

**DISCIPLINE SPECIFIC ELECTIVE**  
**DSE HH 3C1: Media and Cultural Studies**

**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		
<b>Media and Cultural Studies</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>XII Pass</b>	<b>Pass DSC HH 103</b> Communication Concepts and Theories

**Learning Objectives**

1. To appraise the importance of culture, cultural transmission and cultural influences on human interactions.
2. To gain knowledge of key theories, concepts, models and perspectives in the study of communication & media.
3. To understand the relevance and roles of communication media in individual lives as well as in the larger context of culture & society.
4. To analyze the relationships, dynamics, and trends within communication media, culture & society.

**Learning Outcomes**

The students would be able to:

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

**SYLLABUS OF HH 3C1**

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

**UNIT I: Understanding Culture**

**6 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.

Subtopics:

- Concept of cultures, subcultures and counter culture
- Popular, folk and mass culture
- Role of Ideology and hegemony
- Commercialization of folk culture
- Culture in perspective of communities

## **UNIT II: Media & Media Audience**

**8 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

Subtopics:

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

## **UNIT III: Ideologies in media and culture**

**8 Hours**

This unit highlights the relation between media, society and ideologies. It explains the concept of Habermas Public sphere and cultural industry

Subtopics:

- Frankfurt school
- Culture and consumption: cultural 'goods', structure and movement of cultural meaning.
- Cultural industry
- Public Sphere

## **UNIT IV: Media Realism and Technologies**

**8 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

Subtopics:

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

### **PRACTICAL (Credits 2; Hours 60)**

- Media Critiquing- Choose a movie or television series and apply some of the concepts and techniques about interpretation, ideology, or gender/class/race.

- Audience perceptions about media; audience preferences listenership/ viewership
- Assessing the prevalence of cultural stereotypes in the society and depiction of the same via media

### Essential Readings

- Grossberg, Lawrence et al. (1998). *Media-Making: Mass Media in a popular culture*. Sage Publications
- 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
- Ghosh, Amitav. (2008). *Sea of Poppies*. Viking Canada
- 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. (1997). *Marxism and Literature*, Oxford UP
- Butler, Judith. (1990). *Gender Trouble: Feminism and the Subversion of Identity*. Routledge

### Suggested Readings

- Butler, Judith.(1993). *Bodies That Matter: On the Discursive Limits of Sex*. Routledge
- Woolf, Virginia. (1925). *Mrs Dalloway*. Harcourt, Brace, and Co
- Despande, Shashi. (1989). *That Long Silence*. Penguin
- Berger, Asa Authur (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*, [literariness.org/2016/04/06/postcolonialism/](http://literariness.org/2016/04/06/postcolonialism/)
- Watson, Katherine. (2005). *Queer Theory* The Group-Analytic Society, Vol 38, no. 1, pp. 81-85.D01:10.1177/0533316405049370
- 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

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