

**UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER 17 – MEDIA AND SOCIETY

Rationale: The paper will be comprised of core units that relate mass media to Politics and democracy, Sociology and culture. This module examines the various theoretical attempts to make sense and deal intellectually with social, sexual and cultural diversity.

Background: This is an advanced course building on Media and cultural studies (Paper III). It aims to strengthen the students' knowledge of liberal arts concepts to help analyze the triad of individual, society and communication process.

Expectation: Student should learn to understand their position in a society driven by the constructed reality of media events and messages.

LECTURE PLAN - 14 WEEKS

Unit I Media and the social world (2 weeks) 8 LECTURES

Media impact on individual and society
Democratic Polity and mass media
Media and Cultural Change
Rural-Urban Divide in India: grass-roots media

Presentation: a) Select a newspaper TOI/HT and for a week analyse political coverage.

Grass-Root Media: Khabar Lehariya

Unit II Media: Power and Contestation (5 Weeks) 20 LECTURES

Public Sphere and its critique
“Public sphere” of the disempowered?
Media and Social Difference: class, gender, race etc.
Genres – Romance, Television , Soap Opera, Sports

Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of family. b) Project on use of internet by the marginalized groups.

Unit III Media and Democracy (4 WEEKS) 16 LECTURES

Media Practice and Liberal Ideals
The Autocratic State and Media
Media in a Plural Society
Creating Consensus through Media

Presentation: a) Students study Emergency in India

b) Project on media coverage of Politics and Corruption

Unit IV Media Technologies and Society (3 WEEKS) 12 LECTURES

Media Technologies as mediation
Media Technologies and Empowerment of Rural communities
Media Technologies and identity

Presentation : a) Project on community informatics based on a local experiment with technology in the city community for eg: Cyber Mohalla at SARAI b) Dossier of Community Radio Projects

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Sreberny, Annebelle. "Society, culture, and media: Thinking comparatively" in *The SAGE handbook of media studies*, Sage. 2004 . 83-103.
5. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

Suggested Readings

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Castells, Manuel. "Communication, power and counter-power in the network society" *International journal of communication*, 1(1), 2007. 238-266.
6. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomes Nelson, 1999. 42-55
7. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
8. Storey John. *Cultural Theory and Popular Culture :An Introduction*, Pearson Long Man. 2010 (167-180)
9. Ott & Mack , *Critical Media Studies : An Introduction* Wiley & Sons, 2009 (196-219)
10. Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze." *Translation and Interpreting Studies* 3, no. 1-2 (2008): 1-2.
11. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
12. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004..53-61.
13. Radway, Janice " Reading the Romance"(excerpts) in Bussett, Thornaham & Maris ed *Media Studies reader* Edinborough Uty Press 1999. 440-456.
14. Mankekar, Purniam. *Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India*. Duke University Press. 1999.1-45, 104-165.
15. Stevenson, Nick. *Understanding Media Cultures: Social Theory and Mass Communication*, Sage 2010. 184-214.
16. Sreekumar, T. T." Mobile Phones and the Cultural Ecology of Fishing in Kerala, India." *The Information Society*, 27(3), 2011. 172-180.

17. Mazzarella, William "Beautiful balloon: The digital divide and the charisma of new media in India." *American Ethnologist*, 37(4),2010 783-804.
18. Sundaram, Ravi. "Recycling modernity: pirate electronic cultures in India." *Third Text* 13, no. 47 (1999): 59-65.
19. Doron, Assa & Jeffrey, Robin. *The Great Indian Phone Book: How the cheap cell phone changes Business, Politics and Daily Life* , Harvard UntyPtress, 2013.