



**Elective (Open)**

**MCJ-21008GE**

**Course Objectives**

- The aim of the course is to develop a basic understanding of media working and functioning in contemporary times.
- The course is designed to impart critical understanding of Modern day journalism

**Learning Outcomes:**

- Students will be able to comprehend ideological biases in present day media
- Students will be proficient in identifying the fake news and the propaganda in the media

**Unit I**

Media Literacy in Contemporary Times

Factual Stories & Fake News

Embedded Journalism

Paid News

**Unit II**

Media of Protest

Propaganda

Citizen Journalism

Media Ethics

**Suggested Readings**

- *Lorimer, R., & Scannell, P. (1996). Mass communications: A comparative introduction. Manchester: Manchester University Press.*
- *DeFleur, M. L., & Dennis, E. E. (2002). Understanding mass communication: A liberal arts perspective. Abingdon: Houghton Mifflin.*
- *Berger, A. A. (2013). Essentials of mass communication theory.*
- *McLuhan, M., & Gordon, W. T. (2015). Understanding media: The extensions of man. Berkeley, Calif: Gingko Press.*
- *Dice, M. (2017). The true story of fake news.*
- *Horner, D. S. (2015). Understanding media ethics.*

**MCJ-21008OE: Understanding Media**

**Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)**