

GE-04C : Generic Elective - 4
Media Studies: Mapping the Field

B.A. (Hons.) Humanities & Social Sciences - Semester VI
Cluster Innovation Centre, University of Delhi

Credit Distribution, Eligibility and Pre-requisites of the Course						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Media Studies: Mapping the Field (UPC: 3124100009)	4	3	1	0	Class XII Pass	Students must have studied at least 3-4 papers/courses in Media, Journalism or Allied Disciplines
<i>L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code</i>						

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn and appreciate the power of storytelling and its role in daily life
- To develop independence and confidence in methods of information exploration and consumption

Learning Outcomes

Upon completion of this course the students:

- will be trained in content production, technologies and contexts
- will be able to evaluate impact of the media on social values, culture and behaviour

Unit I: Storytelling Renaissance (10 Hours)

Narratives: Roles and Challenges
 Envisioning the form in digital age: Understanding the Transition Representations: Anthropology of stories
 Deconstructing the audience

Unit II: The Geography of Media Landscape (10 Hours)

Global and Local: Forms and Practices
 Vernacular Media: Mapping the issues and landscape

Unit III: Understanding the Vehicles (12 Hours)

Mass Mediation
 Newspapers/ Radio/TV/Film/Photo/Theatre/Media
 Convergence Art for Policy Change: Script, Play and Production

Unit IV: Theses on Impact (13 Hours)

The New Information Age: Our Robot
 Storyteller War, Conflict, Culture and Society
 The New Misinformation Age
 Media as Socio-Technological System: Pathway to SDGs

Readings

1. Benjamin, Walter. "The Work of Art in the Age of Mechanical Reproduction." In *Illuminations*. Orlando: Harcourt Brace, 1969.
2. Selected Photographs of Lewis Hine: <https://www.loc.gov/collections/national-child-labor-committee/about-this-collection/>
3. Lawrence Grossberg. "Wandering Audiences, Nomadic Critics." In Duke University Press. 1988.
4. Janice Radway. "Reception Study: Ethnography and the Problems of
5. Dispersed Audiences and Nomadic Subjects." In Duke University Press. 1988.
6. Carolyn Marvin, "Dazzling the Multitude: Original Media Spectacles." In Oxford University Press. 1990
7. Gilbert B. Rodman, "The Net Effect: The Public's Fear and the Public Sphere." In Columbia University Press. 2003
8. Laikwan Pang, "Copying Kill Bill." In Duke University Press. 2005.
9. Kipling, Rudyard. "The Man Who Would Be King.", Project Gutenberg. 2005.
10. Hall, Stuart, et al. "The Social Production of News." In *Media Studies: A Reader*. 2nd. ed. Edited by Paul Marris, and Sue Thornham. New York City: NYU Press. 1999.
11. McLuhan, Marshall. *Understanding Media: The Extensions of Man*. Cambridge: MIT Press, 1999.
12. Orwell, George. "Nineteen Eighty-Four". Project Gutenberg of Australia. 2001.
13. Selected articles of Geoffrey Hinton: <https://www.technologyreview.com/2023/05/03/1072589/video-geoffrey-hinton-google-ai-risk-ethics/>

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.
