



Elective (DCE)-

MCJ-18205DCE: MEDIA AND SOCIETY

Unit-I

Emergence, Development and Proliferation of Media, Ownership and Control of Media
Relationship between media and society: Areas of convergence and conflict
Emerging role of media in contemporary world

Unit-II

Media and Social Responsibility
Media and its Audiences: Media Effects
The Mainstream Media Discourse
Audience Interpretation of media content

Unit- III

Popular Culture
Television and Cultural Images
Media and Stereotypes (Case Studies)
Media and globalization, Alternative and New Media
Commercialization of Media; Impact on Public sphere
Construction and Representation of Reality; Codes of Interpretation

Unit-IV

Structure and functions of News Media in society
News Media and Social Institutions
Mediated Interpretation of Contemporary Issues in society: Violence, gender, politics, and development related
News media and international historical developments

2nd semester

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Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)