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Media and Society

SEMESTER - VI

SOCIOLOGY

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Subject Experts

Professor Jyoti Prasad Saikia, Dibrugrah University

Dr. Nirmali Goswami, Tezpur University

Course Co-ordinators

Gargi Gayan, Assistant Professor, Sociology, KKHSOU

Murchana Kaushik, Academic Consultant, Sociology, KKHSOU

SLM Preparation Team

Units	Contributors
8,9,14	Srujani Smrutirekha, Research Scholar, TISS, Guwahati
10	Pratichi Majumdar, Research Scholar, JNU
11	Rituparna Pargiri, Research Scholar, JNU
12	Shilpi Shikha Phukan, Research Scholar, JNU
13	Bhushita Sharma, Tezpur

Editorial Team

Content : Dr. A.S. Shimreiwung, Assistant Professor, Department of Sociology, Tezpur University

Language : Elizabeth L. Thiek, Assistant Professor, Department of English, Kampur College

Structure, Format & Graphics : Murchana Kaushik, KKHSOU

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Head Office : Patgaon, Rani Gate, Guwahati-781017

City Office : Housefed Complex, Dispur, Guwahati-781 006; Web: www.kkhsou.in

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BLOCK INTRODUCTION

This is the second block of the paper 'Media and society' offered in the 6th semester of B.A. Sociology programme of Krishna Kanta Handiqui State Open University. It consist of 7 units

Unit 8, titled "Communication approach" provides an understanding of the communication effects approach. It also highlights the relationship between mass media and modernisation.

Unit 9, titled "Critique of communication approach" provides a critical appraisal of the communication campaign in strategic social change.

Unit 10, titled "Communication strategies for empowerment" focuses on the significance of communication strategies in empowering and developing.

Unti 11, titled "Culture and communication" throws light on the ideas of cross-culture and inter-cultural communication. It further lays emphasis on the structure based cultural characteristics.

Unit 12, titled "Public relations and society" provides a holistic understanding of the concept of ppublic relations, it's growth and development over time.

Unit 13, titled "Advertising" highlights the meaning of the concept of advertising and the functions of advertising agencies. It also focuses on the understanding of the entity of advertising in India.

Unit 14, titled "Mass media and development" throws light on the cultural context of development. It also highlights the role of traditional media in development.

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.