PGJMC S1 01

Concept of Communication

SEMESTER - I

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Subject Experts

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

Course Coordinators : Dr. Juri Hazarika, Assistant Professor, KKHSOU

SLM Preparation Team

UNITS	CONTRIBUTORS
8, 10	Dr. Abhijit Bora,HoD, Dept of Mass Comm, Tezpur University
9	Priyanka Bhattacharjee, KKHSOU
11, 12	Dr. Ayesha Tahera Rashid, Asstt. Prof, Assam University
13	Dr. K. S.Krithika, Asstt. Prof., Dept of Visual Communication, Pondicherry University Community College
14, 15	Rosemary Ishorari,Asstt. Prof.,Dept of Media Studies, St. Anthony's College

Editorial Team

Content	: Prof. K.V. Nagaraj, Former Professor, Mizoram University
Language	: Prof. Robin Goswami, Former Senior Academic Consultant, KKHSOU
Structure, Format & Graphics	: Dr. Juri Hazarika, KKHSOU

June, 2018

 This Self Learning Material (SLM) of the Krishna Kanta Handiqui State Open University is made available under a Creative Commons Attribution-Non Commercial-Share Alike 4.0 License (international): http://creativecommons.org/licenses/by-nc-sa/4.0/

Printed and published by Registrar on behalf of the Krishna Kanta Handiqui State Open University.

Head Office: Patgaon, Rani Gate, Guwahati - 781017

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

The University acknowledges with thanks the financial support provided by the **Distance Education Bureau**, **UGC** for the preparation of this study material.

CONCEPT OF COMMUNICATION

BLOCK 2

DETAILED SYLLABUS

Unit 8: **Mass Communication** **(Pages 115-127)**

Definition, characteristics of mass communication, types, functions, evolution of mass communication, mass media

Unit 9: **Process of Communication** **(Pages 128-137)**

How communication takes place, the elements of communication

Unit 10: **Communication and Society** **(Pages 138-155)**

Role of communication in society, why communication is important, impact of society on communication processes, communication and social change, communication and culture, information society, new information order

Unit 11: **Media Audience** **(Pages 156-170)**

Definition, a brief history of media audience, audiences and new media, types of audiences, audience characteristics, audience theories

Unit 12: **Grassroots Communication** **(Pages 171-185)**

What is grassroots communication, grassroots communication planning, participatory communication planning, phases of grassroots communication planning, grassroots advocacy campaigns, steps for successful grassroots advocacy campaigns

Unit 13: **Communicationand Culture** **(Pages 186-199)**

Communication, Culture in detail, communication and culture, culture in context, corporatization of culture

Unit 14: Communication in Popular Culture **(Pages 200-208)**

Communication and popular culture, contemporary popular culture studies, role of communication in pop culture in reference to music, corporatization of culture in reference to pop music, music on internet, mass media as a cultural institution

Unit 15: Cultural Communication **(Pages 209-224)**

Concept of cultural communication, selected conceptualizations and approaches linking culture and communication, Intercultural Communication, definition, Adaptation, Acculturation, Communication model for Acculturation, Multivariate immigration adaptation model, Core components of Cultural Communication, Perception, Communication Accommodation Theory

BLOCK INTRODUCTION

The second block of the course is divided into eight units, which are as follows –

The eighth unit of this course and the first unit of this block is *'Mass Communication'*. In this unit we will introduce you to the definition and characteristics of mass communication, its types, functions, along with the evolution of mass communication, and about mass media.

The second unit *'Process of Communication'*, discusses how communication takes place. It also deals in details the elements of communication.

The third unit of this block is *'Communication and Society'*. In this unit, you will learn in details about the role of communication in society, why communication is important, impact of society on communication processes, communication and social change.

The fourth unit is *'Media Audience'* where we are going to discuss the definition of media audience, a brief history of media audience, audiences and new media, types of audiences, audience characteristics, and audience theories.

The fifth unit of the block is *'Grassroots Communication'*. This unit deals with the grassroots communication planning, participatory communication planning, phases of grassroots communication planning, grassroots advocacy campaigns, and steps for successful grassroots advocacy campaigns.

The sixth unit *'Communication and Culture'*. This unit deliberates on communication, culture in detail, communication and culture, culture in context, and corporatization of culture.

The seventh unit of the block is titled *'Communication in Popular Culture'*. In this unit we will introduce you to the Communication and popular culture, contemporary popular culture studies, role of communication in pop culture in reference to music, corporatization of culture in reference to pop music, music on internet, mass media as a cultural institution.

The last unit of the course titles *'Cultural Communication'* introduces you to the concept of cultural communication, selected conceptualizations and approaches linking culture and communication, Intercultural Communication, its definition, Adaptation, Acculturation, Communication model for Acculturation, Multivariate immigration adaptation model, Core components of Cultural Communication, Perception, Communication Accommodation Theory.

While going through this paper, you will notice that some boxes are put in the left hand or right hand side of the text. These boxes are meant to serve the purpose of in-text glossary for you. Again, you may find some boxes marked with: “LET US KNOW”. These boxes will provide you with some additional interesting and relevant information. The boxes marked with “ACTIVITY” will help you in making your learning more active and efficient. And, at the end of each section, you will get “CHECK YOUR PROGRESS” questions. These have been designed to self-check your progress of study. It will be better if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with “ANSWERS TO CHECK YOUR PROGRESS” given at the end of each unit.