



**Elective (DCE)
MCJ-21205DCE**

**Semester 2nd
MEDIA AND SOCIETY**

Course Objectives

- To make students aware about the dynamic relationship between Media and Society
- To help students uncover/ understand how Media has the power to establish and shape norms and practices in society

Learning Outcomes

- The students shall have deep understanding of various aspects of Media & Society
- The students shall be able to develop a critical thinking with regards to Media content and its impact.

Unit-I

Emergence, Development and Proliferation of Media

Ownership and Control

Role of media in the contemporary world order

Relationship between media and society, Emergence of Digital Media

Unit-II

Media and Social Institutions

Media and Social Responsibility

Commercialization of Media

Construction and Representation of Reality by Media

Unit- III

The Mainstream Media Discourse

Analysis of Media content

Different genres: Films, Advertisements, Documentaries, News, Serials etc

Social implications of Media content

Unit-IV

Media and its Audiences

Audience interpretation of Media content

Contemporary issues in Media: Social, Political, Economic, International etc.

News Media and Landmark news events

Suggested Readings

- *O'Shaughnessy, M., & Stadler, J. (2012). Media and society. South Melbourne: Oxford Univ. Press.*
- *Poepsel, M., Poepsel, M., & Open Textbook Library. (2018). Media, Society, Culture and You.*
- *In Curran, J., & In Hesmondhalgh, D. (2021). Media and society.*
- *Alexander, A., & In Hanson, J. (2019). Taking sides. McGraw Hill.*
- *Campbell, R., Fabos, B., Martin, C. R., Harmsen, S., Macmillan Publishers., & St. Martin's Press. (2018). Media essentials: A brief introduction. Boston: Bedford/St. Martin's.*
- *Fourie, P. J. (2018). Media studies: Volume 1.*

MCJ-21205DCE: Media & Society

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