

Name of College: GOVT. PG NEHRU COLLEGE, JHAJJAR

ACADEMIC SESSION: 2023-2024

For the month of January 2024 – May 2024

S. N.	Name of Assistant/ Associate Professor	SUBJECT/ CLASS/ SEMESTER	TOPIC/ Chapters to be covered
	DR. KAVITA	16MFM22C1 Communication Theories & Research MA(JMC) Semester - II	<u>January:</u> Unit-I 1.1 SMCR, Laswell Model 1.2 Osgood Model, Dance Model 1.3 Shannon & Weaver Model, Wilber Schramm Model 1.4 Westley & Maclean, Gerbner Model  <u>February</u> Unit-II 2.1. Theories of Communication 2.2 Two step and multi Step 2.3 Commercial & Play Theory 2.4 Uses and Gratification 2.5 Perception & Retention Theory  <u>March</u> Unit-III 3.1 Research: Meaning & Concept 3.2 Types of Research 3.3 Research Process 3.4 Research Approaches  <u>Unit-IV</u> 4.1 Nature & Significance of Commu <sup>n</sup> Research  <u>April:</u> 4.2 Stages & Types of Communication