

Program: Bachelor of Management Studies (2023-24)				Semester: I			
Course: Media, Culture and Society				Code:			
Teaching Scheme				Evaluation Scheme			
Lectures	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
30	Nil	Nil	02	20	30	Nil	Nil
Internal Component							
Class Test			Assignments			Class Participation	
10			10			Nil	
Learning Objectives							
<ul style="list-style-type: none"> To assess the impact of media on cultural values and behaviours Students will be able to critically analyse the power dynamics and ideological influences within media representations. 							
Learning Outcomes							
<ul style="list-style-type: none"> The learners will be able to analyze the role of media in shaping cultural identities and practices. The learners will be able to apply theoretical concepts to critique media and culture within a socio-cultural context. The learners will evaluate the construction of news media, examining how editorial decisions, framing techniques, and agenda-setting influence public perception and understanding of current events 							
Pedagogy							
<ul style="list-style-type: none"> Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions. 							

Module	Module Content	Module wise Pedagogy Used	Duration of Module
I	1. <u>Introduction to Media, Culture and Society</u> 1.1. Meaning of Media, Culture and Society 1.2. Starting points, Shaping, Mirroring & representing 1.3. Culture and evolution of Mass Communication 1.4. The Communications Process 1.5. The Cultural Model for understanding mass communication 1.6. Evolution of Media from Emergence to Convergence 1.7. Surveying cultural landscape 1.8. Elements Of Media in Socio-Cultural Context 1.9. Critiquing media and culture	Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions.	15 lectures
II	2. <u>Power, Control, Identity and Culture in Media</u> 2.1. Media as Manipulation? Marxism and Ideology 2.2. The Construction of News 2.3. Public Service or Personal Entertainment? Controlling Media Orientation 2.4. Advertising: Emergence, Expansion and Transformation 2.5. Media and the Public Sphere: Digitalisation, Commercialisation and Fragmentation 2.6. Media, Community and Difference: From Mass Stigmatisation to Grassroots Identity Groups 2.7. Media, Race and Ethnicity 2.8. Media, Gender, and Sexuality 2.9. Saturation, Fluidity and Loss of Meaning	Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions.	15 lectures

Reference Books:

1. Media Culture and Society, Paul Hodkinson, Second edition, 2017, Sage Publications
2. Media and Culture- Mass Communication in Digital Age, Richard Campbell, Christopher Martin, Bettina Fabos

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions.	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks**.

Duration of examination will be **One Hour**.

QUESTION PAPER FORMAT

All Questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Case study/application based questions	6

Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)