UNIVERSITY OF LADAKH

SYLLABUS

OF

THE INTER-DISCIPLINARY COURSE

OF

MASS COMMUNICATION AND JOURNALISM

(UNDER NEP – 2020)

(Implemented w.e.f Academic Session 2023-24)

UNIVERSITY OF LADAKH

SYLLABUS OF THE INTER-DISCIPLINARY COURSE IN MASS COMMUNICATION AND JOUNRALISM

UNDER NATIONAL EDUCATION POLICY - 2020

(Session 2023-2024)

Semester – I   Credit 3

Course Title: Media and Society

Course Code: MCM-MC-101-G

Objective:

The course would demonstrate how the media are related to culture and society, and it offers an overview of how media can be studied – as structure, production, content and from an audience/reception point of view. It improves an understanding of the role of communication and the media in the shaping and development of culture and society. The aim also includes creating an awareness of the relationship between the media and various social problems and aspects of society.

Unit – 1: Impact of Media on Society

1.1. Role of Media in Society

1.2. Media and Children, Media and Women (with special reference to television and Internet)

1.3. Social Responsibility of Media.

Unit – 2: Media and democracy

2.1 Public sphere

2.2 Freedom of speech and expression

2.3 Right to information, Right to privacy

Unit – 3: Social changes and Media

3.1 Generation of Sub-culture

3.2 Popular culture: The role of media in promoting popular culture.

3.3 Digital Divide

Unit- 4: Media Theories

4.1 Hypodermic Needle Theory, Limited Effects Theory

4.2 Spiral of Silence theory

4.3 Agenda Setting Theory

References:

Essential Readings –

1. Keval J Kumar, Mass Communication in India
2. Seema Hassan, Mass communication: Principles and concepts
3. Vir Bala Aggarwal and VS Gupta, Handbook of Journalism and Mass communication
4. Media and Society: challenges and opportunities - Edited by Vir Bala Aggarwal
5. Media and culture an introduction to mass communication - Richard Campbell
6. Shaikh Javad An Introduction to Mass Communication and Journalism
7. Media and Cultural studies: Key works, Ed: Meenakshi Gigi Durham, Douglas M. Kellner; Blackwell
8. Media, Culture & Society- An Introduction by Paul Hodkinson

Suggested Readings –

1. Media power in politics - Graber, Doris. 1980
2. Media and Society - Arthur Asa Berger
3. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
4. Communication and Persuasion by CI, Hovland/I.LJanies/H H Kelly, Yale University ,Newyork, 1953
5. John Scott; Oxford Dictionary of Sociology, (Ed.)(Oxford University Press).
6. Doshi, S.L., Modern, Post Modernity and Neo-sociological theories: (Jaipur, Rawat, 2009 (R).
7. Rawat; Modern Sociological Theories, (Ritzer, George 5th Ed., Jaipur, 2000).
8. Mythologies, Barthes Ronald,
9. Press, USA, 2008)
10. Dunn, R.G; Identifying Consumption Subjects and Objects Consumer Society, (Emblements (Sage, Los Angels, 2007)
11. Rose Gillian: Visual Methodologies : An Introduction to the Interpretation of Visual Materials, retail, (Consumption, Market and Retail Vol. 7 No. 2, 2004)
12. Rettinger, L; Brand Culture and Brand workers : Service work and Aesthetics labour in fashion Robert J.;
13. Popular Religion, (Wathnos in ed. Handbook of Sociology, London, Sage, 1988).
14. Valdivia, Angharad N.; A Comparison to Media Studies; (New Delhi, Atlantic Publishers and Books Recommended:

Semester – 2   **Credits – 3**
Course Title: MEDIA AND DEMOCRACY
Course Code: MCM-MC-101-GM

Objective:

Objective: The course will introduce the students to the concepts of Indian Polity and role and of the media in theIndian Democracy. This paper engages with not just the media's representation of, and shaping by, political processes, but the salience of formal institutions in light of the challenges posed & opportunities provided by the present milieu of the media.

