

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
Department of Visual Communication
Lesson Plan

Subject : Communication Models and Theories / UVC18302

Regulation: 2018

Class : II B.Sc., Visual Communication [Third Semester]

Sl	Month	Week	Hour	Unit	Topics To Be Covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	June	17/06/2019 To 21/06/2019	5	I	Introduction to Early Communication Models				
					Brief History of Theories and Models				
					Concepts and Models of Communication				
					Characteristics of communication Models				
2	June	24/06/2019 To 28/06/2019	5	I	Types of communication Models				
					Basic Mathematical Model – Shannon and Weaver				
					Lasswell's Model				
					Osgood and Schramm Model				
3	July	01/07/2019 To 05/07/2019	5	I	Dance's Model				
					Gerbner's General Model				
					Uses and Gratifications Theory				
4	July	08/07/2019 To 12/07/2019	5	II	Communication – Mass communication				
					Introduction to Mass Communication				
					Elements of Mass Communication				
					Concepts and Models of Mass Communication				
5	July	15/07/2019 To 19/07/2019	5	II	Maletzke's Model				
					Magic Bullet Theory				
					Ritual model of communication				
					Gate Keeping Model				
6	July	15/07/2019 To 19/07/2019	5	II	Two step flow Model				
					Multistep flow Model				
					News Diffusion Theory				
					Development Communication Theory				
7	July & August	29/07/2019 To 02/08/2019	5	III	Developments in Communication				
					Mycelium Model				
					Agenda setting				
					Media Dependency Theory				
8	August	05/08/2019 To 09/08/2019	5	III	Introduction to Theories of Press/ Media				
					Authoritarian Theory				
					Libertarian Theory				
					Cycle Test- I				

9	August	13/08/2019	3	III	Social Responsibility Theory				
		To			Soviet Media Theory				
		16/08/2019			Spiral of Silence				
10	August	19/08/2019	5	IV	Future Communication Research				
		To			Westly and Maclean's Model				
		23/08/2019			Audience Analysis				
11	August	26/08/2019	5	IV	Targeting Audience				
		To			Choice and appreciation				
		30/08/2019			Campaign - Definition				
					Campaign - Concept				
12	Sep	03/09/2019	4	IV	Communication Campaign				
		To			Characteristics of Communication Campaign				
		06/09/2019			Social Action Model				
13	Sep	09/09/2019	4	V	Albert Bandura - Attention & Retention				
		To			Production & Motivation				
		13/09/2019			Social Learning Theory				
					Social Cognitive Theory				
14	Sep	16/09/2019	5	V	Reduction Theory				
		To			Participation Theory				
		20/09/2019			Cycle Test- II				
15	Sep	23/09/2019	5	V	New Media : Theories and Perspectives				
		To			New Media- Definition & Concept				
		27/09/2019			Characteristics of New Media				
					New Media Theory				
16	Sep & Oct	30/09/2019	4	V	Digitalization and Convergence				
		To			New Techniques - Visual Culture				
		04/10/2019			Revision				

Prepared by:

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