

MANGALORE UNIVERSITY
Department of Sociology

SYS 558 Sociology of Media and Communication

Objectives:

The course will enable the students to -

- 1 Make aware of the **Communication Process**.
- 2 Understand the **patterns of communication in the changing situation**.
- 3 Acquaint with the concept and process of communication in India
- 4 Analyse the **various types of media**.
- 5 Understand the different perspectives on communication media.
- 6 Aware of the **social problems caused by communication media**.

Course Outcome:

- CO1. Understand the communication process.
- CO2. Study the **barriers for effective communication**
- CO3. Contact with the **world of media and market relations**
- CO4. Entrepreneurial attitudes, skills and career options in media.
- CO5. Understand **media policies in India**
- CO6. Raising awareness of media related issues in India
- CO7. Sociological **relevance of media for democracy**

Course Content:

Unit I. Communication

Hrs - 14

- a. Scope and Importance of Sociology of Media and Communication
- b. Types of **Communication and Barriers to communication**.
- c. **Social responsibility** of media

Unit II . Perspectives of communication and Media

Hrs - 12

- a. Functionalist and Marxist
- b. **Culture Industry** – Habermas; Other Approaches
- c. Information and **knowledge Society**

Unit III. Mass media

Hrs - 14

- a. Radio, Television, Cinema and Social Media
- b. **Effects of Mass media on Society**.
- c. **Media, technology and culture**

Unit IV. Mass media and Social Problem

Hrs - 14

- a. Media, Crime and Violence
- b. **Media Commercialization**.
- c. New media issues: **Invasion of Privacy, Piracy, Cybercrimes and Pornography**.

Unit V. Media and Development

Hrs - 12

- a. Mass **Media development and Social Change**
- b. Communication and **Rural Development.**
- c. Communication Policy – **Role of Govt. and other agencies.**

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