Unit – 1:

3.4 Fundamental Rights, Equality and Liberty, Freedom of Speech,

3.5 Democracy and Freedom of the Press

3.6 Roles and responsibilities of Media

Unit – 2:

2.1 Issues of reservation

2.2. Identity Politics: Gender, Caste, Class and Religion in Indian Politics

2.2 Media & Secularization

Unit – 3:

3.1 Media as a Watchdog

3.2 Role of the media in agenda setting

3.3 Critical review of the Media in India

Unit- 4:

4.2 Media – Government relationship

4.3 Government and censorship controversies

4.4 Governor: Power and Functions

References:

Essential Readings –

1. Bingham, Lisa B; Nabatchi, T & O'Leary, R. (2005). The New Governance: Practices and Processes for Stakeholder and Citizen Participation in the Work of Government. Public Administration Review, Vol. 65, No. 5. 547-558.
2. Bohman, James F (1990). Communication, Ideology, and Democratic Theory. The American Political Science Review, Vol. 84. No. 1. 93-109.
3. Brants, Kees & Voltm, Katrin (Eds.), (2011). Political Communication in Postmodern Democracy: Challenging the Primacy of Politics. Basingstoke, Hampshire and New York: Palgrave MacMillan. Chapter 2.

4. Cammaerts, Bart (2007). Citizenship, the public sphere and media. In Cammaerts, Bart and Carpentier, Nico, (eds.). Reclaiming the media: communication rights and democratic media roles (pp. 1-8), European communication research and education association series, 3, Bristol, UK : Intellect.
5. Chomsky, N. (2004). Media Control: The Spectacular Achievements of Propaganda. Lahore: Vanguard Books. Chapters 1&2.
6. Cleveland, H. (1986). Government is Information (But Not Vice Versa). Public Administration
7. Keval J Kumar, Mass Communication in India
8. Seema Hassan, Mass communication: Principles and concepts
9. Media and Cultural studies: Key works, Ed: Meenakshi Gigi Durham, Douglas M. Kellner; Blackwell

Suggested Readings –

1. Curran, J. (2011). Media and Democracy. London: Routledge. Chapters 4 and 11.
2. Feher, M. (2007). The governed in politics. In Michel Feher (Ed.). Nongoverernmental politics (pp.12-27). New York: Zone Books.
3. Gouldner, A. W. (2002). The Communication Revolution: News, Public and Ideology. In Denis McQuail (Ed.). McQuail Reader. New Delhi: Sage.
4. Herman, Edward S. & Chomsky, N. (1988). Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon Books. Chapter 1.
5. Jakubowicz, K. (2015). New Media Ecology: Reconceptualizing Media Pluralism. In Peggy Valcke, Miklos Sükosd and Robert G. Picard (Eds.), Media Pluralism and Diversity: Concepts, Risks and Global Trends (pp.23-53). New York: Palgrave Macmillan.
6. Karippinen, K. (2007). Making a difference to media pluralism: a critique of the pluralistic consensus in European Media Policy. In Cammerts & Nico Carpenter (Eds.). Reclaiming the Media: Communication rights and democratic media roles (pp.9-30). Chicago: University of Chicago Press.
7. Kulipossa, Fidelx Pius, (2004). Decentralisation and Democracy in Developing Countries: An Overview. Development in Practice, Vol. 14, No. 6. 768-779.
8. Keane, J. (1991). The Media and Democracy. Cambridge, United Kingdom: Polity Press & Blackwell. Chapter 1
9. Louw, Eric (2010). The Media and Political Process. New Delhi: Sage. Chapters 1& 2.
10. McCrone, David & Kiely, Richard (2000). Nationalism and Citizenship. Sociology, 34 (1), 19–34.
11. Mehta, Nalin (Ed.), (2008). Television in India: Satellites, Politics and Cultural Change, Routledge: London, Chapters 3 and 4. 18. Price, Moroe E. (2002). Media and Sovereignty: The Global Information Revolution and its Challeges to State Power. London: MIT Press. Chapter 1&3.