

COURSE TITLE	MEDIA, CULTURE AND SOCIETY
COURSE CODE	10SC0802
COURSE CREDITS	4

Objective:

- 1 Understand the fundamental concepts of media and communication, including traditional and new media forms.
- 2 Analyze the historical evolution of media and its relationship with the state in India.
- 3 Examine key theoretical methodologies such as ideology, discourse, and hegemony in media studies.
- 4 Explore major theoretical approaches to media, including functionalism, cultural industry, the public sphere, and hyper reality.
- 5 Assess the social impact of media, focusing on political reality, identity construction, and digital inequalities.

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

- 1 Define and explain key concepts related to media and communication, distinguishing between traditional and digital media.
- 2 Critically analyze the historical trajectory of media and its role in governance and public discourse in India.
- 3 Apply theoretical frameworks such as discourse analysis and textual analysis to the study of media content.
- 4 Evaluate different media theories proposed by scholars like Denis McQuail, Max Horkheimer, Theodor Adorno, Jurgen Habermas, and Jean Baudrillard.
- 5 Assess the influence of media on political narratives, personal identities, and social inequalities, particularly in the digital age.
- 6 Reflect on the role of new media in shaping alternative identities and bridging or exacerbating the digital divide.

Pre-requisite of course: Social Institutions & Social Change.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Concept of Media Concepts - Media, Communication, Traditional and New Media – Press, Film, Radio and Television, Digital platforms, social media, Social History of Media, State, and Media in India	8

Contents : Unit	Topics	Contact Hours
2	Methodology for the Study of Media Ideology, Discourse, and Hegemony, Discourse Analysis, Textual Analysis, Visual Analysis/Content Analysis	7
3	Approaches to the Study of Media Functionalism – Denis McQuail, Cultural Industry Approach - Max Horkheimer and Theodor W. Adorno, Public Sphere – Jurgen Habermas, The World of Hyper Reality - Jean Baudrillard, Neo-Marxist approach	12
4	Social Impact of Media Construction of Political Reality & Subjectivities, New Media and Alternative Identities, Media, Stereotypes and Inequality- Digital Divide, Media and Gender	10
5	Production Control & Challenges by Media Media Process, Media Representation, Audience Reception	8
Total Hours		45

Textbook :

- 1 The Social Life of Things: Commodities in Cultural Perspective,, Appadurai, A., Cambridge University Press, 1986
- 2 Understanding media: The extensions of man., McLuhan, M., MIT press., 1994

References:

- 1 Politics after television: Hindu nationalism and the reshaping of the public in India., Politics after television: Hindu nationalism and the reshaping of the public in India., Rajagopal, A., Cambridge University Press., 2001
- 2 The Role of the Press in the Development of Indian Nationalism. In Social Background of Indian Nationalism., The Role of the Press in the Development of Indian Nationalism. In Social Background of Indian Nationalism., Desai, A.R., Popular Prakashan., 1948

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	15.00	20.00	20.00	20.00	15.00