

DISCIPLINE SPECIFIC ELECTIVE
DSE HP 3C1: 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		
Media, Culture and Society	4	2	0	2	XII Pass	NIL

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 DSE HP 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. It revisits the work of Raymond Williams and Stuart Hall in explaining the concepts of culture and further provides diverse perspectives on popular culture

Subtopics:

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

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
- 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

8 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

Subtopics:

- 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

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
- Interconnections between Literature, media, Culture and Identity
- 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

1. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
2. Mc Quail, Denis. (2000). Mass Communication Theory. London, Thousand Oaks, New Delhi: Sage Publications.
3. Potter, James W (1998) Media Literacy. Sage Publications
4. Bannerjee, P. (2021). Cultural Studies: Texts and Contexts. India: Dattsons. ISBN: 8171922007
5. Nayar, P. (2016). An Introduction to Cultural Studies. India: Viva Books. ISBN: 8130933985
6. Achebe, Chinua. (2010) The African Trilogy: Things Fall Apart; No Longer At Ease; Arrow of God. Alfred A. Knopf
7. Ghosh, Amitav. (2008), Sea of Poppies, Viking Canada
8. Ghosh, Amitav.(2011). River of Smoke. Penguin India
9. Ghosh, Amitav. (2016). Flood of Fire. Penguin India
10. 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.
11. Williams, Raymond. (1977) Marxism and Literature, Oxford UP
12. Butler, Judith. (1990). Gender Trouble: Feminism and the Subversion of Identity. Routledge

Suggested readings

1. Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications
2. Stevenson, N (2002). Understanding Media Studies: Social Theory And Mass Communication, 2nd edition, Sage publications
3. Walder, Dennis. (1998). Post-Colonial Literatures in English: History, Language, Theory. Blackwell Publishers
4. Loomba, Ania. (2005) Colonialism/Postcolonialism. 2nd Edition, Routledge
5. Mambrol, Nasrullah. (2018) "Postcolonialism." Literary Theory and Criticism Notes, 22 Jan. 2018, literariness.org/2016/04/06/postcolonialism/.
6. Watson, Katherine. (2005) "Queer Theory". The Group-Analytic Society, Vol 38, no. 1, 2005, pp. 81-85. D01:10.1177/0533316405049370
7. 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
8. 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.