MCOM- 5101 Introduction to Conventional and Digital Communication

This course is aimed at introducing the students with basic concepts of conventional and emerging concepts of digital communication. Students would be able to identify and distinguish between the key concepts and methods of inquiry so that they can analyze digital media technologies and develop their analytical skills to produce analysis of digital media and culture. This course further enables the students to understand the communication process, digital communication system and distinguish among various mass media.

*Contents*

1. Communication, Process of Communication, Function of Communication, Barriers in communication
2. Models of Mass Communication: Linear, Circular, Transactional
3. Print Media Communication: Newspapers, Magazines, Periodicals, Books, Pamphlets, etc.
4. Electronic Media Communication: Radio, TV, Film.
5. New Media: (Internet): Website, Blog, Vlog, and Social Media.
6. ICTs and Emerging Platforms of New Media: Web 2.0
7. The Phenomenon of Social Media: Facebook, Twitter, LinkedIn, Google
8. Integration, Convergence, Consumerism and Amplifications of Mass Contents on ICT Platforms
9. Receiver of Communication as Channels of ICTs

*Recommended Books*

1. Baran, S. (2016). Introduction to Mass Communication: Media Literacy and Culture(10th ed.). New York: NY: McGraw-Hill Inc.
2. Campbell, R., Martin, C., & Fabos, B. (2014). Media and Communication: Mass Communication in a Digital Age. New York: Bedford/St.Martin’s.
3. Dominick, J. (2014). Dynamics of Mass Communication (12th ed.). New York: McGraw-Hill.
4. Vivian, J. (2015). Media of Mass Communication. New York: Pearson Inc.

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