

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – II

Course Title : MASS COMMUNICATION

Course Number : BA(BS) – 352

Credit Hours : 03

Course Contents:

1. Communication

- 1.1. Definition
- 1.2. Scope
- 1.3. Process of communication
- 1.4. Functions of communications
- 1.5. Conditions for successful communication
- 1.6. Settings of communication
 - 1.6.1. Personal Communication: Intrapersonal, Extra personal, Intra Personal: Dyad and Small Group communication.
 - 1.6.2. Non Personal Communication: Public Communications and Mass Communications, Machine Assisted Interpersonal Communication.
- 1.7. Kinds of communications
 - 1.7.1. Verbal and Non Verbal Communication

2. Mass Communications

- 2.1. Definition
- 2.2. Process of Mass Communications
- 2.3. Difference between Interpersonal, Mass Communication and Machine Assisted Interpersonal Communication

3. Medium and Media

- 3.1. Kinds of Media
- 3.2. Print and Electronic Media
- 3.3. Characteristics and Difference between Electronic and Print media

4. Historical Background of Print Media in World and in Indo Pak

5. Adjunct of Mass Communication

- 5.1. Public relations
 - 5.1.1. Concept
 - 5.1.2. Importance
 - 5.1.3. Publics

5.2. Advertising: An Introduction

6. News Agencies

6.1. Its Working

6.2. Historical Background

6.3. Some Important National and International News Agencies

Recommended Books

1. Introduction to Mass Communications: Media Literacy & Culture. Stanley J. Baran
2. The Dynamics of Mass Communications: Media in the Digital Age, Joseph R. Dominick
3. The Media of Mass Communication, John Vivan
4. Introduction to Mass Communications, Warren K Agee, Philip H Ault, Edwin Emerey
5. Understanding Mass Communications, Melvin I. Defleur, Everett E Dennis
6. Modern Mass Media: John C Merrill