

UNIT IV

This unit provides an overview of communication channels and strategies in the corporate and PR space. It discusses significance of media planning, role of social media in PR, and various writing techniques for PR. Unit 3 also incorporates the significance of content marketing and storytelling to enhance corporate communication.

- **Broom, G. M., & Sha, B.-L.** (2013). *Cutlip & Center's Effective Public Relations*. Pearson.
- **Newsom, D., Turk, J., & Kruckeberg, D.** (2012). *This is PR: The Realities of Public Relations*. Wadsworth.
- **Cornelissen, J.** (2020). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications.

Suggested Readings

- Belch, G. E., & Belch, M. A. (2023). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill.
- Heath R.L. (2010). *The Sage Handbook of Public Relations*. SAGE Publications, Inc.
- Ogilvy, D. (1995) *Ogilvy on Advertising*. Prion Books.
- Wilcox D.L., Glen T, Reber, B. (2014). *Public Relations: Strategies and Tactics*. Pearson
- Tench, R., & Yeomans, L. (2017). *Exploring Public Relations and Corporate Communication*. Pearson.
- Gregory, A. (2020). *Planning and Managing Public Relations Campaigns*. Kogan Page.
- Relevant PR case studies and resources from PRSA and CIPR.

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

Bachelors in Arts with With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 11-HSC: GENDER, COMMUNICATION AND SOCIETY

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Gender, Communication and Society	4	2	0	2	Class XII	NIL

Learning Objectives

- To enable students to understand the concept of sex and gender as well as its implications of gender dynamics in societies on various aspects of human life.
- To explore gender-based disparities, including socio-cultural constraints, deprivations, and violence experienced by men and women throughout their life cycle, along with the legal remedies available.

- To help students understand the role of various forms of media in shaping the perception, opinions, attitudes and mind sets of people across societies and to emphasize the role of media in fostering gender equity.

Learning Outcomes

The students would be able to

- Gain a clear understanding of the concepts of sex and gender and how socio-economic, cultural, and political practices shape gender identities.
- Acquire insights into the dimensions, theories, and approaches to women's empowerment.
- Develop an appreciation for the connections between gender, media and society and its impact on promoting gender equality and equity.

THEORY **(Credits 2; Hours 30)**

UNIT I: Understanding Gender and Identities

08 Hours

This unit introduces foundational gender concepts, identity spectrums, and social constructs that shape perceptions and realities of gender.

- Concept of gender: Difference between sex and gender
- Social construction of gender
- LGBTQ+ identities: Binary and Non-Binary concepts, intersectionality with other identities
- Challenges faced by LGBTQ+ individuals
- Government initiatives for LGBTQ+ rights and inclusion

UNIT II: Status of Women and Social Structures

08 Hours

This unit focuses on the status of women historically and in contemporary society, influenced by cultural, patriarchal, and matriarchal norms.

- Status of women: Definition, quantification, historical and contemporary perspectives
- Patriarchal vs. matriarchal societies and their impact on women
- Gender differentials in health/nutrition, education, economy, and politics
- Indices of Gender Development (GDI, GII, GGI) with reference to India

UNIT III: Gender, Violence, and Legal Frameworks

07 Hours

This unit examines gender-based violence through a life-cycle approach and explores legal measures and empowerment strategies to counter gender inequalities.

- Life Cycle Approach to gender and violence against women
- Domestic violence, sex-selective practices, workplace harassment
- Legal provisions to combat gender-based violence
- Women empowerment: Economic, social, and political dimensions

UNIT IV: Gender and Media

07 Hours

This unit explores media's influence on gender norms, representation of women, and evolving ethical concerns; includes the role of ICTs in gender discourse.

- Media and gender construction
- Representation of women in media: Political, cultural, and social domains
- Gender stereotypes, objectification, and commodity feminism
- Ethical concerns and gender-responsive media frameworks
- ICTs and Gender: Opportunities and challenges

PRACTICAL **(Credit 2; Hours 60)**

1. Activities on sex and Gender
2. Study of gender-based indices with reference to Indian context
3. Analysing gender in media content: portrayal of women in media, gender stereotyping
4. Research studies on issues linked to Gender
5. Case studies of changing representations of femininity and masculinity in various media : magazines, films, TV shows, social media
6. Studies on programmes and campaigns for women's development
7. Developing Digital stories/ Power point presentations/ Radio Programs/Audio jingles on gender-based Issues

Essential Readings

UNIT I

This unit introduces foundational gender concepts, identity spectrums, and social constructs that shape perceptions and realities of gender.

- **Bhasin, Kamla** (2000). Understanding Gender. New Delhi. Kaali for Women.
- **Chattopadhyay, S** (2018). Gender Socialization and the Making of Gender in the Indian Context. New Delhi: Sage Publications

UNIT II

This unit focuses on the status of women historically and in contemporary society, influenced by cultural, patriarchal, and matriarchal norms.

- **Chattopadhyay, S** (2018). Gender Socialization and the Making of Gender in the Indian Context. New Delhi: Sage Publications.
- **Ghadiyally, R.** (2007). Urban Women in Contemporary India. New Delhi: sage Publications

UNIT III

This unit examines gender-based violence through a life-cycle approach and explores legal measures and empowerment strategies to counter gender inequalities.

- **Saikia, J.P.,** (2017). Gender Themes and Issues, Concept Publishing Company.
- **Goel, A, Kaur, A and Sultana, A** (2006). Violence against women: Issues and Perspectives. New Delhi, Deep& Deep Publishers.

UNIT IV

This unit explores media's influence on gender norms, representation of women, and evolving ethical concerns; includes the role of ICTs in gender discourse.

- **Roy, Chakraborty and Bhattacharya** (2024). Media, Gender and Society: Emerging trends and interpretations, Penprints publishers
- **Chaudhuri M.** (2017). Refashioning India: Gender, Media and a transformed public

discourse, DSR Book Distributors. •

- **Roy et al (2024).** Media, Gender and Society: Emerging Trends and Interpretations. Perfect Paperback.

Suggested Readings

- Beauvoir, S. (2015). The Second Sex. London: Vintage Books.
- Dube, L. (2001) Anthropological Explorations in Gender-Intersecting Fields. New Delhi: Sage Publications.
- Sohoni, K Neeraja, (1994), Status of Girls in Development Strategies, New Delhi, Har-Anand Publications. •
- Ghadially, R (1989). Women in India Society: A Reader. New Delhi: Sage Publications.
- Goel, A. (2004) Education & Socio-Economic Perspectives of Women Development and Empowerment. New Delhi: Deep & Deep.
- Goel, A. (2004) Organisation & Structure of Women Development and Empowerment. New Delhi: Deep & Deep

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

Bachelors in Arts with With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 13-HSC: ENVIRONMENT AND HEALTH COMMUNICATION

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Environment and Health Communication	4	2	0	2	Class XII	NIL

Learning Objectives

- To understand the role of communication in health promotion and behaviour change, focusing on nutrition and public health issues.
- To explore the concepts of sustainable development and the role of communication in promoting environmental sustainability.
- To examine the impact of socio-economic, cultural, and geographic factors on health and environmental issues.
- To analyze effective strategies for health and environmental communication, including media's role, SBCC campaigns, and innovative approaches.

Learning Outcomes

The students would be able to:

- Explain the role of communication in health promotion, with a focus on nutrition,