



Indraprastha College for Women

University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A. (Hons.) Multi Media and Mass Communication
Paper Title:	Communication, Media and Society
Unique Paper Code:	6292101101
Semester:	I
Faculty(s):	Dr. Gagan Gera
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	1	Defining Communication, Encoding and Decoding
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	2	Defining Communication, Encoding and Decoding

1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication.	3	Modes of Communication: Verbal (oral and written)
	To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.		
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	4	Non-Verbal, Intra-personal
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	5	Interpersonal, Group, Public and Mass Communication
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	6	Interpersonal, Group, Public and Mass Communication

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1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	9	Medium, Literacy, Technological Challenges
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	10	Barrier Free Technology,
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication.	11	Fluid Identities

			Communication as Subversion: Silence, Satire, Subterfuge
	To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	12	
1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	13	Communication as Subversion: Silence, Satire, Subterfuge
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1	To familiarize the student with the nature of communication, mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication. To emphasise the process of coding of messages at all levels of human and societal existence using both verbal language and paralanguage.	15	Ideology: Communication, Media and Political Economy
II	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	16	Ideology: Communication, Media and Political Economy

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II	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	23	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
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II	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	25	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
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II	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	27	Semiotics and Communication: Critical Theory and Practice (sign, object, interpretant/ icon, index and symbol, signifier and signified)
II	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	28	Communicating in Cyberspace: Interactivity, Hypertextuality, Multimodality and Multimediality
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II	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	30	Communicating in Cyberspace: Interactivity, Hypertextuality, Multimodality and Multimediality
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III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission.	34	Mass Communication Theory and Models
	Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.		
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III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	36	Early Theories: Bullet Theory, Two Step, Multi Step Theory, Cognitive Dissonance Theory

III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	37	Early Theories: Bullet Theory, Two Step, Multi Step Theory, Cognitive Dissonance Theory
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III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	41	Normative Theories
III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission.	42	Models: George Gerbner's Model, Wilbur Schramm's

	Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.		
III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	43	Model, Laswell's Model, Shannon-Weaver's Mathematical Model
III	To explain the process of decoding messages, with its dependence on reception, target group profile and means of transmission. Analysis of the communication chain to understand how and why messages are generated and ways in which these are consumed.	44	Revision

Unit	Contents/Syllabus
I	Unit 1 Introduction to Communication ● Defining Communication, Encoding and Decoding ● Modes of Communication: Verbal (oral and written), Non-Verbal, Intra-personal, Interpersonal, Group, Public and Mass Communication ● Barriers to Communication: Culture, Codes, Medium, Literacy, Technological Challenges, Barrier Free Technology, Fluid Identities ● Communication as Subversion: Silence, Satire, Subterfuge

III	Unit 3 Mass Communication Theory and Models • Early Theories: Bullet Theory, Two Step, Multi Step Theory, Cognitive Dissonance Theory • Media Effect Theories: Agenda Setting, Spiral of Silence, Uses and Gratification, Cultivation Theory • Normative Theories • Models: George Gerbner's Model, Wilbur Schramm's Model, Laswell's Model, Shannon-Weaver's Mathematical Model
S. No.	Name of Authors/Books/Publishers
1.	Fiske, J. (2011). Introduction to communication studies. London: Routledge.
2.	Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Publishing House.
3.	McQuail, D. (2012). Mass communication theory. Los Angeles: Sage.
4.	Narula, U. (2008). Mass communication: Theory and practice. New Delhi: Har-Anand Publications.

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	0
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment • Assignment/Quiz/Project/Presentation • Class Test • Attendance		30
		12	
		12	
		6	
2.	Continuous Assessment (Tutorial) • Activity 1 • Activity 2 • Attendance		40
		20	
		15	
		5	
3.	Practical • Continuous Assessment		

	• End Term Written/Practical Exam • Viva		
4.	End Semester Examination		90