

**Curriculum Plan: Mamta, Assistant Professor, Department of Journalism**

**Year 2024-25 (Odd Semester)**

**B.A. (H) Journalism (Semester III)**

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc
<b>DSC 7 Media and Cultural Studies</b>			
<b>Unit I:</b> Understanding Culture Mass Culture, Popular Culture, Folk Culture  School, Media as Cultural Industries  Political Economy, Ideology and Hegemony  Representation  Technological Determinism	20	August-September	1. Assignment on Mass Culture 2. Assignment on Adorno & Horkheimer's Culture Industry 3. Presentation on Althusar's ideas about the reproduction of dominant ideology. 4.
<b>Unit II:</b> Media as Texts  Signs and Codes in Media  Uses and gratification approach  Reception studies  Representation of nation, class, caste and gender issues in media	20	October	1. Test on the topic "signs and codes in media".
<b>Unit III:</b> Audiences  Active audiences	20	Novmeber	Test on 1. Active and women audiences. 2.

Women as audiences Sub Cultures; music and the popular, Fandom			Subculture s 3. Fandom 4. Myth
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