



ST. XAVIER'S COLLEGE (AUTONOMOUS)

Re-accredited with 'A+' by NAAC (4th Cycle) | Affiliated to Gujarat University

DEPARTMENT OF SOCIOLOGY MULTIDISCIPLINARY COURSE SYLLABUS

Multidisciplinary Course: Media, Culture and Society

Course Title & Code	Credit Distribution of The Course (Total Credit-04)			Eligibility Criteria	Prerequisite(s) of the Course (if any)
	Lecture	Practical	Experiential Learning		
Media, Culture and Society	4	0	0	10 + 2 from a recognized board in any stream	Basic knowledge of Media and Society

Course Objectives:

CO-1	Provide an understanding of different types of media and forms of communication.
CO-2	Provide a basic understating of relationship between media and society
CO-3	Analyse the changes in media, society and culture

Learning Outcomes:

1. Students will be able to understand different types of media and forms of communication.
2. Students will be able to comprehend the basic conceptions related to Media, Culture and Society.
3. Students will be able to understand interface between media, popular culture and humanities and social sciences.

Unit:1 Social Interaction and Everyday Life (15L)
 The study of everyday life; Types of communication Verbal and Non-verbal communication; interpersonal, intrapersonal, group, mass communication. Communication and modern technology.

Unit:2 Mass media (15L)
 Nature, characteristics and functions of mass media. Folk and traditional media, printing and publications, electronic media, radio, Television, cyberspace, virtual communication, internet, blogging.

Unit:3 Advertising (15L)
 Functions, Types, Ethics in Advertising, Role of Advertisement in Marketing, Current Issues in Advertising, Women in Advertisement, Children in Advertisement.

Unit:4 Media and popular culture (15L)
 Cultural studies as an interface between humanities and social sciences; popular culture, high culture, low culture.

References:

- 1) Aggarwal, Bir Bala. 2002. Media and Society First Edition, Concept Publishing Company Pvt. Ltd.
- 2) Curran James, Gurevitch Michael, 1991, Mass Media and Society. London.
- 3) Dey, Sayan and Ratnamala, V Media Culture Society.
- 4) Giddens, Anthony. 1997. Sociology. Third Edition, New York: Polity Press.
- 5) Hodgkinson, Paul. 2016. Media, Culture and Society: An Introduction. SAGE
- 6) Keval.J Kumar, 1994, Mass Communication in India,4th Edition, JAICO
- 7) Mohapatra, Subas. 2017. Society and Culture in India: A Reader. The Orient Blackswan
- 8) Nick, Stevenson, 1995.Understanding media cultures: social theory and mass communication, London: Sage.
- 9) Terhi Rantanen 2005. The media and globalization, New Delhi: Sage.
- 10) Williams, Raymond, 1983. Keywords: a vocabulary of culture and society, New York: OUP

Teaching Methodology: Apart from the conventional blackboard teaching, other modes of teaching that will be adopted are power points, group discussions, quizzes, class tests, problem-solving, and assignments.

Mode of Evaluation:

Assessment	Marks
Internal	
Attendance	05
Assignments	10
CIA I and II	35
Total	50
External	
End Sem Exam	50