GSO S6 04 (M)
Exam code : SOM6D

Media and Society

SEMESTER - VI

SOCIOLOGY

BLOCK - 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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December, 2019

ISBN No. : "978-93-89559-71-2"

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

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

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COURSE INTRODUCTION

The course 'Media and Society' attempts to introduce mass media and communication to the learners from a sociological perspective.

This course comprises of 14 units. It has been classified into two blocks. Each of the blocks contains 7 units. The course includes theoretical discussions on the phenomena of mass media, mass communication. Further, it provides explanations about different aspects of mass communication. The course tries to locate the significance of mass media and communication in the context of the contemporary society.

Further, the course progresses with special emphasis laid on the ideas of verbal and non-verbal communication, the concept of listening, the aspects of advertising, and also on the significance of mass media in development. The different topics have been tried to be explained with relevant exemplifications.

BLOCK INTRODUCTION

This is the first block of the paper 'Media and Society' offered in the 6th semester of B.A. Sociology programme of Krishna Kanta Handiqui State Open University. This block intends to provide the learners an understanding of the theoretical approaches to the study of media, and also explanation on some concepts and aspects of mass media.

In this direction, Unit 1, titled "Introduction to communication" focuses on the meaning of communication in social sciences. In addition, it also highlights the types and needs of communication.

Unit 2, titled "Introduction to mass communication" emphasises on the meaning of the concept of mass communication, it's types and functions.

Unit 3, titled "Verbal communication" provides an understanding of the idea of verbal communication and it's types. It further highlights the idea of polysemy.

Unit 4, titled "Non verbal communication" provides an overview of the idea of non-verbal communication, it's different elements and functions.

Unit 5, titled "Listening" provides a comprehensive understanding of the concept of listening and it's significance. It also throws light on the process of active listening.

Unit 6, titled "Theories of mass communication" introduces the normative and sociological groups of theories to the learners.

Unit 7, titled "Mass communication and society" highlights the effects of media particularly on the institutions of marriage and family.

In order to make the text more interesting and informative, a section called LET US KNOW has been provided in the units. This section tries to provide some additional information regarding the content of the unit. Further, in order to enable the learners to continuously check their progress regarding the content, some questions have been put at the end of various sections of a unit with the heading CHECK YOUR PROGRESS. The answers to the questions of CHECK YOUR PROGRESS section have been provided at the end of each unit. In the end of each unit few Model Qustions of long and short type are provided in order to provide an idea of the question pattern to be expected in the examinations by the learners.