

Essential Readings

- **Kerlinger, F. N., & Lee, H. B.** (2017). *Foundations of Behavioral Research* (4th ed.). Harcourt College Publishers.
- **Kothari, C. R.** (2019). *Research Methodology Methods and Techniques*. New Age International Pvt. Ltd.
- **Kothari, C. R.** (2022). *Shodh Padhati* (1st ed.). New Age International Pvt. Ltd.
- **Kumar, R.** (2019). *Research Methodology A Step by Step Guide for Beginners* (5th ed.). Sage Publications.

Suggested Readings

- **Bernard, H. R.** (2000). *Social research methods Qualitative and quantitative approaches*. Sage Publications.
- **Creswell, J. W.** (2009). *Research design Qualitative quantitative and mixed methods approaches*. Sage Publications.
- **Davis, A. M., & Treadwell, D.** (2019). *Introducing Communication Research Paths of Inquiry*. SAGE Publications.
- **Flynn, J. Z., & Foster, I. M.** (2009). *Research Methods for the Fashion Industry*. Fairchild Books, Bloomsbury Publishing.
- **Indian National Science Academy.** (2019). *Ethics in Science Education Research and Governance*. <http://www.insaindia.res.in/pdf/EthicsBook.pdf>
- **Jacobsen, K. H.** (2020). *Introduction to health research methods A practical guide*. Jones & Bartlett Publishers.
- **University Grants Commission.** (2021). *Academic Integrity and Research Quality*. https://www.ugc.ac.in/e-book/Academic%20and%20Research%20Book_WEB.pdf

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 4-HSC: MEDIA AND CULTURE

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		
Media and Culture	4	2	0	2	Passed Class XII	NIL

Learning Objectives

- To appraise the importance of culture, cultural transmission and cultural influences on human interactions
- To gain knowledge of key theories, concepts, models and perspectives in the study of communication & media

- To understand the relevance and roles of communication media in individual lives as well as in the larger context of culture & society
- To analyze the relationships, dynamics, and trends within communication media, culture & society

Learning Outcomes

The students would be able to:

- Assess the significance of culture, cultural transmission and cultural influences on human interactions
- Enhance their awareness on the concepts, models and perspectives in the study of communication & media
- Comprehend the relevance and roles of communication media in individual lives as well as in larger context of culture & society
- Critically analyse the relationships, dynamics, and trends within communication media, culture & society

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

UNIT I: Understanding Culture

06 Hours

This unit explores the different dimensions of culture and its types. It also highlights the concepts of hegemony and ideology along with cultural influences and role of media. It touches upon the essence of folk culture and the relation between media, society and popular culture. It revisits the work of Raymond Williams and Stuart Hall in explaining the concepts of culture and further provides diverse perspectives on popular culture.

- Concept of cultures, subcultures and counter culture
- Popular, folk and mass culture
- Role of Ideology and hegemony

UNIT II: Media & Media Audience

08 Hours

Unit II highlights the importance of mass media in our lives and the types of media audiences. It elaborates on the processes of media audience analysis.

- Role of Mass Media in society
- Media Audience
- Media Audience analysis (segmentation)
- Types of Audience
- Foucault's Notion of Knowledge and Power
- Queer Studies and Representations of Gender in Media

UNIT III: Media and Popular Culture

08 Hours

This unit highlights the relation between media, society and popular culture. It revisits the work of Raymond Williams and Stuart Hall in explaining the concepts of culture and further provides diverse perspectives on popular culture.

- High Culture and Popular Culture
- Relation between Media, Society and Popular culture
- Perspectives of Critical Theorists, Functionalists & Interactionists Raymond Williams, Stuart Hall

- Perspectives of Critical theorists: Culture Industry and Mass Deception; Walter Benjamin

UNIT IV: Media Realism and Technologies

08 Hours

This particular unit critically acclaims the notion of media and realism along with gaining insights into postcolonial theory. It further elaborates upon the Indian Context to Media, Culture & Society.

- Introduction to Postcolonial Theory
- Indian Context to relationship between Media, Culture & Society
- Interconnections between Literature, media, Culture and Identity
- Postcolonial from Indian perspective
- Digital media and culture

PRACTICAL (Credits 2; Hours 60)

1. Media Critiquing- Choose a movie or television series and apply some of the concepts and techniques about interpretation, ideology, or gender/class/race.
2. Audience perceptions about media
3. Understanding audience preferences listenership/ viewership
4. Assessing the prevalence of cultural stereotypes in the society and depiction of the same via media
5. Design and Develop media products

Essential Readings

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- **Storey, J.** (2021). Cultural theory and popular culture: An introduction (9th ed.). Routledge.
- **Grossberg, Lawrence et al** (1998) Media-Making: Mass Media in a popular culture. Sage Publications

UNIT II

This highlights the importance of mass media in our lives and the types of media audiences. It elaborates on the processes of media audience analysis

- **Bannerjee, P.** (2021). Cultural Studies: Texts and Contexts. India: Dattsons. ISBN: 8171922007
- **Nayar, P.** (2016). An Introduction to Cultural Studies. India: Viva Books. ISBN: 8130933985
- **Achebe, Chinua.** (2010) The African Trilogy: Things Fall Apart; No Longer At Ease; Arrow of God. Alfred A. Knopf.

UNIT III

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- **Storey, J.** (2021). *Cultural theory and popular culture: An introduction* (9th ed.). Routledge.
- **Grossberg, Lawrence et al** (1998) *Media-Making: Mass Media in a popular culture*. Sage Publications

UNIT IV

This particular unit critically acclaims the notion of media and realism along with gaining insights into postcolonial theory. It further elaborates upon the Indian Context to Media, Culture & Society.

- **Habermas, J.** 2006. 'The Public Sphere: An Encyclopaedia Article' in *Media and Cultural Studies- Key Works by Meenakshi Gigi, et.al.* (Eds). Oxford: Blackwell Publishing.
- **Williams, Raymond.** (1977) *Marxism and Literature*, Oxford UP
- **Butler, Judith.** (1990). *Gender Trouble: Feminism and the Subversion of Identity*. Routledge

Suggested Readings

- **Berger, Asa Author** (1998). *Media Analysis Technique*. Sage Publications
- **Stevenson, N** (2002). *Understanding Media Studies: Social Theory And Mass Communication*, 2nd edition, Sage publications
- **Walder, Dennis.** (1998). *Post-Colonial Literatures in English: History, Language, Theory*. Blackwell Publishers
- **Loomba, Ania.** (2005) *Colonialism/Postcolonialism*. 2nd Edition, Routledge
- Mambrol, Nasrullah. (2018) "Postcolonialism." *Literary Theory and Criticism Notes*, 22 Jan. 2018, literariness.org/2016/04/06/postcolonialism/.
- **Watson, Katherine.** (2005) "Queer Theory". *The Group-Analytic Society*, Vol 38, no. 1, 2005, pp. 81-85. DOI:10.1177/0533316405049370
- **Duncan, Margaret Carlisle and Michael Messer.** (1993) "Separating the Men from the Girls: The Gendered Language of Televised Sports. *Gender and Society* 7 1, pp. 121-137
- **Michel Foucault,** (1997)" What Is Enlightenment?" in Paul Rabinow, ed., *Ethics: Subjectivity and Truth, The Essential Works of Foucault 1954-1984, Volume I*, New Press

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