PGJMC S1 02

COMMUNICATION THEORY

SEMESTER - I

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Subject Experts

1. Professor K.V. Nagaraj, Former Professor of Mass Communication, Department of Mass Communication, Mizoram University
2. Professor Mrinal Chatterjee, Indian Institute of Mass Communication, Dhenkanal, Odisha
3. Dr. Ankuran Dutta, Associate Professor & Head, Department of Communication & Journalism, Gauhati University

Course Coordinators : Dr. Trisha Dowerah Baruah & Dr. Juri Hazarika, Bhupen Hazarika School of Mass Communication, KKHSOU

SLM Preparation Team

UNITS	CONTRIBUTORS
8,9	Ms. Rosemary Ishorari, Assistant Professor, Dept. of Media Studies, St. Anthony's College, Shillong
10,11,12	Lt. Dr. Anamika Ray, Gauhati University
13,14,15	Dr. Trisha Dowerah Baruah

Editorial Team

Content (English Version)	: Prof. K.V Nagaraj, Department of Mass Communication, Mizoram University
Language (English Version)	: Sawpon Dowerah, Academic Officer (Retd.), SEBA & presently, Principal, Icon College
Structure, Format & Graphics	: Dr. Trisha Dowerah Baruah

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City Office : Housefed Complex, Dispur, Guwahati-781006; Web: www.kkhsou.in

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COURSE 2 : COMMUNICATION THEORY

BLOCK 2

DETAILED SYLLABUS

Unit 8 : International Communication Models **(Pages 99 - 108)**

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

Unit 9 : Communication Management Models **(Pages 109 - 122)**

International Communication, Elements in the study of International Communication , The Context of the New World Information and Communication Order (NWICO), How the New World Information and Communication Order came into being, Factors for the success of the NWICO, International Communication Models, Global Communication Model, Global Interdependency Model, Global Technology Networking Model- 1 & 2

Unit -10 : Communication Effects Theories- I **(Pages 123 - 136)**

Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis

Unit -11 : Communication Effects Theories-II **(Pages 137 - 149)**

This unit describes another five of the communication effect theories. They are - Social Learning Theory, Dependency Theory, Spiral of Silence Theory and Heider's Balance Theory.

Unit 12 : Normative Theories **(Pages 150 - 162)**

Normative theories are very much important in the field of mass communication and media. So, in this unit we will explain to you the Authoritarian theory, Libertarian theory, Social responsibility theory, Soviet Communist Theory, Development Communication Theory and Democratic Participation Theory. In this unit you will also be introduced to Bharat's Natyashastra – Sadharanikaran Theory.

Unit 13 : Models of Public Communication of Science and Technology **(Pages 163 - 171)**

Science Communication Models - Deficit Model, The Contextual Model, Lay-expertise Model, Public Participation Model

Unit- 14 : Comparative analysis of any two communication models (Practical based unit) **(Pages 172 - 173)**

This is a practical based unit where the learners will have to chose any two communication models of their choice and make a comparative analysis between the two while at the same time enlist its importance in the society.

Unit 15 : Evaluating Communication Theory (Practical based unit) **(Pages 174 - 175)**

This is another practical based unit whereby the learner will have to critically examine any communication theory of their own choice and accordingly prepare a report on it.

BLOCK INTRODUCTION

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

Unit – 8 : International Communication Models

This is the eight unit of the course on 'Communication Theory'. In this unit, we shall discuss the International Communication Models like the Global Communication Model, Global Interdependency Model and the Global Technology Networking Communication Model – 1 & 2. You will also get a brief overview of the concept of International Communication in the context of New World Information and Communication Order (NWICO).

Unit- 9 : Communication Management Models

In this unit, we shall discuss about the different Communication Management models like Knowledge Management Model, Conflict Management model, Conflict Process Model and Conflict Variables Model.

Unit- 10 : Communication Effects Theories-I

This unit illustrates the different types of communication effect theories. Among them, Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory and Cultivation Analysis will be explained in detail in the unit.

Unit 11 : Communication Effects Theories-II

This unit describes another five of the communication effect theories. They are - Social Learning Theory, Dependency Theory, Spiral of Silence Theory and Heider's Balance Theory.

Unit 12 : Normative Theories

Normative theories are very much important in the field of mass communication and media. So, in this unit we will explain to you the Authoritarian theory, Libertarian theory, Social responsibility theory, Soviet Communist Theory, Development Communication Theory and Democratic Participation Theory. In this unit you will also be introduced to Bharat's Natyashastra – Sadharanikaran Theory.

Unit – 13 : Models of Public Communication of Science and Technology

In this unit, you will get a brief overview of the different models of science communication like the Deficit Model, The Contextual Model, Lay-Expertise Model and the Public Participation Model.

Unit- 14 : Comparative analysis of any two communication models (Practical based unit)

Comparative analysis of any two communication models of one's choice will have to be done by following some of the guidelines as given in the text.

Unit 15 : Evaluating Communication Theory (Practical based unit)

The learner will have to evaluate any communication theory of his/her choice and accordingly prepare a report on it by following certain guidelines as given in the text.

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' 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.