

**Course: Major Mandatory  
Sociology of Media**


<b>Semester II</b>	<b>Credits:4</b>	<b>Subject Code: AMAJESOC223516</b>	<b>Lectures: 60</b>
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**Course outcomes:**

At the end of this course, the learners will be able to:

- Understand various perspectives and types of media
- Familiarize with new methodologies to analyze media in the context of globalization.
- Derive connection between various forms of media and nation, gender and community.
- Evaluate the nature of contemporary media and its responsibility.

<b>Unit 1: Introduction to Media Studies</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Defining the field</li> <li>• The study of the media: Theoretical approaches: Early theories- Functionalism, Marxism, Culture industry model, The effect model Political economy approach, The public sphere, Cultural hegemony, Feminism</li> <li>• The study of Media: Methodological tools-Textual analysis, Audience research</li> <li>• Media Sociology: When the media representation met Sociology</li> </ul>	
<b>Unit 2: Television: Analyzing Programmes</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Redefining Indian Television-Streaming</li> <li>• Mediating Identities: Transnational Television</li> <li>• Politics of Television</li> </ul>	
<b>Unit 3: Nation, Gender and Community in Indian Cinema</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Regional</li> <li>• Bollywood</li> <li>• Transnational</li> </ul>	

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Chairperson (HoD)	Sociology	Dr. Vaishali Diwakar	

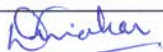


<b>Unit 4: New Social Media</b>	<b>12</b>
<ul style="list-style-type: none"> <li>● Identity formation</li> <li>● Mediated Intimacies</li> <li>● Digital Divide/Inequalities</li> </ul>	

# 12 hours for Library work, practical or field work or research purposes

**Recommended Text Books:**




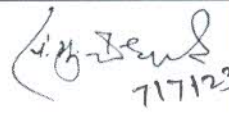
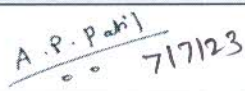
- Asa Briggs & Peter Burke, *A Social History of the Media*, Polity Press, Cambridge 2005. Page Nos. 1-12; 91-120.
- Butcher Mellissa: *Transnational Television. Cultural Identity and change*; Sage, N. Delhi, 2003. Page nos. 49-87; 111-180
- Dasgupta S., Sinha D., Chakravarti S. (edt): *Media, Gender and Popular Culture in India*, Sage, 2012.
- Heyward Susan: *Key Concepts in Cinema Studies*, Routledge, UK, 2004.
- Hodgkinson Paul: *Media, Culture and Society*, Sage Publications, 2011. Page Nos. 1-15; 60-81; 103-126
- Gaunlett D: *Media, Gender and Identity*, Routledge, UK, 2002.
- McDougall J.: *Media Studies-the basic*, Routledge, UK, 2012.
- O'Shaughnessy Michael: *Media and Society- An Introduction*, OUP, Australia, 1999. Page nos.1-52,63-69,155-14
- Rajgopal Arvind: *Politics of Television*, Cambridge University Press, UK, 2001.
- Sardar Z. and Loon B.: *Introducing Media Studies- A graphic Guide*, Icon Books, UK, 2010.
- Uberoi Patricia: *'Imagining the Family: An Ethnography of viewing Hum Aapke Hain Kaun'* in Dwyer & Patel (Eds), *Pleasure and the Nation*, Oxford, New Delhi, 2001
- Waisbord S: *Media Sociology: A Reappraisal*, Polity, UK, 2014.
- Williams Kevin: *Understanding Media theory*, Bloomsbury, London, 2017 (Indian editions).


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**Reference Books:**


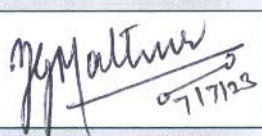

- Nandy A.(Ed.): *The Secret Politics of Our Desires*, Oxford University Press, New Delhi, 1995 (Introduction)
  - Niranjana Tejaswini et al: *Interrogating Modernity*, Seagull, Calcutta, 1995.(Introduction)
  - Viridi Jyotika (2003): *The Cinematic ImagiNations*, Permanent Black, New Delhi.
- References:
- Ash Amin and Nigel Thrift (eds) *Cultural Economy Reader*, Blackwell, London, 2004.
  - Don Robotham, *Culture, Society and Economy: Bringing Production Back in*, Sage, London 2005
  - Dwyer & Patel (Ed.): *Pleasure and the Nation*, Oxford University Press, New Delhi, 2001
  - Dwyer & Patel: *Cinema India*, Oxford University Press, New Delhi, 2002
  - Jan van Dijk, *The Network Society*, Sage, London, 2006
  - Uberoi Patricia: *Freedom and Destiny*, Oxford University Press, New Delhi, 2006

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(FYMA 2023-26)

VC Nominee (SPPU)	Dr. Chetana Desai		 7/17/23
Industry Expert	Dr. Triveni Mathur	 7/17/23	
Alumni	Ms. Aditi Sarkar		 7/17/23



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