



**LEAD CITY UNIVERSITY**  
**Faculty of Social and Management Sciences**  
**Department of Sociology and Psychology**

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**COURSE PARTICULARS**

**Course Code:** SOC 217  
**Course Title:** Sociology of Communication and Mass Media  
**No. of Units:** 2  
**Status:** Required

**LECTURER DETAILS**

**Name:** Dr. Adepeju Olaide OTI  
**Qualifications:** B.A. Hons French, M. Ed Sociology, PhD. Sociology of Education  
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**Area of Specialization:** Gender & Education

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**Course Description:**

The course will explain the Communication process through a standard communication model. The various Mass media will be appraised as well as theories of Mass Communication and the Social, Economic and Political roles of Mass Communication.

**Objective:** To make students understand the concept of Communication and the effect of mass media on the society. To help students acquire knowledge of the work of sociologists in Media Analysis.

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**Course Assessment: Grand Total = 100%**  
-Attendance: 5 marks  
-Test(s) and Assignments: 25 marks  
-Final Examination: 70%

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**LECTURE PLAN**

Week	Topic
Week 1	Communication its definition, process, channels, concepts, types & direction
Week 2	Non verbal communication: Fast's body language, Villard,s Analogic/Digital Communication. The Language of objects & Visual Literacy.
Week 3	Communication skills & barriers to Effective Communication.
Week 4	The Mass Media: Definition and Introduction.
Week 5	Emergence of Mass Media – Print: its scope, advantages and limitations.
Week 6	Electronic Media: - Radio: Advantages & limitations Television: Advantages & limitations.
Week 7	Sociological Implication of Mass Communication.
Week 8	Social Importance of Mass communication
Week 9	Mass Communication and the Economic Fabric.
Week 10	The Mass Media as Social Instruments.

Week 11	Mass communication and political fabric of society
Week 12	Media Content & Culture- Media Audience – Media Effect & Influence
Week 13	Theories of Mass Communication- Hypodermic needle & Bullet Theory.
Week 14	Lazarsfield 2 Step Flow theory
Week 15	Media Research – MC Quail’s Overview.

**READING LISTS:**

1. Emery Edwin et al (1969) "Introduction to Mass Communication" Dodd. Mead & Co Inc New York.
2. Berlo D.K. (1960) "The process of Communication" Holt. New York.
3. Klapper T. (1960) "The effect of Mass Communication" Glencoe: The free press.

**1. TUTORIAL**

**QUESTIONS**

1. Differentiate between the Analogic and the Digital Communication. What do you understand by Visual Literacy?
2. Examine the history of print media, citing its development process in at least three countries?
3. Examine 5 advantages (each) & (3) limitations (each) of Radio and Television?
4. Discuss vividly (with 8 points) the importance of Mass Communication?
5. Examine the Social, political and economic fabric of the Mass communication?
6. Examine the Hypodermic Needle/Bullet and the Lazarsfield 2 Step Flow theories?
7. What is communication? Graphically present and explain a Communication Model, and explain its processes?
8. Discuss ten (10) barriers to effective Communication?
9. Discuss Functionalists and Conflict perspectives of the role of the mass media in the society?
10. What is mass media? Justify the need for Mass communication giving an illustration?
11. List four (4) factors influencing the effect of Mass Communication on the audience?
12. List and discuss 5 Advantages (each) of the Print and Electronic media? Briefly discuss 2 disadvantages (each) of these channels of communication?