

Common List of Generic Electives (GE)

Semester VI

Sociology Generic Elective (GE) 16 Media, Culture and Society

GENERIC ELECTIVE COURSE-16 (GE-16) : Media, Culture and Society

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		
GE 16 Media, Culture and Society	4	3	1	0	12th Class Pass	Nil

Learning Objectives:

1. To provide an interdisciplinary introduction to media modernity through a close examination of the relationship between culture, media and society.
2. To acquaint students with the necessary concepts and theories to grasp complex articulations of media, culture and society.
3. To familiarise students with novelty, complexity and ever-accelerating dynamics of media, culture and society in our times.

Learning outcomes:

Students will be able to:

1. *Identify*, describe and explain the key institutions and processes of mediatised cultures of our times.
2. *Apply* the learning to formulate, analyse and examine the key conundrums in the arena of media, culture and society.
3. *Evaluate* the contemporary cultural phenomenon from a conceptually informed interdisciplinary perspective.

SYLLABUS OF GE-16: Media, Culture and Society

Course Outline:

Unit I: Media and Modernity (9 Hours)

This unit traces the rise of modern media from the early modern era to our own times, paying special attention to the constitution of the Indian public sphere.

Unit II: Theories and Approaches (21 Hours)

This unit introduces students to key theoretical approaches to the study of media such as the Frankfurt school, British cultural studies, semiotics, feminism, post-colonial theory and post-modernist theory.

Unit III: Media, Culture and Society: Contemporary Configurations (15 Hours)

This unit focuses on contemporary phenomena in this arena such as televised family dramas, ubiquitous celebrity culture and selfie culture. These seemingly ordinary actions and processes are examined for their deeper cultural and social significance and embeddedness.

Practical Component: NIL

Essential/Recommended Readings:

Unit I: Media and Modernity

Thompson, John B. *The Media and Modernity: A Social Theory of the Media* Stanford, CA: Stanford UP, 1995. Chapter 2, 'The Media and the Development of Modern Societies' Pp. 52-80.

Rajagopal, Arvind. *The Indian Public Sphere: Readings in Media History*. Delhi: OUP India, 2009. Introduction: The Public Sphere in India: Structure and Transformation. Pp. 1-28.

Unit 2: Theories and Approaches

Kellner, Douglas. Frankfurt School, Media, and the Culture Industry, in *The International Encyclopedia of Media Studies: Research Methods in Media Studies*. Volume I. United Kingdom, Wiley-Blackwell, 2014.

Carey, James W. *Communication as Culture, Revised Edition: Essays on Media and Society*. Ukraine, Taylor & Francis, 2008. Chapter 2. Mass Communication and Cultural Studies. Pp. 29-52.

Danesi, Marcel. *Understanding Media Semiotics*. United Kingdom, Bloomsbury Publishing, 2018. Chapter 2. An Outline of Semiotic Theory. Pp. 28-53.

Thornham, Sue. *Women, Feminism and Media*. United Kingdom, Edinburgh University Press, 2007. Introduction: Thinking women/ media/feminism. Pp. 1- 22.

Boyd-Barrett, Oliver. *Media Imperialism: Continuity and Change*. United States, Rowman & Littlefield Publishers, 2019. Chapters. 3 & 4. Pp. 34-64.

Poster, Mark, and Aronowitz, Stanley. *Information Subject*. Netherlands, Taylor & Francis, 2013. Chapter 4. Postmodern Virtualities. Pp. 71 – 92.

Unit 3: Media, Culture and Society: Contemporary Configurations

Rudolph, Lloyd I. The Media and Cultural Politics, *Economic and Political Weekly*, 1992, Vol. 27, No. 28, pp. 1489-1495.

Muralidharan, Sukumar. Media, Modernity and Minorities: Subtleties of Exclusion in the 'Public Discourse'. *Social Scientist*, 2012, Vol. 40, No. 5/6, pp. 19-52.

Mankekar, Purnima. Entangled Spaces of Modernity: The Viewing Family, the Consuming Nation, and Television in India. *Visual Anthropology Review*, 1998, Vol. 14, No. 2, pp 32–45.

ShIPLEY, Jesse Weaver. Selfie Love: Public Lives in an Era of Celebrity Pleasure, Violence, and Social Media. *American Anthropologist*, 2015, Vol. 117, No. 2, pp. 403–413.

Juris, Jeffrey S. Reflections on #Occupy Everywhere: Social Media, Public Space, and Emerging Logics of Aggregation. *American Ethnologist*, 2012, Vol. 39: pp. 259-274.

Suggested Readings:

Curran, James. *Media and Democracy*. London: Taylor & Francis, 2011.

Edwards, David, and Cromwell, David. *Guardians of Power: The Myth of the Liberal Media*. United Kingdom, Pluto Press, 2006.

Enzensberger, Hans, Constituents of a Theory of the Media, *NLR I/64*, Nov/Dec 1970. Pp. 13-36.

Keane, John. *Democracy and Media Decadence*. United Kingdom, Cambridge University Press, 2013.

Kittler, Friedrich A. *Gramophone, Film, Typewriter*. United States, Stanford University Press, 1999.

Lacey, Kate. *Listening Publics: The Politics and Experience of Listening in the Media Age*. Germany, Polity Press, 2013.

Media and Cultural Studies: Keywords. London, Wiley, 2009

Michael Gurevitch et al. (eds.) *Culture, Society and the Media*. United Kingdom, Taylor & Francis, 2005.

Miller, Daniel. *Tales from Facebook*. Cambridge: Polity Press, 2013. Pp. 164- 204

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

Simon, Joel. *The New Censorship: Inside the Global Battle for Media Freedom*. United States, Columbia University Press, 2014.

The Routledge Companion to Global Popular Culture. United Kingdom, Taylor & Francis, 2014.

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

Sociology