

# BA(Hons.) Journalism

## Bachelor in Journalism (Honours) degree

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

### DISCIPLINE SPECIFIC CORE COURSE-7 (DSC-7): 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		
DSC-7 Media and Cultural Studies	4	3	0	1	Passed Class XII with English	NIL

#### Learning Objectives

The Learning Objectives of this course are as follows:

- To engage with contemporary media forms actively and critically in its diversity of music, films, graffiti, new media and folk media.
- To contextualize the developments of the media and its role through political and economic changes across the world.

#### Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to attain familiarity with the historical evolution of the media.

#### SYLLABUS OF DSC-7

#### UNIT – I (15 weeks-1 hour/week)

## **UNIT I: Understanding Culture**

- Mass Culture, Popular Culture, Folk Culture
- Frankfurt School, Media as Cultural Industries
- Political Economy, Ideology and Hegemony
- Technological Determinism

## **UNIT – II (15 weeks-1 hour/week)**

### **UNIT II: Representation**

- Media as Texts
- Signs and Codes in Media
- Uses and gratification approach
- Reception studies
- Representation of nation, class, caste and gender issues in media

## **UNIT – III (15 weeks-1 hour/week)**

### **UNIT III: Audiences**

- Active audiences
- Women as audiences
- Sub Cultures; music and the popular
- Fandom

**Practical component (if any)-** Assignments can take rather creative forms like group blogging, journal entries, short films and posters. Students can be encouraged to do projects on analysis of TV shows, cultural symbols, folk performances, and music shows. They can also take up challenging themes like the representation of caste, gender, and nation in contemporary media.

### **Essential/recommended readings-**

1. AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V), 2019
2. John Fiske, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III signs and codes), 1982
3. Dennis McQuail, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies), 2000
4. Baran and Davis, Mass Communication Theory (covers Unit II, III and IV), 1994
5. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. (Covers Unit 1 and II and IV), 2009
6. Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV), 2003

### **Suggestive readings-**

1. Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE.
2. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
3. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books
4. Chatterji, Roma. "Folklore and the construction of national tradition." Indian Folklife 19 (2005).
5. Rege, Sharmila. "Conceptualising Popular Culture:'Lavani' and 'Powada' in Maharashtra." Economic and political weekly (2002): 1038-1047.
6. Uberoi, Patricia. "Feminine identity and national ethos in Indian calendar art." Economic and Political Weekly (1990): WS41-WS48.
7. Punathambekar, Aswin. "Reality television and the making of mobile publics: The case of Indian Idol." in The Politics of Reality Television, pp. 154-174.Routledge, 2010.
8. Ranganathan, Maya. "The archetypes of Sita, Kaikeyi and Surpanakha stride the small screen." In Rodrigues, Usha M., and Maya Ranganathan. Indian news media: From observer to participant. SAGE Publications India, 2014.