

TABLE OF CONTENTS	Page No.
Lesson 01 COMMUNICATION	01
Lesson 02 THEORIES, PARADIGM AND MODEL (I)	04
Lesson 03 THEORY, PARADIGM AND MODEL (II)	06
Lesson 04 FROM COMMUNICATION TO MASS COMMUNICATION MODELS	10
Lesson 05 NORMATIVE THEORIES	13
Lesson 06 HUTCHINS COMMISSION ON FREEDOM, CHICAGO SCHOOL & BASIC PRINCIPLES OF SOCIAL RESPONSIBILITY THEORY	16
Lesson 07 CIVIC JOURNALISM, DEVELOPMENT MEDIA THEORY & DEMOCRATIC PARTICIPANT THEORY	19
Lesson 08 LIMITATIONS OF THE PRESS THEORY	22
Lesson 09 MCQUAIL'S FOUR KINDS OF THEORIES	26
Lesson 10 PROPAGANDA THEORIES	30
Lesson 11 PARADIGM SHIFT & TWO STEP FLOW OF INFORMATION	33
Lesson 12 MIDDLE RANGE THEORIES	38
Lesson 13 KLAPPER'S PHENOMENSITIC THEORY	41
Lesson 14 DIFFUSION OF INNOVATION THEORY	44
Lesson 15 CHALLENGING THE DOMINANT PARADIGM	48
Lesson 16 SOCIAL COGNITIVE THEROY	52
Lesson 17 MODELING FROM MASS MEDIA	56
Lesson 18 PRIMING EFFECT	59
Lesson 19 CULTIVATION OF PERCEPTIONS OF SOCIAL REALITY	62
Lesson 20 SYSTEMS THEORIES OF COMMUNICATION PROCESSES	65
Lesson 21 EMERGENCE OF CRITICAL & CULTURAL THEORIES OF MASS COMMUNICATION	68
Lesson 22 REVISION	71

Lesson 23 CRITICAL THEORIES & ROLE OF MASS COMMUNICATION IN A SOCIETY –THE MEDIATION OF SOCIAL RELATIONS	78
Lesson 24 ROLE OF MASS MEDIA IN SOCIAL ORDER & MARXIST THEORY	80
Lesson 25 KEY PRINCIPLES USED IN MARXISM	83
Lesson 26 CONSUMER SOCIETY	85
Lesson 27 COMMUNICATION AND CULTURE	87
Lesson 28 HEGEMONY	90
Lesson 29 CULTURE INDUSTRY	92
Lesson 30 POLITICAL ECONOMIC THEORY I	94
Lesson 31 POLITICAL ECONOMIC THEORY II	96
Lesson 32 POLITICAL ECONOMIC THEORY III	99
Lesson 33 AGENDA SETTING THEORY	103
Lesson 34 FRAMING & SPIRAL OF SILENCE	106
Lesson 35 SPIRAL OF SILENCE	109
Lesson 36 MARSHALL MCLUHAN: THE MEDIUM IS THE MESSAGE AND MASSAGE	113
Lesson 37 KNOWLEDGE GAP THEORY	116
Lesson 38 MEDIA SYSTEM DEPENDENCY THEORY	118
Lesson 39 USES AND GRATIFICATIONS THEORY	121
Lesson 40 RECEPTION THEORY	124
Lesson 41 FRAMING AND FRAME ANALYSIS	126
Lesson 42 TRENDS IN MASS COMMUNICATION I	130
Lesson 43 TRENDS IN MASS COMMUNICATION II	134
Lesson 44 GLOBALIZATION AND MEDIA	137
Lesson 45 REVISION	140