

Sociology
Discipline Specific Elective (DSE) 06
Sociology of Media

DISCIPLINE SPECIFIC ELECTIVE COURSE -06 (DSE-06) : Sociology of Media

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSE 06 Sociology of Media	4	3	1	0	12 th Class Pass	Nil

Learning Objectives:

1. To introduce students to the subfield of sociology of media.
2. To equip students with key concepts and theories to grasp the contemporary media landscape from a sociological perspective.
3. To unpack the workings of media on the axis of regulation, representation and reception; and see how these enduring concerns continue to inform the workings of new media.

Learning outcomes:

Students will be able to:

1. *Examine* the nature of media and its relation with society.
2. *Describe* and *apply* the various theoretical perspectives and conceptual tools in the area of sociology of media.
3. *Evaluate* contemporary mass media related issues in terms of their constitution and consequences.

SYLLABUS OF DSE 06: Sociology of Media

Unit I Mass Society and Mass Media (9 hours)

This unit traces the contours of mass society and mass media and prevalent modes of and key motifs in sociological and anthropological investigations of media.

Unit II Sociological Theories of Media (21 hours)

This unit maps out key theoretical interventions in sociology of media in articulation with one another.

a. The Dominant Paradigm

b. Critical Media Theories

c. Semiotics, Cultural Studies, Feminism, and Post-Modernism

Unit III Media Processes (15 hours)

This unit elaborates on the media processes on the axes of regulation, representation, and reception. It concludes with a consideration of developments in new media.

a. Regulation

b. Representation

c. Reception

d. New Media

Practical Component: NIL

Essential/Recommended Readings:

Unit I. Mass Society and Mass Media: An Introduction (9 hours)

Ritzer, George. Ed 2007. *The Blackwell Encyclopedia of Sociology*. United Kingdom, Blackwell Pub., Mass Culture And Mass Society; Media; Pp. 2821-2824 & 2873-2880.

Matthews, Julian. 2020. 'The Sociology of Mass Media', in Kathleen Odell Korgen ed. *The Cambridge Handbook of Sociology: Volume I Core Areas in Sociology and the Development of the Discipline*, United Kingdom, Cambridge University Press, . Pp. 205- 211

Dickey, Sara. 2010. 'Anthropology and Its Contributions to Studies of Mass Media'. *International Social Science Journal*. 49. Pp. 413 - 425.

Unit II. Sociological Theories of Media (21 Hours)

a. The Dominant Paradigm

Gitlin, Todd. 1978. 'Media Sociology: The Dominant Paradigm.' *Theory and Society*, vol. 6, no. 2, pp. 205–224.

b. Critical Media Theories

Bennett, Tony. 2005. 'Theories of the Media, Theories of Society' in, Michael Gurevitch et al. (eds.) *Culture, Society and the Media*. United Kingdom, Taylor & Francis, Pp. 26-50

Miller, David. 2002. 'Media Power and Class Power: Overplaying Ideology', *Socialist Register* vol. 38, Pp. 245-260

c. Semiotics, Cultural Studies, Feminism, and Post-Modernism

Barthes, Roland. 1977. 'The Photographic Message' in *Image, Music and Text* Ed. And Trans. Stephen Heath. New York: Hill, pp. 15-31.

Hall, Stuart. 2011. 'Encoding/Decoding,' *Critical Visions in Film Theory*. Ed. Timothy Corrigan P. White, M. Mazaj. Boston: Bedford St. Martins, pp. 77-87.

Mulvey, Laura. 1999. 'Visual Pleasure and Narrative Cinema.' Eds. Leo Braudy and Marshall

Cohen eds. *Film Theory and Criticism: Introductory Readings*. New York: Oxford UP, pp 833-44.

Baudrillard, J., & Maclean, M. 1985. 'The Masses: The Implosion of the Social in the Media'. *New Literary History*, vol. 16. no. 3, pp. 577-588

Unit III. Media Processes (15 Hours)

a. Regulation

Kaur, Raminder, and William Mazzarella. 2009. 'Between Sedition and Seduction : Thinking Censorship in South Asia' In *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Bloomington: Indiana UP.. pp. 1-21.

b. Representation

Shohat, Ella, and Stam, Robert. 2014. 'Stereotype, Realism and the Struggle Over Representation' in *Unthinking Eurocentrism: Multiculturalism and the Media*. United Kingdom, Taylor & Francis, Chapter 5. pp. 178-215.

c. Reception

Livingstone, Sonia., 2103. 'The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User' In Angharad N. Valdivia (ed) *A Companion to Media Studies*. Malden, MA: Blackwell, pp. 337-356.

d. New Media

Miller, Daniel. 2011. 'The Anthropology of Facebook: Fifteen Theses on What Facebook Might Be' in *Tales from Facebook*. United Kingdom, Wiley. Pp. 164-204.

Suggested Readings:

Bailey, Michael. *Narrating Media History*. United Kingdom, Taylor & Francis, 2012.

Berry, Jeffrey M., and Sobieraj, Sarah. *The Outrage Industry: Political Opinion Media and the New Incivility*. United Kingdom, Oxford University Press, 2014.

Bocock, Robert. And Kenneth Thompson. (Eds.) *Social and Cultural Forms of Modernity*. United Kingdom, Polity Press, 1992. Chapter 8. Popular Culture and The Mass Media. Pp. 367-401

Curran, James. *Media and Power*, London: Taylor & Francis, 2012.

Fernandes, L. (2000). Nationalizing 'the global': media images, cultural politics and the middle class in India. *Media, Culture & Society*, 22(5), 611–628.

Kellner, Douglas. *Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Post-modern*. United Kingdom, Taylor & Francis, 2003.

Kittler, Friedrich A. *Gramophone, film, typewriter*. United States, Stanford University Press, 1999.

Mankekar, Purnima. *Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India*. United Kingdom, Duke University Press, 1999.

Mutz, Diana C. *In-Your-Face Politics: The Consequences of Uncivil Media*. United Kingdom, Princeton University Press, 2016.

Postman, Neil. *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. United States, Penguin Publishing Group, 2005.

Sumiala, Johanna. *Media and Ritual: Death, Community, and Everyday Life*. United Kingdom, Routledge, 2013.

Selvaraj, Velayutham *Tamil Cinema: The Cultural Politics of India's Other Film Industry*. London: Taylor & Francis, 2008.

Vasudevan, Ravi. Aesthetics and Politics in Popular Cinema, from Vasudha Dalmia and Rashmi Sadana. Ed. *The Cambridge Companion to Modern Indian Culture*. Cambridge: Cambridge University Press, 2012. 226-46

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