

**Course: Discipline Specific Core**

Semester ____	2
Paper Number	HMVCR2031T
Paper Title	Introduction to Media and Cultural Studies
No. of Credits	6
Theory/Composite	Theory
No. of periods assigned	Th: 5+1 Pr:
Name of Faculty member(s)	
Course description/objective	<p>Module A</p> <p>The objective of Module A of the course is to introduce the students with concepts related to mass media and communication. The course will further elucidate on aspects of globalization, both in national and global context. The course will also focus on the Indian scenario especially in the context of post liberalization changes in the Indian mediascape.</p> <p>Module B</p> <p>The Module B of the course will discuss concepts related to as culture and modernity. Some basic texts will be discussed from the suggested reading list. The course will also discuss concepts like discourse, propaganda, representation and feminist understanding of 'body' in terms of representation.</p>
Syllabus	<p>Module A (39 classes approx.)</p> <ul style="list-style-type: none"> <li>• Introduction to media and Communication What is media? Notions of mass media. Media and communication.</li> <li>• Media and Globalization What is Globalization? Extents of Globalization; economic and cultural. Functioning of media in new global era.</li> <li>• Media in the Indian Context</li> </ul> <p>Module B (39 classes approx.)</p> <ul style="list-style-type: none"> <li>• The notion of culture What is culture? Basic concepts regarding culture and modernity. Culture as an object of analysis. Notion of mass culture.</li> <li>• Discourse and Representation in Media Discourse as a concept. What is representation? Media as a vehicle of discourses. Media effects. Media and Violence.</li> <li>• Gendered Bodies in Contemporary Visual Culture Introduction to questions of the body. Critical engagement with images and reading represented bodies as construct.</li> </ul>
Texts	<ul style="list-style-type: none"> <li>• J. Habermas. "The Public Sphere: An Encyclopaedia Article".</li> <li>• Entry on 'Culture', 'Media' and 'Communication' from - Williams, Raymond. <i>Keywords: A Vocabulary of Culture and Society</i>.</li> <li>• Williams, Raymond. "The analysis of culture." <i>Cultural theory and popular culture</i>.</li> <li>• Moitra, Shefali. "The Sex/Gender System". <i>Feminist Thought: Androcentrism, Communication, and Objectivity</i>.</li> </ul>
Reading/Reference Lists	<ul style="list-style-type: none"> <li>• McLuhan, Marshall. <i>The Medium Is the Message</i>. Random House. 1967.</li> <li>• Hall, Stuart. "Encoding/decoding." <i>Media and cultural studies: Keywords</i> (2001): 166-176.</li> <li>• Appadurai, Arjun. <i>Modernity at Large: Cultural Dimensions of Globalization</i>. Vol. 1. U of Minnesota Press, 1996.</li> <li>• Lull, James. <i>Media, Communication, Culture: A Global Approach</i>. Columbia University Press. 2000.</li> <li>• Mehta, Nalin. <i>India on Television: How Satellite News Channels Have Changed the Way We Think and Act</i>. New Delhi: HarperCollins. 2008.</li> <li>• Sundaram, Ravi. <i>Recycling Modernity: Pirate Electronic Cultures in India</i>. Third Text 13, no. 47 (1999): 59-65.</li> <li>• Rajagopal, Arvind. <i>Politics After Television: Hindu Nationalism and The Reshaping of The Public in India</i>. Cambridge University Press, 2001.</li> <li>• Ang, Ien. "On the Politics of Empirical Audience Research." <i>Media and Cultural Studies</i> (2001): 174.</li> <li>• Williams, Raymond. "The Analysis of Culture." <i>Cultural Theory and Popular Culture</i> (2006): 32-40.</li> <li>• Entry on 'Culture', 'Media' and 'Communication' from - Williams, Raymond. <i>Keywords: A Vocabulary of Culture and Society</i>. New York: Oxford University Press. 1985.</li> <li>• Macdonald, Dwight. "A Theory of Mass Culture". <i>Cultural Theory and Popular Culture: A Reader</i>. Athens: University of Georgia Press. 1998.</li> <li>• J. Habermas et al: "The Public Sphere: An Encyclopaedia Article", <i>New</i></li> </ul>

	<p><i>German Critique</i>, No. 3. (Autumn, 1974), pp. 49-55</p> <ul style="list-style-type: none"> <li>• Mills, Sara. <i>Discourse</i>. London; New York: Routledge. 1997.</li> <li>• Bhasin, Kamla. <i>What Is Patriarchy?</i> New Delhi: Kali for Women. 1993.</li> <li>• Chanter, Tina. "Gender Aporias." <i>Signs: Journal of Women in Culture and Society</i> 25.4 (2000): 1237-1241.</li> <li>• Moitra, Shefali. "Feminist Thought: Androcentrism, Communication, and Objectivity." (2002).</li> <li>• Berger, John. <i>Ways of Seeing: Based on the BBC Television Series with John Berger</i>. British Broadcasting Corp, 2012.</li> <li>• Benjamin, Walter. "A Short History of Photography." <i>Screen</i> 13, no. 1 (1972): 5-26</li> <li>• Anderson, Craig A. <i>The Influence of Media Violence on Youth</i>. Malden, MA: Blackwell Pub. 2003.</li> <li>• Hogben, M. "Factors Moderating the Effect of Televised Aggression on Viewer Behavior." <i>Communication Abstracts</i> 21 (4). 1998.</li> </ul>
Evaluation	<p>CIA: 20 End-Sem: 80 T</p>