

PAPER - V

MEDIA, CULTURE & SOCIETY

Objectives

- a) To create a sociological understanding of Media and communication in contemporary society.
- b) To encourage critical evaluation of the impact of mass communication on culture and society.
- c) To analyse the role played by the media in Indian society and its influence on socio-cultural change and development.

- 1. Introduction** 10 lectures
 - Meaning and significance of Mass Communication.
 - Mass Media: Indian scenario.
 - Convergence and its significance.
- 2. Structure and Social Environment of Modern Media** 10 lectures
 - Media as Business
 - Media and the political environment
 - Manufacturing Consent – Noam Chomsky
- 3. Sociological perspectives on Media & Communication.** 10 lectures
 - The Frankfurt School
 - i) The Culture Industry
 - ii) Commodity Fetishism
 - iii) False needs and real needs
 - iv) One Dimensional man
 - Semiology
 - i) Signs, signifiers, signified
 - ii) mythologies
 - iii) Narratives
 - iv) Denotation and connotation
- 4. Impact of the Media on Indian Society: Representation and Reception of specific groups in the print and electronic media.** 17 lectures
 - Children and Youth
 - Women
 - Middle Class
 - Rural Society

- 5. Media, Communication and Public Opinion** 10 lectures
- Persuasion and Propaganda
 - Image making and electoral politics
 - Rumours, Fashions and Fads, Panics and Urban legends
 - Opinion Leaders and Polls
- 6. Media, Communication and Social Change** 18 lectures
- - Globalisation and Satellite Television
 - Role and Impact of Advertising
 - The Internet
 - a. Cyber Societies and Virtual Communities
 - b. The Internet and innovative programmes for marginalised groups
 - Interactive Media, Popular Culture and Social Change
 - The cell phone culture and its impact
- 7) Media and Regional language markets** 10 lectures
- History and present scenario of regional language press
 - History and present scenario of regional language television
 - Regional language Cinema

Reading List

- Aggarwal Virbala (2002): Media and Society Challenges and Opportunities – Concept Publishing Company – New Delhi
- Aggarwal, Virbala and Gupta V.S (2001) – Handbook of Journalism and Mass Communication. Concept publishing Company, New Delhi.
- Chiranjeev Avinash (2000) : Electronic Media Management Authors Press - New Delhi
- Chakravarty, Suhas;V (1997) Press and Media - The Global Dimensions, Kanishka Publications, New Delhi.
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- Desai Ashok (2006): India’s Telecommunication Industry History, Analysis Diagnosis – Sage Publications – New Delhi
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- Kaptan.S and Subramanian.V (2001) Women in Advertising. Book Enclave. Jaipur
- Kohli-Khandekar Vanita (2006) 2nd edition: The Indian Media Business. Sage Publications – New Delhi
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- Narayan Andal (1987); The Impact of Television on Viewers ;Somaiya Publications, Mumbai.
- Page, David, Crawley, William; (2000) Satellites over South Asia, Sage Publications, New Delhi.
- Panday, G.P.(1999) ; Press and Social Change; Rawat Publications, Jaipur.
- Ranjan, N. 2007. Digital culture Unplugged. Taylor and francis Ltd. United kingdom
- Saksena, Gopal (1996) ; Television in India – Changes and Challenges, Vikas Publishing House, New Delhi.
- Sharma, Jitendra Kumar (2003): Digital Broadcasting Journalism – Authors Press - New Delhi
- Singhal.R (2001) India’s Communication Revolution: From Bullock Carts to Cyber Marts. Sage Publications. New Delhi.
- Unnikrishnan, Namita ; Bajpai, Shailaja (1996) ; The Impact of Television Advertising on children ; Sage Publications, New Delhi.
- Vilanilam J. V. (2005): Mass Communication in India – Sage Publications New Delhi
- Vilanilam J. V (2003): Growth and development of Mass Communication in India – National Book Trust , India –New Delhi
- Williams, Kevin (2003): Understanding Media Theory. Arnold, London.
- Yadava, J.S., Mathur,Pradeep (1998) : Issues in Mass Communication : the basic concepts vol.1-2, New Delhi, kanishka Publishers, Distributors, 1988,81-7391-224-6

Articles

- Bayer Jennifer: Indian Television Globalizes Multilingualism but is counterproductive – Language in India.<http://www.langageinindia.com> Volume 5 : 1 January 2005
- Geser.H (May 2004) Towards a Sociological Theory of the Mobile Phone. University of Zurich- Release 3.0
- Jensen Robert: The Power of TV: Cable Television and Women’s Status in India Robert Jensen Watson Institute for International Studies, Brown University and NBER Emily Oster University of Chicago and NBER July 30, 2007
- Prasad Kiran - From Digital Divide to Digital Opportunities: Issues and Challenges for ICT Policies in South Asia Retrieved from www.manipal.edu/gmj/issues/july07/prasad/php ISSN No. 1550 - 7520
- Rangaswamy Nimmi and Toyama Kentaro - Sociology of ICT: The Myth of the Hibernating Village - Microsoft Research India1 Bangalore, India Conference Paper, 11th Conference on Human – Computer Interaction, July 2005, Las-vegas USA
- Rao Bhaskara N and Vasanti P. N : Media Scene as India Globalise; Retrived from cmsindia.org/cms/mediascene.pdf
- Sehgal Kabir and Brooks Sara : Mission 2007 : Measuring Its
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- Singh Jagtar : From Atoms to Bits: Consequences of the Emerging Digital Divide in India - South Asian Libraries and Information Networks (SALIN) (an electronic journal)Retrived from : universitypunjabi.org/pages/dlis/salin/assist.htm
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Reports

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