AND MASS COMMUNICATION

BLOCK - 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE 2 : COMMUNICATION THEORY

BLOCK 1

DETAILED SYLLABUS

Unit 1 : **Concept of Communication Theory** **(Pages 7 - 19)**

Concept of communication theory & model, Evolution of Communication Theories and Models

Unit 2 : **Basic Communication Models** **(Pages 20 - 31)**

What is communication model? Uses and types of communication models, Linear Models, Interactive Models, Transactional Models, Helical Models

Unit 3 : **Communication Models-I** **(Pages 32 - 45)**

Basic models — Aristotle's model, SMR, SMCR, Circular model (Schramm and Osgood)

Unit 4 : **Communication Models-II** **(Pages 46 - 60)**

Lasswell'sModel, Shannon and Weaver's model, Diffusion of Innovations Model

Unit 5 : **Communication Models-III** **(Pages 61 - 69)**

Katz and Lazarsfeld's two step flow model of mass media and personal influence, Wilbur Schramm's model, White's Gatekeeping Model, Westley and MacLean's Model

Unit 6 : **Communication Models-IV** **(Pages 70 - 76)**

Newcomb's Model,Gerbner's Model, Walzlawick, Beaven and Jackson's Model, Dance Model

Unit 7 : **Development Communication Models** **(Pages 77 - 89)**

Lerner Model of Development, Mass Media in Modernization, The Bullet Theory model, Further Discussion on Lerner's Model of Development, Wilbur Schramm on Modernization and the Mass media, Critiquing Lerner's Model of Development, The Diffusion of Innovations Theory, Roger's Basic Diffusion Model, Deviating from the Early Diffusion of Innovations Theories, Early Models of Mass Media Communication in Developing Countries, The Major Characteristics of the Diffusion Model

COURSE INTRODUCTION

We have discussed the concept of communication and mass communication in the first course of this programme functions, types and process of communication. This is the second course of the post graduate level programme in mass communication. In this course we are going to discuss various communication theories and models. Theory is an idea of how something happens. It is an attempt to explain or represent an experience. Communication models seek to represent the structure and key elements of the communication process. In the field of Communication, theories and models are important because they directly impact our daily lives.

BLOCK INTRODUCTION

This is the first block of the course on 'Communication Theory'. This block is divided into seven units which are as follows–

Unit -1 : Concept of Communication Theory

In this first unit we will concentrate on the meaning, definition and importance of communication theory. Communication theory and model are the integral parts of communication which will be discussed simultaneously. A conceptual observation on a set of events based on thorough research is called theory and the research to understand communication process can be termed as communication theory. This unit will provide you with a basic idea of the communication theory and its aspects.

Unit -2 : Basic Communication Models

This is the second unit of the course on 'Communication Theory'. In this unit, we shall discuss about the uses and types of communication model . You will also get a brief overview of linear, interactive and transactional model.

Unit - 3 : Communication Models-I

This unit describes the basic models of communication. Aristotle's model, SMR and SMCR linear model have been discussed in detail in this unit. We will also discuss about the circular model of communication.

Unit -4 : Communication Models-II

This unit introduces three different models of communication, Lasswell's Model, Shannon and Weaver's Model, and Diffusion of Innovations Model :

Unit -5 : Communication Models-III

This unit aims at highlighting the Katz and Lazarsfeld's two step flow model of mass media and personal influence concept. This unit also enumerates the concept of Wilbur Schramm's Model, White's Gatekeeping Model and Westley and MacLean's Conceptual Model.

Unit -6 : Communication Models-IV

This unit elucidates for you another three models, these are- Newcomb's Model, Gerbner's Model and Watzlawick, Beaven and Jacksons Model and Dance Model.

Unit -7 : Development Communication Models

In this unit, you shall learn about the different development communication models like the Lerner's model of development, Bullet Theory model and Roger's Basic Diffusion Model.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you the meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under ‘Activity’ and ‘Check Your Progress’ section in every unit. Activities will increase your thinking capacity because questions put under ‘Activity’ section are not directly derived from text. Answers to the short questions have been put under section ‘Answers to Check Your Progress’. Besides, a few text-related questions have been put under the section ‘Model Questions’. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence..