Unit 1: COCEPTUAL AND METHODOLOGICAL ISSUES: Scientific Approach to Studying Media Effects, Traditions and history of Mass Media Research,

Unit 2: SOCIETY AND CULTURE: Analyzing media content, Media messages and Meta analysis, Cultivation, Effects of Agenda Setting, Media Priming,


Unit 4: CONTENT AND AUDIENCE: Perceptions of Media Reality, Media Violence and effect on Social Interaction, Media that stir emotions, Persuasive effects of media, effects of Advertising, Stereotyping

Unit 5: MEDIUM ISSUES: Diffusion of Innovation, Displacement effects, Medium Theory, Systems Dependency theory, Social and Psychological effects of Communication Technology, Study of Media Effects in the Internet Era

TEXT BOOKS/ REFERENCES:

1. Robin L. Nabi and Mary Beth Oliver, “Media Analysis Techniques” Sage Publications, 2009