

<b>COURSE TITLE</b>	<b>MEDIA STUDIES - I</b>
<b>COURSE CODE</b>	<b>07BA1111</b>
<b>COURSE CREDITS</b>	<b>3</b>

**Objective:**

- 1 To understand the role and significance of media in society and democracy
- 2 To familiarize students with the history and development of media, both print and electronic
- 3 To introduce key concepts and theories in media studies
- 4 To develop media literacy skills to analyze and interpret various media texts and genres

**Course Outcomes:** After completion of this course, student will be able to:

- 1 To identify and explain the role of media in shaping public opinion and facilitating democratic processes
- 2 To demonstrate knowledge of the historical milestones and technological advancements in the field of media
- 3 To understand key concepts and theories in media studies
- 4 To critically analyse media messages and evaluate the ethical dimensions of media production and consumption

**Pre-requisite of course:**NA

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
3	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Media Studies</b> Media: Introduction, definition, role of media in society and democracy,, History and development of media (print and electronic), Importance of studying media in the digital age, Principles of journalism, Journalism and Literature	15
2	<b>Key Concepts and Theories</b> Theories of media effects (e.g., hypodermic needle theory, cultivation theory, agenda-setting theory),, Theories of media reception and interpretation (e.g., uses and gratifications theory, encoding/decoding model), Media and social construction of reality, Relationship between media and culture, Media and identity formation (e.g., gender, race, class etc.)	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Media Literacy</b> Basic media/journalism terms, Understanding media texts and genres (e.g., news, advertising, film, television etc.), Analysis of media messages and narratives, Analyzing media bias and propaganda techniques, Ethical issues in media production and consumption	15
<b>Total Hours</b>		<b>45</b>

**Textbook :**

- 1 The Handbook of Media and Mass Communication Theory, Fortner, R.S. & Fackler. P.M., John Wiley & Sons, Inc., 2014

**References:**

- 1 Principles of Journalism, Principles of Journalism, Padhye, P., Popular Prakashan, 1991
- 2 Principles and Techniques of Journalism, Principles and Techniques of Journalism, Ahuja, B.N. & Chhabra, Surjeet Publication, 2003
- 3 Mass Communication in India,, Mass Communication in India,, Keval J. Kumar, Jaico Publishing House, 2016
- 4 History of Indian Press -Growth of Newspapers in India, History of Indian Press -Growth of Newspapers in India, Ahuja, B.N., Surjeet Publications, 1988

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
0.00	15.00	30.00	30.00	20.00	5.00

**Instructional Method:**

- 1 Lecture method combined with discussion
- 2 Use of ICT tools
- 3 Assignments
- 4 Presentations
- 5 Workshops
- 6 Expert lectures
- 7 Self-study

**Supplementary Resources:**

- 1 <https://courses.lumenlearning.com/suny-massmedia/chapter/2-2-media-effects-theories/>
- 2 [https://socialsci.libretexts.org/Bookshelves/Communication/Introduction\\_to\\_Communication/Communication\\_in\\_the\\_Real\\_World\\_-\\_An\\_Introduction\\_to\\_Communication\\_Studies/15%3A\\_Media\\_Technology\\_and\\_Communication/15.02%3A\\_Functions\\_and\\_Theories\\_of\\_Mass\\_Communication](https://socialsci.libretexts.org/Bookshelves/Communication/Introduction_to_Communication/Communication_in_the_Real_World_-_An_Introduction_to_Communication_Studies/15%3A_Media_Technology_and_Communication/15.02%3A_Functions_and_Theories_of_Mass_Communication)