

TEACHING PLAN for Academic Year
2021-2022

PAPER: Media and Cultural Studies

SEMESTER: II

SESSION: January 2022 – June 2022

TEACHER NAME: Kunal Anand

SYLLABUS

Course contents:

- Understanding culture
- Critical theories
- Representation
- Audiences
- Media and technologies

COURSE CONTENT

The course builds upon the introductory course media and communication and history of media. The familiarity with the debates on history of media forms, modernity, democracy and communication processes would ideally help them appreciate the critical theoretical frameworks that develop across disciplines. The course thus would enable them understand key concepts in political economy, critical theory, cultural studies, audience studies and gender studies and critically analyze contemporary media culture.

TEACHING TIME (No. of Weeks) :

Approximately 12 weeks

CLASSES

This is a core paper and have five lectures in a week as per the time table. Students will be given reading assignments each week to help them follow the course content.

The readings would be discussed in class in detail. The students would also make field visit to gain practical experience of the role of media & culture studies

The students would be assigned to make presentations based on their field work findings. There are five marks for attendance as part of internal assessment.

UNIT WISE BREAKUP OF SYLLABUS :

Unit I-

- Understanding Culture, Mass Culture, Popular Culture, Folk Culture Media and Culture

Unit II-

- Critical Theories, Frankfurt School, Media as Cultural Industries, Political Economy, Ideology and Hegemony

Unit III-

- Representation, Media as Texts, Signs and Codes in Media, Genres, Representation of nation, class, caste and gender issues in media

Unit IV-

- Audiences Uses and gratification approach, Reception studies
Active audience, Women as audiences, Sub Cultures; music and the popular, Fandom

Unit V-

- Media and Technologies, Folk Media as a form of mass culture,
Live performances and audiences, Technological Determinism, Media technology and Toronto School, Marshall McLuhan, hot and cold medium, medium is the message, global village, New media and cultural forms.

ASSESSMENT

Internal Assessment: 25 Marks

Class test (written and presentation) – 20 marks

Attendance – 5 marks

Essential Readings:

- AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall
- Stephen Kruger, Routledge
- John Fiske, 1982, Introduction to Communication Studies,

- Routledge

Ideology and Meanings and Un

- Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
- John Storey. Cultural Theory and Popular Culture: An Introduction.
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)

Suggested Readings:

- Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE.
- Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
- Parmar S. Traditional Folk Media in India, 1975, New Delhi, Ganga Books Chatterji, Roma. "Folklore and the construction of national tradition." Indian Folklife (2005).
- Rege, Sharmila. "Conceptualising Popular Culture: 'Lavani' and 'Powada' in Maharashtra." Economic and political weekly (2002)
- Uberoi, Patricia. "Feminine identity and national ethos in Indian calendar art." Economic and Political Weekly (1990):
- Punathambekar, Aswin. "Reality television and the making of mobile publics: The case of Indian Idol." in The Politics of Reality Television, pp. .Routledge, 2010.
- Ranganathan, Maya. "The archetypes of Sita, Kaikeyi and Surpanakha stride the small screen." In Rodrigues, Usha M., and Maya Ranganathan. Indian news media: From observer to participant. SAGE Publications India 2014.