

I SEMESTER

PAPER: 1.1

Title of the paper: Introduction to Communication

OBJECTIVES

- To throw light on the theories of communication
- To deal in depth the models of communication
- To provide an account of the theories of the press
- To ascertain the functions and state of media in India

Module I

Communication: Origin and development of Communication, Nature of Communication; Functions of communications.

Module II

Types of communications: Verbal, non-verbal, Intra personal, Inter personal, Group and Mass communication;

Module III

Basic models of Communication: Aristotle's Model, Shannon & Warren Weaver Model, Lasswell's Model

Module IV

Media Communication: Introduction to the folk Medias of India. Traditional folk Medias of India

Module V

Introduction to the folk medias of Karnataka: West Karnataka: Yakshagana, South Karnataka: Street paly, North Karnataka: Pupperty, East Karnataka: Veeragase

Skill Developments:

Photography and Photo editing Software

Reference Books

1. Berger, Arthur Asa, "Essentials of Mass Communication" Sage Publication, 2000
2. Watson, James, „Media Communication-An Introduction to theory and process, Palgrave, 2006
3. Mortsen, David C, „Communication Theory“, Transaction Publishers, 2008