

**BHARATHIAR UNIVERSITY : COIMBATORE – 641 046**  
**M.Phil. / Ph.D. – COMMUNICATION AND JOURNALISM**

**PART – I PAPER III 1. MEDIA USES AND EFFECTS**  
**( effective from the academic year 2008 – 09 and onwards)**

**UNIT I**

Present media context: Socio, Economic, Political and Cultural changes New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet.

**UNIT II**

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

**UNIT III**

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

**UNIT IV**

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

**UNIT V**

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

**REFERENCES**

1. Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996.
2. Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000.
3. Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000.
4. Global Information and World Communication (2<sup>nd</sup> edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997.
5. New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001.
6. World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997.

7. Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001.
8. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997.
9. The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
10. Media morphosis – By Roger Fidler, Sage publications, 1998.
11. New media – By Ronald Rice, Sage Publications, 1984.
12. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998.
13. Media performance – By Denis McQuail, Sage Publications London, 1992.
14. New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986.
15. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995.
16. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications.
17. E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004.

**PART –I PAPER III - 2. ADVERTISING**  
**( effective from the academic year 2010 – 11 and onwards)**

**UNIT I**

Understanding Marketing Communication: The marketing communication mix, , Integrated marketing communication : The IMC Planning process, The marketing strategy, Understanding Consumer behavior, Understanding the Communication process, Structure of the Advertising and Promotion World, Promotion Tools: Sales Promotion, Direct Marketing, Public Relations, Publicity and Corporate advertising, Unconventional promotional media. The media planning and strategy: Print Media, Broadcast media, Out of home media, and developing the media plan.

**UNIT II**

Culture and cultural studies: materialism and non reductionism, culturalism and structuralism, post structuralism, psycho analysis, ideological analysis, mass culture , popular culture , creative consumption, culture ideology hegemony, Saussure and semiotics , Discourse and discipline, Language and psychoanalysis, The manipulative model, the pluralist model, the hegemonic model, agenda setting, media imperialism, consumer culture, digital imperialism.

**UNIT III**

Communication theory, Rhetorical tradition, Semiotic tradition, Phenomenological tradition, Cybernetic tradition, Sociopsychological tradition, Social cultural tradition, critical tradition , Behavioral theories, cognitive theories, developmental theories, human theories, social psychology theories.

**UNIT IV**

Advertising Research : Target market research, positioning research, Research to measure brand strength, message research, pretest message research, post test message research, Audience research, Conducting research to measure communication effectiveness, The advertising testing process, Post testing tool and techniques, The DAGMAR approach to setting objectives and measuring advertising effectiveness.

**UNIT V**

Advertising media : Perspectives, Technological Determinism, Constructivism, Functionalism, Post modernism, characteristics of New media- Uses, adoption ICT and social transformation- Socio-technical paradigm, information commodification new consumption norms- knowledge gap. New media issues: invasion of privacy, information bill regulations, New media and the economics of information, new media and trade policy, the regulation of digital content.

**REFERENCE:**

1. Barker,C.(1999) Television, Globalization and Cultural identities, Milton Keynes: Open University Press.
2. Clarke, J. Hall, S., Jefferson, T. and Robert, B. (1976) ‘ subcultures, Cultures and class’ in S.Hall and T.Jefferson (eds) Resistance through Rituals: youth suncultures in post –war Britain. London: Hutchinson.
3. Culler,J.(1976) Saussuer. London: Fontana.

4. Culler, N. (1998) 'Emotions and communicative actions' in G. Bendelow and S.J. Williams (eds) *Emotions in Social life: Critical themes and Contemporary Issues*. London : Routledge
5. Chambers, I. (1986) *Popular Culture: The metropolitan experience*. London: Methuen
6. Chris Barker (2008), *Cultural studies (theory & practice)*, sage publications, Los Angeles
7. Daniels, T. and Gerson, J. (eds) 1989 *The Colour Black*. London:
8. Kruti Shah (2008), *Advertising and Promotions an IMC perspective*, Tata McGraw-Hill Publishing Company Limited New Delhi
9. Fiske, J. (1989) *Reading popular culture*
10. *Global Communication in Transition: The end of diversity* – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
11. *Information and Communication Technology in Development: Cases from India* – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
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