

Prof. Rajendra Singh (Rajju Bhaiya) University, Prayagraj
Department of Sociology

Patrakarita Evam Jan Sanchar

45 Hours

3 Credits

MM:100

Course Code: I010008T

Unit 1: Principles of Communication, Journalism, Mass Media

Unit 2: Types of Mass Media: Cinema, Radio, Television, Books

Unit 3: Uses of Mass Media, Sociology and Psychology of Communication

Unit 4: Communication Technology, Internet, Social Media

Assessment: 60 Marks will be assessed by practical examination. 40 Marks will be assessed by theory paper.

Recommended Text:

Kumar K.J. Mass Communication in India. Jaico Books

कुमार के जे. भारत में जनसंचार. जैको बुक्स (अमिताभ श्रीवास्तव द्वारा अनूदित)